

2010 Asian IP Conference

7-11 May, 2010

Westin Chosun Beach Hotel, Busan, Korea

AIPPI Korea



AIPPI - KOREA

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Sponsorship Opportunities

2010 Asian IP Conference is looking for sponsors. Sponsorship allows organizers early planning and therefore helps enhance quality of the Conference programs. Sponsors and participants of past conferences will know that we provide special benefits which we guarantee to our sponsors in return, including free promotion opportunities and complimentary registrations.

3 sponsorship levels available :

Platinum, Gold and Silver

For more information, please contact the Secretariat at aippior@korea.com or tel. +82-2-733-9991.

Asian IP Conference

Asian Intellectual Property (IP) Conference takes place for the first time in the scenic South Korean port city of Busan (Pusan).

Building on the tradition of Seoul IP International Conference, which successfully marked its 9th meeting last year, the Asian IP Conference in Busan will serve as the ultimate venue for learning and networking of global IP professionals. The fact that this Conference will be held alongside AIPPI North East Asian Trilateral Meeting as well as AIPPI Bureau Meeting promises the event to be even more comprehensive and informative.

Comprised of 8 sessions, the Conference Programme offers insight and knowledge on latest trends and issues in the field of IP, with presentations delivered by the world's leading IP experts gathering from all around the globe.

AIPPI Trilateral Meeting

South Korea, China and Japan, three leading economies of Northeast Asia, started a regional forum to discuss issues at hand in the IP power house region. Since 2000, the Meeting has taken place in each of the three countries in turn. Reflecting growing cooperation between North East Asia and South East Asia, especially member countries of ASEAN, the meeting has recently been increasingly attended by colleagues from Southeast Asia as well.

AIPPI Bureau Meeting

Officers of the AIPPI Bureau gather to discuss the organization's pending tasks and future agenda.

Members of Organising Committee of 2010 AIPPI Asian IP Conference are:

Yoon Bae KIM

Kwan-Ho SHINN

Jang-Won PARK

Ea-Roo KANG

Kyung-Jae PARK

Young-Pil LEE

Man-Gi PAIK

Seong-Ki KIM

Patrick Yangoh KIM

Kook-Chan AN

Duk-Yeul BAEK

Sun-Ryung KIM

Won SON



Dear Colleagues,

It is my pleasure to invite you to the Asian Intellectual Property (IP) Conference 2010 on behalf of the Korean Group and the Bureau of AIPPI. The Conference, which takes place alongside the AIPPI Bureau Meeting and the AIPPI North East Asian Trilateral Meeting, will offer valuable information on current IP topics and excellent networking opportunities.

The Bureau of AIPPI is very keen to listen to IP professionals and to learn more about specific issues coming from this part of the world.

Busan, the venue for the Conference is currently the number one port city in South Korea and the world's 5th largest. It boasts scenic beaches alongside the nation's most significant industrial complexes as well as ancient capital brimming with cultural heritage lie nearby. The city has served as the venue for many international events, including the annual Busan International Film Festival (PIFF) and the Busan Biennale as well as past Asian Games and the APEC forum.

Join us for the 2010 Asian IP Conference. The Conference and many resourceful side events will cater to the needs of all participants.

Best regards,

January 2010

Paris, France

Thierry Mollet-Vieville

President of AIPPI

SCHEDULE AT A GLANCE

Asian IP Conference					
Friday, May 7	Saturday, May 8	Sunday, May 9	Monday, May 10	Tuesday, May 11	
					09:00 - 09:30
			Session I	Session V	09:30 - 10:00
		Trilateral Meeting			10:00 - 10:30
	Bureau Meeting		Coffee Break	Coffee Break	10:30 - 11:00
		Coffee Break			11:00 - 11:30
		Trilateral Meeting	Session II	Session VI	11:30 - 12:00
					12:00 - 12:30
	Lunch	Lunch	Lunch	Excursion Option 1: Gyeong-ju (Ancient City Sight-seeing) Option 2: Industrial Complex in Ulsan, POSCO in Pohang (Industrial Inspection Tour)	12:30 - 13:00
					13:00 - 13:30
					13:30 - 14:00
					14:00 - 14:30
	Trilateral Meeting	Session III	Session VII		14:30 - 15:00
					15:00 - 15:30
	Coffee Break	Coffee Break	Coffee Break		15:30 - 16:00
					16:00 - 16:30
	Trilateral Meeting	Session IV	Session VIII		16:30 - 17:00
					17:00 - 17:30
		Introduction to AIPPI 2010 Paris Congress			17:30 - 18:00
			Closing of Session		18:00 - 18:30
					18:30 - 19:00
					19:00 - 19:30
					19:30 - 20:00
					20:00 - 20:30
					20:30 - 21:00
Trilateral Meeting Welcoming Reception (with AIPPI Bureau)	Joint Reception (Trilateral Meeting & Asian IP Conference)	Dinner Bureau with guests	Evening Free	Dinner	

Saturday May 8

18:30 - 21:00

Joint Reception (with Trilateral Meeting)

Sunday May 9

08:30 - 17:30

Registration & Information

09:00 - 10:30

Session 1 International IP Trends

Moderator _____

AIPPI and IP Protection Michael J. Brunner
Secretary General of AIPPI

Recent Development in the EPC system Stephan Freischem
Deputy Secretary General of AIPPI

Recent Developments in Patent Enforcement in China..... Wang Zhengfa
Hylands, Former Director of WIPO

Intellectual Property & Attorney Client Privilege..... Michael Dowling
Past President, AIPPI

10:30 - 11:00

Coffee Break

11:00 - 12:30

Session 2 Regional IP Trends

Moderator _____

International Patent Exhaustion Thierry Mollet-Vieville
President of AIPPI

Patent Infringement and Court system in China..... Yiping Xu (TBC)
Shanghai Patent & Trademark Law Office

European Union Trade Marks and Designs..... Dariusz Szleper
Deputy Reporter General of AIPPI

12:30 - 14:30

Lunch

14:00 - 15:30

Session 3 Patent Pool and Standards

Moderator _____

- Patent Pools and Standards Yukio Hiramatsu (TBC)
Professor, Graduate School of Intellectual Property, Osaka Institute of Technology
- Conflicts between Standards and Patents Prof. Zhang Ping
Peking University Law School
- Patent Infringement Procedures based on Standards-relevant Patent... Jochen Bühling
Reporter General of AIPPI

15:30 - 16:00

Coffee Break

16:00 - 17:30

Session 4 IP Issues in Asia

Moderator _____

- Dissenting or Concurring : How the Taiwanese Patent Office and IP Court may have disparate opinions on the same invalidity issue Tony Chang
Saint Island International Patent and Law Offices
- Overview of IP Issues in SE Asia (TBA)
- Emerging IP Issues in Asian Countries Seong-ki Kim
Lee International Korea

18:30 - 20:30

Free Evening

Monday May 10

08:30 - 17:30

Registration & Information

09:00 - 10:30

Session 5 IP Management

Moderator Jochen Bühling, Reporter General of AIPPI

- IP Management and Patent Policy of a Multi-National Corporation.....(TBA)
- IP Management & Partnership in the Telecommunication Industry Grace Y. Lei
General Counsel of HTC Corp. Taiwan
- Shop Right & Joint Ownership Issues Peter Huntsman (TBC)
President of FICPI
- R&D Risk Management and IP from a Korean Perspective Sun-Ryung Kim
Kims and Lees
Co-Chair, IUGT of LES International

11:00 - 12:30

Session 6 IP Commercialisation

Moderator _____

- The Role of IP Management in Successful IT Industry in Taiwan James Yuan
V.P. and General Counsel of MITAC
International Corp.
(Taiwan/TBC)
- Successful IP Management in a Japanese Company Shoichi Okuyama
Assistant Reporter General of AIPPI (TBC)
- IP Management for Open Innovation Han Sun Lee
General Manager of IP Dept., LG Chem, Ltd.

12:30 - 14:00

Lunch

14:00 - 15:30

Session 7 University-Industry Collaboration

Moderator _____

- Intellectual Property Management at Taiwanese Universities Thomas Q.T. Tsai
President, Taiwan
Patent Attorney's Association
- University Technology Holding Companies Haiwon Lee
Dean, College of Natural Science,
Hanyang University
- University-Industry Model Agreement in Germany Heinz Goddar
Boehmert & Boehmert,
Past President of LES International

15:30 - 16:00

Coffee Break

16:00 - 17:30

Session 8 R&D Activities and IP Protection

Moderator _____

- IP Management and Commercialisation in Chinese R&D Institutions Gordon Zong
Managing Director, Shanghai Institute for
Biological Science
- R&D Activities in Korean Universities Min-koo Han (TBC)
Professor, School of Electrical Engineering and
Computer Science, Seoul National University
Korea
- IP Management in Taiwanese R&D Institutions Benjamin Wang
General Director of IP Management
& Legal Affairs Pivision
Industrial Technology Research Institute
- Intellectual Property Policy in a Non-Profit Institution Kil-Choo Moon
KOREA FOUNDATION

17:30 - 17:45

Closing of Session

18:30 - 21:00

Dinner

May 11, 09:15 - 17:00 (Seperate registration is required)

Tuesday

Option 1.

Gyeong-ju (Ancient City)



Gyeong-ju is an ancient capital city where splendid national culture and history of Korea bloomed and were passed onto next generations. While maintaining precious heritage and traditions, Gyeong-ju is now a global city for culture and history lovers.

Option 2. Industrial Inspection Tour

POSCO



Ulsan Industrial Complex



May 9, 19:00 - 21:00 Sunday

Dinner Cruise



Optional Social Event

You can experience this wonderful marine tour and memorable party onboard enjoying the beautiful night scene of Busan Harbour.



Westin Chosun Beach Hotel, Busan (Pusan)

737, U 1-dong, Haeundae-gu, Busan, Korea
 Tel : (82-51) 749-7000 / Fax : (82-51) 742-1313
 www.echosunhotel.com

Chosun Hotel was established on October 10, 1914, and has been a historic landmark of Korea’s tourism industry. In this modern building, Korean tradition is well-harmonized with modern facilities. Being located in alongside Haeundae Beach, it is easy to access to various tourist attractions in Busan.

Registration

- * Conference kits which include the text of all sessions will be given for participants
- * Accompanying person refers to a personal relationship, not a business associate or colleague

(\$ = USD)

	Participant	Accompanying Person
Asian IP Conference	Early-bird Registration fee by Feb. 25,.	975 \$
	Regular rate (Feb. 26 ~ Apr. 20)	1,150 \$
	Registration fee after Apr. 20	1,300 \$
	Dinner Cruise on May 9	120 \$
	*Excursion fee (accompanying person) " Busan City Tour "	130 \$

The attached registration form on the last page of this programme should be completed and sent to the address below by facsimile or e-mail with confirmation by airmail. If you want to make the payment by wire transfer, please send a copy of the bank remittance slip to the secretariat.

**Secretariat of Organizing Committee
 2010 Asian IP Conference**

8th Fl., Dongduk Bldg., 151-8, Kwanhoon-dong, Jongro-gu, Seoul 110-300, Korea
 aippior@korea.com, <http://www.aippikorea.org> Tel: (82-2) 733-9991 / Fax: (82-2) 733-6352

Confirmation and Receipt

Upon receiving your registration form and confirmation of remittance, the Organising Committee will send you a confirmation mail or fax with your designated registration number on it. You can use this number for the communication with the secretariat and even when you register at the registration desk of the conference.

Cancellation

Cancellation should be made in writing and sent to the Secretariat before March 31, 2010. Refund will be made after deducting an administration fee, \$300 from the registration fee.

Visa

An invitation letter will be provided for participants who need visa to visit Korea. When you register for the conference, please inform the Secretariat that you need an invitation letter from us. Those who register by April 20 are guaranteed to be issued a visa, but those who register afterwards cannot be guaranteed due to time limit. The Secretariat may charge you \$50-100 for courier delivery or notarization services.

Transportation

Gimhae (Kimhae) International Airport is located in Busan and has quite a few international airlines flying from big cities such as Tokyo, Munich, Shanghai, Manila, Vladivostok and others. There is a range of limousine services on offer to the hotels and nearby cities. Busan is also accessible from Seoul by KTX (Korean Train Express) in 2.5 hours and by domestic flight in 1 hour.

Accommodation

All reservation should be made directly with the hotel. Please send the hotel reservation form on the last page to the appropriate hotel by fax, e-mail or telephone.

Westin Chosun Beach Hotel, Busan

Tel : (82-51) 749-7001 / Fax : (82-51) 742-0515
e-mail : pusanrsvn@chosunhotel.co.kr

Deluxe Park View	KRW 200,000
Deluxe Ocean View	KRW 220,000
Executive Park View	KRW 240,000
Executive Ocean View	KRW 260,000
(Executive includes breakfast for 1 person)	

Novotel, Busan

Tel : (82-51) 743-1234 / Fax : (82-51) 743-1250
e-mail : rsvn@novotelbusan.com

Deluxe City View	KRW 120,000
Deluxe Ocean View	KRW 150,000
Executive City View	KRW 170,000
Executive Ocean View	KRW 200,000
(Executive includes breakfast for 2 persons. Separate breakfast cost KRW 16,000)	

◆ Above rate are subject to 10% service charge and 11% V.A.T.

Weather

Spring is probably the best season to visit this scenic port city with distinct four seasons. The temperature is mild between 14-20°C, and it will be mostly sunny with occasional gentle rain.

Language

All presentations will be in English.

Registration Form

Please fill in the form and send it to below address.

Secretariat of Organizing Committee 2010 Asian IP Conference

8th Fl., Dongduk Bldg., 151-8, Kwanhoon-dong, Jongro-gu, Seoul 110-300, Korea
aippior@korea.com, http://www.aippikorea.org Tel: (82-2) 733-9991 / Fax: (82-2) 733-6352

Prof. Dr. Mr. Ms. **Please type or write in capitals!**

Last Name

First & Middle Name

Company

Title

Name of accompanying guest

Mailing Address

Tel.

Fax

e-mail

(\$ = USD)

		Participiant	Accompanying Person
IP Conference	Early-bird Registration fee by Feb. 25	975 \$	320 \$
	Regular rate (Feb. 26 ~ Apr. 20)	1,150 \$	360 \$
	Registration fee after Apr. 20	1,300 \$	400 \$
	Dinner Cruise on May 9	120 \$	120 \$
	*Excursion fee (accompanying person) " Busan City Tour "		130 \$

Excursion / Industry Inspection Tour

May. 11	Industrial Inspection Tour (POSCO, Ulsan Industrial Complex)	<input type="checkbox"/>	\$ 170
	Gyeong-ju (Ancient City)	<input type="checkbox"/>	\$ 170

Total Amount USD _____

Method of Payment

You can choose either credit card or wire transfer for your payment. In case of wire-transfer, please send us a copy of the bank remittance slip with the registration form.

Credit Card

VISA MASTER **Please type or write in capitals!**

Card Number

Expiration Date (Month/Year)

Card Holder's Name (as it appears on the card)

Card Holder's Signature

Date

Wire transfer to the account of AIPPI KOREA

Swift Code KOEXKRSE

A/C No. 650 - 007509 - 818

Bank Address (KOREA EXCHANGE BANK,
INSADONG BRANCH)

192-18, Kwanhoon-dong,
Jongro-gu, Seoul (110-300),
Korea

Please send this form directly to the hotel no later than April,23,2010 to ensure room availability.

Westin Chosun Beach Hotel, Busan		Novotel, Busan	
Deluxe Park View	KRW 200,000	Deluxe City View	KRW 120,000
Deluxe Ocean View	KRW 220,000	Deluxe Ocean View	KRW 150,000
Executive Park View	KRW 240,000	Executive City View	KRW 170,000
Executive Ocean View	KRW 260,000	Executive Ocean View	KRW 200,000
(Executive includes breakfast for 1 person)		(Executive includes breakfast for 2 persons. Separate breakfast cost KRW 16,000)	
737, U 1-dong, Haeundae-gu, Busan, Korea Tel: (82-51) 749-7001 / Fax: (82-51) 742-0515 e-mail : pusanrsvn@chosunhotel.co.kr www.echosunhotel.com		1405-16, Jung-Dong, Haeundae-gu, Busan, Korea Tel: (82-51) 743-1234 / Fax: (82-51) 743-1250 e-mail : rsvn@novotelbusan.com www.novotelbusan.com	

※ 10% Service Charge and 11% V.A.T will be applied.

Mr. Ms.
 Date _____
 Last Name First & Middle Name _____

Hotel No. of guests No. of Room

Type of Room _____

Phone Fax

E-mail _____

Arrival Date Departure Date

Indicate food restriction / Special Needs _____

Method of Payment

Please indicate your credit card number and its valid date for the reservation guarantee.

VISA MASTER

Card Number _____

Expiration Date (Month/Year) _____

Card Holder's Name (as it appears on the card) _____

Card Holder's Signature _____

Cancellation Policy

Cancellation Policy is varied for two hotels. You will be sent a confirmation mail including cancellation policy from the hotel upon reservation.

*** Please note that Hotel Reservation is to be made directly with the Westin Chosun Hotel or Novotel by fax, telephone or e-mail.**



**2010 Asian IP Conference
Organizing Committee Secretariat**

8th Floor, Dongduk Building, 151-8 Kwanhoon-dong,
Jongro-gu, Seoul (110-300), Korea
Tel: (82-2) 733-9991 Fax: (82-2) 733-6352, (82-2) 742-5177
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***Currently confirmed sponsors of 2010 Asian IP Conference are:**

**MarkPro (South Korea), Hylands Law Firm (China), Chinable IP (China),
Saint Island International Patent & Law Offices (Taiwan).**

We always welcome inquiries from potential sponsors for our conference.

Please do not hesitate to contact us should you require Sponsorship Prospectus or any additional information for your consideration.