

MSOON

IPR  
CONFERENCE

Four Seasons Hotel Seoul  
TUESDAY, SEPTEMBER 19

HOST



EUROPEAN CHAMBER OF  
COMMERCE IN KOREA  
주한유럽상공회의소

CO-HOST



특허청

Korean Intellectual Property Office



# INVITATION

# IPR

# CONFERENCE

# 2023

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

Digitalization has resulted in new challenges and opportunities in numerous sectors such as artificial intelligence, blockchain, internet of things (IoT), etc. In today's rapidly evolving digital world, technological development not only brought changes to our daily lives, work processes, and modes of communication, but also opened a new path for creativity, innovation, and economic growth. However, this digital revolution also presents several challenges in terms of protection of intellectual property rights (IPR), such as maintaining a balance between right holders and users and creating a sustainable environment for future generations.

Sustainability has been a critical issue for many years, and it is crucial to understand its comprehensive role as well as its interaction with IPR. Indeed, it assigned us with a new task to think about how digital IPR can help reach our sustainability goals, shaping a collective future and promoting circular economy models, etc. In light of these considerations, it is essential to foster collaboration and interdisciplinary approaches to maximize the potential of digital IPR in contributing to sustainability, for instance by encouraging various stakeholders to collectively address sustainability challenges, incentivizing and protecting innovative solutions that promote sustainability, or adopting ethical and socially responsible approaches in the creation, use, and management of intellectual property.

In this year's IPR conference, we gather esteemed professionals, academia and industry leaders from around the world to engage in insightful discussions and exchange valuable ideas on the Digital IPR and Sustainability. The conference will serve as a platform to foster collaboration, encourage creative thinking, and explore strategies to navigate the complex landscape of intellectual property in the digital era while ensuring the sustainable 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 Hoffmann Eitle and NAM & NAM.

**Date** Tuesday, September 19, 2023

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**Time** 9:00 – 14:50 (Seoul time)  
(registration from 8:00 Seoul time)

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**Venue** Tuesday, 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 3.5 hours of educational credit by the Korean Patent Attorneys Association (KPAA).

# PROGRAM

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Simultaneous translation provided  
for all sessions.

### Host & Organizer



**EUROPEAN CHAMBER OF  
COMMERCE IN KOREA**  
주한유럽상공회의소

### Co-host



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### Partners



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**NAM & NAM**

IP Specialized Law Firm in Seoul

08:00~09:00	Registration
09:00~09:20	Welcome Remarks Philippe Van Hoof European Chamber of Commerce in Korea Chairperson Donghyun Ryu Korean Intellectual Property Office Vice Commissioner
09:20~09:40	Opening Remarks Maria Castillo-Fernandez Delegation of the EU to the Republic of Korea Ambassador Man Gi Paik Presidential Council on Intellectual Property Private Sector Chairperson
09:40~10:10	The Future of Business: Evolving AI Regulatory Framework – Industry Insights & Challenges for Korean Enterprises Jaroslaw Jankowski Siemens Logistics GmbH Korea Branch Korea Branch Manager, Lead Counsel Asia
10:10~10:40	Innovation in Green is in our DNA [pre-recorded] Roberta Romano-Götsch European Patent Office Chief Sustainability Officer
10:40~11:10	IP Administrative Services in the Digital Information Age Sangyun Kim Korean Intellectual Property Office Deputy Director of Industrial Property Information System Division
11:10~12:40	Lunch
12:40~13:10	Sustainability from a Copyright Perspective Susan Park Bae, Kim & Lee Senior Foreign Attorney
13:10~13:40	Tension between the Attraction of Green-Branding and the Risk of Greenwashing: Overview and Prospects of the Legal Development in the European Union Michaela Ring Hoffmann Eitle Partner, Attorney-at-Law and Certified IP Specialist
13:40~14:10	Introduction to the Newly Enacted Act on the Protection of the Virtual Asset Users WooJung Jon KAIST Professor
14:10~14:40	Using Blockchain Technology: From Product Authentication to Sustainable Life Cycle [online] Nicolas Hauw Anti-Counterfeiting Blockchain Infrastructure Project, European Union Intellectual Property Office Project Lead
14:40~14:50	Closing Remarks Christoph Heider European Chamber of Commerce in Korea President