

Programme

30 July 2009

0830	Registration
0900	Welcome and Opening Address <i>Ms Liew Woon Yin, Director General, Intellectual Property Office of Singapore</i>
0915	<p>Plenary Session 1</p> <p><i>Keynote Speech: The Current Financial Crisis – Opportunity for the IP Landscape?</i></p> <p>Will internal financing demands reduce the appetite of companies to invest in IP in the current financial climate? Will the emerging optimism of IP as an attractive asset class for financiers diminish?</p> <p>This session seeks to explore the following issues:</p> <ul style="list-style-type: none"> - Impact of the financial crisis on the value of IP - Impact of the financial crisis on the market for IP Exploitations - Liquidity of IP - Business models and strategies <p><i>Moderator: Mr Ian Fletcher, Chief Executive, The UK Intellectual Property Office</i></p> <p><i>Keynote Speakers:</i> <i>Dr Francis Gurry, Director General, World Intellectual Property Organisation (WIPO)</i></p> <p><i>Mr Hisamitsu Arai, President & CEO, Tokyo Small and Medium Business Investment & Consultation Co. Ltd</i></p>
1045	Morning Tea

1100	<p>Plenary Session 2</p> <p><i>Keynote Speech: Businesses in the Global IP Ecosystem: Initiatives to Foster Innovation</i></p> <p>There is a clear need for economies to relook their guidance policy for businesses and development strategies in line with the new requirements of operating in today's volatile marketplace, while maintaining the underlying vision of building economies into first-class environments for business growth and development.</p> <p>This session explores the following issues:</p> <ul style="list-style-type: none"> - Why and how IP may serve as an emerging platform in the business sector? - How the government's business guidance policy on Intellectual Property may evolve in the future? - What are the business directions in light of evolving IP models and regional trade developments? - How to leverage on treaties/FTAs for effective commercialization of IP for businesses? <p><i>Moderator: Ms Liew Woon Yin, Director-General, Intellectual Property Office of Singapore (IPOS)</i></p> <p><i>Keynote Speakers:</i> <i>Prof Dr Joseph Straus, Emeritus Scientific Member, Max Planck Institute for Intellectual Property, Competition and Tax Law, Munich</i></p> <p><i>Mr Stephen Selby, Director of Intellectual Property, Intellectual Property Department, The Government of the Hong Kong Special Administrative Region</i></p>
1230	<p>Networking Lunch *</p> <p>Share your thoughts with like-minded people on IP issues at this session for close-up networking with eminent IP professionals and practitioners.</p>

** Buffet lunch will be provided for participants who are not attending the Networking Lunch Sessions.*

Concurrent Sessions 1 - 3

Session 1: The Economics of Patents – A white elephant for businesses?

Patent application is often seen as an expensive proposition to businesses. The returns may not be immediate nor obvious. With the increasingly aggressive patent litigations initiated by non-practicing entities also know as Patent Trolls, businesses can no longer ignore patents in their business activities. This session demystifies the Patent Prosecution Process and looks at the opportunities and threats that Patent Trolls may pose to businesses.

1400	<p>Patent Prosecution Today: From Application to Grant</p> <ul style="list-style-type: none">- Putting The Latest Changes To Patent Law Into Perspective- Attempts of harmonization policies to address patent issues- Patent strategy and business considerations <p><i>Moderator: Ms Audrey Yap, Managing Partner, Yu Sarn Audrey & Partners</i></p> <p><i>Speakers:</i> <i>Mr Wim van der Eijk, Vice President, European Patent Office</i></p> <p><i>Prof. Dr. Heinz Goddar, Partner, Boehmert & Boehmert, Germany</i></p> <p><i>Mr Koichi Minami, Deputy Commissioner, Japan Patent Office (JPO)</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1545	Afternoon Tea
1600	<p>Patent Trolls – Good or Evil?</p> <ul style="list-style-type: none">- Opportunities and threats to businesses: Current cases involving patent trolls- Legal, Business or Technological strategies- Advantages and disadvantages of these strategies <p><i>Moderator: Mr Joff Wild, Editor, Intellectual Asset Management (IAM) Magazine</i></p> <p><i>Speakers:</i> <i>Professor Liu Shang-Jyh, National Chiao Tung University, Chinese Taipei & Visiting Professor, Engineering and Technology Management Division, National University of Singapore</i></p> <p><i>Mr Dedar Singh Gill, Head, Intellectual Property Department and Trade mark Business Group, Drew & Napier LLC</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>

Session 2: Badges of Honour? - Trade Marks for Businesses in the Internet Age

In today's Internet Age, brand management has moved to an international level. How can businesses leverage on this new opportunity? Is current Trademark Law sufficiently equipped to operate in this new level of globalization? Is there a need for an International Trademark Law? This session seeks to explore brand management in a global context and the unique challenges that the internet poses to trade mark owners.

1400	<p>Valuing, Leveraging and Defending Brands - An Expert's Business Perspective on Brand Management</p> <ul style="list-style-type: none">- Challenges in brand strategy formulation- Managing brands in a globalised economy- Legal issues in managing a global brands portfolio <p><i>Moderator: Dr. Miklós Bendzsel, President, Hungarian Patent Office</i></p> <p><i>Speakers:</i> <i>Ms. Ivy Phuong Tran, Vice General Director, Saigon Cosmetics Corporation, Vietnam</i></p> <p><i>Mr Owen Malone, Intellectual Property Director, Fosters Group Ltd</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1530	Afternoon Tea
1600	<p>Seeing Double – The Challenges of Trade Mark Law on the Internet</p> <ul style="list-style-type: none">- Trade marks on the internet – Who is in-charge?- Domain Name system vs Rights of trade mark owners- The way forward - Internationalizing trade mark law? <p><i>Moderator: Dr Jorge de Paula Costa Avila, President, National Institute of Industrial Property, Brazil</i></p> <p><i>Speaker(s):</i> <i>Ms Rhonda Steele, Senior MPM/Marketing Properties Manager - Asia Pacific Mars Incorporated Legal Department, (Former President, International Trademark Association (INTA))</i></p> <p><i>Ms Tessa Lam, Chief Information Officer and Co-Founder, IP Mirror</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>

Session 3: Right Copy? – Copyright Issues for Businesses in the Media Sector

The Internet is moving towards User-Centered Content. The success of Web Portals such as YouTube has put content introduction into the hands of the users. This has been seen as a hotbed for dissemination of copyright infringing materials. Is the copyright battle futile? What are the options for digital media copyright owners? Is compulsory licensing the solution?

1400	<p>Web 2.0 and its Impact on Digital Copyright Business</p> <ul style="list-style-type: none">- Host Site protection against uploading of copyright infringing materials by users- Restricting dissemination of infringing materials on Web 2.0 websites- Is the current Copyright Law adequate to protect digital copyright business in the Web 2.0 world? <p><i>Moderator: Ms Helen Daniels, Assistant Secretary, Copyright Law Branch, Attorney-General's Department, Australia</i></p> <p><i>Speakers:</i> <i>Mr Michael Ellis, President and Managing Director, Motion Picture Association, Asia Pacific</i></p> <p><i>Mr Lau Kok Keng, Partner, Rajah & Tan LLP</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1530	Afternoon Tea
1600	<p>Collective Management of Rights in the Online Environment</p> <ul style="list-style-type: none">- Organizing cross-border licensing of rights in the online environment- Positioning for a community wide license?- Technology in support of collective management of Rights. <p><i>Moderator: Mr Geoffrey Yu, Senior Specialist Adviser, Ministry of Foreign Affairs, Singapore</i></p> <p><i>Speaker(s):</i> <i>Mr Ang Kwee Tiang, Regional Director and Counsel, Asia-Pacific International Confederation of Societies of Authors and Composers (CISAC)</i></p> <p><i>Dr Stanley Lai, Partner & Head of IP/IT Dept, Allen & Gledhill</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1730	End of Day 1
1900	Gala Dinner (Details TBC) – open to participants of Trading Ideas 2009

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0900	<p>Plenary Session 3</p> <p>Keynote Speech: IP Services for the Next Century – An Opportunity for Businesses?</p> <p>The IP Ecosystem is evolving rapidly. Innovative IP services are introduced to protect and exploit IP. How should businesses approach these new services? Are these new services only for the big companies?</p> <p>This session explores the following issues:</p> <ul style="list-style-type: none"> - Relevance of the evolving IP services industry to businesses in hard times - Establishing and incentivising IP services to meet business needs in a cost –effective manner - Policies to encourage growth of IP services - Regulation of IP Services – Professional Standards & Ethics <p><i>Moderator: Mr Philip Noonan, Director- General, IP Australia</i></p> <p><i>Keynote Speakers:</i></p> <p><i>Mr James Kelly, Global Head of Business Development, Invention Development Fund, Intellectual Ventures</i></p> <p><i>Mr Brad Huther, President & CEO, International Intellectual Property Institute (IIPi), Washington</i></p>
1000	Morning Tea

Concurrent Sessions 4 - 6	
<p>Successful commercialisation strategies and models</p> <p>This sharing session on best practices with companies in the Asia Pacific Region seeks to explore the role of IP in improving enterprise profitability through the strategic exploitation of IP in specific industry sectors.</p>	
Session 4: Retail and F&B Industry	
1030	<p><i>Moderator: Mr Adrian Cristobal, Director General, Intellectual Property Office of Philippines</i></p> <p><i>Speakers:</i></p> <p><i>Financial Consultant/Expert – Mr Luke Lim, CEO, A.S Louken</i></p> <p><i>Government Official/Legal - Ms Amy Roy, General Counsel, Boost Juice Bars Australia</i></p> <p><i>Industry – Mr Ricky Chew, CEO, Fish & Co</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
Session 5: Education and Media Services	
1030	<p><i>Moderator: Mr Tran Viet Hung, Director-General, National Office of Intellectual Property of Vietnam</i></p> <p><i>Speakers:</i></p>

	<p><i>Financial Consultant /Expert – Dr Royce Yuen, Chairman, The Association of Accredited Advertising Agencies of Hong Kong</i></p> <p><i>Government Official/Legal – Ms Joyce Tan, Managing Director, Joyce A. Tan & Partners</i></p> <p><i>Industry – Ms Donna Lee, Founder & CEO, Kindergolf</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
Session 6: IT/Engineering Services Industry	
1030	<p><i>Moderator: Dr Jorge de Paula Costa Avila, President, National Institute of Industrial Property, Brazil</i></p> <p><i>Speakers:</i> <i>Financial Consultant /Expert – Dr Han Byung Joon, Executive Vice President & Chief Technology Officer, STATS ChipPAC Ltd</i></p> <p><i>Government Official/Legal – Mr Walter Lee Senior Vice President and Fellow Exploit-Technologies, Agency for Science, Technology and Research (A*STAR) Head, Technology Transfer Network (TTN) Secretariat</i></p> <p><i>Industry – Mr Kevin Theseira, Managing Counsel, Legal Department, Agilent Technologies</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1215	<p>Networking Lunch *</p> <p>Share your thoughts with like-minded people on IP issues at this session for close-up networking with eminent IP professionals and practitioners.</p>

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Concurrent Sessions 7- 9	
Session 7: Monetizing Intellectual Property	
<p>IP assets are increasingly being recognised as key business assets. Furthermore, there is a desire on part of most IP owners to turn them from being a cost to a profit centre. As such, IP-backed securitization is being viewed with much optimism in recent years. This session discusses the potential and unique challenges that IP securitization presents to companies.</p>	
1345	<p>IP – An Increasingly Important Asset Class</p> <ul style="list-style-type: none"> - Pros & cons of using IP to back monetization - Is valuation for securitization different? - Are all forms of IP suitable for monetization? <p><i>Moderator: Ms Mary Carman, Commissioner of Patents, Registrar of Trade-marks and Chief Executive Officer, Canadian Intellectual Property Office</i></p> <p><i>Speakers:</i> <i>Mr Keoy Soo Earn, Partner, Deloitte & Touche, Singapore</i></p> <p><i>Professor Gordon Smith, Chairman, AUS Inc</i></p> <p><i>Panel dialogue</i></p>

	<i>Moderator & All Speakers</i>
1515	Afternoon Tea
1530	<p>IP Financing – The new Elixir?</p> <ul style="list-style-type: none"> - The attractions of IP Financing - IP Financing Options - Using IP Assets to finance growing Enterprises <p><i>Moderator: Mr James Nurton, Managing Editor, Managing Intellectual Property (MIP)</i></p> <p><i>Speaker(s):</i> <i>Prof. Dr. Alexander J. Wurzer, Director, Institute for Intellectual Property Management, Steinbeis University, Berlin</i></p> <p><i>Dr. Miklós Bendzsel, President, Hungarian Patent Office</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>

Session 8: IP Management

To derive maximum benefit from IP assets in terms of revenue, reputation and market share, it is crucial to have dynamic portfolio management strategies and robust systems in place.

1345	<p>Dynamic Portfolio Management Strategies for Today's Businesses</p> <ul style="list-style-type: none"> - A balanced portfolio management strategy - Legal, Business and Technology priorities - Forecasting future trends and adapting accordingly - Building competitive advantage through IP Rights <p><i>Moderator: Dr. Kajit Sukhum, Assistant Director General, Department of Intellectual Property, Thailand</i></p> <p><i>Speakers:</i> <i>Dr Ian Heath, Managing Consultant, FIRST THOUGHTS (Former Director-General, IP Australia)</i></p> <p><i>Mr Horacio Gutiérrez, Vice President & Deputy General Counsel, Intellectual Property & Licensing, Microsoft</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1515	Afternoon Tea
1530	<p>IP Licensing Due Diligence That Creates Value</p> <ul style="list-style-type: none"> - What to look for when presented with a licensing opportunity? - Evaluating potential risks associated with the licensee and their business - Aligning licensing with overall corporate strategy <p><i>Moderator: Mr Jeffrey Chan, Deputy Solicitor-General, Attorney General's Chambers, Singapore</i></p> <p><i>Speakers:</i> <i>Mr Adam Liberman, President, Licensing Executive Society International (LESI)</i></p> <p><i>Dr Andrew Serafini, Partner, Fenwick & West LLP</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>

Session 9: IP in the Age of Open Source and Open Innovation

Do IP rights contradict the spirit of Open Source and Open Innovation in promoting innovation and scientific advancement? How can IP rights complement this movement?

1345 **Balancing IP Protection and Open Innovation**

- IP Protection an obstacle for Open Innovation?
- Balancing the needs of competitiveness with cooperation
- IP Protection and industrial standards

Moderator: Dr Jung-Sik Koh, Commissioner, Korean Intellectual Property Office

Speakers:
Professor Lim Yee Fen, National University of Singapore (NUS)

Dr Stanley Lai, Partner & Head of IP/IT Dept, Allen & Gledhill

Panel dialogue
Moderator & All Speakers

1515 Afternoon Tea

1530 **Patent Commons – A possible platform for business leverage?**

- Navigating the Patent Commons – Types of Commitments by Contributors
- Opportunities in Open Software and Open Standards
- Protecting Open Software and Open Standards through Patent Commons

Moderator: Mr Jorge Amigo, Director General, Mexican Institute of Industrial Property

Speaker(s):
Dr Cynthia Cannady, Principal & Founder, IPSEVA, USA

Associate Professor Susanna Leong, National University of Singapore

Panel dialogue
Moderator & All Speakers

**Session 10:
Roundtable Discussion – Businesses and IP in 2015: Inseparable friends or distant bedfellows?**

1715 This final session looks at IP alongside regional trade developments, global financial issues and government policies, which may affect the success of businesses in the future. It will focus on some of the world's most important regions, including:

- The North American landscape in five years' time
- The Latin American landscape in five years' time
- The East Asian landscape in five years' time
- The ASEAN landscape in five years' time

Moderator: Ambassador Ong Keng Yong, Ambassador-at-Large, Ministry of Foreign Affairs, Singapore

Speakers:
Mr Tian Lipu, Commissioner, State Intellectual Property Office (SIPO), China

Mr Adrian Cristobal, Director General, Intellectual Property Office of Philippines

	<p><i>Mr Jorge Amigo, Director General, Mexican Institute of Industrial Property</i></p> <p><i>Ms Mary Carman, Commissioner of Patents, Registrar of Trade-marks and Chief Executive Officer, Canadian Intellectual Property Office</i></p> <p><i>Panel dialogue</i> <i>Moderator & All Speakers</i></p>
1845	End of Day 2