

IPR CONFERENCE 2019

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EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

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SEPTEMBER 24
SEOUL DRAGON CITY

INVITATION

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2019

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

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**

A detailed program can be found [here](#).

The IPR Conference is co-hosted by the European Chamber of Commerce in Korea (ECCK), the European Patent Office (EPO) and the Korea Intellectual Property Office (KIPO), and is supported by Organisation for Economic Co-operation and Development (OECD), Bae, Kim & Lee, Hoffmann Eitle and Mewburn Ellis.

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

Date	Tuesday, September 24, 2019
Time	9:00 – 20:00 (registration from 8:00)
Venue	Grand Ballroom Baekdu, Seoul Dragon City
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

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Simultaneous interpretation
provided for all sessions.

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08:00–09:00	Registration
09:00–09:30	Opening Remarks ECCK, European Patent Office, Korea Intellectual Property Office
09:30–09:45	Keynote Speech Delegation of the European Union to the Republic of Korea
09:45–10:05	Economic Benefits of Intellectual Property Korea Institute of Intellectual Property
10:05–10:20	Coffee Break
10:20–10:50	Patents and Self-Driving Vehicles European Patent Office
10:50–11:20	Challenges to IP Protection Bae, Kim & Lee
11:20–11:50	IP Protection Policies for Innovative Industries Korea Intellectual Property Office
11:50–12:10	Panel Discussion and Q&A
12:10–13:30	Lunch Break
13:30–18:00	Break-out session I (Key Aspects of Patenting New Technologies) will address the patentability of cutting-edge technologies, as well as how, or how far, the patent system is fit to deal with the implications of growing computer power in interdisciplinary fields such as bioinformatics.
	Break-out session II (New Approaches to Tackling Counterfeits) will feature presentations and discussions on the economic impact of the counterfeit industry, enforcement against online counterfeit sales, as well as the potential role of parallel import regimes on counterfeit distribution.
18:00–20:00	Dinner Reception

Subject to modifications.