

International Industry and Commerce Intellectual Property Seminar

Increasing Economic and Business Competitiveness Using
Intellectual Assets

26 October 2012 - Intercontinental Hotel, Beijing

A conference hosted by ICC and CCPIT



International Chamber of Commerce

The world business organization



Increasing Economic and Business Competitiveness Using Intellectual Assets

26 October 2012: 9.00 – 17.10

Intercontinental Hotel

11 Financial Street, XiCheng District, Beijing

Opening remarks

Moderated by Zhang Wei, Vice Chairman of CCPIT and CCOIC

- 09.00 – 09.30**
- Wan Jifei, Chairman of CCPIT and CCOIC
 - Tian Lipu, Commissioner of the State Intellectual Property Office of China (SIPO)
 - David Koris, Chairman, ICC Commission on Intellectual Property

Importance of intellectual assets and IP protection today

Moderated by David Koris

- 09.30 – 10.50**
- How important is IP today in the global market and in the trade and economic strategies of countries?**
- [Economic overview of global situation](#) - Nikolaus Thumm, Chief Economist, European Patent Office
 - The role of IP in national strategy for supporting economic competitiveness, promoting innovation, and attracting investment. What measures are governments putting into place?
 - Mark Cohen, Senior Advisor to the Director, USPTO, and former Senior IP Attache, US Embassy, Beijing
 - [Zhang Zhicheng](#), Deputy Director General, the Protection and Coordination Department, SIPO

Q&A

Coffee/tea break

Moderated by Ingrid Baele, Vice-Chair, ICC Commission on Intellectual Property

- 11.10 – 12.30**
- What is the strategic importance of IPRs for businesses? How can IP protection be used by companies to exploit their IP assets and maintain an advantage over competitors?**
- Case study of technology sector - David Koris, General Counsel, Head of IP, Shell International B.V.

- Case study of brand sector - *Qian Haifeng, Manager of Legal Department, Beiqi Foton Motor Co., Ltd.*
- [Case study of design sectors](#) – *Elisabeth Logeais, Partner, UGGC Avocates*

Q&A

Lunch
hosted by CCPIT/ICC China

Global trends: some key IP issues for business

Moderated by Wang Zhu, Partner Lawyer, Beijing Yingke Law Firm

14.00 – 15.20 Protecting technologies

- Challenges faced by companies today in using patents to protect their technologies - *Ma Yan, Intellectual Property Specialist, State Nuclear Power Technology Corporation (SNPTC)*
- Global trends in the protection of biotechnological inventions - *John Winski, Associate General Counsel for Asia Pacific, Monsanto*
- [What strategies can companies use to protect their trade secrets?](#) - *Ingrid Baele, Vice President, Business Management Office, Philips Intellectual Property & Standards*

Q&A

Coffee/tea break

Moderated by Kong Zhiqiang, Assistant General Manager and Director of Beijing Office, China Patent Agent (H.K.) Ltd.

15.40 – 17.00 Licensing

- [Technology licensing: key issues and trends](#) - *Liu Zhizhi, In-house Counsel of General Department of Legal Affairs, China General Technology (Group) Holding, Limited*
- [IP and standard setting: an overview of current practices worldwide](#) - *Stéphane Tronchon, Legal Director - IPR Policy – EU, Qualcomm*

Brand protection on the Internet

- [How can companies protect their brands on the Internet and deal with new developments in the domain names space](#) (new gTLDs; Non-Latin script domain names) - *Ingrid Baele, Vice President, Business Management Office, Philips Intellectual Property & Standards*

Q&A

- 17.00 – 17.10**
- *Zhang Wei, Vice Chairman of CCPIT and CCOIC*
 - *Daphne Yong-d'Hervé, Chief Intellectual Property Officer of ICC*

No registration fee required.

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Hosts :

Organizers:



Commission on Intellectual Property



Co-organizers:



About the International Chamber of Commerce (ICC)

ICC is the largest, most representative business organization in the world. Its hundreds of thousands of member companies in over 120 countries have interests spanning every sector of private enterprise.

A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities.

More than 2,000 experts drawn from ICC's member companies feed their knowledge and experience into crafting the ICC stance on specific business issues.

The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

For more information please visit: www.iccwbo.org

About China Council for the Promotion of International Trade (CCPIT)

Established in May 1952, China Council for the Promotion of International Trade (CCPIT) comprises VIPS, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for the promotion of foreign trade in China.

The aims of the CCPIT are to operate and promote foreign trade, to use foreign investment, to introduce advanced foreign technologies, to conduct activities of Sino-foreign economic and technological cooperation in various forms, to promote the development of economic and trade relations between China and other countries and

regions around the world, and to promote the mutual understanding and friendship between China and peoples and economic and trade circles of all nations around the world, in line with law and government policies of the People's Republic of China.

With the approval of the Chinese government, the CCPIT started to adopt a separate name – China Chamber of International Commerce (CCOIC)- in 1988, which is used simultaneously with the CCPIT. The CCPIT admits new members from among enterprises in all parts of China and promotes trade through its functions of information consultation, exhibition, legal assistance, etc.

About China Chamber of International Commerce (CCOIC)

China Chamber of International Commerce (CCOIC) is a nationwide business organization in China, representing the most dynamic and internationalized Chinese companies of all sizes, sectors, and regions, as well as national and local non-governmental organizations.

CCOIC's mission is, in accordance with the laws and regulations of the People's Republic of China, to expand the international business relationship to the benefit of its membership and, more broadly, the Chinese economy. It favors constructive engagement with foreign countries to eliminate trade and investment barriers and develop a rules-based commercial environment; improvement of business self-regulation in China and representation of China in the setting of international business rules and standards; advocacy for members whenever the Chinese or foreign government makes decisions that crucially affect corporate interests; spreading of business expertise to the

development of Chinese economy, international business cooperation and the growth and prosperity of less developed countries.

CCOIC is governed by a board of directors composed of over 100 distinguished corporate leaders. The current chair is Mr. Wan Jifei, Chairman of China Council for the Promotion of International Trade (CCPIT).

CCOIC served as the National Committee of International Chamber of Commerce (ICC) since China's entry into ICC in 1994. Headquartered in Beijing, CCOIC maintains a professional staff of policy experts, lawyers, trainers, event organizers, and communicators. Special initiatives covering banking rules, new energy, recycling resources, infrastructure, education and training, debt collection, and real estate mobilize the involvement and contribution of members with the backup of CCOIC branches and expert commissions.

About CCPIT Patent and Trademark Law Office

CCPIT PATENT AND TRADEMARK LAW OFFICE is one of the largest full-service intellectual property law firms in China with the longest history. The firm has 232 patent and trademark attorneys, among whom 61 are qualified as attorney-at-law. In total, the firm has 510 people. The firm provides prosecution, litigation, administrative enforcement, transaction and consultation services relating to patent, trademark, copyright, trade secret, trade dress, domain name, anti-unfair competition, licensing and other intellectual property related matters. Headquartered in Beijing, the firm has branch offices in New York, Tokyo, Munich, Hong Kong, Guangzhou and Shanghai.

The history of the firm is traced back to January 1957 when China Council for the Promotion of International Trade, which is a non-governmental trade promotion organization, was authorized by the central government to organize a trademark agency to exclusively represent foreign companies before the Chinese authorities. Until the mid-1980's the agency had been the sole trademark agency in China. A patent agency was organized by CCPIT in the early 1980's when China began to establish a

patent system. The patent agency was authorized by the government as the first Chinese intellectual property law firm to have international representation. The two agencies were merged in 1993 to found CCPIT Patent and Trademark Law Office today.

Through decades of efforts, CCPIT Patent and Trademark Law Office has successfully obtained hundreds of thousands of patents and trademark registrations for national and international clients in every sector of industry and commerce and has provided enforcement, assignment and licensing services for thousands of IP right holders. The firm enjoys high reputation for its service quality and professionalism among peer professionals and clients, domestically and internationally. From 1999, the firm has been continuously ranked the top Chinese intellectual property law firm in the annual survey conducted by the publisher Managing Intellectual Property and has been numerous times nominated or recommended as a leading Chinese IP firm by institutes such as Asia Law & Practice, Asia Legal Business, Intellectual Asset Management, and Chambers & Partners.