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14TH IP CONFERENCE

DIGITAL INNOVATIONS AND INTANGIBLE ASSETS

July 29-30, 2022 (Friday - Saturday)

Our world has transformed into a digital one. Some would even go further and say we now live a virtual existence. Innovation itself has evolved into an Intangible Asset (IA). Material science, robotics, drone technology lead the wave of discoveries. Digital innovations, which involve data collection and AI, create prominent value to businesses and affect every facet of our lives. Our conference will zoom in on how IA and Intellectual Property (IP) are connected, particularly how inventions and innovations can be expedited using IA to analyze and manage IP. Workshops will delve into IA protection and ownership. Conference sessions will touch upon the many uses of IA and its accessibility, including NFTs, celebrity identity ownership, digital innovation, legal issues in the metaverse and multiverse, global trade secrets, IP updates, the IP-to-IPO journey, biomedical IP, digitization and IP litigation in China, IP and international economy.

| July 29, 2022 (Friday) | |
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| 8:30-9:00 | Registration |
| 9:00-9:10 | <p style="text-align: center;"><u>Welcome Remarks</u></p> <p>Moderator: Prof. Jyh-An LEE – Professor and Executive Director, Centre for Legal Innovation & Digital Society, CUHK LAW</p> <ul style="list-style-type: none"> • Welcome Remarks by Prof. Lutz-Christian WOLFF – Dean and Wei Lun Professor of Law, CUHK LAW • Welcome Remarks by Dr. Albert Wai-Kit CHAN – Founder & Director, USCIPI |
| 9:10-9:50 | <p style="text-align: center;"><u>Keynote Session I</u></p> <p>Moderator: Mr. Paul SCHMIDT – Professional Consultant, CUHK LAW</p> <p><u>Speaker:</u></p> <ul style="list-style-type: none"> • Dr. Wai Shun LO, – General Partner, DL Capitals <ul style="list-style-type: none"> ○ Topic: <i>IP Strategy in the Age of Web3: The Case of BAYC by Yuga Labs</i> |
| 9:50-10:50 | <p style="text-align: center;"><u>NFTs and the Law</u></p> <p>Moderator: Mr. Paul SCHMIDT – Professional Consultant, CUHK LAW</p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Prof. Steven GALLAGHER – Associate Dean (Academic and Student Affairs) CUHK LAW <ul style="list-style-type: none"> ○ Topic: <i>NFTs- The Future or the End of Art</i> • Prof. Runhua WANG – Associate Professor, University of Science and Technology Beijing <ul style="list-style-type: none"> ○ Topic: <i>Governing NFT Transactions: An Intellectual Property-Oriented Model</i> <p>Q&A (20 min)</p> |
| 10:50-11:10 | Tea Break |

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| 11:10-12:30 | <p style="text-align: center;"><u>Celebrities, Don't Forget Your IP Protection</u></p> <p>Moderator: Mr. Johnson LAM – President, AIIPS; Partner, Hui & Lam LLP</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Mr. Eugene LOW – Partner, Hogan Lovells <ul style="list-style-type: none"> ○ Topic: <i>Who Owns Anita Mui's Name?</i> • Mr. Nguyen Trong TU – Deputy General Director, INVESTIP IP Law Firm <ul style="list-style-type: none"> ○ Topic: <i>Copyright Protection in Vietnamese Entertainment Industry – Some Notes and Update</i> • Ms. PuiKeng LIM – Department Head – Trademarks, Advanz Fidelis IP Sdn Bhd <ul style="list-style-type: none"> ○ Topic: <i>General Trademark Registration Tactics for a Celebrity in Malaysia and Protection on NFT</i> <p>Q&A (20 min)</p> |
| 12:30-14:00 | Lunch Time |
| 14:00-15:00 (Putonghua Session) | <p style="text-align: center;"><u>Digital Innovation and IP</u></p> <p>Moderator: Mr. Deng YAO – Partner, Lifang & Partner</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Mr. Henry MA – Head, Center for Innovation and Management, HKU SPACE Institute for China Business <ul style="list-style-type: none"> ○ Topic: <i>Innovation Boundary</i> • Ms. Jenny JIE – Vice President, Guangzhou Yuancang Culture Technology Co. Ltd <ul style="list-style-type: none"> ○ Topic: <i>Digital IP License</i> <p>Q&A (20 min)</p> |

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| 15:00-16:20 | <p style="text-align: center;"><u>Metaverse & Multiverse – Legality of Virtual World?</u></p> <p>Moderator: Prof. Eliza MIK– Assistant Professor, CUHK LAW</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Dr. Albert Wai-Kit CHAN – Founder & Director, USCIPI <ul style="list-style-type: none"> ○ Topic: <i>Legal Framework for Metaverse, Multiverse and Autoverse</i> • Prof. Tianxiang HE – Assistant Professor, City University of Hong Kong School of Law <ul style="list-style-type: none"> ○ Topic: <i>From Single-Player Games to Metaverse: A Futuristic Analysis of Challenging Legal Issues in the Video Game Industry in China</i> • Prof. Danny Friedmann – Assistant Professor, Peking University School of Transnational Law <ul style="list-style-type: none"> ○ Topic: <i>Digital Single Market, First Stop to the Metaverse: Counterlife of Copyright Protection Wanted</i> <p>Q&A (20 min)</p> |
| 16:20-16:40 | Tea Break |
| 16:40-18:00 | <p style="text-align: center;"><u>Trade Secret Protection in the Global Economy</u></p> <p>Moderator: Prof. Yahong LI – Associate Professor and Director of the LLM Program in Technology and IP Law, University of Hong Kong Faculty of Law</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Prof. Kung-Chung LIU – Lee Kong Chian Professor of Law (Practice), Singapore Management University School of Law <ul style="list-style-type: none"> ○ Topic: <i>The Problems with Trade Secret Overprotection in Asia and How to Fix Them</i> • Dr. Haifeng HUANG – Partner, Jones Day Ms. Jingwen LIU – PhD Candidate, CUHK LAW <ul style="list-style-type: none"> ○ Topic: <i>Uncovering Trade Secrets in China: An Empirical Study of Civil Litigation 2010-2020</i> • Dr. Rita MATULIONYTE – Senior Lecturer, Macquarie Law School Prof. Jyh-An LEE– Professor and Executive Director, Centre for Legal Innovation & Digital Society, CUHK LAW <ul style="list-style-type: none"> ○ Topic: <i>Explainable AI and Trade Secrets: Healthcare as a Case Study</i> <p>Q&A (20 min)</p> |

July 30, 2022 (Saturday)

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| 9:00-10:15 | <u>Keynote Session II</u> |
| | Moderator: Prof. Jyh-An LEE – Professor and Executive Director, Centre for Legal Innovation & Digital Society, CUHK LAW |
| | <u>Speakers:</u> |
| | <ul style="list-style-type: none">• Prof. Peter YU – Regents Professor of Law and Communication and Director of the Center for Law and Intellectual Property, Texas A&M University School of Law<ul style="list-style-type: none">○ Topic: <i>War and IP</i> • Prof. Bryan MERCURIO – Simon F.S. Li Professor of Law, CUHK LAW<ul style="list-style-type: none">○ Topic: <i>From Necessity to Flexibility: A Reflection on the Negotiations for a TRIPS Waiver for Covid-19 Vaccines and Treatment</i> |
| | Q&A (15 min) |
| 10:15-10:25 | Tea Break |
| 10:25-12:25 | <u>IP Updates</u> |
| | Moderator: Mr. Rubin YU – Partner, Shanghai Duan & Duan (Xiamen) Law Firm |
| | Presenters: |
| | <ul style="list-style-type: none">• Dr. Robert ALDERSON – Partner, United States and European Patent Attorney, International Client Relations at Berggren Oy (Helsinki, Finland) Dr. Mariella MASSARO – Partner, Certified Licensing Professional, IP Strategist, International Client Relations, Juris Doctor (J.D.) at Berggren Oy (Helsinki, Finland)<ul style="list-style-type: none">○ Topic: <i>Unitary Patent and Unified Patent Court: Impact on European Patent Prosecution, Litigation and Licensing</i>• Mr. Carlo GEREMIA – Senior Counsel, ADVANT Nctm (Shanghai)<ul style="list-style-type: none">○ Topic: <i>Cross-border Quasi-Acquisition of A Business as An Ongoing Concern and Technology Transfer</i>• Mr. Tengfei SHI – Linda Liu & Partners, LLP, Partner<ul style="list-style-type: none">○ Topic: <i>Best Practice to Procure Chemical Drug Patents under China's Updated Patent System</i>• Mr. Rong XIE – Partner, Law Offices of Albert Wai-Kit Chan, PLLC Dr. Roy CHAN – Executive and Scientific Adviser, Albert Wai-Kit Chan Intellectual Property Limited<ul style="list-style-type: none">○ Topic: <i>US IP Law Updates and Best Practices</i> |

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| | Q&A (20 min) |
| 12:25-13:30 | Lunch Time |
| 13:30-14:30 | <p style="text-align: center;"><u>From IP to IPO</u></p> <p>Moderator: Mr. William LAM – Senior Partner, Hui & Lam LLP</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Mr. Timothy LAM – HK/Australia Solicitor, Partner, Hui & Lam LLP, <ul style="list-style-type: none"> ○ Topic: <i>The Key Elements of an IP IPO: Requirements under Chapter 18A</i> • Mr. Thomas KWAN – Managing Director, Corporate Finance of Odysseus Capital Asia <ul style="list-style-type: none"> ○ Topic: <i>Preparing A Tech Company for Capital Raising Activities</i> <p>Q&A (20 min)</p> |
| 14:30-15:50 | <p style="text-align: center;"><u>Biomedical Patents and Innovation</u></p> <p>Moderator: Prof. Yuanjia HU –Professor, University of Macau</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Dr. Ying MU, – CSO, Zhongke Shanghai-Hong Kong (ZSHK) International Biotechnology Co., Ltd., <ul style="list-style-type: none"> ○ Topic: <i>The Role of Biomarkers in Clinical Treatment of Tumors</i> • Mr. Leo LUO – Founder and Managing Director, Hangzhou Angine BioTech <ul style="list-style-type: none"> ○ Topic: <i>Leverage the Value by BD Partnership for China Pharma and Biotech</i> • Dr. Shuang CHEN –Manager, Zhuhai Haomai Technology Co.,Ltd., Department of innovation <ul style="list-style-type: none"> ○ Topic: <i>The Discovery of Novel Drug Targets and New Mechanisms of Action Based on High-Throughput Analysis of Big Data</i> <p>Q&A (20 min)</p> |
| 15:50-16:10 | Tea Break |

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| <p>16:10-17:30 (Putonghua Session)</p> | <p style="text-align: center;"><u>Digitalization of IP Litigation in China</u></p> <p>Moderator: Dr. Sylvia SONG – Founder & Managing Partner, HK Patent & Trademarks Agent Ltd</p> <p>Presenters:</p> <ul style="list-style-type: none"> • LI Chengyu – Partner, Guangxi Guanghe Law Firm <ul style="list-style-type: none"> ○ Topic: <i>New Models of Online Litigation and Unsolved Issues</i> • HE Jun – Partner, Funto Law <ul style="list-style-type: none"> ○ Topic: <i>The Change of IP Jurisdiction and Its Consequence Evidence</i> • WU Rangjun – Partner, Longan Law Firm <ul style="list-style-type: none"> ○ Topic: <i>Preservation Technologies in IP Litigation</i> <p>Q&A (20 min)</p> |
| <p>17:30-17:40</p> | <p style="text-align: center;"><u>Closing Remarks</u></p> <ul style="list-style-type: none"> • Dr. Albert Wai-Kit CHAN – Founder & Director, USCIPI • Johnson LAM – President, AIIPS; Partner, Hui & Lam LLP • Prof. Jyh-An LEE – Professor and Executive Director, Centre for Legal Innovation & Digital Society, CUHK LAW |