

# ALB KOREA IP CONFERENCE



DATE: 14 OCTOBER 2014  
LOCATION: LOTTE HOTEL SEOUL

## Driving innovation, brand protection & growth

*"The creative economy starts with the protection of Intellectual Property Rights."*

Chung Hung-won, Prime Minister, Dec. 2013

Following its successful launch in 2013, ALB's **Korea IP Conference** is returning on the **14 October**, creating a window of dialogue among key representatives of the government and the legal community in IP management and brand protection. Taking place amidst significant developments including the rolling out of the Framework Act on Intellectual Property (IP) or the new Patent-Regulatory Approval Linkage System, the forum will facilitate the formulation of strategic action plans to address IP-related challenges in Korea and the region, while simultaneously aligning these strategies with broader business and regulatory frameworks.

### CONFERENCE HIGHLIGHTS

- Turn your innovation into a lucrative asset with a world-class IP licensing and monetisation programme
- Reconcile your IP commercialisation strategy with anti-trust compliance
- Gain insight into IP-related segments from A to Z including IP licensing, brand protection, or dispute resolution
- Embed your IP management strategy in the broader regulatory framework of fair competition practices, data protection as well as internet security
- Streamline your cross-border anti-piracy and anti-counterfeiting regime
- Learn how in-house counsel can juggle increasing IP management responsibilities with their day-to-day transactional work
- Optimise your IP litigation and Alternative Dispute Resolution (ADR) processes
- Get hands-on tips on handling patent exhaustion, parallel imports and double recovery
- Meet top IP experts from government, the entertainment, chemical, technology, e-commerce and consumer goods industries

### LEADING GOVERNMENT & IP EXPERTS FROM KOREA, HK & SINGAPORE



**SANG-SEOP NOH**  
*Former Head, Anti-Monopoly Division, Korea Fair Trade Commission (KFTC)*



**KUIWOU KWON**  
*Director General, IP Promotion Bureau, Presidential Council on IP*



**SEO EULSOO**  
*Director, International Cooperation Division, Korean Intellectual Property (IP) Office*



**YUN CHOI**  
*General Manager, IP Strategy Team, LG Chem, Ltd.*



**CALVIN PARK**  
*Director, IP, Qualcomm*



**JOE WELCH**  
*Vice-President for Government Relations, Asia, 21<sup>st</sup> Century Fox*



**HO-HYUN NAHM**  
*Chairman, Internet address Dispute Resolution Committee*



**KWANG JUN KIM**  
*President, LES Korea Senior VP and Chief IP Officer, Samsung Display*



**ANDERS ERIKSSON**  
*VP and Regional General Counsel, Ericsson*



**YUSUN WOO**  
*Intellectual Property Manager, Louis Vuitton*



**SVEN-ERIK BATENBURG**  
*Head of Legal and Compliance, European Chamber of Commerce in Korea (ECCCK)*



**KWEE TIANG ANG**  
*Regional Director, IFPI Asia*

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## PROGRAM AGENDA

### Government initiatives & regulatory developments in IP

08:15

#### Registration

09:00

#### Chair's Opening Remarks

09:10

#### Government Keynote: Updates on KIPO's latest IP management initiatives

SEO EULSOO,  
Director, International Cooperation Division,  
Korean Intellectual Property (IP) Office

09:40

#### Government Keynote

SANG-SEOP NOH,  
Former Head, Anti-Monopoly Division,  
Korea Fair Trade Commission (KFTC)

10:00

#### Association Keynote

KWANG JUN KIM  
President,  
LES Korea  
Senior VP and Chief IP Officer,  
Samsung Display

10:20

#### Networking Break

10:30

#### "Striving for IP Excellence": Korea's National Strategy for Intellectual Property (IP)

- Progress updates on the implementation of the Framework Act on IP
- Implementing the 2012-2016 Strategic Plan for National IP ("Empowering IP to future prosperity") and the 5 policy objectives:
  - ✓ IP creation
  - ✓ IP protection
  - ✓ IP social infrastructure
  - ✓ newly emerging IP
  - ✓ IP utilisation
- Formulating and executing the Master Plan for National IP
- Introduction to the role of the Presidential Council on IP
- Current policy emphases:
  - ✓ Linking R&D and IP
  - ✓ IP governance
  - ✓ IP financing
  - ✓ IP social awareness
  - ✓ local/regional IP competency
  - ✓ IP fair trade
  - ✓ IP dispute resolution and infringement damage

KUIWOU WOO,  
Director General, IP Promotion Bureau,  
Presidential Council on IP

#### Incorporating IP protection in broader regulatory frameworks

11:00

#### Reconciling IP licensing obligations with anti-trust compliance

- Review of the Guidelines of the

- Undue Exercise of IP Rights and its applicability to industry players
- Further clarification offered by the new guidelines (Fair Patent License Agreements, Standard-Setting Organisations)
  - Sharing best practice in handling unfair trade practices, the abuse of market dominance and pay-for-delay agreements (reverse payments)

CALVIN PARK,  
Senior Director, Legal,  
Qualcomm

#### IP monetisation & licensing

11:30

#### IP and international private law – Patent exhaustion and double recovery

- Principles surrounding IP law: patent, trademark and copyright
- Torts vs. IP for infringement damages
- Jurisdiction for patent exhaustion and international patent infringement

YUN CHOI,  
General Manager, IP Strategy Team,  
LG Chem, Ltd.

12:00

#### Networking Luncheon

#### Anti-counterfeiting and brand protection

13:00

#### Panel: Optimising anti-counterfeiting: collaboration between brands and Internet Service Providers (ISPs)

- Distributing responsibilities and liabilities for IP infringements between IP owners, ISPs and government enforcement agencies
- Assessing the importance of border measures and monetary remedies
- Innovative online anti-counterfeiting initiatives by e-commerce portals
  - ✓ Seller verification
  - ✓ Counterfeit detection and reporting mechanisms
- Joint enforcement activities between ISPs, brands and government authorities across the region
- Evaluating the pros and cons of international conventions such as the Anti-Counterfeit Trade Agreement

Moderator:  
KWEETIANG ANG  
Regional Director,  
IFPI Asia

YUSUN WOO,  
Intellectual Property Manager,  
Louis Vuitton

SVEN-ERIK BATENBURG  
Head of Legal and Compliance,  
European Chamber of Commerce in Korea (ECCK)

SEONG-HYEON RYU,  
Deputy Head, Regional Intelligence Liaison Offices,  
World Customs Organization (WCO)

13:50

#### Panel: Combating piracy and copyright infringement

- Criminalising the act of illegal downloading: should Korea follow Japan's stringent example?
- Continuing the evolution from the outdated 'notice & take down' approach toward the newer more effective measures to mute online piracy
- Assessing the potential of a digital copyright exchange

Moderator:  
KWEETIANG ANG  
Regional Director,  
IFPI Asia

JOE WELCH,  
Vice-President for  
Government Relations, Asia,  
21st Century Fox

HO-HYUN NAHM,  
Chairman,  
Internet address Dispute Resolution Committee

14:40

#### Ensuring internet security, domain name and trademark protection

- Initiatives in safeguarding trademarks, service marks, trade names and logos
- Strategies for fighting cybersquatting
- Domain dispute resolution mechanisms: Filling in the gap of a stand-alone .kr internet dispute resolution provider
- Building a comprehensive online brand protection model

HO-HYUN NAHM,  
Chairman,  
Internet address Dispute Resolution Committee

15:10

#### Networking Break

#### Optimising IP Dispute Resolution

15:20

#### Lessons from litigation against patent trolls: Litigation, collaboration and settlement

- The rationale behind taking control of rather than shying away from IP dispute resolution matters
- How to manage disputes with non-practicing entities (NPEs)
- How to work with a service provider of Defensive Patent Aggregation (DPA)
- How to coordinate related stakeholders in managing IP disputes with a patent troll

ANDERS ERIKSSON,  
VP and Regional General Counsel,  
Ericsson

DAVID SOONYOUB KWON,  
Chief Legal Counsel & Corporate Secretary, Legal Dept.,  
Ericsson-LG

15:50

#### Using Alternative Dispute Resolution (ADR) to avoid and resolve IP disputes

- The role of the World Intellectual Property Organization (WIPO) Arbitration and Mediation Center
- The particularities of IP dispute resolution: the pros and cons of ADR and court litigation
- Trends in IP ADR: Results of the WIPO International Survey on Dispute Resolution in Technology Transactions
- Customised WIPO procedures for IP/IT disputes, for example concerning patents in standards (FRAND terms)

CATHERINE LEE,  
WIPO Neutral,  
World Intellectual Property Organization (WIPO) Arbitration and Mediation Center

16:20

#### Panel: Strategies in managing IP commitments as an in-house counsel

- How do generalist in-house counsel balance increasing level of IP-specific matters with their transactional obligations
- Capitalising on IP: new approaches to monetising new IP assets
- Aligning IP with business objectives
- Practical tips on optimising IP management and brand protection across different jurisdictions
- Dealing with sensitive matters such as IP dispute resolution processes

Moderator:  
PROFESSOR YOUNGTACK SHIM  
Invited Professor of IP Law,  
Seoul National University

ANDERS ERIKSSON,  
VP and Regional General Counsel,  
Ericsson

DAVID SOONYOUB KWON,  
Chief Legal Counsel & Corporate Secretary, Legal Dept.,  
Ericsson-LG

JOHN KWAK,  
Corporate Counsel,  
Hyundai Heavy Industries

JAY HWAN IM  
Head of International Legal Affairs,  
CJ E&M

17:00

#### End of the 2<sup>nd</sup> Annual Korea IP Conference

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