



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

<b>IEEM IP Programme 2018: The Professional Intellectual Property Update Hong Kong Intellectual Property Department, Function Room 2501 25/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong Wednesday 7 November 2018</b>		
	<b>8:30 - 8:45</b>	<b>Registration</b>
	<b>8:45 - 9:00</b>	<b>Welcoming remarks:</b> José Luís de Sales Marques, IEEM President Ada Leung, Director of Intellectual Property, the Government of the HKSAR
	<b>Morning</b>	
	<b>9:00 - 10:45</b>	<b>The World Economic and Social Survey 2018</b> Marieangela Parra-Lancourt – Development Strategy and Policy Analysis Unit, UN  <b>The 4<sup>th</sup> Industrial Revolution and (ir)relevance of IP</b> Manuel Desantes Real – University of Alicante, Spain Anselm Kamperman Sanders – Maastricht University, The Netherlands T.B.C  Q & A
	<b>10:45 - 11:00</b>	Coffee break
	<b>11:00 - 12:15</b>	<b>New Developments in IP Law – A Panel birds-eye view and discussion</b> Gabriela Kennedy – Mayer Brown JSM, HK Tianxiang He – City University, HK – case law overview Reinout van Malenstein – HFG, Shanghai – enforcement strategies  Q & A

	<b>12:15 - 13:30</b>	<b>Lunch</b>
	<b><u>Afternoon</u></b>	
	<b>13:30 - 16:00</b>	<p><b>New Developments in IP Law - A Panel birds-eye view and discussion</b></p> <ul style="list-style-type: none"> <li>- International           <ul style="list-style-type: none"> <li>- Anselm Kamperman Sanders – Maastricht University – Plain packaging</li> </ul> </li> <li>- EU           <ul style="list-style-type: none"> <li>- Anke Moerland – Maastricht University – trade marks and designs</li> <li>- T.B.C.</li> <li>- Andres Guadamuz – Sussex University – copyright</li> </ul> </li> <li>- USA           <ul style="list-style-type: none"> <li>- Marketa Trimble - University of Nevada, Las Vegas</li> </ul> </li> </ul>
	<b>16:00</b>	<b>Closing remarks</b>