

IPR CONFERENCE 2019

SEPTEMBER 24

SEOUL DRAGON CITY



Event Outline

Intellectual property rights (IPR) are the legal foundation through which ownership is provided over creations of the mind, better known as intellectual property (IP). Common types of IPR are trademarks (which serve to differentiate products or services and enable informed purchasing decisions), industrial designs (which promote innovation by protecting the visual appearance of (parts of) products, or their ornamentation) and patents (which reward technological innovation).

New technologies are catalysing transformation in every industry, and these creations offer new opportunities to revitalize the economy. According to the Korea Institute of Intellectual Property (KIIP), IP-intensive industries accounted for 43% of Korea's GDP, adding a total value of KRW 560 trillion. Proper protection of IPR is of vital importance for innovation, competitiveness, and creativity, all key factors for economic growth. Therefore, in order to reap the full benefits from these innovations, a robust yet flexible IP system is necessary.

During this year's IPR Conference, specialists from both the public and the private sectors will present on pertinent developments in the field of IPR. In order to tailor to various interests, the conference will feature the following three distinct, yet equally stimulating topics:

1. **Intellectual Property for Future Technologies**
2. **Key Aspects of Patenting New Technologies**
3. **New Approaches to Tackling Counterfeits**

You may find a detailed program of the Conference below.

Event Details

Title	IPR Conference 2019
Date	Tuesday, September 24, 2019
Time	09:00 – 20:00 (Registration starts from 08:00)
Venue:	5F Grand Ballroom Baekdu, Seoul Dragon City (95 Cheongpa-ro 20-gil, Yongsan-gu, Seoul)
Admission fee:	Free of charge
RSVP link:	Here

Event Notes

- Kindly inform us of your attendance through the RSVP Link above.
- For cancellations and other inquiries for the event, please contact Ms. Eunmin Kang (+82-2-6261-2705; eunmin.kang@ecck.eu)

Program

Morning Session: Intellectual Property for Future Technologies

08:00~09:00	Registration
09:00~09:30	Opening Remarks European Chamber of Commerce in Korea (ECCK) European Patent Office (EPO) Korea Intellectual Property Office (KIPO)
09:30~09:45	Keynote Speech Mr. Benoît Lory, Minister Counsellor at the Trade & Economy Section of the EU Delegation
09:45~10:05	Economic Benefits of Intellectual Property Dr. Hyojeong Lim, Associate Research Fellow at the Korean Institute of Intellectual Property
10:05~10:30	Coffee Break
10:30~11:00	Patents and Self-Driving Vehicles Mr. Gareth Lord, Director of Mobility & Mechatronics at EPO
11:00~11:20	Challenges to IP Protection Mr. Anthony Chang, Partner at Bae, Kim & Lee
11:20~11:50	IP Protection Policies for Innovative Industries Mr. Sangheum Cho, Deputy Director of the IP Protection Policy Division at KIPO
11:50~12:10	Panel Discussion and Q&A
12:10~13:30	Lunch Break

Moderation by Mr. Sven-Erik Batenburg, Director of Legal & International Affairs at ECCK

Break-out session I: Key Aspects of Patenting New Technologies

13:30~14:00	Working with Inspiring Technology: Additive Manufacturing Mr. Gareth Lord, Director of Mobility & Mechatronics at the European Patent Office
14:00~15:30	EPO in silico: Interdisciplinary Computing – Bioinformatics, Modeling Reality & Beyond Mr. Michele Baccelli, Partner at Hoffmann Eitle Mr. Robert Andrews, Partner at Mewburn Ellis
15:30~16:00	Coffee Break
16:00~16:20	5G – An Introduction Mr. Patrick Hofkens, Director IPR Policy at Ericsson
16:20~16:40	5G – The Fabric for Society Mr. Andy Park, Senior Government Affairs Manager at Qualcomm
16:40~17:20	5G: From Smartphones to Connected Cars, New Trends in IP Enforcement and Exploitation Mr. Michele Baccelli, Partner at Hoffmann Eitle
17:20~18:00	Q&A and Panel Discussion
18:00~20:00	Dinner Reception

Moderation by Prof. Dae-Hee Lee, Professor at Korea University School of Law

Break-out session II: New Approaches to Tackling Counterfeits

13:30~13:45	Quantification of the Impact of Counterfeiting Mr. Piotr Stryszowski, Senior Economist at the OECD
13:45~14:00	Consumer Perception of Counterfeit Products Mr. Sven-Erik Batenburg, Director of Legal & International Affairs at ECCK
14:00~14:30	Current Status of Korean Legislation on Online IP Enforcement Prof. Jongkhab Na, Professor at Yonsei University School of Law
14:30~15:00	Anti-Counterfeiting Activities and Strategies Mr. Seungwoo Oh, IP Protection Investigator at Korea Intellectual Property Office
15:00~15:30	Collaborative Approaches to Online Enforcement Ms. Anne-Catherine Milleron, IP Attaché at the French Patent & Trademark Office
15:30~16:00	Coffee Break
16:00~16:30	Adopting New Techniques and Technology to Curb Counterfeit Products Mr. Ramesh Raj, Asia Pacific Regional Manager at Pharmaceutical Security Institute
16:30~17:00	Parallel Imports Regime in Korea Ms. Susan Park, Foreign Attorney at Bae, Kim & Lee
17:00~17:30	IP Enforcement - An In-House Perspective Ms. Yusun Woo, Senior IP Manager at Louis Vuitton and Chairperson of the ECCK IPR Committee
17:30~18:00	Q&A and Panel Discussion
18:00~20:00	Dinner Reception

Moderation by Mr. Charles Hoskin, Regional Brand Protection Director at LVMH

* Program is subject to modifications