

Managing Intellectual Property™

asialaw

The 5th Annual Asia-Pacific IP Forum

Sponsors:



KIM & CHANG



BAKER & MCKENZIE

Shearn Delamore & co.

November 4 and 5, 2008
Kowloon Shangri-La, Hong Kong

Benefits of attending

- Target the counterfeiters selling online
- Develop a domain name strategy
- Gain a practical perspective on how to win in IP litigation
- Share brand enforcement tactics
- Discuss international patent strategies
- Attend country workshops with the latest legal updates, advices and case studies

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November 4 and 5 2008, Hong Kong

This is the fifth year that the Asia-Pacific IP Forum will be held in Hong Kong and the event is known as the best event for IP practitioners in the region. This year, *Managing IP* magazine is proud to be working with Asialaw on the event to help design a programme that addresses cutting-edge IP topics.

IP protection is a crucial business issue in the Asia-Pacific region. International companies looking to expand into fast-growing Asian markets need to know how to protect their brands and beat counterfeiters both online and in the real world. In addition, Asian companies aiming to expand overseas need to know how to develop a strong brand and adopt the right strategies to make sure their innovative ideas are protected while controlling costs.

The two-day forum will cover a range of issues including: strategies to deal with online counterfeiters, how to protect your domain names from cybersquatters and tactics to make sure that you are successful in IP litigation.

Who Should Attend?

This conference is a must for all IP counsels and corporate executives in the region.

Venue:

Kowloon Shangri-La, Hong Kong
64 Mody Road
Tsim Sha Tsui East
Kowloon
Hong Kong
T: +852 2721 2111



To Register

- In-house counsel and corporate executive registration: **FREE OF CHARGE**
 Private practice delegate registration: US\$950

Firm name: _____ Title: _____

Delegate Name: Mr / Ms / Mrs _____

Address: _____

Tel: _____ Fax: _____ Email: _____

Number of private practice delegates, at US\$950 per delegate _____

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FOR ENQUIRIES PLEASE CALL Samantha Woo on +852 2842 6931

Administrative Information

DATA PROTECTION: The information you provide will be safeguarded by the Euromoney Institutional Investor PLC group, whose subsidiaries may use it to keep you informed of relevant products and services. We occasionally allow reputable companies outside the Euromoney Institutional Investor group to contact you with details of products that may be of interest to you. As an international group, we may transfer your data on a global basis for the purposes indicated above. If you object to contact by telephone fax or email please tick the box. If you do not want us to share your information with other reputable companies please tick this box .

CANCELLATION POLICY: If you cannot attend you must cancel your registration in writing by 21 October 2008 to receive a refund less a 10% administration charge. Cancellations received after 21 October 2008 are liable for the full conference fee. You may send a substitute to attend in your place at no extra charge, however we must know by 28 October 2008 via email. We cannot accept verbal cancellations. If you make your booking via the telephone, you are automatically adhering to our terms and conditions.

REGISTRATION FEE: The registration fee includes participation in the conference, lunches, cocktail reception (if applicable) and documentation material, which will be distributed at the beginning of the event. All bookings are binding on receipt of the booking form.

November 4 and 5 2008, Hong Kong

Agenda - Tuesday November 4		Day One
8.20-8.50	Registration	
8.50-9.00	Welcome – Peter Ollier , Asia editor, Managing IP magazine	
9.00 – 9.30	Keynote address – The legal landscape for IP in Asia Speaker: Stephen Selby , director, Hong Kong Intellectual Property Department	
9.30-10.30	TACKLE ONLINE COUNTERFEIT SELLERS <ul style="list-style-type: none"> Identify and investigate the different forms of online infringement Track down the criminals behind websites selling counterfeits Use technology to authenticate your own products Moderator: Peter Chong , director IP & brand enforcement greater China, Louis Vuitton Speakers: Steve Hawgood , corporate asset protection and compliance officer, North Asia, Eli Lilly and vice chairman, Quality Brands Protection Committee Mark Chernick , CEO, Play Visions Inc Alfons Futterer , managing director, NanoMatriX	
10.30-10.50	Morning coffee break	
10.50-11.50	US WORKSHOP	
11.50-12.50	KOREA WORKSHOP – KIM & CHANG <ul style="list-style-type: none"> An analysis of important trade mark and unfair competition cases in Korea How to introduce a case against product design infringement of “dead copy” Customs protection in Korea Speakers: Jay Young-June Yang , lawyer, Kim & Chang Ann Nam-Yeon Kwon , trade mark and patent attorney, Kim & Chang Gavin Healy , US lawyer, Kim & Chang Sungsoo Song , deputy director of Investigation Planning Division, Korea Customs Service	PHILIPPINES WORKSHOP – ACCRA LAW OFFICES IP ENFORCEMENT ACTIONS IN THE PHILIPPINES <ul style="list-style-type: none"> Conduct search and seizure operations Learn about border control measures Learn prosecution techniques Speakers: Rogelio Vinluan , of counsel, ACCRALAW, Victor De Leon , senior associate, ACCRALAW
12.50-14.00	Lunch	
14.00-15.00	HOW TO PROTECT TRADE SECRETS <ul style="list-style-type: none"> Keep control of your databases and know-how Draft the correct terms when handing over confidential information What steps to take if trade secrets are stolen How to deal with departing employees Moderator: Nick Redfearn , partner, Rouse Legal Speakers: Dan Plane , senior associate, Gide Loyrette Nouel Henry Ng , head of professional security services, Asia, Verizon Business Security Solutions	
15.00-16.00	CROSS-BORDER ENFORCEMENT IN THE ASIA-PACIFIC REGION – BAKER & MCKENZIE A panel discussion will look at: <ul style="list-style-type: none"> Swift and effective seizures and detentions of infringing goods Tackling multi-country distribution channels and trans-shipment of counterfeits Coordinating regional/global enforcement and litigation Using Customs records and other proactive solutions for IP rights owners Speakers: Robert Arnold , partner, Baker & McKenzie, Sydney Say Sujintaya , partner, Baker & McKenzie, Bangkok Andy Leck , partner, Baker & McKenzie, Singapore Shih Yann Loo , partner, Baker & McKenzie, Hong Kong	
16.00-16.20	Afternoon coffee break	

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Agenda - Tuesday November 4

Day One (continued)

16.20-17.20	<p>HOW TO MAKE IP A BUSINESS PRIORITY</p> <ul style="list-style-type: none"> • Ensure employees throughout a business are aware of IP and brand protection • Convince management of the value of IP • How to trim your IP portfolio to limit costs <p>Moderator: Rembert Meyer-Rochow, senior attorney, Intel Semiconductor Speakers: Gina Reid, corporate counsel, Crocs Asia Grace Ang, director and IP counsel, UBS Jasmine Karimi, president Hong Kong Corporate Counsel Association</p>
17.30	Cocktail reception

Agenda - Wednesday November 5

Day Two

8.20-8.50	Registration
8.50-9.00	Opening – Daniel Cole, group publisher (Asia), Legal Media Group
9.00-9.30	Keynote address
9.30-10.30	<p>GOVERNMENT POSITIONS ON IP ENFORCEMENT IN CHINA</p> <ul style="list-style-type: none"> • A discussion of future changes to China's IP legislation and what the National IP strategy means for businesses in China <p>Moderator: Peter Ollier, Managing IP Speakers: Mark Cohen, former senior IPR attaché to the US embassy in Beijing, now of counsel at Jones Day in Beijing Thomas Pattloch, IP officer, EU delegation in Beijing Guo Shizhan, deputy head of legal affairs, Huawei</p>
10.30-10.50	Morning coffee break
10.50-11.50	<p>CHINA WORKSHOP – ROUSE HOW TO CHOOSE THE RIGHT VENUE IN CIVIL IP DISPUTES IN CHINA</p> <ul style="list-style-type: none"> • Evidence and trial deadlines: discover how timelines differ • How to get the highest damages • Pre-trial remedies: find out what is happening on the ground <p>Case studies will cover:</p> <ul style="list-style-type: none"> • Use of evidence for forum shopping • Tactics to increase your chances of pre-trial relief • How to maximise your potential for successful enforcement <p>Speakers: Luke Minford, head of China business, Rouse He Fang, head of Shanghai dispute resolution team</p>
11.50-12.50	<p>HOW TO PROTECT YOUR BRANDS ONLINE</p> <ul style="list-style-type: none"> • Survive the coming explosion in top level domain names • Protect your domains from cybersquatters and domain tasting • Deal with keyword advertising <p>Speakers: Dennis Cai, case administrator, Hong Kong International Arbitrations Centre Joe Thymian, director sales & marketing - Asia Pacific, Melbourne IT Digital Brand Services</p>
12.50-14.00	Lunch

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Agenda - Wednesday November 5		Day Two (continued)
14.00-15.00	UNITED ARAB EMIRATES WORKSHOP – CEDAR WHITE BRADLEY <ul style="list-style-type: none"> • Ground level IP in the UAE – negotiating law and practice • Geography, border control, ports & customs, goods in transit, practical implications • The police, raids, inspectors, prosecutions, the courts – challenges in working with local official enforcement agencies • The rise of the Gulf Cooperation Council - protecting trade marks, patents & copyright, regional strategies Case study: <ul style="list-style-type: none"> • Investigations and raids in the Jebel Ali Free Zone: seizing counterfeit computer hardware components within the free zone Speakers: Peter Hansen , managing director Dubai Office, Cedar White Bradley Halim Shehadeh , managing director Lebanon Office, Cedar White Bradley	
15.00-16.00	MALAYSIA WORKSHOP – SHEARN DELAMORE THE TERRITORIALITY OF TRADE MARK RIGHTS <ul style="list-style-type: none"> • The conventional position of trade mark rights in Malaysia • Recognition of well-known marks • The impact of spillover reputation and goodwill when unaccompanied by local use Speakers: Wong Sai Fong , managing partner and co-head of the IP department, Shearn Delamore Indran Shanmuganathan , partner, Shearn Delamore	INDIA WORKSHOP: LAKSHMIKUMARAN & SRIDHARAN Speakers: V Lakshmikumaran , partner, Lakshmikumaran & Sridharan R Parthasarathy , partner, Lakshmikumaran & Sridharan
16.00-16.20	Afternoon coffee break	
16.20-17.20	IP LITIGATION TACTICS <ul style="list-style-type: none"> • How to use investigators to collect evidence • Decide when, where, and whether to go to court • Estimate damages and enforce a favourable decision Moderator: Peter Ollier , Asia editor, Managing IP magazine Speakers: Rembert Meyer-Rochow , senior attorney, Intel Semiconductor Kate Grecki , director of IP, Intellect Consultancy Keith Tsang , director of China operations, Intellect Consultancy	
17.20	End	

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