

## **IEEM Intellectual Property Law Programme 2014 12 May – 21 May 2014**

### **The 11th Intellectual Property Law School 12 – 16 May 2014 - Macau Cultural Centre**

The IP Law School is a unique initiative in Asia offering a taught programme in international Intellectual Property Law and its relevance for global, European and Asian economic development and innovation policy. The IP Law School is extremely suited for trainee lawyers, Intellectual Property professionals with an economic or policy background, and master students in Intellectual Property wishing to enhance their skills at post-academic level.

Starting from the basics of the Paris and Berne conventions, the course covers the development of Intellectual Property Law all the way to the WTO TRIPS Agreement and the WIPO treaties. Attention is also devoted to regional arrangements, such as the European Patent Convention, and other new international and national initiatives. From a policy perspective free trade agreements and bilateral investment arrangements covering Intellectual Property, as well as ongoing negotiations in the area of protection of traditional knowledge will be covered.

Classes are offered in an intensive Socratic format in the course of one week by experts in the field. This challenging programme also expects participants to jointly prepare and argue several moot cases in a friendly, yet competitive atmosphere, providing a unique insight in the way in which colleagues from various jurisdictions approach international and domestic legal problems.

### **The 14<sup>th</sup> IEEM Intellectual Property Seminar: Trade Secrets, Restrictive Covenants and the Knowledge Economy 19 and 20 May 2014 - Grand Lapa Hotel, Macau**

The two-days Annual Intellectual Property Seminar offers a forum for IP professionals wishing to be part of a thought-provoking discussion on cutting-edge developments in intellectual property law and policy. Distinguished practitioners, judges and academics from all over the world have contributed to this event. The papers they have presented have been published in book form by Kluwer Law International and Hart publishing.

The 2014 event will cover an immensely important yet often neglected area of intellectual property law, namely the protection of trade secrets and the use of contractual obligations or fiduciary duties to maintain confidentiality in labour and commercial relations.

### **The Professional IP Update 2014**

**21 May 2014 - HK IP Department**

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

The annual professional update provides an overview of all relevant cases and legislative developments of the past year from all over the world. You will be brought up to speed on the major important legal decisions and developments in intellectual property law and policy.

## Tentative Programme

12 – 16 May 2014	<b>The 11<sup>th</sup> IEEM Intellectual Property Law School</b>
<b>Monday, 12 May</b>	<b>Lecture:</b> Introduction: History and Structure of IP Laws
	<b>Lecture:</b> Introduction: History and Structure of IP Laws
	<b>Lecture:</b> International IP treaties and its guiding principles: National treatment, independence, priority, jurisdiction and dispute settlement
	<b>Mock trial:</b> Preparation for mock trials
<b>Tuesday, 13 May</b>	<b>Lecture:</b> Principles of trade mark law, passing off and the protection of well-known marks
	<b>Lecture:</b> Trademarks: confusion/dilution/passing off, three-dimensional marks
	<b>Case studies:</b> Trade marks
	<b>Mock trial:</b> Opel (Trademarks; similarity; confusion)
<b>Wednesday, 14 May</b>	<b>Lecture:</b> National and international copyright law
	<b>Lecture:</b> Interfaces - Slavish imitation, copyright and works of applied art
	<b>Case studies:</b> Digital Copyright
	<b>Mock trial:</b> Wheelies – Designs, trade marks, exhaustion
<b>Thursday, 15 May</b>	<b>Lecture:</b> National and international patent law – Basic Principles
	<b>Lecture:</b> How to read patents, claims, descriptions, priority issues
	<b>Case studies:</b> Patents: Monopolies, Rights and Limits
	<b>Mock trial:</b> Expeditie Sulawesi – Copyrightable works, acts of copying, private use, communication to the public, applicable law
<b>Friday, 16 May</b>	<b>Lecture:</b> Enforcement Issues
	<b>Lecture:</b> Internet Issues: Infringement and Liability
	<b>Lecture:</b> Technology Transfer and Licensing
	<b>Mock trial:</b> Tick Card – Patents, validity, claim interpretation



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

## **Fees**

- IP Law School, 12 to 16 May 2014: MOP 8000 or USD 1000
- IP Seminar, 19 and 20 May 2014: MOP 6,000 or USD 750
- IP Law School + Annual Professional IP update + IP Seminar: MOP 14,400 or USD 1800
- Annual Professional IP update, 21 May 2014: MOP 3000 or USD 375
- Each IP Seminar dinner: MOP 320 or USD 40

## **Early bird registration**

Discount of 15% for enrolment before 3 March 2014 and discount of 10% for enrolment before 4 April 2014

## **Requirements for admission to the IP Law School**

The expected level of English proficiency is the equivalent of a minimum of 6.0 on the IELTS/550 on the TOEFL.

Participants should hold a bachelor degree or above, preferably in law or economics. Work experience will also be considered.

In order to safeguard interactive teaching, the number of participants to the IP Law School is limited to 24 individuals, with a cap of 4 participants per jurisdiction. Should applications exceed 24, a waiting list will be opened until there are sufficient candidates to warrant the opening of a second group.

For the Annual IP Seminar and the Professional IP Update no restrictions apply.

## **Registration**

<http://www.maastrichtuniversity.nl/web/Institutes/IGIR/Education/ProfessionalTrainingCourses/MacaolPKMProgramme2014.htm>



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

## Terms and Conditions

**Program cancellation:** The IEEM reserves the right to cancel the whole or part of the IP Programme should there be insufficient registrants;

**Registration deadline:** Enrolment is open until 1 May 2014;

**Refund policy:** 80% of fees paid for the IP Law School will be refunded if cancellation occurs before 25 April 2014. Dinner fees are not refundable;

**Payment:** Fees should be settled by remittance to the following bank account:

Banco Comercial de Macau

Av. da Praia Grande, 572. Macau

Account n. 706450

Name of beneficiary: Instituto de Estudos Europeus de Macau, Swift code: CMACMOMX

Please specify “Fee for the IPS2014” and your name in the message column and send a copy of your remittance form to:

Instituto de Estudos Europeus de Macau

Calçada do Gaio, 6

Macau

Tel: +853 2835 4326

Fax: +853 2835 6155

E-mail: [beatrice@ieem.org.mo](mailto:beatrice@ieem.org.mo)



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

The 14<sup>th</sup> IEEM Intellectual Property Seminar  
**Trade Secrets, Restrictive Covenants and the Knowledge Economy**  
**Grand Lapa Hotel, Macau 19 and 20 May 2014**

*Morning*

**Monday**  
**19 May 2014**

09:00 Registration

09:30 **Welcome Address**

José Luís de Sales Marques - IEEM President

Gonçalo Cabral – Legal advisor to the Secretary for Economy and Finance, Macau – Seminar Convenor

09:45 **Employees, Know How and Trade Secrets – Economics and Competition Policy**

Meir Pugatch, Maastricht University, The Netherlands

**10:30 Q&A followed by Coffee Break**

11:00 **Employees, Know How and Trade Secrets in the Context of Trade and Investment**

Douglas Lippoldt, OECD, Paris, France

11:30 **The UNCTAD Code on Restrictive Covenants**

Peter Yu, Drake University, USA

**12:00 Q&A followed by Lunch**

*Afternoon*

14:00 **Employees, Know How and Trade Secrets in a Globalised Labour Market: Cross – border Issues**

Anselm Kamperman Sanders, Maastricht University, The Netherlands

14:30 **Employees, Know How and Trade Secrets in Germany: If I can't stay than you shall pay**

Christopher Heath, BoA, EPO, Germany

15:00 **Employees, Know How and Trade Secrets in the UK: From Monopolies to the Milkman**

Guy Tritton, Hogarth Chambers, London

**15:30 Q&A followed by Coffee Break**

16:15 **Employees, Know How and Trade Secrets in Italy**

Alberto Bellan, Italy

16:45 **Employees, Know How and Trade Secrets in Spain**

Carmen Garcia Mirete, University of Alicante, Spain

**17:00 Q & A – Closure**

19:30 Dinner



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

<p><b>Tuesday</b> <b>20 May 2014</b></p>	<p style="text-align: center;"><i>Morning</i></p> <p>9:30 <b>Employees, Know How and Trade Secrets in South Korea</b> Byung-il Kim, Han-Yang University, Seoul, Korea</p> <p>10:00 <b>Employees, Know How and Trade Secrets in Greater China: Loyalty is only skin-deep</b> Kung Chung Liu, Academic Sinica, Taipei, Taiwan</p> <p><b>10:30 Q&amp;A followed by Coffee Break</b></p> <p>11:00 <b>Employees, Know How and Trade Secrets in the US: Of Pizza and Pepsi</b> Irene Calboli, Marquette University, USA</p> <p>11:30 <b>Employees, Know How and Trade Secrets in Japan</b> Takuya Iizuka, Mori Hamada &amp; Matsumoto, Tokyo</p> <p><b>12:00 Q&amp;A followed by Lunch</b></p> <p style="text-align: center;"><i>Afternoon</i></p> <p>14:00 <b>Employees, Know How and Trade Secrets in Australia</b> Aldo Nicotra, Johnson, Winter, Slattery, Australia</p> <p>14:30 <b>Mock Trial: Bavaria</b></p> <p><b>17:00 Closure &amp; drinks</b></p>

<p align="center"><b>IEEM IP Programme 2014</b></p> <p align="center"><b>Advanced Professional Intellectual Property Update</b></p> <p align="center"><b>Hong Kong Intellectual Property Department, Function Room 2501</b></p> <p align="center"><b>25/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong</b></p> <p align="center"><b>Wednesday 21 May 2014</b></p>		
	<b>8:30 - 8:45</b>	<b>Registration</b>
	<b>8:45 - 9:00</b>	<p><b>Welcoming remarks:</b></p> <p>José Luís de Sales Marques, IEEM President</p> <p>Ada Leung, Director of Intellectual Property Department, the Government of the HKSAR</p>
	<b><u>Morning</u></b>	
	<b>9:00 - 10:30</b>	<p><b>The Protection of Trade Secrets</b></p> <p>Xiangdong Chen, Beihang University, Beijing – <b>China PRC</b></p> <p>Kung-Chung Liu, Academic Sinica, Taipei – <b>Taiwan</b></p> <p>Henry Wheare, Hogan Lovells, Hong Kong – <b>Hong Kong</b></p>
	<b>10.30 - 10.45</b>	<p>Q &amp; A</p> <p>Moderator and Commentator: Bryan Mercurio, Chinese University, Hong Kong</p>
	<b>10:45 - 11:15</b>	Coffee break
	<b>11:15 - 12:45</b>	<p><b>The Protection of Trade Secrets</b></p> <p>Alberto Bellan, Italy -- <b>Practical Enforcement in the EU</b></p> <p>Anselm Kamperman Sanders, Maastricht University, The Netherlands – <b>Proposed EU Directive</b></p> <p>Luiz Otavio Pimentel, UFSC, Florianopolis – <b>Brazil</b></p>
	<b>12:45 - 13:00</b>	<p>Q &amp; A</p> <p>Moderator and Commentator: Cees Mulder, Maastricht University, The Netherlands</p>

	<b>13:00 - 14:30</b>	<b>Lunch</b>
	<b><u>Afternoon</u></b>	
	<b>14:30 - 16:15</b>	<p><b>New Developments in IP Law</b></p> <p>Peter Yu, Drake University, USA – <b>China PRC</b></p> <p>Irene Calboli, Marquette University, USA – <b>United States of America</b></p> <p>Christopher Heath, EPO, Munich – <b>Europe</b></p> <p>Guy Tritton, Hogarth Chambers, London - <b>UK</b></p>
	<b>16:15 - 17:00</b>	<p><b>Panel birds-eye view and discussion</b></p> <ul style="list-style-type: none"> <li>• <b>Alberto Bellan - Transatlantic Trade and Investment Partnership;</b></li> <li>• <b>Carmen García Mirete - Spain;</b></li> <li>• <b>Aldo Nicotra - Australia;</b></li> <li>• <b>Byung-il Kim - South-Korea;</b></li> <li>• <b>Meir Pugatch - Israel.</b></li> </ul> <p>Moderator and Commentator: Bryan Mercurio, Chinese University, Hong Kong</p>
	<b>17:00</b>	<p><b>Closing remarks</b></p> <p>Anselm Kamperman Sanders and Christopher Heath</p>