

## INNOVATION AND IPR PROTECTION

THURSDAY, SEPTEMBER 22, 9AM FOUR SEASONS HOTEL SEOUL

**Host & Organizer** 



Co-host



**Partners** 







# INVITATION IPR CONFERENCE 2022

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

Date Thursday, September 22, 2022

Time 09:00 – 15:00 Seoul time (registration from 08:00 Seoul time)

Venue Nuri Ballroom (6F), Four Seasons Hotel Seoul

Admission Member: 30,000 KRW

Non-member: 50,000 KRW

Korean patent attorneys participating for the whole day will receive 4 hours of educational credit by the Korean Patent Attorneys Association (KPAA).

IPR Protection is key to promote Innovation.

Innovation is essential for continuous development, and the protection of IPR becomes its driving force. IPR can promote innovation and motivate industry only when followed by proper recognition and legal protection from any infringement by a third party.

Through the innovation, new technologies such as Artificial Intelligence (AI) have emerged as an important tool not only to enhance product performance and its efficiency but also to create a new work of art. Furthermore, innovation has led to the creation of virtual space such as Metaverse where people can express creativity, communicate without space and time constraint, and even transact and invest in intangible assets like Non-Fungible Token (NFT).

However, it should not be overlooked that technological advances and innovations may pose legal challenges for the protection of IPR. As legislation cannot always keep pace with technological development, it is crucial to establish a legal background to protect the value of new technologies. To this end, the industry and relevant government ministries should continue active public-private cooperation and exchange insights, which will serve as a steppingstone to new market expansion and economic growth in addition to continuous technological development.

The IPR Conference is celebrating its 10th anniversary this year. Numerous IPR experts from Korea and overseas are invited to introduce new innovative technology fields and discuss effective ways to protect intellectual property rights under the legal basis.

The IPR Conference 2022 is co-hosted by the European Chamber of Commerce in Korea (ECCK) and the Korean Intellectual Property Office (KIPO), and supported by the Seoul Finance, Shin & Kim LLC, Hoffmann Eitle and Qualcomm Korea.

## PROGRAM IPR CONFERENCE 2022

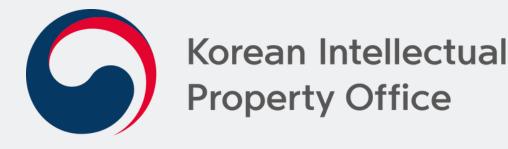
Simultaneous translation provided for all sessions.

### Host & Organizer



EUROPEAN CHAMBER OF COMMERCE IN KOREA 주한유럽상공회의소

### Co-host



### **Partners**

서울파이낸스
SHIN&KIM
법무법인(유) 세종





08:00~09:00 Registration

09:00~09:10

Welcome Remarks

Mr. Dirk LUKAT

Chairperson, European Chamber of Commerce in Korea

09:10~09:40

### Congratulatory Remarks

Mr. Christophe BESSE

Minister Counsellor, Head of Trade Section Delegation of the EU to the Republic of Korea

Mr. Samsup MOON

Director General, Intellectual Property
Protection & International Cooperation Bureau
Korean Intellectual Property Office

09:40~10:10 Advance Ways to Protect IP by Using New Technologies such as Al and Blockchain

Mr. Jorg WEBERNDORFER

Minister Counsellor, Trade & Economy Section Delegation of the EU to the Republic of Korea

10:10~10:40

Introduction of the

IP Protection Enforcement in Korea

Mr. Hyeonseok BANG

Deputy Director, Protection Policy Division Presidential Council on Intellectual Property

10:40~11:10 European Unitary Patent System [pre-recorded]

Mr. Stefan LUGINBÜHL

Head of Department, European Legal Affairs
European Patent Office

11:10~11:40 Trademark Protection in the Metaverse

Mr. Ingyu KIM

Deputy Director, Trademark Examination Policy Division, Korean Intellectual Property Office

11:40~13:00

Lunch

13:00~13:30

15:00~15:10

5G - Innovation Platform Powering Connected Intelligent Edge

Mr. Andy (Young-wan) PARK Director, Government Affairs, Qualcomm Korea

13:30~14:00 The Unified Patent Court: Opting out or Staying in? Strategic and Cost Considerations

Mr. Michele BACCELLI

Partner, Italian and European Patent Attorney Hoffmann Eitle

14:00~14:30 Outlook of IP Rights for Emerging Technologies (AI, NFT, Metaverse) in Korea

Mr. Kyle J. CHOI

Senior Foreign Attorney, IP Group, Shin & Kim LLC

14:30~15:00 RIMOWA Brand and IPR Protection

Ms. Julia BECKEHOFF Senior IP Counsel, RIMOWA

Mr. Christoph HEIDER

Closing Remarks

President, European Chamber of Commerce in Korea