



Final Program

Sunday, May 15, 2016		
Time	Conference Program	Venue
14:00 - 20:00	Registration	Conference Hall Foyer
09:00 - 17:00	LES 100 Training Course	Function Room 4
18:30 - 20:00	Welcome Reception (Featuring designated areas for High Tech Committee, Life Science Committee, and Young Member Congress (YMC))	Grand Ballroom Foyer

Note: The "Train-the-Trainer" Course will be provided on Saturday, May 14, 2016, at 08:30-11:30 in Function Room 1.



Monday, May 16, 2016		
Time	Conference Program	Venue
08:00 - 18:00	Registration	Conference Hall Foyer
08:00 - 09:00	Breakfast	Conference Hall Foyer
09:00 - 09:15	Welcome Remarks Jim Sobieraj, LESI President Yong Li, LES China President	Conference Hall A & B
09:15 - 10:00	Keynote Speech: China's Judicial Reforms Are Creating Opportunities for Tech Transfer and Licensing in China Xia Luo, Judge of the Supreme People's Court of China Moderator: Hao Ma, President, CCPIT Patent and Trademark Law Office	Conference Hall A & B
10:00 - 10:30	Networking Coffee/Tea Break	Conference Hall Foyer
10:30 - 12:00	Mini -Plenary Session 1: Creating Global Businesses with the Internet – Success Stories and Future Opportunities for New Products and Services in Every Industry Advances in Internet and communications technology are removing world boundaries and providing an increasingly connected ecosystem of people, product, process and place. Every business is becoming empowered with immediate reliable information to make smart decisions in developing and improving products and services. The ability to analyze patterns of use in similar conditions and use location-specific intelligence is simplifying management processes and increasing efficiency. New global businesses are arising not only in communications, but in many other fields, such as transportation, product sales, accommodations, and healthcare. Panel members will discuss recent success	Conference Hall A & B



	<p>stories and potential opportunities, key challenges such as cyber-security and information reliability, and evolving issues in protecting and transferring technology.</p> <p>Speakers: Simmone Misra, Director of Business Development, Microsoft Santosh Mohanty, VP, Head of IP and Product Engineering, Tata Consultancy Services Hainan (Logan) Xie, VP, LeEco Group</p> <p>Moderator: Fiona Nicholson, Partner, Bristows LLP</p>	
	<p>Mini -Plenary Session 2: Lessons Learned for Licensing in Life Science</p> <p>The healthcare sector continues to grow but there are a number of issues that challenge the sector. This session will look at how the pharmaceutical industry is dealing with such challenges in its deal making and look at trends of licensing, M&A, strategic alliances and diversification. The speakers will share their deal making experiences and the changes they have witnessed, as well as the innovative strategies they have adopted for successful deal making.</p> <p>Speakers: Pamela Demain, Executive Director, Business Development and Licensing, Merck Dr. David Shen, General Counsel, AstraZeneca (China) Jun (Alvin) Deng, Head of IP, Novozymes (China) Investment Co. Ltd.</p> <p>Moderator: Hayley French, Commercial Director and General Counsel, Apitope International NV</p>	<p>Conference Hall C</p>



12:00 - 14:00	Luncheon (Featuring reserved tables for High Tech Committee, Life Science Committee, and YMC)	Grand Ballroom
14:00 - 15:30	Workshop Sessions W1-W6 W1 Importance of IP and Innovation for the Emerging Nations' Entrepreneurship and Economic Development The workshop will cover topics related to strategy, policy and case studies on: a. IP-based entrepreneurship; b. Entrepreneurship supported or incubated by larger companies, or organizations; c. IP and entrepreneurship for developing or emerging nations; and d. Lessons to learning from developed nations, academics perspectives. Moderators: Dr. Rush Khan, Head, Intellectual Property and Innovation, Aramco Entrepreneurship Dr. Tanja Sovic-Gasser, Deputy Head of the Research and Transfer Support Office, Vienna University of Technology Speakers: Denis Croze, Director, WIPO Singapore Office Dr. Johannes Homa, CEO and Co-Founder, Lithoz GmbH Audrey Yap, Managing Partner, Yusarn Audrey Elizabeth Chien-Hale, Counsel, Brinks Gilson & Lione Mark Horsburgh, Principal and Chairman, Fisher Adams Kelly Callinans Héctor E. Chagoya C., Partner, Becerril, Coca & Becerril, S.C.	Function Room 4A&B
	W2 A FRANDly World The workshop is combining a global, a US and a European perspective on SEPs and FRAND. It will highlight, the prerequisites for fulfilling requirements resulting from FRAND declarations and antitrust law, both from a patent	Function Room 2



	<p>owner's and a defendant's perspective. It will also address open questions and likely future developments.</p> <p>Moderator: Klaus Haft, Rechtsanwalt & Diplom-Physiker, REIMANN OSTERRIETH KÖHLER HAFT</p> <p>Speakers: Tina Chappell, Associate General Counsel and Director of Intellectual Property Policy, Intel Gabriele Mohsler, Vice President, Patent Development, Ericsson</p>	
	<p>W3 Recent Licensing Trends in BRIC Countries BRIC countries have been one of the important groups in contributing to the world economy. This workshop provides information and insights on recent licensing trends in BRIC countries. The speakers are experienced licensing professionals from BRIC countries, who will share with the audience based on their practical and diverse experiences.</p> <p>Moderator: Allen Tao, Partner, Liu Shen & Associates</p> <p>Speakers: Sergey Medvedev, Senior Associate, Gorodissky Bo Teng, Deputy General Manager, Techina Intellectual Property Financial Services Group Candida Caffé, Partner, Head of IP Transactions, Dannemann Siemsen Tarun Gandhi, Partner, Chadha & Chardha</p>	Function Room 3A
	<p>W4 A Patent Expert System based on e-Knowledge The workshop is dedicated to explain the perspective of an e-Knowledge based expert system of cutting edge technology called "Innovation Expert System, IES".</p> <p>Moderator:</p>	Function Room 3B



	<p>Prof. Dr. Heinz Goddar, Partner, Boehmert & Boehmert</p> <p>Speakers:</p> <p>Prof. Dr. Sigrum Schindler, CEO of TELES Patent Rights International GmbH, Professor Emeritus, Technical University Berlin</p> <p>Prof. Dr. Bernd Wegner, Professor Emeritus, Technical University Berlin</p> <p>Dörte Schönberg, TELES Patent Rights International GmbH</p>	
	<p>W5 Mock Licensing Negotiation</p> <p>Aim of the Mock is to illustrate the main aspects of a negotiation process through the simulation of a license agreement. The speakers will analyze the acquisition of a patent license in the high tech industry, focusing on the key contract terms. They will present a fictitious case highlighting the difficulties which could arise in a licensing negotiation and they will provide the main guidelines on how to conduct a successful negotiation.</p> <p>Moderator:</p> <p>Mario Traverso, Principal, Traverso Law Firm</p> <p>Corporate Representatives:</p> <p>Joo Sup Kim, Vice President, IP, LG Electronics</p> <p>Luc Savage, VP Strategy & Dedicated Support, Orange</p> <p>IP Consultants:</p> <p>Roberto Dini, Founder, Metroconsult</p> <p>Klaus Göken, European Patent Attorney, Eisenführ Speiser</p> <p>IP Lawyers:</p> <p>John Paul, Partner, Finnegan Henderson Farabow Garrett & Dunner LLP</p> <p>Jennifer Pierce, Partner, Charles Russell Speechlys</p>	<p>Function Room 5</p>
	<p>W6 Geotargeting and Geoblocking</p>	<p>Function</p>



	<p>The internet provides the technology to make content of any kind available for download anywhere in the world. In contrast, intellectual property rights are limited to a specific territory. This formerly harboured the risk that a prohibition based on an intellectual property right handed down by a national court, which for example prohibits the use of a certain trademark on a website, could (despite its scope being formally limited to a specific territory) de facto result in the owner of the website ultimately being prevented from using the sign on the internet worldwide. Today, geotargeting provides an effective remedy for this dilemma by enabling website owners to differentiate their web appearance/trademark use territorially. Geoblocking is an effective tool for preventing access to websites with content that infringes IP rights (such as copyrights). The object of the workshop is to discuss the impact of these new technologies on conflicts concerning IP rights, but also its uses in other areas: for example, geotargeting is increasingly the subject of licensing agreements (for instance regarding streaming of sports events for a limited territory on the internet). There will also be a discussion on how key players on the internet (e.g. Google, Facebook, YouTube, Twitter, Apple, PayPal) employ geotargeting to effectively target different audiences.</p> <p>Moderator: Johan Du Preez, Partner, Adams & Adams</p> <p>Speakers: Dr. Stefan Völker, Partner, Gleiss Lutz Xiaoyan Zhang, Counsel, Mayer Brown JSM</p>	Room 6A
15:30 - 16:00	Networking Coffee/Tea Break	Arcade Event Center
16:00 - 17:30	Workshop Sessions W7-W12	
	W7 Striving Cross-Border and Cross-Sector Collaborations China's new 13th five year plans place innovation as one of the	Function Room 4A&B



	<p>top goals to achieve. Tremendous amount of innovations generated from academia and were transferred to the industry. The panelists will talk about their experiences dealing with collaborations between government and industry as well as the cross-border tech transfers especially between US and China.</p> <p>Moderator: Dr. Lin Sun-Hoffman, Partner, Liu, Zheng, Chen & Hoffman, LLP</p> <p>Speakers: Katharine Ku, Director of Office of Technology Transfer, Stanford University Dr. Guoliang Yu, Chairman of the Board, Crown Biosciences Inc. Andy Sun, Visiting Professor, School of Law, Beijing University</p>	
	<p>W8 Latest Case Decisions Affecting Patent Licensing</p> <p>Global IP practitioners need to know what is happening in major market segments for protecting and enforcing their IP rights for their own or their clients' business activities in view of the most recent case decisions which may affect the patent related-transactions including licensing. They may need to change their IP strategy for better accommodation of such legal environment for increasing present and future business competitiveness.</p> <p>This session provides attendees with information of the latest case decisions in the U.S., Europe and Japan, which may affect patent licensing from the perspective of the U.S., Europe and Japan, and thereby provides attendees with multi-regional perspective of case laws so that they would be able to better accommodate such changes of case laws in the licensing agreement which covers such regions.</p> <p>Moderator: Dr. Yorikatsu Hohokabe, CLP, Senior Advisor, Oblon, McClelland, Maier & Neustadt, L.L.P.</p> <p>Speakers:</p>	<p>Function Room 2</p>



	<p>Dr. Niels Hoelder, Partner, Hoffmann Eitle; Aki Ryuka, President, RYUKA IP Law Firm; Bob Yoches, Partner, Finnegan Henderson Farabow Garrett & Dunner LLP</p>	
	<p>W9 U.S. Litigation for Chinese Companies: Strategies for Successful Results</p> <p>This workshop will provide strategies for how Chinese companies can be successful in U.S. litigation - including litigation before the U.S. International Trade Commission. The workshop will provide insights on how intellectual property litigation in the United States compares and contrasts with intellectual property litigation in China – and other countries. The workshop also will offer insights on recent experiences, developments and trends in U.S. IP litigation and what impact these may have for Chinese companies. Among the specific topics the workshop will cover include: the relation between IP licensing efforts/negotiations and IP litigation; the impact of non-practicing entities (NPEs) in U.S. IP litigation; whether any recent changes in rules or practice will benefit Chinese companies; how to best manage the demands of U.S. discovery procedures; and, generally, how to manage the high costs of U.S. IP litigation.</p> <p>Moderator: Lyle Vander Schaaf, Partner, Brinks Gilson & Lione</p> <p>Speakers: Billie Chen, Chief IP Counsel, Intellectual Property Division, Taiwan Semiconductor Manufacturing Company, Ltd. Xiaodan (Alice) Wang, IP Counsel, DJI</p>	<p>Function Room 3A</p>
	<p>W10 Use of Trademarks for Multinational Companies</p> <p>Speakers representing a Chinese automobile company, a Japanese fastening products and architectural products company, and a prestigious Korean law firm will present their valuable experience on obtaining, transferring, licensing, and</p>	<p>Function Room 3B</p>



	<p>enforcing trademarks for multi-national companies.</p> <p>Moderator: Zhongqi Zhou, Deputy Director of CCPIT Patent and Trademark Law Office</p> <p>Speakers: Ling Yi, IP Manager, YKK (China) Investment Co., Ltd. Haifeng Qian, Manager of Legal Department, Beiqi Foton Motor Co., Ltd. Dongkyun Kim, Partner, YOU ME Patent & Law Firm</p>	
	<p>W11 Mock Mediation of a Patent License Dispute</p> <p>This workshop will present an informative and entertaining mock mediation of a patent license dispute administered by the World Intellectual Property Organization (WIPO). Before the mediation meeting between parties Sum Technology (United States) and Prosperous Air (China), there will be a short presentation on the potential benefits and practical considerations of using mediation to resolve disputes arising in international licensing arrangements. The session includes the participation of:</p> <p>Adam Rattray, Head, Information and External Relations Section, WIPO Arbitration and Mediation Center (Moderator) Russell Levine, Partner, Kirkland and Ellis LLP (Mediator) John Ritter, Director, Office of Technology Licensing, Princeton University (CEO of Sum Technology Inc.) Pamela Cox, Marshall, Gerstein & Borun, LLP (Counsel for Sum Technology Inc.) Mark Nell, Head of Licensing EMEA, Nagravision SA (CEO of Prosperous Air Ltd.) Charles Valauskas, Valauskas Corder LLC (Counsel for Prosperous Air Ltd.)</p>	<p>Function Room 5</p>
	<p>W12 Offensive vs. Defensive in Pharmaceutical Battlefield in China</p>	<p>Function Room 6A</p>



	<p>Licensing is an efficient approach for not only local companies to obtain cutting edge technologies, but also multinational companies to have local partners. The workshop has three speakers from the pharmaceutical industry who will tell their stories about how to play good ball or hardball during their patent licensing negotiations in China. The moderator is an experienced local licensing arbitrator dealing with hundreds of the licensing disputes in China and will give penetrating observation.</p> <p>Moderator: Shaojie Chi, Senior Advisor, NTD Law Firm</p> <p>Speakers: Alex Liu, IP Head, Bayer (China) Yong Liu, President, Abzymo Biosciences Co., Ltd. Caihui Li, IP Director, CP Guojian Pharmaceutical Co. Ltd.</p>	
18:00-19:00	Cultural Night Reception (including YMC Reception with LESI President)	Kerry Hotel
19:00-22:00	Cultural Night Dinner	Kerry Hotel

Tuesday, May 17, 2016		
Time	Conference Program	Venue
08:00 - 12:00	Registration	Conference Hall Foyer
08:00 - 08:45	Breakfast	Conference Hall Foyer
08:45 - 09:30	<p>Keynote Speech: Building an Innovative Multinational Company in China Celina Chew, President, Bayer Group Greater China and Chairman, Bayer (China) Ltd.</p> <p>Moderator: Jim Sobieraj, Managing Partner, Brinks Gilson & Lionie</p>	Conference Hall A & B



09:30 - 10:15	<p>Keynote Speech: Growing a Leading Global Business through Innovation and Business Peng (Paul) Lin, Vice President of IP Strategy, Xiaomi Corporation</p> <p>Moderator: Ningling Wang, Managing Partner, Finnegan Henderson Farabow Garrett & Dunner LLP, Shanghai Office</p>	Conference Hall A & B
10:15 - 10:30	Networking Coffee/Tea Break	Conference Hall Foyer
10:30 - 12:00	<p>Mini-Plenary Session 3 Collaboration, Tech Transfer, and Licensing of High Tech Companies in China Technology transfer executives from well-known high technology companies in China will discuss their experiences and challenges in technology-based collaboration and license transactions. From their collective experience, the audience will gain insight into technology transfer to and from Chinese companies in the high technology space.</p> <p>Speakers: Dr. Joo Sup Kim, Vice President, IP, LG Electronics Mason Wang, Open Innovation Director, Unilever (China) Xin Tong, Director of IP Capitalization, ZTE Yang (Amy) Pu, Licensing Director, Honeywell (China)</p> <p>Moderator: Patrick O'Reilley, Senior Counsel, Finnegan Henderson Farabow Garrett & Dunner LLP</p>	Conference Hall A & B
	<p>Mini-Plenary Session 4 IP Deals with Venture Capitals Identifying and Investing in IP-Rich Companies to Build and Realize Business Value This session will explore the role of IPRs in the world of Venture Capitalists who invest in IP intensive technology startups and entrepreneurs. The session gathers leading VC's</p>	Conference Hall C



	<p>with experience in Europe; US, Asia and Emerging economies to discuss how a startup's proper early stage IP strategy impacts the decision to invest, particular challenges arising out of the particulars of different geographies, what role, if any a VC should play in post-investment IP strategy and structuring alternative monetisation methods beyond the core business plan of a startup. The panel aims to touch upon other current issues such as VC's chasing unicorns (+1 billion evaluated early stage companies), the possible valuation bubble and the different market mechanisms in investing IP intensive tech startups versus startups evolving in internet, e-commerce areas as well as new emerging trends that VC's are monitoring.</p> <p>Speakers: Raymond Hegarty, Managing Director of Intellectual Venture International Licensing Adam Bates, Instructor, International Business, Mahasarakham Business School Omer Hiziroglu, General Partner, Diffusion Capital Partners Michael Kuan, Founder and Executive Chairman, Kuan Capital</p> <p>Moderator: Michael Lechter, CEO of TechPress Inc.</p>	
12:15 - 22:00	Cultural Excursion and Dinner (optional)	



Wednesday, May 18, 2016		
Time	Conference Program	Venue
08:00 - 12:00	Registration	Conference Hall Foyer
08:00 - 09:00	Breakfast	Conference Hall Foyer
09:00 - 09:40	<p>Keynote Speech: How China Is Balancing the Rights and Interests of Innovators and Consumers in Establishing Technology Standards and IP, Antitrust and Competition Policy Dr. Baisheng An, Deputy Director, Institute of World Economy, China Academy of International Trade and Economic Cooperation, Ministry of Commerce</p> <p>Moderator: Patricia Bunye, Senior Partner, Cruz Marcelo & Tenefrancia</p>	Conference Hall A & B
09:40 - 10:20	<p>Keynote Speech: Building the Future of Consumer Connections and Communications Fengxia (Sheila) Liang, Associate General Counsel, Tencent Holdings Ltd.</p> <p>Moderator: Prof. Dr. Heinz Goddar, Partner, Boehmert & Boehmert</p>	Conference Hall A & B
10:20-10:30	Promotion of LESIG Annual Conference in 2017 in Paris, France	Conference Hall A & B
10:30 - 10:45	Networking Coffee/Tea Break	Conference Hall Foyer
10:45 - 12:15	<p>Mini-Plenary Session 5 Managing the Growing Merger of Transportation and Driver Experience – Who Should Develop and Provide the Technology? This session includes representatives of key players in the automotive transportation field, including car manufacturers</p>	Conference Hall A & B



	<p>from inside and outside China, and services providers such as Didi.</p> <p>What is the future for the car transportation field in China? Is driver experience the key issue? How are the different key players working together? Are we facing some major technology revolutions in this field, how will the access to new technologies be made possible to meet sustainability requirements? Is the Chinese situation so different from that of the rest of the world?</p> <p>The top professionals sitting on this panel are sure to provide the highest level of expertise available on this fascinating and relevant subject.</p> <p>Speakers: Rüdiger Schwarz, Head of IP & Licenses, Volkswagen (China) Investment Co. Ltd. George Yin, General Counsel, Didi Yan Hao, IP Counsel, Shanghai Automobile Industrial Corporation Motor Passenger Vehicle Co. Raymond Chen, Senior IP Counsel, Faraday & Future</p> <p>Moderator: Arnaud Michel, Partner, GIDE</p>	
	<p>Mini-Plenary Session 6 Building Successful Global Collaborations</p> <p>The theme of collaboration is embedded into the global DNA of this era with the trend reflected in the business development of every sector, given also the diverse opportunities brought by the enhanced connectivity in the age of the Internet of Things. Join us in this session with leading counsels from internationally renowned companies of different industries, namely chemical and electronics; and from different regions for a most enlightening discussion on how global collaborations have driven growth of their companies in this rapidly changing hi-tech world. Our distinguished speakers</p>	<p>Conference Hall C</p>



	<p>will share insights into the incentives that have led companies to join hands across industries and jurisdictions, their paths in pursuing and achieving proud results through the collaboration projects and the role Intellectual Property issues play in such endeavors. They will share success stories as well as lessons learnt from their real-life experience. Through this session, audience shall take on board how to formulate and build successful global collaborations as part of their strategies to face ever-intensifying competitions domestically and abroad.</p> <p>Speakers: Kenichi Nagasawa, Head of Corporate Intellectual Property & Legal HQ, Managing Executive Officer, Canon Philip Yu, Assistant Chief IP Counsel, Asia Pacific, DuPont Hananel Kvatinsky, IP Director, Orbotech Ltd.</p> <p>Moderator: Yvonne Chua, Consultant, Wilkinson & Grist</p>	
12:15 - 14:00	<p>Luncheon</p>	Grand Ballroom A, B, C & D
	High-Tech Committee Meeting (12:30-13:30)	Ballroom A
	Life-Science Committee Meeting (12:30-13:30)	Ballroom B
	YMC Meeting (12:30-13:30)	Ballroom C
14:00 - 15:30	<p>Workshop Sessions W13-W17</p> <p>W13 GTIF The Global Technology Impact Forum (GTIF), first established by LESI in 2012, as the leading forum where outstanding organizations in the business of Intellectual Property (IP) to meet, to share and to discuss the latest tools and developments affecting the IP and innovation systems globally. This discussion has included best practices and exemplary licensing terms for disseminating technology between corporations and NGOs. In general, participating organizations work collaborative to move forward a consensus agenda addressing major IP licensing and technology transfer</p>	Function Room 2



	<p>concerns.</p> <p>In this context, LESI instituted two awards to recognize those initiatives with outstanding impact in the building of good will towards IP: (1) the LESI National IP & Technology Transfer Policy Award; and, (2) LESI Award to an Outstanding Humanitarian Technology Transfer Initiative.</p> <p>The workshop will feature past GTIF Award Winners from government and industry providing an update on the policies and projects making a difference in the IP landscape.</p> <p>Moderator: Héctor E. Chagoya C., Partner, Becerril, Coca & Becerril, S.C.</p> <p>Speakers: Luc Savage, VP Strategy & Dedicated Support, Orange Matt Rainey, Director-Advisor, WIPO Academy, World Intellectual Property Organization Michael Mangelson, Intellectual Property Attaché, U.S. Patent and Trademark Office</p>	
	<p>W14 Licensing and the Unitary Patent Package</p> <p>The Unitary Patent Package will provide applicants for a European Patent with the possibility to obtain the known European (bundle) patent, or a European patent with unitary effect in many countries in the form of one single patent. This single patent can be enforced and invalidated in one lawsuit filed in one country, while it may be licensed separately for different countries.</p> <p>This new system will have a lot of implications for both, new and existing license agreements, as two completely different legal systems (national bundle patents and patents with unitary effect) will exist in parallel and the parties to a license agreement may choose which system to implement; even the later change from one system to the other is possible (Opt-out; Opt-in).</p>	<p>Function Room 3A</p>



	<p>Those questions shall be looked at from the perspective of the law of the United Kingdom, Germany and France. Even if definitive answers may be missing at present, licensors and licensees will obtain an insight into the problems which arise in licensing under the new regime and of the thoughts which will finally govern the solutions found by the parties – and, if need be, by the courts.”</p> <p>Moderator: Bonan Lin, Partner, Zhongzi Law Office</p> <p>Speakers: Johannes Heselberger, Partner, Bardehle Pagenberg Agathe Michel-de Cazotte, Attorney, Hogan Lovells International LLP</p>	
	<p>W15 Navigating the Interface of Intellectual Property and Antitrust – Recent developments around the globe on competition rules for technology licensing and the enforcement of IP</p> <p>The interface of intellectual property and antitrust is one of the most complex and intellectually challenging area of the law. Antitrust issues most commonly arise in intellectual property cases in two areas. First, antitrust concerns are raised with respect to licensing. In general, IP holders can decide whom to license to and under what terms. However, unreasonable, or discriminatory licensing practices, or tying agreements have been found to violate the antitrust laws. Second, competition law can limit or prevent intellectual property owners from enforcing their rights. For example abusive litigation, enforcement of standard essential patent or attempts to enforce patents that are known to be invalid have resulted in antitrust liability under certain conditions. In a number of jurisdictions there are either laws or regulations to address certain aspects of the interplay between IP and antitrust, or Guidelines from the respective</p>	<p>Function Room 4A&B</p>



	<p>competition agency which show the antitrust enforcers' current policy and views regarding the exercise of IP.</p> <p>Moderator: Sergey Dorofeev, Partner, Gorodissky</p> <p>Speakers: Dina Kallay, Director of Intellectual Property and Competition, Ericsson Calvin Park, Senior Director and Legal Counsel, Qualcomm Klaus Haft, Rechtsanwalt & Diplom-Physiker, REIMANN OSTERRIETH KÖHLER HAFT</p>	
	<p>W16 Trade Secrets and Know-How in Technology Transfer</p> <p>Trade secrets are often described as “crown jewels” of companies. While trade secrets and know-how are increasingly important in technology transfer, they are sometime perceived as being a dangerous tool in an open innovation environment. Will the recent adoption of the EU Directive on Trade secrets help raising the level of protection of trade secrets in Europe, how does it interact with other major existing legislation such as the Uniform Trade secret Act in the US or the existing legislation in China?</p> <p>During this workshop, speakers will consider what trade secrets mean for the industry and the business and how to best secure them. They will also address practical considerations on trade secret and know-how licensing, including in R&D and cooperation agreements, and will discuss enforcement strategy.</p> <p>Moderator: Emmanuel Gougé, Partner, Pinsent Masons LLP</p> <p>Speakers: Tom Duke, Senior IP Officer, British Embassy Beijing</p>	<p>Function Room 3B</p>



	<p>Charlotta Ljungdahl, Vice President Group Intellectual Property, Air Liquide Mattia Dalla Costa, Partner, CBA Studio Legale e Tributario</p>	
	<p>W17 Licensing and Transactions of Companies in Asia Pacific Region Recent licensing and transactions of companies have been diversified from simple licensing of a product to M&As. Companies must maximize value with income/profit induced by licensing and transactions in addition to their own sales. The IP or patent value becomes a key factor in business transactions. However, there are also risks of transactions that companies have to bear. This workshop will provide practical insights on how Asian companies in Asian Pacific Region conduct their business in licensing and transactions as well as risk management to avoid or minimize litigation.</p> <p>Moderator: Ichiro Nakatomi, President & CEO, NanoCarrier Co. Ltd.</p> <p>Speakers: Wilaiporn Chetanachan, Director of Corporate Technology Office, SCG Steven Liu, IP Director, MediaTek Jeong-Joong Kim, Executive Vice President, WIPS Corporation Jason Kim Leng Loh, Head of IP Group for ASEAN Region, Panasonic Singapore</p>	Function Room 5
15:30 - 16:00	Networking Coffee/Tea Break	Arcade Event Center
16:00 - 17:30	Workshop Sessions W18-W22	
	<p>W18 Young Entrepreneurship and IP The workshop will cover topics related to: a) how to deal with start-ups regarding IP; pitfalls, best practices b) Patents and other forms of IP and its importance for</p>	Function Room 2



	<p>start-ups</p> <p>c) monetizing of IP</p> <p>d) protection of IP</p> <p>e) freedom to operate; how to avoid abusing someone else’s IP</p> <p>f) IP education for Entrepreneurs</p> <p>g) Technology transfer at universities – fostering a start-up culture in academics</p> <p>h) Entrepreneurship – IP – Finance: how (young) companies can secure funds to continue growth</p> <p>Moderator: Thomas Adocker, Partner, Schwarz Schönherr Law Firm</p> <p>Speakers: Emilie-Marie Mercier, Partnership Contract Manager, EDF Matthias Ulrich, Director IP Protection and Compliance, Dolby Germany GmbH John Walker, Director, Dennemeyer & Associates Birgit Hofreiter, Director Entrepreneurship & Innovation Center (EIC), Vienna University of Technology</p>	
	<p>W19 Commercialization of Life Science Intellectual Property: the WIPO Guide for the Commercialization of Intellectual Property</p> <p>This workshop provides an overview of the key issues that will enable commercialization of intellectual property with a focus on life science academic research. Furthermore, it provides a compilation of resources for reference and future support. This workshop provides an overview of the terms, process, and methodologies for the commercialization of university inventions and the collaborative development and funding processes to make them successful. This workshop will be conducted through an interactive session led by experienced intellectual property professionals with expertise in commercialization from different perspectives.</p> <p>Moderator:</p>	<p>Function Room 3A</p>



	<p>Michael Lechter, CEO, Lechter Development Group</p> <p>Speakers: Gary N. Keller, CEO, Xomix Ltd. Vladimir Yossifov, Consultant</p>	
	<p>W20 Inventor Rewards and Remuneration Systems in China, Germany, and Japan</p> <p>In this workshop, three speakers will introduce the recent development of the inventor rewards and remuneration laws and practice in China, Germany and Japan, respectively.</p> <p>Specifically, Mr. Kenichi Nagasawa will introduce how the 2015 Patent Act amendment will change the rules of inventor rewards in Japan. Mr. Fuen Qiu will introduce the requirement of current Chinese Patent Law on inventor rewards and remuneration, and main considerations of the State IP Office in China about the draft Regulations on Service Inventions. Mr. Chengji Zhang will introduce the requirements of inventor rewards and remuneration in Germany, and share their experiences on how to meet the strict German requirements in practice.</p> <p>Moderator: Chuanhong Long, Vice President, CCPIT Patent and Trademark Law Office</p> <p>Speakers: Kenichi Nagasawa, Head of Corporate Intellectual Property & Legal HQ, Managing Executive Officer, Canon Fuen Qiu, Deputy Director of No. 1 Division of the Treaty and Law Department, State IP Office (SIPO), China Chengji Zhang, Patent Manager, Evonik Degussa (China) Co., Ltd.</p>	<p>Function Room 3B</p>
	<p>W21 Initiatives to Promote Patent and Technology Exchange in Asian Countries</p>	<p>Function Room 4A&B</p>



	<p>Asian countries are now the most important patent owners in the world economy. The needs to diffuse, exchange, license inventions and patents become increasingly prevalent for these economies, and the repercussion for the innovation global economy could be immense and disruptive. Some initiatives have been taken and reflections are going for the implementation of IP marketplace and patent exchange and licensing mechanisms like Japan LSIP, CTEX China, Singapore hub...</p> <p>Open innovation and technology transfer are recognized as key for prospect growth and wealth and they should be combined with a true enforcement of Intellectual Property rights. The workshop aims to make a situation analysis and to discuss the possible scenarios for the future.</p> <p>Moderators: Patrick Terroir, Chair, LESI Patent and Technology Licensing Committee Dr. Qinghong Xu, Partner, Lung Tin Law Firm</p> <p>Speakers: Shugui Guo, President, of China Technology Exchange (CTEX) Charlotta Ljungdahl, Vice President Group Intellectual Property, Air Liquide Dr. Sze Tiam Lin, Director, IPI Singapore Xiaowei Hu, General Manager, Shenzhen PAIF IP Investment Co. Roy Chen, Managing Director, SISVEL Hong Kong Ltd.</p>	
	<p>W22 Recent Trends in IP Litigation in the Asia Pacific Region</p> <p>This session will examine the recent trends and developments in IP litigation notably patent and trade mark litigation in the countries within the Asia Pacific region. Recent case law and themes in selected countries in the Asia Pacific region will be showcased from the perspective of changes to domestic laws and the impact on the effective management of IP rights.</p> <p>Moderator:</p>	<p>Function Room 5</p>



	<p>Pauline Khor, Partner, Rahmat Lim & Partners</p> <p>Speakers:</p> <p>François Neuville, Executive Director, Hong Kong - Commonwealth – Asean Darts-ip</p> <p>Yuhe Wu, Deputy Director, China Patent Agents (HK) Ltd. Beijing Office</p> <p>Philip Heuzenroeder, Principal, Spruson & Ferguson</p> <p>Susan Villeneuve, Partner, Cruz Marcelo & Tenefrancia</p> <p>Chang Sik Kim, Special Counsel, Covington & Burlington LLP</p>	
18:00 - 19:00	Reception	Conference Hall Foyer
19:00 -22:00	Gala Dinner	Conference Hall