



Corporate Intellectual Property Conference 2013

Thursday 30th May - Friday 31st May, 2013

Four Points by Sheraton, Shenzhen, China

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Day 1 Thursday 30th May 2013 Preliminary Agenda

<p>8.30 Registration and Coffee</p> <p>8.55 Chairman's Opening Address</p> <p>9.00 Corporate Perspective & Experience Sharing: The Rising Innovation China: The New Paradigm from Made in China to Invented in China!</p> <ul style="list-style-type: none"> • How to define the role of patent counsels within the organization under the new situation? • How to gain a better understanding of needs of future business development in a patent way? • R&D department – where to create patentable inventions in China <p>9.45 International Licensing Tool Kit: How to Effectively Licence Your Patents</p> <ul style="list-style-type: none"> • Assessing the choices at your disposal: what type of licence? • Getting involved in patent pools and standard setting <p><i>Sponsor Session: Reserved by Finnegan</i></p> <p>10.30 Networking Coffee Break</p> <p>11.00 Interactive Panel Discussion: Protecting Your Technology in China's Innovation Economy – the Role of International Arbitration</p> <p>As Chinese firms have looked increasingly to foreign markets, technology owners and licensors are increasingly seeking to protect and enforce these rights internationally.</p> <ul style="list-style-type: none"> • Reasons for selecting international arbitration to resolve technology disputes • Other considerations for Chinese and Western parties • Best practice tips for avoiding and mitigating technology-related disputes <p><i>Chair Person:</i> <i>Chiann Bao, Secretary-General, Hong Kong International Arbitration Centre</i> <i>Liu Jing, Deputy Secretary-General, Hong Kong International Arbitration Centre</i> <i>Panelists under Invitation:</i> <i>Jack Chang, Senior IP Counsel – Asia, General Electric</i> <i>David Kreider, General Counsel, Vodafone</i></p>	<p>11.45 How Can Advanced Technical Solution Help to Improve the Practical Skills for Corporate Patent Search</p> <p>Patents can be either a source of market competition, or cause for litigation. However, many patentees rush into patent applications without fully understanding the state of technology. As a result, they find their own patent shield vulnerable all too often when confronting competitors as they still do not realize the importance of a patent search.</p> <p>12.30 Networking Luncheon Break</p> <p>14.00 Interactive Panel Discussion: As trade secret cases have always been hard points in IP practice, this article intends to discuss three issues involved in trade secret litigations, namely, proper jurisdiction, collection of evidence, and litigation strategy.</p> <p>The Key Issues in Trade Secret Litigation</p> <ul style="list-style-type: none"> • Proper jurisdiction of trade secret cases • Issues relating to collection of evidence in trade secret cases <ul style="list-style-type: none"> - Means of obtaining evidence - The contents of evidence • Litigation strategy • Discussing effective physical security actions to prevent IP leakage • Preventing employees and suppliers trade secret theft: what works, and what doesn't • Conducting investigation and gathering evidence once the trade secret is stolen • Making a realistic assessment on what and how you can achieve through litigation • Strategies on building up legal basis and damages claims <p>14.45 Sponsor Session : Reserved by Stoel Rives</p> <p>15.30 Networking Coffee Break</p> <p>16.00 How Can Patent Pool Serve As the Ideal Solution for Patent Licensing for Consumer Electronics, Telecommunications and Computer and Related High-tech Industries.</p> <p>16.45 Interactive Panel Discussion : Legislative Changes for the PRC Patent, Copyright, and Trademark Laws</p> <p><i>Chair person:</i> <i>Elizabeth Chien-Hale, IP Director APAC, Eaton</i></p> <p>18.00 End of Day One</p>
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