

# LEGAL IMPLICATIONS OF THE PLATFORM ECONOMY

## Workshop II

09:00-9:10	<b>Welcome Remarks</b>  <b>Jyh-An Lee</b> (The Chinese University of Hong Kong)  <b>Wenwei Guan</b> (City University of Hong Kong)
9:10-10:40	<b>Panel 1: EU Copyright Law and the Platform Economy</b>  Moderator: <b>Yahong Li</b> (University of Hong Kong)  1. EU Copyright Reform and Its Implications on Platforms <b>Clemens Appl/Philipp Homar</b> (Danube-University Krems)  2. Platform-based Media Distribution and its Impact on User's Behaviour <b>Roland Stürz</b> (Bavarian Research Institute for Digital Transformation)  3. "INTER!ACT - Interactive Consensus-based Development of a Copyright Model Act" <b>Stefan Knotzer</b> (Danube-University Krems)  4. Upload Filter vs Freedom of Expression <b>Mariya Hubcheva/Christoph Steindl</b> (Vienna University of Economics and Business)
10:40-11:00	Tea Break
11:00-12:30	<b>Panel 2: Competition Law, Intellectual Property, and the Platform Economy</b>  Moderator: <b>Wenwei Guan</b> (City University of Hong Kong)  1. Tackling Market Power in the Platform Economy <b>Sandra Marco Colino</b> (The Chinese University of Hong Kong)  2. Brands as Cultural Symbols in Simulated Realities: Challenging the Paradigms of Commerce in the Virtual Platform Economy <b>Eugene C Lim</b> (City University of Hong Kong)  3. Internet Giants and the Rise of Intellectual Property Rights Protection in China <b>Shitong Qiao</b> (University of Hong Kong)  4. To Share Is Fair: The Changing Face of China's Fair Use Doctrine in the Sharing Economy and Beyond <b>Tianxiang He</b> (City University of Hong Kong)
12:30-14:10	Lunch

14:10-15:40	<p><b>Panel 3: FinTech, Consumer and Personal Data Protection</b></p> <p><b>Moderator: Stuart Hargreaves</b> (The Chinese University of Hong Kong)</p> <ol style="list-style-type: none"> <li>1. The Risk and Regulation of Cryptoassets: A Hong Kong Perspective <b>Robin Hui Huang</b> (The Chinese University of Hong Kong)</li> <li>2. Better Enforcement and Modernisation of EU Consumer Protection Rules: Implications of the New EU-Directive 2018/0090(COD) <b>Martin Winner</b> (Vienna University of Economics and Business)</li> <li>3. Is China's E-Commerce Law Striking Too Hard? - An Empirical Perspective of Intermediary Liabilities <b>Songyin BO</b> (The Chinese University of Hong Kong)</li> <li>4. The Destiny of Online Accounts in case of the Account Holder's Death <b>Sang Wha Lee</b> (Vienna University of Economics and Business)</li> </ol>
15:40-15:50	<p><b>Closing Remarks</b></p> <p><b>Yahong Li</b> (University of Hong Kong)</p> <p><b>Philipp Homar</b> (Danube-University Krems)</p>