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2ND ANNUAL

AIPEEC SUMMIT

2012 May 30 - June 2, 2012
Hilton Beijing Wangfujing

“ You don't need any more news or lectures on innovation. You need a new perspective. ”

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WORKSHOP LEADERS:



Ellen (Kim) Sein Aye
Managing Partner
Plasseraud IP Limited (Shanghai)



Atom (Xi Jun) TONG
Chinese Patent Attorney
Plasseraud IP Limited (Shanghai)



Sebastien Gonnet
Vice President
Nera Consulting

CASE STUDIES PRESENTER

CONFIRMED SPEAKERS:



Dr. Don Merino
Senior Vice President,
Asia Licensing Sales
Intellectual Ventures



Mr. Kim KwangJun
Senior Vice President, General
Counsel, Corporate Legal & IP
Samsung



Mr. Philip LIM Feng
CEO
Exploit Technologies
A-Star, Technology Transfer Office



Mr. Li Zhong Hua
Assistant President
China Technology Exchange
CTEX



Jeffrey D. Lindsay 林哲甫
Head of Intellectual Property
Asia Pulp and Paper



Mr. Stefan Tamme
Senior Director of
IP Strategy & Licensing
Rambus Inc.



Scott Warren
Managing Director
Kroll Ontrack



Fabrice Mattei
Partner
Rouse



Guy L. Proulx
Managing Director
Transpacific IP



Scott Gordon
Associate
Fulbright & Jaworski L.L.P.



Jason Ding
Head of Intellectual Property
Huawei Technologies Co., Ltd.



Jim Brelsford
Senior Vice President for
IP Licensing
SanDisk Corporation



Elizabeth Chien-Hale
IP Director APAC
EATON



Robin Cefai
Patent Attorney
Sisvel



Eric Liu
IP Director
ZTE



Arian Duijvestijn
IP&S General Manager Lighting,
Senior Vice President
Phillips



Lin Hua
Deputy General Counsel
SNDA



Roy Chen
Business Development Manager
Great China Sisvel Technology



Mr. Okamura
Head of Intellectual Property
Trigence Semiconductor



Mr. Ko, C.K
Vice President
Intellectual Discovery



Keisuke Hayashi
Partner
Takahashi, Hayashi and
Partner Patent Attorneys, Inc.

FORMAT

- Series of panel discussions and debates
- 2 x workshops
- One to one business exchange meetings to encourage collaboration opportunity
- Roundtable / breakout discussions
- Patent gallery- opportunity to examine a section of patents for sale in the region
- Networking activities and social tour



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The Pre-Exchange Workshop - IP valuation and patent drafting training course

MAY 30, 2012 8.30am - 5.30pm

AIPEC is proud to present this unique IP valuation and patent drafting training course, which will provide attendees with interactive sessions on the practical skills required to determine license opportunities, as well as be able to draft, review and closely scrutinize patent related documents. Concise notes are given on how to use the most theoretical models in real life situations with a focus on the key terms and issues when IP professionals are negotiating the value of intangibles. Further, the master class will include advanced training in patent drafting and analysis and seek to demystify the terms with a focus on the maximizing value and knowing how to put your best arguments forward in a complex negotiation on valuation. A series of cases studies will be discussed with practical tools and insights for improving your awareness of:

Claims Analysis

- Studying claims carefully to determine their scope and how valuation can be affected
- Value of independent claims and how many of them are included in the patents
- Improving clarity and understanding claims
- How can dependent claims add to your valuation position?

Practical IP Negotiation Tactics

- Negotiation strategies in the IP valuation and monetization context
- Art of asking better questions during negotiations
- How to prepare your claims chart

This course
conduct both
in Mandarin
and English

AGENDA**Analyzing Patents & the Rigorous Patent Prosecution Process**

- Understanding Prosecution History
- Good vs. Poor Patent Drafting of Specifications and Claims
- The Ugly Side of Inequitable Conduct
- Office Action Scrutiny and the Role of Examiners
- What Types of Citations to Look For
- Common Mistakes in Patent Drafting that Weakens a Patent's Value
- Spot Good Indicators of Patent Quality

Advanced Licensing Issues

Research and Development Considerations

- Different Types of Royalty Rates for Specific Industries
- Contract Drafts: Refresher on warranties, representations, undertakings and misrepresentation
- Liability clauses, Limitation of Liability, Delay Clauses, Liquidated Damages
- Sublicenses, Most Favored Licensee Clauses
- Cross-Licensing
- IPR clauses and indemnities
- Case Studies, Managing Possible Litigation Scenarios

Lunch Break and networking break**Calculation of Patent Damages**

- Recent developments in Patent Damages Law
- Classic Recovery of Lost Profits, Reasonable Royalties, Established Royalties, Infringer's Profits
- Methods of Apportionment, Creating Licensing Practices, Building a Favorable Damages Case

Negotiation Tactics

- The Importance of Due Diligence
- Who are the Key Decision Makers, Know your Timelines, Costs and Preparations Chart
- Hiring Professionals Who Can Save the Deal, NDAs, and Well Crafted Agreements

Group Discussion and Q&A

Course leader will answer questions regarding advanced licensing management and related issues that may arise during the class.

Course Leaders:

Ellen (Kim) Sein Aye, Managing Partner, Plasseraud IP Limited (Shanghai)
Atom (Xi Jun) TONG, Chinese Patent Attorney, Plasseraud IP Limited (Shanghai)

Case Studies Presenter:

Alan Cox, Senior Vice President, NERA Economic Consulting or
Sebastien Gonnet, Vice President, NERA Economic Consulting



MAY 31, 2012 – THE EXCHANGE DAY 1

8.15	Breakfast Registration
8.45 – 10.00	<p>Taking it to the Top: Corporate IP Management Strategies In this interactive panel discussion, experts from leading and major industries will share insights and their experiences concerning the important IP issues they face. The key drivers in IP are identified and profound insights on business and investments will be discussed as it relates to IP and innovation. These experts will discuss creating business-aligned IP strategies using industry sector and boardroom scenarios.</p> <p>(M) Kim Kwang Jun, Senior Vice President, General Counsel, Corporate Legal & IP, Samsung Guy Proulx, Managing Director, Transpacific IP Elizabeth Chien-Hale, IP Director APAC, EATON Jim Brelsford, SVP IP Licensing, SanDisk Stefan Tamme, Senior Director of IP Strategy & Licensing, Rambus Inc.</p>
10.00 – 10.45	<p>MINING PATENT: From Patent Management to PATENT MONETIZATION PROGRAM & validity This Session Sisvel will share best practices on: (1) Various business models; (2) Creating a framework for extracting value of patents; (3) Selecting patents depending on the various business model</p> <p>Robin Cefai, Patent Attorney, Sisvel Roy Chen, Business Development Manager, Great China Sisvel Technology</p>
10.45 – 11.15	Networking Break
11.15 – 12.30	<p>Bridging the Gap: Licensing IP Capital. This panel will highlight recent landmark deals and provide suggestions on how to transform your company from one that automatically churns out patents to one whose IP strategy serves your business objectives.</p> <p>(M)Dr. Don Merino, Vice President and General Manager, Asia Licensing Sales, Intellectual Ventures Jason Ding, IP Director, Huawei Arian Duijvestijn, IP&S General Manager Lighting, Senior Vice President, Phillips</p>
12.30 – 1.30	Lunch
1.30 – 2.30	<p>Growth Strategies: Technology Transfer in Challenging Times. AIPEC invites you to be briefed by China Technology Exchange (CTEX), a technology transaction service provider jointly established by the Beijing Municipal People's Government, the Ministry of Science and Technology and the State Intellectual Property Office with approval from the Chinese State Council, on the rapid technological developments of Chinese enterprises and how they cope with the challenges they face domestically and abroad from greater international business presence. Comments and questions from the delegates to the panelists will be welcome.</p> <p>Li Zhong Hua, Assistant President, China Technology Exchange (CTEX) Philip LIM Feng, CEO, Exploit Technologies (A-Star, Technology Transfer Office)</p>
2.30 – 3.30	<p>The Economic Framework for Valuing Patents and IP</p> <ul style="list-style-type: none"> ■ In which circumstances does an accurate valuation of Patents/IP matter? ■ The bargaining range: evaluating the competitive advantage to the IP user; and the opportunity costs to the IP owner. ■ Case studies: <ul style="list-style-type: none"> ■ Valuing a portfolio of patents ■ Patent damage calculations <p>Alan Cox, Senior Vice President, NERA Economic Consulting or Sebastien Gonnet, Vice President, NERA Economic Consulting</p>
3.30 – 4.00	Networking Break

TRACKS

TRACK 1	TRACK 2
<p>RESEARCH & DEVELOPMENT METHODOLOGIES THAT INCREASE IP POTENTIAL AND VALUE. As companies spend more resources and more capital on R&D, this transformation leads to more Intellectual Property assets being generated.</p> <ul style="list-style-type: none"> ■ What R&D Leaders Need to Know about Innovators: Tips on Conquering Innovation Fatigue ■ Training R&D Staff to Be More Effective with IP ■ Building a Community of Practice in IP ■ Using Patent Law to Improve Experimental Work for Better R&D ROI ■ Learn how to optimize the R&D processes to maximize IP value. <p>Jeffrey D. Lindsay, Head of Intellectual Property, Asia Pulp and Paper Robin Cefai, Patent Attorney, Sisvel Roy CHEN, Business Development Manager, Great China Sisvel Technology</p>	<p>TODAY'S MOST UNDERVALUED ASSET CLASS: PATENTS? Today's most undervalued asset class is not what one would expect. What are smart investors buying today and why? Companies like Google, HP, Microsoft, are acquiring valuable patents on the cheap with increasing frequency. This leads to the conclusion that the most undervalued asset in the world today is knowledge and intellectual property in the form of valuable patents. Find out where the value lies in your company and how to extract it from places and assets you may not consider. Learn how to maximize value from distressed portfolio companies.</p> <p>Eric Liu, IP Director, ZTE Guy Proulx, Managing Director, Transpacific IP Lin Hua, Deputy General Counsel, SNDA</p>



Networking Dinner 6.30pm till 9.30pm

JUNE 1, 2012 – THE EXCHANGE DAY 2

China, Japan and Seoul Patent Landscape

9.00 - 10.00	<p>IP Litigation and regulations landscape in China. Panelists will address the changing landscape of Chinese patents, China's IP policies and new administrative methods of dispute resolution. Legal Chinese experts will discuss recent IP cases as well as actions you can take to avoid legal disputes and provide suggestions on how to maximize obtaining positive results during an IP dispute in China. Eric Liu, IP Director, ZTE Scott Gordon, Associate, Fulbright & Jaworski L.L.P.</p>
10.00 - 10.45	<p>Dialogue - Japan IP Monetization Framework Although patent rights have been bought and sold throughout the history of the patent system, patent monetization as a widely recognized business model has emerged only in recent years. Get real insights on the optimal path to monetize a patent portfolio in Japan, which remains one of the most active patents filing country in the world. Expert panelists will share how in Japan a growing number of corporations seek to license, sell and acquire patent rights to innovate, develop new products or technologies, and develop smarter ways to create technology value in-house. Keisuke Hayashi, Partner, Takahashi, Hayashi and Partner Patent Attorneys, Inc. Mr. Okamura, Head of Intellectual Property, Trigen Semiconductor</p>
10.45 - 11.15	<p>Networking Break</p>
11.15-12.00	<p>Key Note- South Korea Patent Exchange Framework – The Intellectual Discovery Initiatives Ko, C.K, Vice President, Intellectual Discovery</p>
12.00 - 1.30	<p>Networking Lunch</p>
2.00 - 2.45	<p>Cross Border Patent Regulation</p>
2.45 - 3.30	<p>IP Protection and Trade Secret Strategies Scott Warren, Managing Director, Kroll Ontrack</p>
4.00 - 5.00	<p>GRAND FINALE: Valuing Brands and Assessing Your Company's Brand Equity What is the most visible importance of invaluable assets? How can IP help companies create value by a name, design, letter or word by inspiring brand loyalty, motivating purchasing and commanding premium pricing? The value of a trademark can be monetized to generate cash to further growth and investment through licensing or collateralization. Valuing a trademark is complex but experts explain in simple terms by focusing on critical areas so you can translate intangible assets into tangible value. Frederic Glaize, Attorney, FIVALOR</p>

JUNE 2, 2012

GREAT WALL TOUR AND NETWORKING LUNCH

Supporting Organizations

			
			
			

**PRICING:**Please select your choice in the box below

	Early bird (Registered before 13 April)	<input checked="" type="checkbox"/>	Group (3 or more)	<input checked="" type="checkbox"/>	Normal	<input checked="" type="checkbox"/>
1 day Workshop	2800 RMB/445 USD	<input type="checkbox"/>	2600 RMB/412 USD	<input type="checkbox"/>	3000 RMB/476 USD	<input type="checkbox"/>
2 day Exchanges/conference	3000 RMB/476 USD Complimentary for Head of IP, Head of R&D CTO, CEO, MD, GM General Counsel/ Legal Director Patent Owner					
Gala Dinner	-	<input type="checkbox"/>	-	<input type="checkbox"/>	800 RMB/130 USD	<input type="checkbox"/>
Full Exchange Package	5500 RMB/872 USD	<input type="checkbox"/>	5300RMB/840 USD	<input type="checkbox"/>	6000 RMB/952USD	<input type="checkbox"/>

5% transaction fees for credit card or Paypal payment**DELEGATE 1:**

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DELEGATE 2:

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Organization: _____ Job Title: _____

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I am a member / subscriber of _____ association / media partner.

Membership Number _____ Signature: _____

DELEGATE 3:

First Name: _____ Last Name: _____

Organization: _____ Job Title: _____

Address: _____ Tel: _____

E-mail: _____

Supporting Organization / Media Partner: (exclusive discount applicable)

I am a member / subscriber of _____ association / media partner.

Membership Number _____ Signature: _____

HOW TO REGISTER:

Please send your completed registration form by:

Email: eunice.mak@innocell.net Mail: Room 1804, 18/F., 69 Jervois Street, Sheung Wan, Hong Kong**TERMS AND CONDITIONS**

- All pricing include is based on individual participation, welcome cocktail and event materials are included.
- Refund & Cancellation policy
- Cancellations by delegates made more than 40 days before event commencement are entitle to receive a full refund
- All cancellation will incur a 50 USD administration fees.
- Cancellations within 21 to 39 days of course commencement are entitled to a 50% refund.
- No refund for cancellation between 0 and 20 days prior the event
- Substitute are allow and must be in writing
- Payment must receive within 7 days upon registration

To know more about the AIPEC SUMMIT 2012please contact Eunice Mak at (852) 2815-8127 or eunice.mak@innocell.net