

IPR CONFERENCE 2021

Anti-Counterfeiting

OCTOBER 18, 2021

Host & Organizer



EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

Co-host



Korean Intellectual
Property Office

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NAM & NAM
IP Specialized Law Firm in Seoul


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INVITATION IPR CONFERENCE 2021

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

Intellectual property rights (IPR), which mainly include copyrights, trademarks, patents, and industrial designs, refer to the rights to intangible creations of the human intellect. Among these, trademark is a crucial right in that it can protect the brand identity and gain consumer credit by distinguishing one's unique trademark from others. Nonetheless, many counterfeit goods are produced in order to get a free ride and benefit from this long-standing brand reputation, which not only significantly undermines the brand value, but also deceives consumers by misleading them to believe that counterfeit products are genuine.

According to studies jointly conducted by EUIPO and OECD, the global trade in counterfeit products reached EUR 414 billion in 2019, which accounts for 2.5% of the total world trade. The distribution of counterfeit goods not only hinders economic development, but also leads the public and consumers to a false perception, as providing them low quality products can create confusion and threaten their safety. Due to the pandemic situation, the number of virtual transactions has increased, notably through the Internet and online platforms. Therefore, many trademark owners and online platforms are striving to prevent the transactions of counterfeit products through e-commerce platforms, social media, and fraudulent web domains.

For this year's IPR Conference, numerous IPR experts from Korea and overseas are invited to introduce the current situation, the new trends of counterfeit goods, and the efforts to prevent counterfeit products in public and private sectors, and to discuss constructive and practical ways of anti-counterfeiting in the future.

The IPR Conference is co-hosted by the European Chamber of Commerce in Korea (ECCK) and the Korean Intellectual Property Office (KIPO), and supported by NAM & NAM and Hoffmann Eitle.

Date Monday, October 18, 2021

Time 15:00 – 17:45 Seoul time
(waiting room opens from 14:45 Seoul time)

Venue Online through Zoom

Admission Free of charge

➡ Click this [RSVP LINK](#) to Register!

PROGRAM

IPR

CONFERENCE

2021

Simultaneous translation is provided for all sessions.

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|-------------|---|
| 14:45~15:00 | Registration |
| 15:00~15:05 | Welcome Remarks Mr. Dirk LUKAT Chairperson, European Chamber of Commerce in Korea |
| 15:05~15:15 | Opening Remarks Ms. H.E. Maria CASTILLO-FERNANDEZ EU Ambassador to the Republic of Korea Mr. Benoît MISONNE EUIPO IP Attaché Delegation of the European Union to China Mr. Samsup MOON Director General of the Intellectual Property Protection & International Cooperation Bureau Korean Intellectual Property Office |
| 15:15~15:30 | Recent Trends of Counterfeit Distribution and Crackdown Cases in Korea Mr. Wonseong PARK Head of Daejeon Branch of Trademark Police Division Korean Intellectual Property Office |
| 15:35~15:50 | Illegal Content Online and the Role of Intermediaries Mr. Benoit LORY Minister Counsellor at the Trade & Economy Section EU Delegation to the Republic of Korea |
| 15:55~16:10 | IP Infringement on Social Media Mr. Antoine AUBERT IP Digital Specialist European Observatory on Infringements of IP Rights European Union Intellectual Property Office |
| 16:15~16:30 | Alternative Dispute Resolution for IP and Technology Disputes Ms. Chiara ACCORNERO Legal Officer, World Intellectual Property Office Arbitration and Mediation Center |
| 16:35~16:50 | Coupang's Measures Against Counterfeit Products Mr. Sven-Erik BATENBURG IP – Brand Protection Counsel of Trademarks Coupang |
| 16:50~17:05 | Modernizing Anti-Counterfeiting with Artificial Intelligence Mr. Dokyung (DK) LEE Co-Founder & CBO, Marqvision |
| 17:05~17:20 | Dyson Electronic Products' Import Status and Consumer Damage Cases Ms. Seungyeon HUR Counterfeit Analyst, Dyson |
| 17:20~17:40 | What does an Entertainment Software App have to do with a Fitness Club? Ms. Ersilia CALÓ Italian and E.U. Trademark & Design Attorney Current Overview of Practical Legal Instruments in the field of Anti-counterfeiting in the EU Luis José SORIANO ALBERT Lawyer, IP LLM Hoffmann Eitle |
| 17:40~17:45 | Closing Remarks Mr. Christoph HEIDER President, European Chamber of Commerce in Korea |