

Pre-conference workshop I

Time: 09:00 – 12:30

Topic: IP Procurement

Abstract: The prolonged pandemic has had profound influences on various aspects of human society, and intellectual property (IP) is no exception. The pandemic has accelerated the adoption of new technologies and work modes, as well as the implementation of new regulations & laws. Therefore, it is now time to rethink and redefine IP procurement in the post-pandemic era. Our presenters are all IP professionals from both IP agencies and industrial enterprises. They will share with us the fundamentals of intellectual property, strategies for safeguarding IP at trade fairs, in-house patent management, and transnational considerations for IP rights.

July 27, 2023 (Thursday) AM Workshop I	
8:30-9:00	Registration
9:00-9:10	<p style="text-align: center;"><u>Opening & Welcome</u></p> <ul style="list-style-type: none">• Dr. Albert Wai-Kit CHAN – Founder & Director, USCIPI• Prof. Jyh-An LEE – Professor and Executive Director, Centre for Legal Innovation & Digital Society, CUHK LAW• Dr. Sylvia SONG – Founder & Managing Partner, HK Patent & Trademarks Agent Ltd
9:10-9:50	<p style="text-align: center;"><u>Intellectual Property Basics</u></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none">• Mr. Daniel CHEN – Partner, HK Patent & Trademarks Agent Ltd
9:50-10:30	<p style="text-align: center;"><u>Safeguarding IP at Trade Fairs in China: Insights from the Canton Fair and Beyond</u></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none">• Mr. Leo LIU – Senior Partner, Macao Victory Group International; Co-Founder, International Tech-transfer Service Alliance (Macao)

10:30-10:45	Tea Break
10:45-11:25	<p style="text-align: center;"><u>In-house Patent Management</u></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Ms. Amanda HE – IP Manager, Techtronic Product Development Ltd.
11:25-12:05	<p style="text-align: center;"><u>Transnational Considerations of IP Rights</u></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Dr. Albert Wai-Kit CHAN – Founder & Director, USCIP • Mr. Rong XIE – CEO, Fuxion Intellectual Property Consulting Co., Ltd.
12:05-12:25	<p style="text-align: center;"><u>Successful IP management sharing</u></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Mr. Wellsey YU – Founder, Wellsy Business Consultancy LLC (Singapore)
12:25-12:30	<p style="text-align: center;"><u>Concluding Remarks</u></p> <ul style="list-style-type: none"> • Dr. Sylvia SONG – Founder & Managing Partner, HK Patent & Trademarks Agent Ltd

Pre-conference Workshop II

Time: 14:00 – 17:00

Topic: IP Commercialization in an Evolving Landscape

Abstract: Amid knowledge-based economy, innovation and IP are no longer just icing on the cake for industries and enterprises, but the core driving force for industrial development and a key element for enhancing enterprise value. The international situation is changing, and although the basic model of IP commercialization has not changed fundamentally, with the development of new economic industries and innovative business models, the solutions to a series of issues such as IP acquisition, strategic layout, valuation, and company structures are different from those in the past. At the same time, the development of new industries such as Web3.0 has brought greater imagination to innovation and more opportunities for IP. In this workshop, we will discuss the changes and development of IP commercialization and the strategies to cope with it.

July 27, 2023 (Thursday) PM Workshop II	
14:00-15:30	<p style="text-align: center;"><u>IP Commercialization in an Evolving Landscape</u></p> <p><u>Moderator:</u></p> <ul style="list-style-type: none">• Mr. Winfred FAN – CEO, Anywhere Networks <p><u>Presenters:</u></p> <ul style="list-style-type: none">• Mr. Timothy Lam – Partner, Long An & Lam LLP• Mr. Johnny Chan – Associate, Long An & Lam LLP• Mr. Freeman Shen – Associate, Long An & Lam LLP
15:30-15:45	Tea Break
15:45-16:30	<p style="text-align: center;"><u>New Business Opportunities of IP Amid Web3.0</u></p> <p><u>Presenter:</u></p> <ul style="list-style-type: none">• Mr. Vincent, Lok Tung LEE, Executive Director, IABFM Asia
16:30-16:45	<u>Q&A Session</u>
16:45-17:00	<p style="text-align: center;"><u>Summary and Concluding Remarks</u></p> <ul style="list-style-type: none">• Dr. Albert Wai-Kit CHAN – Founder & Director, USCIP