



JAPAN IP CONFERENCE



DATE: 16 JUNE 2016
VENUE: KEIO PLAZA, TOKYO

TIME	AGENDA
8.30am	Registration
9.00am	Keynote: Trends Of IP Fillings By Japanese Companies Yuji Okuma, Director of WIPO Japan Office
9.30am	Presentation: US Patent Litigation – An Update On Recent Supreme Court Decisions <ul style="list-style-type: none"> • Why US patent litigation matters to Japanese corporations: the extraterritorial reach of US patents. • Impact of recent Supreme Court decisions • Is your patent still valid? The post-Alice landscape <ul style="list-style-type: none"> ▪ Alice vs CLS Bank ▪ Implications on patent eligibility and protection for selected industries ▪ Section 101 issues ▪ The Defend Trade Secrets Act (DTSA) in the United States. An update. Denise Main, Ph.D., Partner, Finnegan York M. Faulkner, Partner, Finnegan Naoki Yoshida, Partner, Finnegan
10.30am	Refreshment Break
11.00am	Presentation: Protecting Trade Secrets Across International Borders <ul style="list-style-type: none"> • What constitutes a trade secret? • Common trade secrets violation scenarios • Steps to keep information confidential • Recognizing the warning signs • Recent developments in trade secret litigation Louise C. Stoupe, Partner, Morrison & Foerster LLP
12.00pm	Networking Luncheon (<u>Harmony Room, 44th Floor</u>)

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1.30pm	<p>Panel: Overcoming Cybersecurity Challenges And Brand Counterfeiting In A Digital Era</p> <ul style="list-style-type: none"> • How the digital era help counterfeits thrive • Experience and best practice • Dealing with multi-jurisdictional issues • Anti-counterfeiting collaboration between brands and marketplaces <p>Moderator: Eric D. Kirsch, IP Chief Counsel, Intellectual Property Division, Nikon Corporation</p> <p>Panelists: Naoya Bessho, Corporate Officer EVP, Corporate Management Group, General Counsel, Public Relations, Yahoo Japan Corporation Raymond A. Psonak, Senior Counsel, Line Corporation Timothy Hewitt, Legal Director, Asia, Colt Technology Services</p>
2.30pm	<p>Presentation: Leveraging Your IP Portfolio To Drive Growth</p> <ul style="list-style-type: none"> • How to align IP and business strategies to generate growth • How to develop an agile portfolio and retain rights • Monetisation opportunities: value creation strategies • Developing the most effective IP management processes <p>Timothy Hewitt, Legal Director, Asia, Colt Technology Services</p>
3.15pm	<p>Partial Amendment Of “Guidelines For The Use Of Intellectual Property Under The Antimonopoly Act”</p> <p>Hiroaki Matsumoto, Director, Consultation and Guidance Office, Japan Fair Trade Commission</p>
3.30pm	<p>Refreshment Break</p>
4.00pm	<p>Panel: IP Acquisition And Enforcement Strategies: Your Playbook For Getting It Right</p> <ul style="list-style-type: none"> • Strategy for acquiring and managing multiple types of IP • Challenges in developing a consistent policy on acquisition, exploitation, monitoring and enforcement of IP • How to monitor the internal and external use of your IP • Kering Group vs. Alibaba Group Holding Ltd: enforcement lessons learnt • Experience and enforcement strategies – case studies <p>Moderator: James Moynihan, Director, Intellectual Property Department/Japan Office, Louis Vuitton Company</p> <p>Panelists: Kenichi Nagasawa, Managing Executive Officer, Group Executive, Corporate Intellectual Property and Legal Headquarters, Canon Inc Seiji Mori, Head of Operations (IP), Intellectual Property Dept, Takeda Pharmaceutical Company Limited</p>
5.00pm	<p>End of ALB Japan IP Conference 2016</p>

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