IPR CONFERENCE 2019

Host & Organizer



EUROPEAN CHAMBER OF COMMERCE IN KOREA 주하유럽상공회의소

Co-Hosts



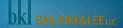


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SEPTEMBER 24
SEOUL DRAGON CITY

INVITATION IPR CONFERENCE 2019

For an impression of last year's IPR Conference, please click <u>here</u>.

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

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).

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.

PROGRAM CONFERENCE

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