



Protecting and enforcing your IP rights in China: Practical solutions from the experts

Harcourt Room, Conrad Hotel, Admiralty, Hong Kong – Monday, 22 June

Register: To register for this event or to receive a full agenda, please email or call Shirley Lee

Email: shirley.lee@eurocham.com.hk Tel: +852 2511 5133

	08:30-09:00	Registration and Coffee
	09:15-9:30	Welcoming remarks: Johan Adler, Chairman of the European Chamber of Commerce and Dafydd Woodward, Project Manager for the China IPR SME Helpdesk
	Morning:	FOCUS ON PREVENTION: <i>Hoping for the best, while planning for the worst</i>
	9:30-10:15	SESSION 1: Protecting your intellectual property in China? Why it is so important. <ul style="list-style-type: none">▪ IP Strategy - the Four Pillars of IP Strategy<ul style="list-style-type: none">○ Legal Measures, Internal Company Measures, Technical Measures & Political Measures▪ Preventive Legal Measures as part of an overall IP Strategy<ul style="list-style-type: none">○ Registration of IP○ Contract Management Speaker presentation + Q&A: <ul style="list-style-type: none">▪ Mr. Willi Vett, Head of IPR, China, BEITEN BURKHARDT▪ Dr. Christopher Heath, European Patent Office (moderator)



	10:15-11:00	<p><u>SESSION 2:</u></p> <p>Developing an IP strategy in China – different issues for European and Hong Kong companies.</p> <ul style="list-style-type: none">▪ Trade secrets and confidentiality▪ Employment from IP perspective▪ Research and Development in China <p>Speaker presentation + Q&A</p> <ul style="list-style-type: none">▪ Ms. Catherine Zheng, Solicitor, Deacons▪ Prof. Peter K. Yu, Director, Intellectual Property Law Center, Drake University Law School, (moderator)
	11:00-11:30	Coffee break
	11:30-12:15	<p><u>SESSION 3:</u></p> <p>Using the Customs – Mainland China and Hong Kong – to protect your brand or product</p> <ul style="list-style-type: none">▪ Registration with customs▪ Goods in transit and re-exports▪ Practical coordination with customs in Greater China <p>Speaker presentation + Q&A</p> <ul style="list-style-type: none">▪ Mr. Willi Vett, Head of IPR, China, Beiten Burkhardt• Mr. Y.K. Tan, Assistant Commissioner (Intelligence & Investigation), Hong Kong Customs• Prof. A. Kamperman Sanders, Chair of European and International Intellectual Property Law, University of Maastricht (moderator)



	12:30-14:00	Buffet Lunch
	Afternoon	<u>FOCUS ON ENFORCEMENT</u> <i>Making the best of a bad situation. All is not lost!</i>
	14:00-14:45	<u>SESSION 4:</u> Effective enforcement (if it all goes wrong, what is your strategy?) <ul style="list-style-type: none">▪ Understanding the red tape▪ What is effective?▪ Protecting your brand and avoiding the pitfalls (products and services)▪ Protecting well-known marks – how to overcome the lack of protection against dilution in China Speaker presentation + Q&A <ul style="list-style-type: none">• Prof. Zhang Naigen, School of Law, Fudan University, Shanghai• Dr. Christopher Heath, European Patent Office (moderator)
	14:45-15:30	<u>SESSION 5:</u> Enforcement strategies in China (practical tips and issues) <ul style="list-style-type: none">▪ Protecting your copyright works and avoiding the pitfalls▪ Media and piracy▪ Fashion and design Speaker presentation + Q&A <ul style="list-style-type: none">• Prof. Peter Yu• Judge Zhang Zhipei, Former Chief Justice of the IPR Tribunal of the Supreme People's Court• Mr. Jared Margolis (Moderator)
	15:30-16:00	Coffee break



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	16:00-17:00	<u>SESSION 6:</u> Trade fares in Europe and Asia <ul style="list-style-type: none">• Trade fares do's and don'ts• The EU Enforcement Directive Speaker presentation + Q&A <ul style="list-style-type: none">• Mr. Giovanni Casucci, Casucci Studio Legale Law Firm, Milan, Italy• Dr. Christopher Heath, European Patent Office• Prof. Anselm Kamperman Sanders (moderator)
	17:00-17:30	Final Q&A session