

ECCK IPR Committee Webinar

Quantification of the Economic Benefits of IPR

Thursday May 9, 2019

17:00-17:30 Seoul time / 16:00-16:30 Singapore and Hong Kong time / 10:00-10:30 Paris time

Event Outline

IPR supports innovation and creativity, leading to increased prosperity and competitiveness. It is therefore of paramount importance that the creation of IP is stimulated and that proper IP protection is assured, as any infringement of IP cascades down from the IP owner, affecting the economy as a whole.

In order to facilitate the creation of proper policies it is essential that all those involved have access to accurate facts and figures. Only then can we ensure that debate on IP's role in supporting innovation and creativity is based on sound evidence. This has sparked the European Union Intellectual Property Office (EUIPO) to conduct a range of studies through which both the benefits of IP, as well as the impact of infringements of IP, are quantified.

EUIPO's example was recently followed by the Korean Institute for IP (KIIP). This webinar will address the importance of the quantification of the economic benefits of IPR, the findings of the KIIP study as well as what has led to such study being conducted.

Event Details

Title: ECCK IPR Committee Webinar – Quantification of the Economic Benefits of IPR

Date: Thursday May 9, 2019

Time: 17:00-17:30 Seoul time / 16:00-16:30 Singapore and Hong Kong time / 10:00-10:30 Paris time

Venue: Online (link to webinar will be provided to registrants)

Speaker Profile



Mr. Sven-Erik Batenburg is the Director of Legal & International Affairs at the European Chamber of Commerce in Korea. Sven operates ECCK's IPR Committee, which provides assistance to member companies facing intellectual property issues, serves as the prime communication channel with government authorities on IP matters and raises public awareness of IP challenges and the impact of the counterfeit industry.

The Committee has been responsible for the initiation of the 'Seoul Low Visibility' project, the development and operation of three-day IP Capacity Building workshops, engagement with online intermediaries on online enforcement and has provided extensive input to the European Commission for its preparation of its Counterfeit and Piracy Watch List.

Prior to his current position, Sven was responsible for protecting and expanding the trademark portfolios of various renowned global fast-moving consumer brands and has also worked as Legal Staff at the Arbitration and Mediation Center of the World Intellectual Property Organization (WIPO).

Sven-Erik Batenburg
Director
ECCK

Event Notes

- Kindly inform us of your attendance and cancellation by **April 30** through [RSVP Link](#).
- In case of inquiries about this event, please contact Ms. Eunmin Kang. (eunmin.kang@ecck.eu, +82 2 6261 2705)