



# CHINA IP SUMMIT



THOMSON REUTERS™

DATE: 10 SEPTEMBER 2014  
LOCATION: BEIJING

With the Chinese high-tech industry skyrocketing, China is on its way of becoming an international hub of technology innovation. According to WIPO, China has filed 21,516 PCT patents in the past year, ranking after the US and Japan. Under this circumstance regulating the intellectual property industry has become an emphasis for the Chinese government and over the past few years the Chinese government has taken a series of actions to amend the laws related to intellectual property.

To provide an opportunity for the Chinese Intellectual Property industry to exchange insight amongst experts, government representatives and the legal community, Asian Legal Business is pleased to present the inaugural China Intellectual Property Summit. Taking place amidst China's key IP legislation reformation, the summit will focus on providing solutions to the IP issues that companies in China will face in future, with emphasis on IP monetization, protection, management, valuation and alternative dispute resolutions.

## WHY YOU SHOULD ATTEND

- Keep yourself up-to-speed with the rapid change in China IP legislation
- Maximize the value of your IP by learning how successful businesses have created strong IP portfolios
- Acquire in-depth knowledge on how to properly value your IP to help allocate resources and develop business strategies
- Look into the future of IP pledge financing with China Banking Regulatory Commission
- Grasp the key points in the newly revised trademark regulation in order to detect potential infringements and fight against trademark squatting
- Uncover guidance on how you can streamline your patent application process
- Optimize the use of technologies to manage and protect your IP
- Get first-hand advice from group enterprises on how to manage patents and protect trade secrets
- Discover how to identify and prevent competition law infringements whilst maintaining a strong and protected IP portfolio
- Gain insight into the optimum dispute resolution by exploring alternative methods
- Network with key IP experts from government, in-house patent teams from leading corporations and key advisors in this field

## SPEAKERS



LINDA GUO  
*Managing Director*  
**Thomson Reuters Intellectual Property & Science (China)**



CHEN DING  
*Lawyer, Patent Agent*  
**Longan Law Firm**



SHAOBIN ZHU  
*Lawyer*  
**Finnegan, Henderson, Farabow, Garrett & Dunner LLP**



XIAOQING FENG  
*Professor*  
**China University of Political Science and Law**



ZE WANG  
*Deputy Secretary General*  
**China Trademark Association**



DAN PRUD'HOMME  
*Technical Expert*  
**IP Key Project, implemented by OHIM and supported by the EPO**



SHENG CHEN  
*Deputy Director*  
**China Banking Regulatory Commission**



JAMES ZHOU  
*Manager of IP Department*  
**Saint-Gobain Research (Shanghai) Co. Ltd.**

**REGISTER EARLY FOR  
THIS EVENT AND  
SAVE UP TO US\$200!**

Book before August 22nd to take advantage of the early-bird registration rates

- **In House legal / IP expert - US\$388**  
(normal price US\$588)
- **Law Firm / Consultant - US\$688**  
(normal price US\$888)

To register your pass on this event, please visit:

<https://www.regonline.com/chinaips2014>

For more information on the conference, please contact Gillian on [xuexin.cui@thomsonreuters.com](mailto:xuexin.cui@thomsonreuters.com) or call **+86 10 5980 3753**

[www.legalbusinessonline.com/chinaip\\_2014](http://www.legalbusinessonline.com/chinaip_2014)



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## PROGRAM AGENDA

08:30

### Registration and Networking

09:00

**Chair's Opening Remarks — Xiaoqing Feng, Professor, China University of Political Science and Law**

### Intellectual Property Law Updates and Future Prospect of IP Legislation

09:10

**Keynote: Minimizing Legal Risk When Managing Your Intellectual Property**

XIAOQING FENG

*Professor*

China University of Political Science and Law

09:30

**Chinese Corporate Trends and Globalization for IP**

LINDA GUO

*Managing Director, China*

Intellectual Property & Science, Thomson Reuters

10:00

**How to Manage Your IP Risk in View of Recent U.S. IP Litigation**

- U.S. IP litigation trend
- Recent U.S. IP litigations that affect Chinese companies
- How to manage your IP risks in view of recent U.S. IP litigation

SHAOBIN ZHU

*Lawyer*

Finnegan, Henderson, Farabow, Garrett & Dunner LLP

10:30

**Morning Break**

10:45

**Keynote: How to Use Technical Standards Strategically When Protecting and Utilizing Your IP**

PING ZHANG

*Professor, Executive Vice President*

Peking University Intellectual Property Law School

### Intellectual Property Monetization - Maximize the Value of Your Intellectual Property

11:15

**ZTE Case Study: Using a Strong Patent Portfolio to Your Advantage**

- How ZTE creates a strong patent portfolio
- The benefits of having a strong patent portfolio to management strategies
- Using your patent portfolio to avoid patent disputes

MING WEN (Confirmed)

*Director of IP*

ZTE Corporation

11:45

**How Can IP Valuation Support Business Strategies**

- Industry expert valuation VS. professional valuation agency - pros and cons
- Maximizing your interest by using IPR as leverage in business negotiations
- Using IP valuation properly when there is no existing law or regulation

ZHEN XIAO

*Independent Inventor*

12:05

**Overview of and Insight into the CBRC IP Pledge Financing Regulations - Risk Management and Future Prospects**

- Reviewing the future of IP pledge financing
- Detailed overview of CBRC's IP Pledge Financing Regulations
- How to successfully manage risk in IP pledge financing
- The future of IP pledge financing for small and medium sized companies

SHENG CHEN

*Deputy Director*

China Banking Regulatory Commission

12:35

**Lunch**

### Efficient Methods in IP Protection

13:40

**2014 Revised Trademark Regulation - Fighting Against Trademark Squatting**

- Highlights in the Revised Trademark Regulation regarding trademark squatting
- Effective ways to identify infringements of trademark rights
- Protecting trademark rights under the new regulation

ZE WANG

*Deputy Secretary General*

China Trademark Association

14:00

**Developing a Comprehensive Patent Application Strategy in China**

- The importance of professional patent retrieval before completing an application
- How to draft patent descriptions to expand the range of patent protection
- Using trade secret protection as a failsafe in patent application

JAMES ZHOU

*Manager of IP Department*

Saint-Gobain Research (Shanghai) Co. Ltd.

14:30

**A comparative analysis of the utility model systems in Europe and China**

DAN PRUD'HOMME

*Technical Expert*

IP Key Project, implemented by OHIM and supported by the EPO

15:00

**Expert Panel: Utilizing Technology and Strategy Innovations in IP Management and Protection**

- How to face the challenges brought by the Age of Big Data
- Advantages and disadvantages to using innovations in IP management and protection
- Experience sharing on how innovations have facilitated IP management and protection

GRACE WANG

*Tsinghua-Temple University LL.M.*

STEVEN WANG

*Academic & Corporate Sales & Marketing Director*

Intellectual Property & Science, Thomson Reuters

YING LIN

*General Counsel*

Innovation Works

15:45

**Afternoon Break**

16:00

**Protecting Your IP in Business Negotiations and Business Operations**

- Avoid traps and pitfalls in drafting IP related clauses in business contracts
- How to maximize your IP value in business negotiations
- Build an IP training-protecting-problem-solving process to help with business operations

YI JIANG

*Director China Legal Counsel*

LinkedIn China

16:30

**Managing Patents for Group Enterprises and Protecting Trade Secrets**

- IP management system in group enterprises
- Patent strategy based on technology platforms
- Patents and trade secrets of chemical companies

GEORGE PANG

*Chief of Patent Section*

China National BlueStar (Group) Corporation

### Searching for Prime Dispute Resolution

17:00

**Expert Panel: Optimum Dispute Resolution - Exploring ADR in IP Disputes**

- Pros and cons - litigations VS. ADR
- Exploring different types of ADR - arbitration and mediation
- Insights into resolving disputes through ADR in different scenarios
- How to enforce ADR results

CHENGLIN LI

*Senior Arbitrator*

China International Economic and Trade Arbitration

CHONG WANG

*Director of Intellectual Property Department*

Gan & Lee Pharmaceuticals

SOPHIE FU

*Intellectual Property Counsel*

John Deere (China) Investment Co., Ltd

CHEN DING

*Lawyer, Patent Agent*

Longan Law Firm

KESHU LI

*Chief China Legal Counsel*

Fidelity National Information Services

17:45

**Closing Remarks**

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