

Business of IP Asia Forum
HK: Asia's Global IP Marketplace

BIP Asia (Business of Intellectual Property Asia Forum) is an exciting platform which brings together businessmen and professionals from around the world with an interest in IP trading to explore new business.

Date: 2 December 2011(Friday)

Venue: N101, Hong Kong Convention & Exhibition Centre

Organisers:



Concurrent Events:



HKTDC
Inno Design Tech Expo
設計及創新科技博覽

HKTDC
World SME Expo
國際中小企博覽

Forum attendees will get a
complimentary research report
“HK Grows as a Regional IP Market”



(worth HK\$200)

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Programme

09:00 – 09:30	Registration and Networking (<i>Light breakfast will be provided</i>)
09:30 – 09:40 <i>Venue: N101</i>	Opening Session <u>Welcoming Remarks</u> <ul style="list-style-type: none"> ◆ Ms. Margaret Fong, Deputy Executive Director, Hong Kong Trade Development Council ◆ Mr. Peter Cheung, Director, Intellectual Property Department, Hong Kong SAR Government
09:40 – 10:45 <i>Venue: N101</i>	Plenary Session <u>Opening Speech</u> <ul style="list-style-type: none"> ◆ Mr. Andrew Liao, GBS, SC, JP, Practising Senior Counsel <u>Latest Trends and Opportunities in Global IP Trading</u> <i>Based on the latest IP landscape, IP experts and practitioners will discuss the keys of building a profitable IP portfolio and the trends in global IP trading, with reference to how top-notch U.S. and Chinese enterprises manage and monetise IP as their overall business strategies.</i> <ul style="list-style-type: none"> ◆ Dr. Tao Zhang, Director, Patent Sales Group, Intellectual Property Licensing, Hewlett-Packard ◆ Ms. Simone Misra, Outbound Licensing, Corporate Intellectual Property & Licensing, Microsoft Corporation (also, Vice President, Licensing Executive Society Foundation) ◆ Dr. Don Merino, Senior Vice President of Licensing, Intellectual Ventures ◆ Mr. Tian Dao, ZTE (中興通訊田島律師)
11:00 – 12:00 <i>Venue: N101</i>	Panel Discussion Session (1) <u>IP Portfolio Management and IP Deal Negotiation</u> <i>How to make your IP portfolio most impressive? How to analyse the IP map of your industry and plan a long-term strategic IP portfolio? What are the techniques of getting the most out of every IP deal? What are the latest options in IP transactions? Listen to the conversation between a patent-trading firm, an intellectual capital merchant bank and an IP strategist on the keys to a profitable IP portfolio and the best IP deal.</i> Panel Chair <ul style="list-style-type: none"> ◆ Mr. Stephen Robertson, Director, Metis Partners Speakers <ul style="list-style-type: none"> ◆ Mr. Michael D. Friedman, Chief Investment Officer, Ocean Tomo (also, Managing Director, Ocean Tomo Asset Management) ◆ Mr. Guy Proulx, Managing Director, Transpacific IP
12:15 – 13:45 <i>Venue: N201</i>	Keynote Luncheon <u>Keynote Speech</u> <i>China's "National Patent Development Strategy 2011-2020" clearly outlines its goal in improving its patent system and resources, which in turn would pave its way to be an innovative country. Representative from the mainland government will introduce the IP development and opportunities in the Chinese mainland.</i> <ul style="list-style-type: none"> ◆ Dr. Mao Jinsheng, Director-General, Intellectual Property Development & Research Center, State IP Office of the People's Republic of China (中國國家知識產權局知識產權發展研究中心毛金生主任)

14:00 – 15:00
Venue: N101

Panel Discussion Session (2)

The Growth of IP Business in New Asian Decade

Technology institutions could play a pivotal role to a country's technology advancement. They act as the pioneer of industries and provide guidance to SMEs. Institutional representatives from Singapore, Taiwan and Hong Kong would share their IP strategies, in particular how they assist SMEs to identify, adopt and capitalise on IP to upgrade their businesses.

Panel Chair

- ◆ Dr. Cheung Nim-kwan, CEO, Applied Science and Technology Research Institute (ASTRI), Hong Kong

Speakers

- ◆ Dr. Johnsee Lee, Chairman, Monte Jade Science & Technology Association of Taiwan (台灣玉山科技協會理事長李鍾熙博士)
- ◆ Dr. Sze Tiam Lin, Director, IPI Limited, Singapore
- ◆ Ir. Allen Yeung, Vice President, Business Development and Technology Support, Hong Kong Science & Technology Parks Corporation

15:00 – 16:00
Venue: N101

Panel Discussion Session (3)

The Maximisation of Design Value

Everyone is talking about how upgrade and transform could help businesses to sail through the uncertain economic outlook. What is the role of design in it? How could better design management provide competitive advantage to designers and manufacturers? How should designers and design owners protect themselves against design theft? This session would stage an inspiring discussion on these.

Moderator

- ◆ Mr. David Allison, Consultant, Laracy & Co.

Speakers

- ◆ Dr. Raymond Choy, Co-founder & Honorary Treasurer, Asian Licensing Association (also, founder & president of Toy2R)
- ◆ Prof. Phil Gray, National Board, British Design Innovation (also, Managing Director, Quadro Design Associates)
- ◆ *Mr. Michael Young

16:00 – 17:00
Venue:
N100 series

Thematic Workshops

Why Patent Protection is Required for all Competitive Technologies and Innovations: in China and Worldwide

- ◆ Dr. Jacqueline Lui, President, Hong Kong Institute of Patent Practitioners (also, Managing Director, Eagle IP Ltd)

IP Valuation

- ◆ Mr. Yu Kam-Hung, Senior Managing Director, Valuation & Advisory Services, Greater China, CB Richard Ellis Ltd

Education and Training of IP Professionals in Hong Kong

- ◆ Dr. Lewis Luk, President, Hong Kong Institute of Patent Attorneys

IP Arbitration

- ◆ Mr. Andrew Mak, Chairman, Special Committee on Mainland Affairs, Hong Kong Bar Association

(*): To be confirmed

Last Update: 17/11/2011

Note: All programmes are subject to change without prior notice

38th Floor, Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道一號會展廣場辦公大樓三十八樓

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Website 網址: www.bipasiaforum.com

Registration Form

<p>Date : 2 December 2011 (Friday)</p> <p>Time : 09:30 – 12:00 Plenary & Panel Discussion 12:15 – 13:45 Keynote Luncheon 14:00 – 17:00 Panel Discussions & Workshops</p> <p>Venue : N101, Hong Kong Convention & Exhibition Centre, Wan Chai, Hong Kong</p> <p>Themes : 1. Global IP Trading in Technology & Design 2. Chinese Mainland IP Trading 3. IP Valuation, Portfolio Management & Deal Negotiation 4. Practical IP-related Thematic Workshops Conducted by Reputable Associations</p> <p>Fee : HK\$100 (Full Programme <u>without Keynote Luncheon</u>) HK\$400 (Full Programme <u>inclusive of Keynote Luncheon</u>)</p> <p>Language: English/ Putonghua (with simultaneous interpretation)</p>	<p>Special Offer for IPD Referrals 2nd DM Offer</p> <p style="border: 1px solid black; padding: 2px; display: inline-block;">Original Price \$800</p>
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Registration is required and on a first-come-first-served basis. **Confirmation will be sent to successful applicants by email.**

The form (and cheque* if applicable) should be completed and returned to:

Fax: **(852) 2824 0249**, Email: bipasia@hktcdc.org OR

Post: **38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong (Attn: Miffy Cheung)**

For enquiry, please contact Ms. Miffy Cheung on (852) 2584 4316 / miffy.ch.cheung@hktcdc.org

Name (English) : Mr Ms Mrs (Last Name) _____ (First Name) _____

Name (Chinese) : _____

Company : _____

Title : _____

Tel : _____ Fax : _____

Email (compulsory) : _____

Address (compulsory): _____

Nature of Business : IP-related Service Providers Government/Chambers/Associations
 Academic/Researchers Wholesalers/Retailers/Distributors
 Traders/Manufacturer Design-related Services
 IP Owners Others (please specify: _____)

Participation : \$100 without Keynote Luncheon
 \$400 with Keynote Luncheon

Payment Method

by Credit Card: Card Type : Visa MasterCard American Express
Card Number : _____ - _____ - _____ - _____ Expiry Date(mm/yy): __ / __ - __
Name of cardholder : _____ Amount: HK\$ _____
Signature : _____

by Cheque: Amount : HK\$ _____
**cheque made payable to "Hong Kong Trade Development Council"*

Continuing Professional Development (CPD)

Application for accreditation of the Forum has been made to the Law Society of Hong Kong and details will be announced upon confirmation. Please check the box if you would like to be awarded with CPD points.

I would like to be awarded with CPD points. Please keep a record of my attendance

Notes:

I understand that the above information will be included in the Forum databank/website and that the organisers can make use of our information for trade promotion purposes or forward it to third parties for the promotion of BIP Asia.

I accept that the organisers bear no responsibility for any error or omission.

Registration is subject to final confirmation by HKTDC and HKDC.

All participants should make their own travel and accommodation arrangements.

In the unlikely event of the Forum's cancellation, the organisers are liable only for the refund of the registration fees paid.

If you do not wish to receive any promotional and other materials from the HKTDC via email, fax, postage and any other appropriate means, please tick this box.

If you do not wish to be included in HKTDC online database accessible by their users for business matching purpose, please tick this box.