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# IP IN ASIA FORUM 2014

GROWTH & OPPORTUNITIES FOR US COMPANIES

SILICON VALLEY, MAY 28



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## INTRODUCTION

With China being the worldwide biggest patent-filer in numbers, economic growth speeding up again, and Japan and South Korea showing great stability, East Asia is one of the most attractive investment opportunities for US companies. Unfortunately Asia's IP protection and enforcement often proves difficult for US companies, and many highlight a bias of local judges in favour of local manufacturers. However, too often perception and rumours on the state of IP in Asia are incorrect and dilute unbiased and rational decision-making. In order to overcome this and give IP decision-makers the necessary tools to do profitable IP management in Asia, Managing Intellectual Property is hosting the IP in Asia Forum in Silicon Valley and Seattle.

The forum will take a close look at the most important challenges and opportunities in Asia, and give guidance on topics such as: problems with enforcement in China; why low damages in the region shouldn't prevent you from seeking protection for your IP; legal trends in Japan and South Korea; Trademark protection in Asia; patentability in China; and IP monetisation and licensing. In addition, it will analyse the newest IP trends and developments in China, Japan and South Korea.

With a close focus on leading industry sectors as well as commercialisation of IP, this forum is tailored to those who need to get everything out of their IP assets and like to stay a step ahead of their competition. The IP in Asia Forum is tailored to US in-house counsel doing business in Asia and brings together world leaders in corporations, public health and the sciences as well as local and global leading legal experts specialised in the region to discuss and impart valuable knowledge.

## BENEFITS OF ATTENDING

- Learn how strong enforcement in China really is
- Listen to why low damages shouldn't prevent you from registering IP
- Debate trends and developments in China, Japan and South Korea
- Find out how to write strong patent applications in Asia
- Discover challenges and opportunities for IP monetisation and licensing
- Find ways to protect business methods
- Examine Trademark protection in the region

Delegates are invited to hear from, and network with, leaders in multiple fields. All delegates will be in important debates about the most significant IP developments in Asia and will have the opportunity to contribute as well as to learn. Attending will allow US corporations to enhance their IP rights and protection in Asia and learn about new opportunities to monetise IP. The topics will equip attending corporations with the necessary means to strategise for building a robust and profitable Asian IP portfolio.

## CONFIRMED PANEL TOPICS

8.15-8.55	<b>Registrations and small breakfast</b>	
8.55-9.00	<b>Opening by Managing IP</b>	
9.00-10.00	<b>Understanding China's legal IP framework</b> <ul style="list-style-type: none"> <li>• Best practises to navigate China's legal landscape</li> <li>• Perception versus statistics: How biased are Chinese courts, really?</li> <li>• When to enforce IP: A cost-benefit analysis</li> </ul>	<b>Michelle Ma</b> , partner, <b>Liu, Shen &amp; Associates</b> <b>Allen Tao</b> , partner, <b>Liu, Shen &amp; Associates</b> <b>Qing Ge</b> , partner, <b>Liu, Shen &amp; Associates</b> <b>Douglas Graham</b> , executive director, <b>Iddex</b> <b>Burch Harper</b> , deputy general counsel for IP licensing and technology transactions, <b>Rambus Inc.</b>
10.00-10.20	<b>Networking and coffee break</b>	
10.20-11.20	<b>Writing strong patent applications in China</b> <ul style="list-style-type: none"> <li>• How to get the IP protection you are looking for</li> <li>• Crucial differences in writing patent applications in China compared to the US</li> <li>• What you should include in your application to support your patent claims</li> </ul>	<b>Heather Molleur</b> , corporate IP counsel, <b>Symantec</b> <b>Subroto Bose</b> , IP counsel, <b>Altera Corporation</b> <b>Lili Wu</b> , patent attorney, <b>CCPIT Patent and Trademark Law Office</b> <b>Duo Chen</b> , managing counsel, <b>Oracle</b> <b>Christopher Carani</b> , partner, <b>McAndrews Held &amp; Malloy</b> <b>Kirk Vander Leest</b> , partner, <b>McAndrews Held &amp; Malloy</b>
11.20-12.20	<b>Japan focus</b> <ul style="list-style-type: none"> <li>• Product-by process claims and how to avoid competitors from circumventing your IP protection: <i>Teva vs. Kirin</i></li> <li>• Antitrust concerns in Japan: <i>E-license vs. JASRAQ</i></li> <li>• A guide to IP management in Japan</li> </ul>	<b>Yoshiyuki Inaba</b> , senior partner, <b>TMI Associates</b> <b>Michael Moore</b> , deputy general counsel IP, <b>Rambus Inc.</b>
12.20-13.20	<b>Lunch and networking</b>	
13.20-14.20	<b>South Korea focus</b> <ul style="list-style-type: none"> <li>• How to adapt your IP strategy to changes in South Korea: Rising damages and stronger IP</li> <li>• Utilising invalidation trials in South Korea</li> <li>• Fair Trade Commission concerns you should consider when thinking about litigation against competitors in South Korea</li> </ul>	<b>Jehyun Kim</b> , senior partner, <b>Y.P. Lee, Mock &amp; Partners</b> <b>Hyekyung Lim</b> , partner, <b>Y.P. Lee, Mock &amp; Partners</b> <b>Jai Wook Lee</b> , senior foreign counsel, <b>Yulchon</b> <b>Yar Chaikovsky</b> , partner, <b>McDermott Will &amp; Emery</b>
14.20-14.40	<b>Networking and coffee</b>	
14.40-15.40	<b>Patentability in China</b> <ul style="list-style-type: none"> <li>• What is patentable in China, and what is not?</li> <li>• Navigating uncertainty and frequent legal change in patentability matters</li> <li>• Best practises to patent innovation in China</li> </ul>	<b>Stephen Zou</b> , partner, <b>Lung Tin</b> <b>Qinghong Xu</b> , partner, <b>Lung Tin</b> <b>Frank Cire</b> , intellectual property counsel, <b>Gamblit Gaming</b> <b>Esther Lim</b> , partner, <b>Finnegan</b> <b>Jin Zhang</b> , IP counsel, <b>Marvell Semiconductor</b>
15.40-16.40	<b>Trademark protection in Asia</b> <ul style="list-style-type: none"> <li>• Best practice to protect your Trademarks in Asia</li> <li>• How to tackle trademark squatting</li> <li>• Cost benefit analysis of registering your trademarks</li> </ul>	<b>Kenneth Ng</b> , partner, <b>Chang Tsi &amp; Partners</b> <b>Jennifer Lantz</b> , partner, <b>Hogan Lovells</b>

## TO REGISTER AND FOR GENERAL ENQUIRIES, PLEASE CONTACT ALICIA SPROTT

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## Booking form

### 1 | Register (Please tick one box)

Booking fee	In-house/patent counsel	Advisers / Consultants / Private practitioners
Super early booking rate <small>(before February 21)</small>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$595
Early booking rate <small>(before April 11)</small>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$695
Standard booking rate <small>(after April 11)</small>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$795
<b>TOTAL</b>		

### 2 | Your details for registration (Please print)

Delegate 1	Delegate 2
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Job title: _____	Job title: _____
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