

IP CONFERENCE 2019

Save
the
Date



August 1, 2019 PRE-CONFERENCE WORKSHOP

Date	August 1 st 2019 (Thursdays)
Time	9:00 am – 6:00 pm
Venue	The Chinese University of Hong Kong – Graduate Law Centre, 2/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong
Co-organizers	United States-China Intellectual Property Institute, Inc. (USCIPI) Asia Innovation and IP Society Limited (AIIPS) The Faculty of Law of the Chinese University of Hong Kong (CUHK LAW)
Language	English
Fee	Free of Charge

08:30 – 09:00	Registration
09:00 – 09:05	Welcome Remarks Prof. Jyh-An LEE – Associate Professor & Assistant Dean for Undergraduate Studies, Faculty of Law, The Chinese University of Hong Kong
09:05 – 10:15	European Patent Dr. Robert ALDERSON – International Business Development, US and European Patent Attorney at Berggren Oy (Helsinki, Finland) Dr. Mariella MASSARO – International Business Development and IP Strategist at Berggren Oy (Helsinki, Finland) <u>Outline</u> <ul style="list-style-type: none"> • The value of intellectual property (IP) to businesses, particularly for small to medium size tech companies • Types of IP protection or combinations of IP protection available in Europe • IP enforcement in Europe • Possible upcoming Unitary Patent and Unified Patent Court • Differences between European IP law and other jurisdictions (particularly the United States) and how that affects patent prosecution strategies
10:15 – 10:30	Coffee Break

10:30 – 12:30	<ul style="list-style-type: none"> • IP for emerging technologies in the 4th Industrial Revolution • The increased importance of Standard Essential Patents • Considerations on pharma protection in Europe with a focus on extending patent term and recent European Court of Justice decisions • Considerations about customs protection and trade fairs in Europe <p>[Includes exercises and Q&A]</p>
12:30 – 13:30	Lunch
13:30 – 14:30	<p style="text-align: center;">Running a Successful Startup: Importance of IP protection</p> <p>Dr. Keith CHAN – Senior Partner, Bright Spot Management Consultants Corp., China/TW/HK Topic: Critical importance of IP strategy</p> <p><u>Outline</u></p> <ul style="list-style-type: none"> • Typical timeline of the development of a new drug • Typical timeline of the development of a new diagnosis or equipment for testing/analysis • Early stage IP protection • Getting protection without breaking the bank (IP alternatives) • Formulate an IP strategy over the entire development cycle
14:30 – 15:00	Q&A
15:00 – 15:20	Coffee Break
15:20 – 15:50	<p>Dr. Joseph Wing-On TAM – Founder and Honorary Chairman, Pangenica Group Topic: Updating IP Strategies as a startup grows</p>
15:50 – 16:20	<p>Mr. Grover Cheung – Founder, Qi Diagnostics Limited Case Study 1 – Proof of Concept</p>
16:20 – 16:50	<p>Dr. Ricky Chiu – CEO, Phase Scientific International Limited Case Study 2 – Winning Over the Investors</p>
16:50 – 17:20	<p>Dr. Joseph Chow – CEO, ThunderBio Life Sciences Case Study 3 – Scale Up and Go to the Market</p>
17:20 – 17:50	Q&A
17:50 – 18:00	<p>Mr. Johnson Chung-Shun LAM – President, AIIPS; Partner, Hui & Lam LLP Topic: Plan Early for Protecting Your Trade Mark</p>