

ECCK 
EUROPEAN
CHAMBER
OF COMMERCE
IN KOREA

**2016
KOREA-EU
IPR
CONFERENCE**

**OCTOBER 20
CONRAD
SEOUL**

**CO-HOSTED
BY**



**INTRO-
DUCTION
TO IPR**

PATENTS

**RESPECT
FOR IPR**

**CO-HOSTED
BY**



**SUPPORTED
BY**



**Lee International
IP & LAW GROUP**

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INVITATION

2016

KOREA-EU

IPR

CONFERENCE

For an impression of last year's Korea - EU IPR Conference, please click [here](#).

Intellectual Property Rights (IPR) are at the heart of the global economy, counting among the most valuable assets of modern corporations. As a matter of fact, research has shown that half of all EU industries are highly dependent on IPR. These industries account, directly and indirectly, for 1 in 3 jobs in the EU and close to 40% of the total European GDP. An impressive 90% of the EU's global trade involves these IPR intensive industries.

In Korea, the Park administration has introduced the paradigm of the 'creative economy', hinging on the "convergence of science and technology with industry [...] and the blossoming of creativity" as a key factor to ensure economic revitalization of Korea.

It is against this background that the European Chamber of Commerce in Korea (ECCK) has organized the first Korea - EU IPR Conference three years ago. Following consecutive successful editions, we are pleased to again organize this unique Conference in 2016.

During the Korea - EU IPR Conference 2016, specialists from both the public and the private sector will present on pertinent developments in the field of IPR in Korea and Europe. In order to tailor to various interests, the conference will feature three distinct, yet equally stimulating topics during parallel afternoon sessions. These topics are:

Introduction to IPR

Patents

Respect for IPR

The program with more details on the presentations can be found on the following page.

The Conference is co-hosted by the European Chamber of Commerce in Korea (ECCK), the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO), the French Patent & Trademark Office (INPI) and the Korean Intellectual Property Office (KIPO), and is supported by Hoffmann Eitle, Lee International, and Lee & Ko.

We hereby invite you to attend this year's Korea - EU IPR Conference in order to expand your knowledge by hearing from seasoned and distinguished professionals and discussing with industry experts, and use your IPR to gain the competitive edge.

Date	Thursday, October 20, 2016
Time	9:00 – 20:00 (registration from 8:00)
Venue	Park Ballroom (5F), Conrad Seoul
Admission	free of charge
RSVP	click this link

Korean patent attorneys participating for the whole day will receive 6 hours of educational credit by the Korean Patent Attorneys Association (KPAA).

PROGRAM

OCTOBER

20

2016

Simultaneous interpretation
provided for all sessions.

Host & Organizer



EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

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08:00–09:00

Registration

09:00–09:30

Opening Remarks

09:30–09:45

Keynote Speech:
“Patent Protection to Secure Future Growth”

European Patent Office

09:45–10:25

“New EU Trade Mark: Legislative Reform”

European Union Intellectual Property Office

10:25–10:40

Coffee Break

10:40–11:20

“Support of Innovation by KIPO”

Korean Intellectual Property Office

11:20–12:00

“IPR Mapping: How to Use Patents
as a Strategic Tool for Business?”

French Patent & Trademark Office

12:00–13:30

Lunch Break

13:30–18:00

Break-out session I (Introduction to IPR) will provide the audience with information about the background and benefits of protection of intellectual property rights. This session is intended for attendees that are somewhat unfamiliar to intellectual property and wish to expand their knowledge.

Break-out session II (Patents) will feature presentations on developments with regards to patent protection in Korea and Europe by officials from EPO and KIPO, as well as patent practitioners.

Break-out session III (Respect for IPR) will include presentations and discussions about officials’ activities in curbing the influx of counterfeit products and also feature industry insights into brand protection

18:00–20:00

Dinner Reception

Subject to modifications.