



INSTITUTE OF EUROPEAN STUDIES OF MACAU
澳門歐洲研究學會
INSTITUTO DE ESTUDOS EUROPEUS DE MACAU



香港特別行政區政府知識產權署
The Government of the Hong Kong Special Administrative Region
Intellectual Property Department

Hong Kong IP Update

Wednesday 30 November 2016

**Hong Kong Intellectual Property Department, Function Room 2501
25/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong**

IP Exchanges

IP trading has brought to the fore the challenges of valuation of IP assets and their trade separate from traditional connections such as goodwill, products, services or indeed any physical embodiment. The legal title of intellectual property can be transferred, but what is its value without ancillary know-how, workforce, or marketable product? Does the value of IP then lie in a mere promise, or in the ability to use an IPR as a nuisance to other traders?

Anselm Kamperman Sanders, Maastricht University, The Netherlands

Robert Burrell, University of Sheffield, UK

Daniel Gervais, School of Law at Vanderbilt University, USA

Henry Wheare, Hogan Lovells, HK

Kung Chung Liu, Academica Sinica, Taiwan

Ron Yu, International IP Commercialization Council – IIPCC

Wolf Meier-Ewert - IP Division at WTO, Switzerland

Tianxiang He – City University, HK

IEEM IP Programme 2016:

The Professional Intellectual Property Update

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IP Exchanges

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| | 8:30 - 8:45 | Registration |
| | 8:45 - 9:00 | <p>Welcoming remarks:</p> <p>José Luís de Sales Marques, IEEM President</p> <p>Ada Leung, Director of Intellectual Property, the Government of the HKSAR</p> |
| | <u>Morning</u> | |
| | 9:00 - 10:15 | <p>IP Exchanges – How to Value, How to Commercialize?</p> <p>Ron Yu, International IP Commercialization Council - IIPCC</p> <p><i>IP trading has brought to the fore the challenges of valuation of IP assets and their trade separate from traditional connections such as goodwill, products, services or indeed any physical embodiment. The legal title of intellectual property can be transferred, but what is its value without ancillary know-how, workforce, or marketable product? Does the value of IP then lie in a mere promise, or in the ability to use an IPR as a nuisance to other traders?</i></p> <p>Q & A</p> |
| | 10:30 - 11:00 | Coffee break |

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| <p>11:00 - 11:45</p> | <p>Round-Table on the Effects of Brexit on IP Robert Burrell, University of Sheffield, UK Daniel Gervais, School of Law at Vanderbilt University, USA Moderator and Commentator: Prof. Anselm Kamperman Sanders, Maastricht University, The Netherlands Q & A</p> |
| <p>12:00 - 13:30</p> | <p>Lunch</p> |
| <p><u>Afternoon</u></p> | |
| <p>13:30 - 16:00</p> | <p>New Developments in IP Law – A Panel birds-eye view and discussion Greater China and Asia</p> <ul style="list-style-type: none"> • Henry Wheare – Hogan Lovells, HK • Tianxiang He – City University, HK • Kung Chung Liu – Academia Sinica, Taiwan • USA – Daniel Gervais, Vanderbilt University, USA • WTO - Wolf Meier-Ewert - IP Division at WTO, Switzerland • EU - T.b.a. <p>Moderator and Commentator: Anselm Kamperman Sanders, Maastricht University, The Netherlands</p> |
| <p>16:00</p> | <p>Closing remarks</p> |