



# IPR CONFERENCE 2022

## INNOVATION AND IPR PROTECTION

THURSDAY, SEPTEMBER 22, 9AM  
FOUR SEASONS HOTEL SEOUL

Host & Organizer



EUROPEAN CHAMBER OF  
COMMERCE IN KOREA  
주한유럽상공회의소

Co-host



Korean Intellectual  
Property Office

Partners

The Seoul Finance  
서울파이낸스

HOFFMANN EITLÉ

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법무법인(유) 세종

Qualcomm



# INVITATION IPR CONFERENCE 2022

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

**Date** Thursday, September 22, 2022

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

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

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**Admission** Member: 30,000 KRW  
Non-member: 50,000 KRW

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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.

➔ Click this [RSVP LINK](#) to register!

# PROGRAM

# IPR

# CONFERENCE

# 2022

Simultaneous translation provided  
for all sessions.

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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 AI 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	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 BECKEHOF Senior IP Counsel, RIMOWA
15:00~15:10	Closing Remarks Mr. Christoph HEIDER President, European Chamber of Commerce in Korea