

LISA Forum Asia

CHINA FOCUS

The Globalization of China 2.0

LISA Seminar on Intellectual Property Management Differences

China versus the West: Is there common ground with China's "Piracy Culture"?

09:00 - 17:00 : Thursday, March 15, 2007

Workshop Agenda

09:00 - 09:30 **Welcome Coffee and Registration**

09:30 - 09:45 **Introduction**

- Workshop overview
- Speakers
- Participants expectation

09:45 - 10:45 **Overview of the Chinese Intellectual Property System**

Elizabeth Chien-Hale, director of the Institute for Intellectual Property in Aisa, will conduct the overview. She will start by discussing the several types of common intellectual property rights, the government agencies that grant the rights, and the application processes. The basic types of intellectual property rights to be discussed in detail are:

- Patent
- Trademark
- Copyright

Furthermore, regulations regarding software will be discussed.

10:45 - 11:00 Q&A / Coffee Break

11:00 - 12:00 **Overview of the Chinese Intellectual Property System, Part 2**

During this hour Elizabeth Chien-Hale will discuss the enforcement aspects of the Chinese intellectual property system, including administrative and judicial approaches. Criminal enforcement will also be discussed as a possible alternative for egregious violations.

12:15 - 14:00 Lunch

Speaker: Mr. Sanjay Presad of the IPValue

14:00 - 15:15 **Views from the governments**

Representatives from the Ministry of Information Industry, the Patent Office, and the Trademark Office will share their views on the current state of IP protection in China

15:15 - 15:30 Coffee Break

15:30 - 16:30 **Views from the Private Sector**

IP counsels from IBM and two Chinese software companies, Supermap and Sursen, will share their experiences with protecting intellectual property rights in China.

16:30 - 17:00 **Wrap-up**