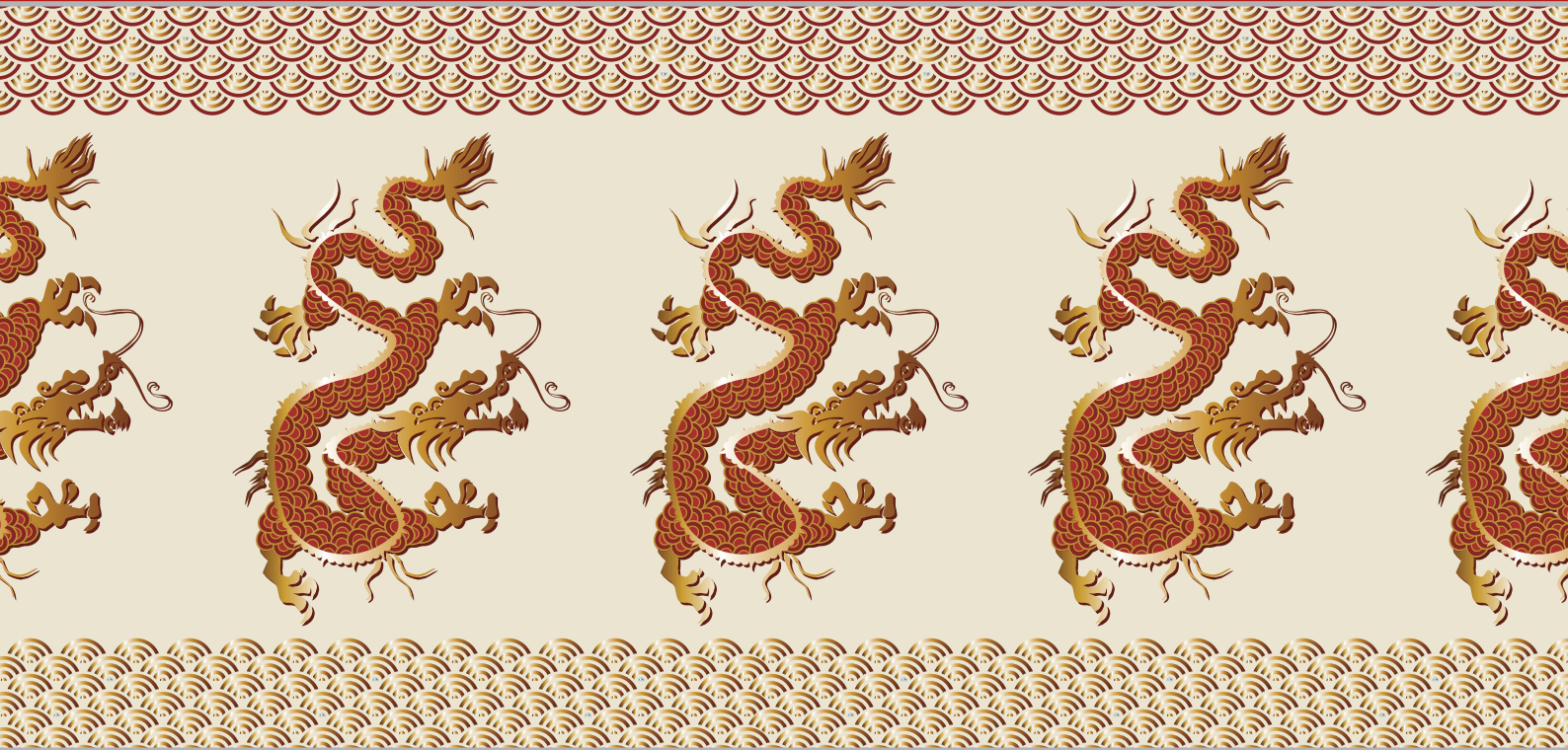


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DAY 1

8.00	Registration and coffee
9.00	Opening remarks by chair: Emma Barraclough, group editor, Managing IP
9.10	Keynote address
9.30	Latest legislative updates of China's Patent Law amendment <ul style="list-style-type: none"> An overview of the amendments: Have we seen a revision of all major IP statutes in China? What are SIPO's ambitions? What implications will the amendments have for foreign and domestic corporate patent practice in China?
10.00	US patent filing: Best practice post AIA and the Prometheus ruling <ul style="list-style-type: none"> How has the patent reforms in the AIA addressed the problem of pendency? How has the AIA addressed the very high cost of enforcement? What are the significant implications of the Prometheus ruling? Over-all reflections on filing patents in the US today
10.30	Coffee
11.00	India focus <ul style="list-style-type: none"> Recent trends in Indian patent litigation: Pharmaceuticals, telecommunications and beyond How does the procedure for filing patent infringement actions work?
11.30	Litigating in China and beyond: A comparative practical guide <ul style="list-style-type: none"> Litigating as business strategy within China and overseas Recent notable cases and their implications for corporations A guide to procedure and the courts in China: How is the Chinese model similar to the German? How will it compare to the new European system? Chinese design and utility model patents as shields and swords!
12.30	Lunch
13.30	Trademark and brand protection <ul style="list-style-type: none"> Distinguishing 'similarity' from 'likelihood of confusion': Untangling semantics to avoid and prevent trademark infringement What are the real and serious threats to your brand and how does one mitigate against these? Impact of proposed amendment to the PRC trademark law upon registry and enforcement strategies
14.30	Cultivating a culture of trade secret protection to promote innovation in China <ul style="list-style-type: none"> What does 'Open innovation' mean to your corporation? Tailoring strategy to context and needs What are the current barriers to trade secret protection for businesses and how can they be overcome? Tips on how to outsource safely, securely and efficiently Externalised R&D and tech transfer: Promote development; prevent theft
15.30	Coffee
16.00	Licensing: Best practices <ul style="list-style-type: none"> Lessons learnt from US's licensing and technology transferring office Tips for writing and negotiating good licenses and how to pre-empt and prevent post licensing disputes Utilizing patent pools and standards setting
17.00	Industry Focus: High tech, electronics and software patenting outside of China <ul style="list-style-type: none"> An overview of the past 12 months in high tech industries and the wars: Impact on Chinese companies How will the industry be affected by European reforms and how should we mitigate against any new risks? Smartphone wars and cross-jurisdictional divides
17.45	End of day one

DAY 2

8.30	Registration and coffee
9.00	Opening remarks by chair: Emma Barraclough, group editor, Managing IP
9.10	Keynote address
9.30	Practical implications, for Chinese businesses, of the US Patent reform one year on <ul style="list-style-type: none"> Has the AIA addressed the problem of pendency? How has the AIA addressed excessive enforcement costs Global harmonization: Are we there yet? Over all reflection on the patents industry – legal and business – in the US today
10.30	Coffee
11.00	Copyright management in the digital age <ul style="list-style-type: none"> Comparative case law in a 'global village' Utilise social media whilst ensuring proper protection of your IP How to secure copyright enforcement when using microblogs for marketing
12.00	Southeast Asia focus
12.30	Lunch
13.30	Europe: The Unified Patent Court explained in detail <ul style="list-style-type: none"> A brief over view of the divisions and structures A practical guide to making best use of the courts and mitigating costs A clearer procedural picture: From starting proceedings through to trial Strategising in advance: Advice on when to opt in and when to opt out
14.30	Monetize your IP portfolio to optimum effect <ul style="list-style-type: none"> How to promote IP commercialization using online financing sources IP monetization and the online marketplace What is needed in order to effectively build and maintain a thriving profit centre? Transactional matters and IP management
15.30	Coffee
16.00	Europe: The Unitary Patent <ul style="list-style-type: none"> What does the new patent look like? How does it work? Pros and cons of filing the UP in comparison to a national patent Strategic advice for prosecution A guide to the translation regime An overview of costs
17.00	Industry Focus: Pharmaceuticals and Life Sciences in Asia and the US <ul style="list-style-type: none"> General overview of the current status and recent developments in the pharma and biotech industries Key points pertaining to AIA and the recent Myriad decision: What will the implications be? China's patent practice in the biotech industry: Invalidity before SIPO and comparative debate
17.45	Closing remarks and end of conference

A SELECTION OF LAST YEAR'S DELEGATES | 2012

3M China Limited | Acumass | Acushnet | Adams & Adams | Adidas | Advanced Micro-fabrication Equipment | Aeronautical Science & Technology Research Institute of COMAC | Aigo | AIPPI | Air Liquide | Alcatel-Lucent Shanghai Bell | ALPS | Alstom | Anji Microelectronics | Antiy Labs | Ashok Leyland | Asia Pulp & Paper | AUDI China Enterprise Management | AutoNavi Holdings | Axent Corp | Baidu | Bardehle Pagenberg | Bayer | Bei Cai Town People's Government Office of Economic Development | Beiersdorf AG | Beijing A&E Precision Machinery | Beijing All Brilliant Technology | Beijing ChineseAll Digital Publishing | Beijing Choice Electronic Technology | Beijing Communication Radio Media | Beijing East Linden Science & Technology | Beijing Institute of Technology | Beijing IPG Technology | Beijing Kexinnuo Technology Devolepment | Beijing Lampearl Photoelectric | Beijing Novartis Pharma | Beijing Qifeng Energy-storage Technology | Beijing Sanyou Intellectual Property Agency | Beijing Sevenstar Electronics | Beijing Sinocep Engine Technology | Beijing Software & Information Services Exchanges | Beijing TongYiZhong Specialty Fiber Technology & Development | Beijing Yimo | Beiqi Foton Motor | BIPPA | Bleum | BOE Technology Group | Bosch | BSH Home Appliances Holding | BT plc | BTA Intellectual Proprety Agency | BYD Company | Caterlex Limited | CATR (MIIT) | CATT | Ceneo Technology | Changhong IT Information Products | China Academy of Telecommunication Research of MIIT | China ciprun network technology | China IWNCOMM | China National Bluestar | China Petroleum & Chemical | China Technical Exchange | China Technology Exchange | China Telecom | China UnionPay | Coats & Bennett | CONAC | Connexios Life Sciences | Continental | Corning | CPA Global | CTEX | Danfoss China | Datang Mobile Communications Equipment | Datang Wireless Mobile Innovation Center | DaYuWeiYe | Dejia Co Ltd | Delta Greentech | Diageo | Dover China | DuPont China | East Linden | Eaton Corporation | eBay Inc. | Eisenfuhr Speiser | Emerson | ENN Science & Techonology Development | Epilight technology | EPO | Ereneben | ExxonMobil | Faren Magazine | Finolex Cables | FLSmith | Founder International | FUEL Capital | Galston (Tianjin) | GE Healthcare | Genius Advanced Material Group | Genor Biopharma Co., Ltd | GlaxoSmithKline | Glux (Beijing) Art Color Tech | Goldwind | Grace Semiconductor Manufacturing Corporation | Haier Group | Hangzhou Keya Biotechnology Limited | Hanna Moore & Curley Dalian Representative Office | Roche R&D Center | Hilead | HiSoft Technology International Limited | Hi-Trend Technology | Honeywell | HP | HTIBI | Huawei | Hujia | Huijiang.com | IBM | IEE (Langfang) Electronics & Engineering | Infineon | Institute of Semiconductor | Intel China Ltd | Intellectual Property Corporation of Malaysia | Intelligence Power | International Trade Mark Association | Inventec | IPR Desk of Italian Trade Commission | Isvision Technologies | IWNCOMM | Jetro Shanghai | Jiangmin Hi Tech Co., Ltd | Jiangsu Sunyu Infirmatoina Technology | John Deere | Johnson & Johnson | Johnson Electric Group | Justiming Electronic Technology | Kao | Kimberly-Clark | Kingsoft Internet Software | Lantop Education Information Technologies | Le Shi Internet Information Technology Corp | Lead Construction Capital | Lenovo | Let's Powwow Limited | LG Electronics Tianjin Appliances | Livzon Pharmaceutical Group | Louis Vuitton | LVMH Fashion Group | Magn International China | Mann+Hummel | McCormick | Mediatek | Mengnu | Metroconsult | Micromedmark Biotech | MicroPort Medical | Microsoft | Microvast | MIIT | Mindray Bio-medical Electronics | Minhang Service Center for Outstanding Intellects, Shanghai | Ministry of Industry and Information Technology Software and Integrated Circurt Promotion Center | MOFCOM | Nanjing AVIC Equipment Co. 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