

Managing Intellectual Property™

asia**law**.com

6th Annual Asia-Pacific IP Forum 2009



Knowledge partners:

**C L I F F O R D
C H A N C E**



Cohen Patent Liberman & Povey LLP



EVALUESERVE
Your Global Knowledge Partner



LLS | Lall Lahiri
& Salhotra

rich
Patent, Trademark & Law
瑞智 專利·商標·法律
Rich IP & Co.

WONG & PARTNERS
MEMBER FIRM OF BAKER & MCKENZIE INTERNATIONAL

September 9 & 10 2009

Sheraton Hong Kong Hotel and Towers, Hong Kong

Benefits of attending

- Share strategies for how to exploit your company's IP
- Gain a practical perspective on how to deal with counterfeiters in the region
- Adapt to China's new patent law
- Learn about the coming expansion in domain names
- Attend workshops with the latest legal updates, advice and case studies relevant to your business

**12.5 CPD
Points**
accredited

Sponsored by:

RECRUITLEGAL
MANAGING LEGAL CAREERS PROCURING LEGAL TALENT

In association with:

法 LEGAL MEDIA GROUP
INCORPORATING
ASIA LAW & PRACTICE

 香港國際仲裁中心
Hong Kong International
Arbitration Centre

**HONG KONG
CORPORATE
COUNSEL
ASSOCIATION**



September 9 & 10 2009, Hong Kong

IP protection is increasingly crucial in the Asia-Pacific region. International companies looking to expand into fast-growing Asian markets need to know how to protect their brands and technology and beat counterfeiters both online and in the real world. In addition, Asian companies expanding overseas need to know the right strategies to adopt to ensure their innovative ideas are protected.

Now in its sixth year the Managing IP and Asialaw.com IP Forum in Hong Kong is firmly established as the best event in the region for IP practitioners. This year Managing IP has designed a programme that addresses the most pressing international, regional and local IP issues facing businesses in these difficult economic times.

The 2008 IP Forum was a great success attracting an extensive audience of in-house and corporate executives from across the region.

Who Should Attend?

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

Venue:

Sheraton Hong Kong Hotel and Towers
20 Nathan Road
Tsim Sha Tsui
Kowloon
Hong Kong
Tel: (852) 2369 1111



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 _____

Payment options (please tick one)

Please invoice my company I enclose a cheque: Bank: _____ Number: _____

(Please make the cheque payable to Asia Law & Practice)

Please charge my credit card: Please email swoo@alphk.com for further information.

FAX THIS FORM TO +852 2842 7066 or EMAIL: swoo@alphk.com
FOR ENQUIRIES PLEASE CALL Samantha Woo on +852 2842 6931

Administrative Information

CANCELLATION POLICY: If you cannot attend you must cancel your registration in writing by August 15 2009 to receive a refund less a 10% administration charge. Cancellations received after August 15 2009 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 August 15 2009 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.



Provisional agenda – September 9		Day One
8.30-9.00	Registration	
9.00-9.10	Welcome – Peter Ollier , Asia editor, <i>Managing IP</i>	
9.10-9.30	Keynote address – OPPORTUNITIES AND CHALLENGES TO INTELLECTUAL PROPERTY IN THE FURTHER ECONOMIC DEVELOPMENT OF THE PEARL RIVER DELTA REGION Andrew Liao , SC, QC, The Chambers of Mr Andrew Liao	
9.30-10.30	Plenary session one HOW ASIAN COMPANIES CAN MOVE FROM PROTECTING IP TO EXPLOITING INTELLECTUAL ASSETS <ul style="list-style-type: none"> • Why companies in Asia need to move on from defensive registrations • How to value IP rights • Practical tips and case studies on exploiting your assets Peter Ollier , Asia editor, <i>Managing IP</i> Song Liuping , chief legal officer, Huawei Mike Loh , IP & programme management, ASTRI Brett Shadbolt , managing director, Censere Group	
10.30-10.45	Morning coffee break	
10.45-11.45	US WORKSHOP – DEFENDING YOUR IP IN THE US – COHEN PONTANI LIEBERMAN & PAVANE <ul style="list-style-type: none"> • A guide to disputes at the International Trade Commission • Dealing with a lawsuit in an unfavourable jurisdiction • How US statutes can affect infringing acts overseas Martin Pavane , partner, Cohen Pontani Lieberman & Pavane Edward Weisz , partner, Cohen Pontani Lieberman & Pavane	
11.45-12.45	Plenary session two IP MANAGEMENT WORKSHOP – FTI-INTERNATIONAL RISK <ul style="list-style-type: none"> • How the IP challenge is evolving • Understanding risk factors • Using business mitigation measures and data forensics Steve Vickers , president and CEO, FTI-International Risk Bob Youill , vice president, brand protection services, FTI-International Risk	
12.45-1.45	Lunch	
1.45-2.45	Plenary session three STRATEGIES FOR SUCCESS IN THE RECESSION <ul style="list-style-type: none"> • Why the credit crunch makes obtaining and protecting IP rights even more important • Strategies to maximise revenues in the downturn • Leading practitioners discuss how to manage budgets and control costs Jasmine Karimi , president, Hong Kong Corporate Counsel Association, senior corporate counsel, Spotless Plastics (HK) Tony Piotrowski , general manager, Philips IP & Standards, Singapore Rubya Ramjahn , head of legal, Hong Kong Southeast Asia & Taiwan, eBay Sebastian Hughes , partner, Troutmann Sanders	
2.45-3.45	REGIONAL FOCUS – PROTECTING TRADE SECRETS IN SOUTHEAST ASIA – WONG & PARTNERS <ul style="list-style-type: none"> • How to deal with departing employees • Ensuring internal communications are secure • A practical case study looking at enforcement in different jurisdictions Kherk Ying Chew , partner, Wong & Partners, Kuala Lumpur Daru Lukiantono , partner, Hadiputranto Hadinoto & Partners, Jakarta Manh Hung Tran , partner, Baker & McKenzie, Hanoi Celeste Ang , partner, Baker & McKenzie, Singapore	
3.45-4.00	Afternoon coffee break	
4.00-5.00	Plenary session four BEAT THE COUNTERFEITERS <ul style="list-style-type: none"> • New tactics to track down the counterfeiters • Tips for securing your supply chain • Civil and criminal enforcement remedies compared Graziano Severini , head, IP rights desk, Italian Trade Commission Ray Tai , senior trade mark counsel, adidas Bob Youill , vice president, brand protection services FTI-International Risk	



Provisional agenda – September 10		Day Two
8.40-9.10	Registration	
9.10-9.15	Opening – Dan Cole , Group publisher (Asia), Legal Media Group	
9.15-10.15	Plenary session five IP OUTSOURCING UNCOVERED – EVALUESERVE <ul style="list-style-type: none"> • Dos and don'ts of outsourcing IP work • In-house counsel discuss their experiences • IP service providers answer your questions Ram Deshpande , assistant vice president, IP, Evalueserve China Benjamin Bai , partner, Jones Day	
10.15-11.15	INDIA WORKSHOP – LALL LAHIRI & SALHOTRA IP OUTSOURCING UNCOVERED – EVALUESERVE <ul style="list-style-type: none"> • Important developments in IP law and litigation • How to get interlocutory injunctions in infringement actions • What Novartis's patent battles mean for your business Anuradha Salhotra , managing partner, Lall Lahiri & Salhotra RC Dhawan , head of patents, Lall Lahiri & Salhotra	
11.15-11.30	Morning coffee break	
11.30-12.30	TAIWAN WORKSHOP – RICH IP & CO <ul style="list-style-type: none"> • A guide to the new specialist IP Court • How to prosecute patents quickly and cheaply at Taiwan's IP office • The impact of the Taiwan IP Training Academy Russell Horng , president, Rich IP & Co Alan Chen , partner & general counsellor, Rich IP & Co Clarice Chen , partner & general manager, Rich IP & Co	
12.30-1.30	Lunch	
1.30-1.45	SPECIAL PRESENTATION: IPR2: THE EU-CHINA PARTNERSHIP PROJECT ON THE ENFORCEMENT OF IP RIGHTS Tamryn Barker , information officer, IPR2	
1.45-2.45	Plenary session six MANAGING YOUR IP RISKS IN COMMERCIAL CONTRACTS – CLIFFORD CHANCE <ul style="list-style-type: none"> • How does China's new Patent Law affect commercial contracts? • Selecting the right dispute resolution clause for your IP-related contracts • Avoiding common IP problems in JVs, collaborations and employment in China Ling Ho , partner, Clifford Chance Audrey Shum , consultant, Clifford Chance Kathryn Sanger , senior associate, Clifford Chance	
2.45-3.45	Plenary session seven COPING WITH GENERIC TOP-LEVEL DOMAIN NAMES <ul style="list-style-type: none"> • What you need to know about the new gTLDs • A guide to internationalised domain names • Protecting your domains from cybersquatters and domain tasting Edmon Chung , CEO, DotAsia Jonathan Shea , CEO, Hong Kong Internet Registration Corporation Dennis Cai , assistant secretary-general, Hong Kong International Arbitration Centre Edward Weisz , partner, Cohen Pontani Lieberman & Pavane	
3.45-4.00	Afternoon coffee break	
4.00-5.00	Plenary session eight HOW IP LAW INTERACTS WITH SOCIAL AND CULTURAL RIGHTS <ul style="list-style-type: none"> • The role of economic, social and cultural forces in IP lawmaking • How developed and developing economies' perspectives on IP differ • Future challenges: compulsory licensing in the flu pandemic and cleantech context Peter Cheung , deputy director, Hong Kong Intellectual Property Department Nick Redfearn , partner, Rouse Anuradha Salhotra , managing partner, Lall Lahiri & Salhotra	
5.00	End	