



GFIP

GLOBAL FORUM ON
INTELLECTUAL PROPERTY
全球知识产权论坛
2009

**The Evolving Intellectual Property Ecosystem:
*Conflicts or Consensus?***

8 - 9 January 2009

Raffles City Convention Centre, Singapore

IPacademy
SINGAPORE
新加坡知识产权学院
CREATING AN EDGE IN
THE KNOWLEDGE ECONOMY



David Llewelyn
Chairman, GFIP 2009
Deputy Chairman and External Director,
IP Academy (Singapore)
June 2008

On behalf of the Academy, it gives me great pleasure to extend a warm invitation to join us for **The 2nd Global Forum on Intellectual Property (GFIP)** to be held at the Raffles City Convention Centre, Singapore from **8 to 9 January 2009**.

It seems only yesterday when 500 international IP professionals from over 25 countries were gathered in Singapore for the Academy's inaugural flagship event - the GFIP in August 2006. We were very fortunate to have the support of many leading members of the global IP community, including representatives from some of the world's most respected IP law firms, from MNCs, and from the judiciary, as speakers, moderators and panelists.

GFIP 2009 is shaping up to be the foremost multidisciplinary IP conference in the Asia Pacific region for 2009. Once again, it will provide a vibrant, stimulating and interactive forum for all in the global IP community to exchange views on critical IP issues, as well as providing valuable up-to-date information and insights on those issues for IP and business professionals from all around the world.

We live in a world with increasingly fewer boundaries to information and collaboration. Today's IP and business opportunities exist on a global scale, and the IP community is increasingly called upon to develop and manage intellectual property assets around the world under extremely dynamic and volatile economic conditions. Business leaders and the IP professionals who support them must continually strive to bridge all borders in an endlessly shifting IP landscape, tapping into worldwide resources and executing seamless business processes in order to succeed in the global knowledge-based economy. This makes being part of a global network of IP professionals more valuable than ever.

It is against this backdrop that GFIP 2009 hopes to play a key role in re-forging these global ties across different disciplines and industries in IP - by providing an unparalleled opportunity and platform for gathering together in one place at one time all the major IP global players to help navigate the vast, fluid and murky waters of the Asia-Pacific IP Ecosystem; hopefully turning obstacles into opportunities of mutual interest at the lightning-quick speed of this new information age.

Like the inaugural GFIP, this second GFIP will have two showcase plenary sessions, and over 20 parallel sessions and roundtables. As you will see from the programme, we have again been very fortunate indeed in attracting a wide variety of influential contributions from leading global IP experts.

To complement our professional development agenda, there will also be numerous opportunities for socialising, networking and catching up with old friends. And if that were not enough, you have the delights of Unique Singapore when the time comes to relax.

Singapore is a spectacular metropolis, showcasing some of the region's finest architecture, museums, culture, cuisine and commerce. It continues to fascinate and excite, with something for everyone.

We look forward to your active participation in GFIP 2009. Needless to say, we will be pleased to welcome as well your accompanying family members.

For those who attended the inaugural GFIP, I look forward to welcoming you back to Singapore for GFIP 2009 to savour, once again, the warm friendships that were made or renewed at the last GFIP.

For those of who are thinking of attending GFIP for the first time in 2009, I urge you to save these dates now and look forward to meeting you.

See you soon in Singapore.

David Llewelyn



What is GFIP 2009?

Following the success of its inaugural Global Forum on Intellectual Property (GFIP) in August 2006, the IP Academy (Singapore) is pleased to present The 2nd Global Forum on Intellectual Property 2009 (GFIP 2009) on 8 and 9 January 2009 at the Raffles City Convention Centre, Singapore.

The GFIP 2009 will once again bring together some of the world's most influential IP figures to explore and discuss new IP trends and to harness business opportunities in a setting conducive to creative thinking.

The theme of GFIP 2009 is "The Evolving Intellectual Property Ecosystem: Conflicts or Consensus?". A distinguished line-up of international speakers and panelists will consider and discuss critical issues and developments in the complex and dynamic global IP Ecosystem, with the aim of raising the bar on IP knowledge and standards, both regionally and globally.

GFIP 2009 is expected to draw about 400 delegates from various IP related fields around the world.

Why attend GFIP 2009?

GFIP 2009 is the premier meeting place in the Asia Pacific region where leading international IP practitioners, business leaders, IP thought leaders and professionals from related industries will converge to debate, discuss critical IP issues, and shape winning strategies for enterprises to maximise the value of their intellectual assets in today's knowledge economy.

The international audience at GFIP 2009 will provide a rare and invaluable networking opportunity for various IP communities in the East to interact and connect with those in the West. The main goal of GFIP is to foster a process of continuous learning and competence building in the field of IP, where the IP Academy can be seen as a resource to industry, practitioners and academia in this regard.

The aim is to build not only a great conference, but a strong collaborative network to support the process of intellectual value creation.

Key Highlights

- Two plenary sessions featuring keynote presentations by prominent business and IP leaders
- Multidisciplinary special-focused parallel sessions
- Breakfast Roundtables for practitioners and industry participants
- Networking Events

Who should attend?

IP Lawyers

Patent Attorneys

General Counsels

Director/VP of Legal Affairs

Director/VP for IP & Standards

Business Development Directors

Intellectual Assets Managers

IP Consultants

Innovation, R&D and New Product Development Managers

Policy Makers

Strategists

Academics and Researchers



PROGRAMME AT A GLANCE

Time	7 Jan 2009 (Wed)	8 Jan 2009 (Thurs)			9 Jan 2009 (Fri)		
7.30 am							
8.00 am		Registration and Morning Coffee			Breakfast Roundtables 1 - 4		
8.30 am		Welcome and Opening Address					
9.00 am		Plenary Session (Collyer Ballroom)			Plenary Session (Collyer Ballroom)		
9.30 am							
10.00 am							
10.30 am							
11.00 am							
11.30 am							
12.00 pm							
12.30 pm		Networking Lunch (Padang Ballroom)			Networking Lunch (Padang Ballroom)		
12.45 pm							
2.00 pm		Parallel Session 1: Trade Marks Bras Basah Room, Executive Conference Centre	Parallel Session 2: Copyright Indiana Room, Executive Conference Centre	Parallel Session 3: IP and IA Management Minto Room, Executive Conference Centre	Parallel Session 1: Patents Bras Basah Room, Executive Conference Centre	Parallel Session 2: IP and IC Technology Indiana Room, Executive Conference Centre	Parallel Session 3: IP and Finance Minto Room, Executive Conference Centre
2.30 pm							
2.45 pm							
3.00 pm							
3.15 pm							
3.45 pm							
4.00 pm							
4.15 pm							
4.30 pm							
4.45 pm							
5.00 pm							
5.30 pm	Welcome Reception for Speakers (By Invitation only)						
5.45 pm							
6.15 pm							
6.30 pm							
7.00 pm					Closing Reception (Padang Foyer and Ballroom)		
7.30 pm							
8.00 pm		Cocktail Reception and Gala Dinner (Padang Foyer and Ballroom)					
8.30 pm							
9.00 pm							
9.30 pm							
10.00 pm							
10.30 pm							



FULL PROGRAMME

PLENARY SESSIONS

Venue : Collyer Ballroom

Time	8 Jan 2009 (Thurs)	9 Jan 2009 (Fri)
8.00 am	Registration and Morning Coffee	Registration
8.30 am	<p>Welcome Address by GFIP Chairman Mr David Llewelyn <i>Deputy Chairman / External Director, IP Academy (Singapore)</i></p> <p>Opening Address by the Guest of Honour Assoc Prof Ho Peng Kee <i>Senior Minister of State, Ministry of Law & Ministry of Home Affairs</i></p>	
9.00 am	<p>Keynote Address 1 Creativity or Sweat : <i>The Critical Divide in the Global Economy</i> Mr Will Hutton <i>Chief Executive, The Work Foundation, Well-known Commentator & Author of Bestselling Books "The World We're In" & "The Writing on the Wall"</i></p>	<p>Keynote Address 1 Intellectual Assets : <i>Investment Opportunities in Good and Bad Times</i> Mr Jim Rogers <i>Chairman and CEO, Rogers Holdings</i></p>
9.30 am	<p>Keynote Address 2 IP and the Internet Mr Andrew Keen <i>Internet Guru and Author of Best-Seller "Cult of the Amateur"</i></p>	<p>Keynote Address 2 Reflections on the US Patent Reform : <i>Gridlock or Freeway?</i> Mr Dimitrios Drivas <i>Partner & Chair, Global IP Practice Group White & Case LLP (New York)</i></p>
10.00 am	Networking Coffee Break	Networking Coffee Break
10.30 am	<p>Brands under Attack : <i>The Brewing Storm</i> Ms Toe Su Aung <i>General Counsel, Anti-Illicit Trade, BAT Treasurer and Board of Directors, INTA</i></p>	<p>Overlapping Rights : <i>Opportunities or Problems?</i> Judge Joachim Bornkamm <i>Presiding Judge, Federal Supreme Court of Germany</i></p>
11.00 am	<p>Is there a Need for IP to have a Conscience? Hon Weerawit Weeraworawit <i>Deputy Secretary General, Human Rights Commission Thailand</i></p>	<p>Intellectual Property : <i>Some Reflections from the Bench</i> Moderator : Mr David Llewelyn <i>Deputy Chairman/External Director, IP Academy, Singapore</i> Panelists : Justice Andrew Phang <i>Judge of Appeal, Supreme Court of Singapore</i> Justice Shiavax J. Vazifdar <i>Judge, High Court of Bombay</i> Prof Sir Francis Jacobs, KCMG, QC <i>Professor of Law, King's College London Former Advocate General Court of Justice of the European Communities</i> Judge Masami Ichikawa <i>Presiding Judge of the IP Division, Tokyo District Court</i> Prof Jiang Zhipei <i>Renmin University, China / Former Chief Judge, IPR Tribunal, Supreme People's Court of the People's Republic of China</i></p>
11.30 am	<p>Product Design : <i>The Legal Challenges</i> Justice Andrew Greenwood <i>Judge, Federal Court of Australia, Brisbane</i></p>	
12.00 pm	<p>Trade Secrets : <i>19th Century Law struggling in the 21st Century</i> Prof Lionel Bently <i>University of Cambridge</i> Prof George Wei <i>Singapore Management University</i></p>	<p>Innovator or Imitator : <i>Moving from One to the Other</i> Mr Jay R. Deshmukh <i>Senior Vice President, Global Intellectual Property, Ranbaxy Laboratories Limited (US)</i></p>
12.30 pm	Singapore Management University	Networking Lunch
12.45 pm	Networking Lunch	



FULL PROGRAMME

Day 1 - 8 January 2009 (THURS)

PARALLEL SESSION 1 : Trade Marks

Venue : Bras Basah Room, Executive Conference Centre

Moderator : Ms Elizabeth Cardoza, Director, Cardoza IP (Singapore)

1.50 pm	Registration
2.00 pm to 3.00 pm	<p>Trade Marks : Over-reaching or Over-reacting? Panel Discussion A Trade Marks, Parodies, Freedom of Speech and Unfair Competition Moderator : Ms Elizabeth Cardoza - <i>Director, Cardoza IP (Singapore)</i> Panelists : Prof Dr Spyros Maniatis - <i>Queen Mary, University of London</i> Prof Marshall Leaffer - <i>School of Law, Indiana University, Bloomington</i> Assoc Prof Robert Burrell - <i>TC Beirne School of Law., University of Queensland, Brisbane</i> Assoc Prof Susanna Leong - <i>Dept of Business Policy, Faculty of Business Administration, National University of Singapore</i></p>
3.00 pm to 3.45 pm	<p>Trade Marks : Over-reaching or Over-reacting? Panel Discussion B Well Known Marks : <i>Where are the Boundaries?</i> Moderator : Ms Elizabeth Cardoza - <i>Director, Cardoza IP (Singapore)</i> Panelists : Mr Tan Tee Jim, SC - <i>Senior Partner, Lee & Lee/President, Association of Singapore Patent Agents</i> Ms Say Sujintaya - <i>Partner, Intellectual Property Practice Group, Baker & McKenzie Ltd (Thailand)</i> Mr M. Ravindran - <i>Partner, Ravindran Associates (Singapore)</i></p>
3.45 pm to 4.30 pm	<p>Panel Discussion Comparative Advertising / Knocking Copy : <i>To stop them or not?</i> Moderator : Ms Elizabeth Cardoza - <i>Director, Cardoza IP (Singapore)</i> Panelists: Ms Karen Fong - <i>Managing Partner, Rouse Legal (UK)</i> Mr John MacPhail - <i>Partner, Finlaysons, Adelaide (Australia)</i> Dr Stanley Lai - <i>Partner and Head of Intellectual Property & Technology, Allen & Gledhill (Singapore)</i></p>
4.30 pm	Networking Coffee Break
4.45 pm to 5.45 pm	<p>Panel Discussion Event Driven Marks and "Ambush" Marketing : <i>Lessons from the Beijing Olympics, the F1, and the Way Forward</i> Moderator : Ms Elizabeth Cardoza - <i>Director, Cardoza IP (Singapore)</i> Panelists: Mr Robert Raskopf - <i>Partner, Quinn Emanuel Urquhart Oliver & Hedges LLP (New York)</i> Mr John Bochnovic - <i>Partner, Smart & Biggar Fetherstonhaugh (Canada)</i> Mr Simon Levine - <i>Partner and Joint Global Head of the Technology, Media and Communications Practice Group, DLA Piper UK LLP</i> Ms Sara Friend - <i>Director of Legal Services, British Olympic Association (UK)</i></p>
5.45 pm to 6.30 pm	<p>Panel Discussion Fighting the Traffic of Counterfeit Goods on the Internet Moderator : Ms Elizabeth Cardoza - <i>Director, Cardoza IP (Singapore)</i> Panelists: Ms Say Sujintaya - <i>Partner, Intellectual Property Practice Group, Baker & McKenzie Ltd (Thailand)</i> Ms Vivian Wong - <i>General Counsel, Asia Pacific, Chanel (Hong Kong)</i> Mr Dixon Zhang - <i>Partner, Fangda Partners (China)</i></p>



FULL PROGRAMME

Day 1 - 8 January 2009 (THURS) PARALLEL SESSION 2 : Copyright

Venue : Indiana Room, Executive Conference Centre

Moderators : a. **Prof Hugh Hansen** - *Fordham University School of Law (New York)*
 b. **Prof Mary Wong** - *Franklin Pierce Law Centre (US)*
 c. **Mr Simon Levine** - *Partner and Joint Global Head of the Technology, Media and Communications Practice Group, DLA Piper UK LLP*

1.50 pm	Registration
2.00 pm to 2.45 pm	<p>Copyright Expansion : Can We have too much? Moderator : Prof Mary Wong - <i>Franklin Pierce Law Centre (US)</i> Panelists : Mr Tilman Lueder - <i>Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market & Services, European Commission (Brussels)</i> Prof Hugh Hansen - <i>Fordham University School of Law (New York)</i></p>
2.45 pm to 3.15 pm	<p>Digital Rights Vs Digital Wrongs : Challenges to Copyright Moderator : Prof Mary Wong - <i>Franklin Pierce Law Centre (US)</i> Panelists : Mr Simon Levine - <i>Partner and Joint Global Head of the Technology, Media and Communications Practice Group, DLA Piper UK LLP</i> Dr Tanya Aplin - <i>King's College London</i></p>
3.15 pm to 4.30 pm	<p>Panel Discussion Piracy and Copyright : A Losing Battle? Moderator : Mr Simon Levine - <i>Partner and Joint Global Head of the Technology, Media and Communications Practice Group DLA, Piper UK LLP</i> Panelists : Mr Simon Levine - <i>Partner and Joint Global Head of the Technology, Media and Communications Practice Group, DLA Piper UK LLP</i> Mr Andy Leck - <i>Principal, Baker & McKenzie.Wong & Leow (Singapore)</i> Mr Lam Chung Nian - <i>Of Counsel, Lovells Lee & Lee (Singapore)</i> Mr Michael Soo - <i>Partner and Head, IP & IT Dept, Shook Lin & Bok (Malaysia)</i> Ms Peggy Cheung - <i>Partner, Jones Day, HK</i></p>
4.30 pm	Networking Coffee Break
4.45 pm to 5.30 pm	<p>Whither or Wither Copyright after Web 2.0 ? Moderator : Prof Hugh Hansen - <i>Fordham University School of Law (New York)</i> Panelists : Prof Mary Wong - <i>Franklin Pierce Law Centre (US)</i> Dr Singer John Huang - <i>Managing Director, East IP (China)</i></p>
5.30 pm to 6.15 pm	<p>Panel Discussion Copyright and Patents : Complementary or Alternative Solutions Moderator : Prof Mary Wong - <i>Franklin Pierce Law Centre (US)</i> Panelists : Mr Wee Choo Hua - <i>Director Corporate Affairs, Legal & Corporate Affairs, Microsoft</i> Mr Mohit Lahoty - <i>Senior Associate, Luthra & Luthra (India)</i></p>



Day 1 - 8 January 2009 (THURS)
PARALLEL SESSION 3 : IP & IA Management

Venue : Minto Room, Executive Conference Centre

Moderators :

- a. Ms Genevieve Tan** - *Senior Legal Counsel, Hewlett-Packard Asia Pacific Pte Ltd*
- b. Ms Suzanne Harrison** - *CEO and Founder, Gathering 2.0 (San Francisco)*
- c. Mr Ho Cheng Huat** - *Director, IP Academy, Singapore*
- d. Mr John Hull** - *Partner, Eversheds LLP (UK)*

1.50 pm	Registration
2.00 pm to 2.30 pm	<p>New Insights on Intellectual Asset Management and Measurement Ms Suzanne Harrison - <i>CEO & Founder, Gathering 2.0 (San Francisco)</i></p>
2.30 pm to 3.15 pm	<p>Panel Discussion Trade Secrets : Practical Tips for Keeping Your Secrets Moderator : Mr John Hull - <i>Partner, Eversheds LLP (UK)</i> Panelists : Mr John Hull - <i>Partner, Eversheds LLP (UK)</i> Ms Rebecca Ordish - <i>Senior IP Counsel, (Asia Pacific), Cadbury Schweppes Asia Pacific</i> Prof. Jacques De Werra - <i>University of Geneva</i></p>
3.15 pm to 4.15 pm	<p>Panel Discussion Optimal Structures for Intellectual Assets Management in a Multi-national Group Moderator : Mr Ho Cheng Huat - <i>Director, IP Academy, Singapore</i> Panelists : Dr Gordon McConnachie - <i>Coordinator, Global Association of IC Practitioners / Founding Chairman, IA Centre, Scotland</i> Ms Ang Su-Lin - <i>Head of Legal, Intellectual Property, Group Legal Department, Standard Chartered Bank (Singapore)</i> Mr Kevin Theseira - <i>AP Managing Counsel, Agilent Technologies Singapore Pte Ltd</i></p>
4.15 pm	Networking Coffee Break
4.30 pm to 5.25 pm	<p>Panel Discussion Critical IP and IA Issues in M&A Transactions and Due Diligence : An Insider's Perspective Moderator : Ms Genevieve Tan - <i>Senior Legal Counsel, Hewlett-Packard Asia Pacific Pte Ltd</i> Panelists : Mr Daniel Lim - <i>Director, Stamford Law Corporation(Singapore)</i> Ms Genevieve Tan - <i>Senior Legal Counsel, Hewlett-Packard Asia Pacific Pte Ltd</i> Mr John Hull - <i>Partner, Eversheds LLP (UK)</i> Ms Lim Ai-Leen - <i>Partner, Bird and Bird (Hong Kong)</i></p>
5.25 pm to 6.15 pm	<p>Panel Discussion Maximising Your IA Revenue : A Tax Perspective Moderator : Ms Suzanne Harrison - <i>CEO and Founder, Gathering 2.0 (San Francisco)</i> Panelists : Mr Pieter de Ridder - <i>Partner, Loyens & Loeff</i> Mr Abhijit Ghosh - <i>Partner, PricewaterhouseCoopers Singapore</i> Mr Yeoh Lian Chuan - <i>Partner, Rajah & Tann</i></p>



FULL PROGRAMME

Day 2 - 9 January 2009 (FRI) PARALLEL SESSION 1 : Patents

Venue : Bras Basah Room, Executive Conference Centre

Moderators : a. **Mr Ho Cheng Huat** - *Director, IP Academy, Singapore*
 b. **Mr Suresh Sachi** - *General Counsel and Director of Legal Department, A*STAR, Singapore*
 c. **Mr Dimitrios Drivas** - *Partner & Chair, Global IP Practice Group, White & Case LLP (New York)*

1.50 pm	Registration
2.00 pm to 3.00 pm	<p>Walking the Patent Tightrope in Patently Uncertain Times: Moderator : Mr Ho Cheng Huat - <i>Director, IP Academy, Singapore</i> Panelists : Prof Jerome Reichman - <i>Bunyan S. Womble Professor of Law, Duke University Law School</i> Mr Lu Lin Gao - <i>Chairman, East IP (China)</i> Dr Singer John Huang - <i>Managing Director, East IP (China)</i></p>
3.00 pm to 4.15 pm	<p>Panel Discussion Should Everything under the Sun be Patentable? Moderator : Mr Ho Cheng Huat - <i>Director, IP Academy, Singapore</i> Panelists : Mr John Bochnovic - <i>Partner, Smart & Biggar Fetherstonhaugh (Canada)</i> Ms Winnie Tham - <i>Director, Amica Law LLC (Singapore)</i> Mr Alonzo Q Ancheta - <i>Partner, Quasha Ancheta Pena & Nolasco (Philippines)</i> Ms Shimako Kato - <i>Patent Attorney, Abe, Ikubo & Katayama (Tokyo)</i></p>
4.15 pm	Networking Coffee Break
4.30 pm to 5.30 pm	<p>Panel Discussion Implications and Best Practices for Industry following Recent Cases including KSR, eBay Vs MercExchange Moderator : Mr Dimitrios Drivas - <i>Partner & Chair, Global IP Practice Group, White & Case LLP (New York)</i> Panelists : Mr Morris John - <i>Managing Director and Head of IP Department & Patent Division, Drew & Napier LLC (Singapore)</i> Mr Mustafa Safiyuddin - <i>Partner, DSK Legal (India)</i> Mr Gordon Gao - <i>Partner, Fangda Partners (China)</i> Mr Dimitrios Drivas - <i>Partner & Chair, Global IP Practice Group, White & Case LLP (New York)</i></p>
5.30 pm to 6.15 pm	<p>Panel Discussion Patents and Trade Secrets : Singles or Partners? Moderator : Mr Suresh Sachi - <i>General Counsel and Director of Legal Department, A*STAR, Singapore</i> Panelists : Mr Alban Kang - <i>Managing Partner, Alban Tay Mahtani & de Silva LLP</i> Dr Tanya Aplin - <i>King's College London</i> Mr John Hull - <i>Partner, Eversheds LLP (UK)</i> Mr Suresh Sachi - <i>General Counsel and Director of Legal Department, A*STAR, Singapore</i></p>



Day 2 - 9 January 2009 (FRI)

PARALLEL SESSION 2 : IP and IC Technology

Venue : Indiana Room, Executive Conference Centre

- Moderators :**
- a. Mr Tilman Lueder** - *Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market and Services, European Commission, Brussels*
 - b. Prof Hugh Hansen** - *Fordham University School of Law (New York)*
 - c. Prof Mary Wong** - *Franklin Pierce Law Centre (US)*

1.50 pm	Registration
2.00 pm to 3.15 pm	<p>Panel Discussion Shooting the Messenger? : ISPs and Intermediaries caught in the Crossfire</p> <p>Moderator : Mr Tilman Lueder - <i>Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market and Services, European Commission, Brussels</i></p> <p>Panelists : Prof Justin Hughes - <i>Benjamin N. Cardozo School of Law, New York</i> Prof Wang Qian - <i>East China University of Political Science and Law (Shanghai)</i> Mr Cheng Lim - <i>Head of the Intellectual Property and Technology Group, Mallesons Stephen Jaques (Australia)</i> Assoc Prof Anne Cheung - <i>Faculty of Law, University of Hong Kong</i> Mr Cyril Chua - <i>Partner, Alban Tay Mahtani & de Silva LLP (Singapore)</i></p>
3.15 pm to 4.30 pm	<p>Panel Discussion Standards Setting in the ICT Industry : IP or Competition Law?</p> <p>Moderator : Mr Tilman Lueder - <i>Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market and Services, European Commission, Brussels</i></p> <p>Panelists : Prof Anselm Kamperman Sanders - <i>Chair of European and International Intellectual Property Law, Maastricht University Faculty of Law</i> Asst Prof Thomas Cheng - <i>Faculty of Law, University of Hong Kong</i> Mr Oliver Bell - <i>Regional Technology Officer, Microsoft Asia Pacific</i> Assoc Prof Burton Ong - <i>Faculty of Law, National University of Singapore</i></p>
4.30 pm	Networking Coffee Break
4.45 pm to 5.30 pm	<p>Panel Discussion What about the Users?</p> <p>Moderator : Prof Hugh Hansen - <i>Fordham University School of Law (New York)</i></p> <p>Panelists : Prof Mary Wong - <i>Franklin Pierce Law Centre (US)</i> Mr Chiew Yu Sarn - <i>Partner, Yu Sarn Audrey & Partners</i> Ms Bijie Elavinkal - <i>Of Counsel, Kirkland & Ellis LLP (US)</i></p>
5.30 pm to 6.15 pm	<p>Panel Discussion ICT and the Bottomline : To outsource or not?</p> <p>Moderator : Prof Mary Wong - <i>Franklin Pierce Law Centre (US)</i></p> <p>Panelists : Mr Alastair Henderson Begg - <i>Global Head of Sourcing, IT, Novartis</i> Mr George Chappelle - <i>Chief Supply Chain Officer, Sara Lee Corporation (US)</i> Mr Mustafa Safiyuddin - <i>Partner, DSK Legal (India)</i></p>



Day 2 - 9 January 2009 (FRI)
PARALLEL SESSION 3 : IP and Finance

Venue : Minto Room, Executive Conference Centre

Moderators : a. **Mr David Llewelyn** - *Deputy Chairman / External Director, IP Academy, Singapore*
 b. **Ms Suzanne Harrison** - *Founder and CEO, Gathering 2.0 (San Francisco)*
 c. **Ms Audrey Yap** - *Partner, Yu Sam Audrey & Partners*

1.50 pm	Registration
2.00 pm to 2.30 pm	<p>Wheeling and Dealing : The Developing IP Finance Landscape</p> <p>Moderator : Mr David Llewelyn - <i>Deputy Chairman / External Director, IP Academy, Singapore</i></p> <p>Panelists : Mr Lawrence Bickers - <i>SVP, IP Investment Group, Collier Capital Limited</i> Mr Jerome Hewlett - <i>Executive Director, Global Head of Operations, Intellectual Ventures</i></p>
2.30 pm to 3.15 pm	<p>Panel Discussion</p> <p>Some Practical Tips on obtaining Finance for New Ideas and Intellectual Assets</p> <p>Moderator : Ms Audrey Yap - <i>Partner, Yu Sam Audrey & Partners</i></p> <p>Panelists : Ms Audrey Yap - <i>Partner, Yu Sam Audrey & Partners</i> Mr Suresh Sachi - <i>General Counsel and Director of Legal Department, A*STAR, Singapore</i> Mr Andrew Ramer - <i>Managing Director, Transaction Practice, Ocean Tomo, and President of Ocean Tomo Auctions, LLC</i></p>
3.15 pm to 3.45 pm	<p>Panel Discussion</p> <p>Beyond Bowie : IP Securitization : Still waiting to happen in Asia?</p> <p>Moderator : Mr David Llewelyn - <i>Deputy Chairman / External Director, IP Academy, Singapore</i></p> <p>Panelists : Mr Nicholas Ware - <i>Director of Sales, TAEUS Singapore</i> Dr Stanley Lai - <i>Partner and Head of Intellectual Property & Technology, Allen & Gledhill (Singapore)</i></p>
3.45 pm	Networking Coffee Break
4.00 pm to 5.00 pm	<p>Panel Discussion</p> <p>Cracking the Valuation Code : Lessons in IP / IA Valuation in Practice</p> <p>Moderator : Ms Suzanne Harrison - <i>Founder and CEO, Gathering 2.0 (San Francisco)</i></p> <p>Panelists : Mr Keoy Soo Earn - <i>Partner and Head of M&A Transaction Services (Singapore and Southeast Asia), Deloitte & Touche</i> Mr David Haigh - <i>Founder and CEO, Brand Finance Plc</i> Ms Suzanne Harrison - <i>Founder and CEO, Gathering 2.0 (San Francisco)</i></p>
5.00 pm to 6.15 pm	<p>Panel Discussion</p> <p>The IP Market Place : Potential Bonanza or are We throwing a Party where No one will come?</p> <p>Moderator : Mr David Llewelyn - <i>Deputy Chairman / External Director, IP Academy, Singapore</i></p> <p>Panelists : Mr David S. Ruder - <i>VP, Business Development, RPX Corporation</i> Dr Pearl Chin - <i>Managing Director, Seraphima Ventures LLC (New York)</i> Mr Lawrence Bickers - <i>SVP, IP Investment Group, Collier Capital Limited</i> Dr Sze Tiam Lin - <i>SVP, Science and Engineering Division (Comms/In-Licensing), Exploit Technologies Pte Ltd</i> Mr Andrew Ramer - <i>Managing Director, Transaction Practice, Ocean Tomo, and President of Ocean Tomo Auctions, LLC</i></p>



BREAKFAST ROUNDTABLES

Day 2 - 9 January 2009 (Fri)
7.30 am to 9.00 am

SESSION 1 :

The Dark Side of IP : Piracy and Counterfeiting - Where are We going?

Venue : Enterprise Room, Executive Conference Centre

Moderator : Ms Toe Su Aung - *General Counsel, Anti-Illicit Trade, BAT / Treasurer and Board of Directors, INTA*

Panelists :

Ms Rebecca Ordish - *Senior IP Counsel (Asia Pacific), Cadbury Schweppes Asia Pacific*

Mr Dixon Zhang - *Partner, Fangda Partners (China)*

Mr Gilbert Leong - *Partner, Intellectual Property & Technology, Rodyk & Davidson LLP (Singapore)*

Mr Andy Leck - *Principal, Baker & McKenzie Wong & Leow, Singapore*

Ms Peggy Cheung - *Partner, Jones Day, Hong Kong*

Mr Mohit Lahoty - *Senior Associate, Luthra and Luthra (India)*

SESSION 2 :

Overhyped or Underestimated? : A Discussion on the Commercialisation of Universities' Creativity and Innovation

Venue : Mercury Room, Executive Conference Centre

Moderator : Mr Suresh Sachi - *General Counsel and Director of Legal Department, A*STAR, Singapore*

Panelists :

Mr John Hull - *Partner, Eversheds LLP (UK)*

Dr Alex H.C. Yu - *Director, Innovation & Technology Transfer Office (ITTO), Nanyang Technological University Singapore*

Mr Suresh Sachi - *General Counsel and Director of Legal Department, A*STAR, Singapore*

Dr Yvette Flanigan - *Senior Patent Associate, Yu Sarn Audrey and Partners (Singapore)*

SESSION 3 :

The Changing Face of Conflict Resolution for IP : Are Alternative Dispute Resolution Mechanisms in IP transforming the Business Environment?

Venue : Minto Room, Executive Conference Centre

Moderator : Mr David Llewelyn - *Deputy Chairman/External Director, IP Academy, Singapore*

Panelists :

Mr Liew Young Hill - *Partner, Yulchon, Attorneys at Law (Korea)*

Mr Gordon Gao - *Partner, Fangda Partners (China)*

Mr Mustafa Safiyuddin - *Partner, DSK Legal (India)*

Mr John MacPhail - *Partner, Finlaysons, Adelaide (Australia)*

SESSION 4 :

What are the IP Policy Imperatives in the Next 10 Years?

Venue : Indiana Room, Executive Conference Centre

Moderator : Mr Tilman Lueder - *Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market and Services, European Commission, Brussels*

Panelists :

Hon Weerawit Weeraworawit - *Deputy Secretary General, Human Rights Commission, Thailand*

Prof Jerome Reichman - *Bunyan S. Womble Professor of Law, Duke University Law School (US)*

Mr Gao Lulin - *Chairman, East IP (China)*

Mr Geoffrey Yu - *Deputy Chairman, IP Academy, Singapore*



Beyond the main GFIP plenary and parallel sessions, a key value of GFIP 2009 lies in the networking opportunities amongst delegates.

A series of networking events have been organised for delegates to maximise their opportunities for business connections around the world.

Delegates are invited to relax and unwind at these networking sessions where you can network with your peers and industry leaders and keep up-to-date on the latest IP trends and developments in the region.

We look forward to seeing you there.

List of GFIP 2009 Networking Events

Welcome Reception for Speakers

The National Museum of Singapore, The Salon & Terrace, Ground Level
93 Stamford Road, Singapore 178897
7 January 2009 (Wednesday)
5.30 pm - 7.30 pm

Networking Lunches

Padang Ballroom, Raffles City Convention Centre
8 and 9 January 2009 (Thursday & Friday)
12.30 pm - 2.00 pm

Cocktail Reception and Gala Dinner

Padang Foyer and Ballroom, Raffles City Convention Centre
8 January 2009 (Thursday)
6.45 pm - 10.30 pm

Closing Reception

Padang Foyer and Ballroom, Raffles City Convention Centre
9 January 2009 (Friday)
6.30 pm - 8.00 pm

SPEAKERS

Speakers and panelists who will share their views and insights include distinguished IP practitioners, academics, IP thought leaders, leading IP professionals, the judiciary, senior representatives from key industries and businesses, government officials and key decision makers in the field of IP from the US, Europe, Japan, Korea, China, India, Australia, New Zealand, South East Asia and the Middle East.

Many of the distinguished names from the IP world have confirmed their participation. Set out below is the list of all the speakers :

- Judge Joachim Bornkamm**
Presiding Judge, Federal Supreme Court of Germany
- Justice Andrew Greenwood**
Judge, Federal Court of Australia, Brisbane
- Judge Masami Ichikawa**
Presiding Judge of the IP Division, Tokyo District Court
- Prof Sir Francis Jacobs, KCMG, QC**
Professor of Law, King's College London and formerly Advocate General, Court of Justice of the European Communities
- Justice Andrew Phang Boon Leong**
Judge of Appeal, Supreme Court of Singapore
- Justice Shiavax J. Vazifdar**
Judge, High Court of Bombay
- Mr Alonzo Q. Ancheta**
Partner, Quasha Ancheta Pena & Nolasco (Philippines)
- Ms Ang Su-Lin**
Head of Legal, Intellectual Property, Group Legal Department, Standard Chartered Bank
- Dr Tanya Aplin**
King's College London
- Ms Toe Su Aung**
General Counsel, Anti-Illicit Trade, BAT / Treasurer and Board of Directors, INTA
- Mr Alastair Henderson-Begg**
Global Head of Sourcing, IT, Novartis
- Mr Oliver Bell**
Regional Technology Officer, Microsoft Asia Pacific
- Prof Lionel Bently**
University of Cambridge
- Mr Lawrence Bickers**
SVP, IP Investment Group, Collier Capital Limited
- Mr John Bochnovic**
Partner, Smart & Biggar Fetherstonhaugh
- Assoc Prof Robert Burrell**
TC Beirne School of Law, University of Queensland, Brisbane
- Ms Elizabeth Cardoza**
Director, Cardoza IP
- Mr George Chappelle**
Chief Supply Chain Officer, Sara Lee Corporation
- Asst Prof Thomas Cheng**
Faculty of Law, University of Hong Kong
- Assoc Prof Anne Cheung**
Faculty of Law, University of Hong Kong
- Ms Peggy Cheung**
Partner, Jones Day, Hong Kong
- Mr Chiew Yu Sarn**
Partner, Yu Sarn Audrey & Partners
- Dr Pearl Chin**
Managing Director, Seraphima Ventures LLC (New York)
- Mr Cyril Chua**
Partner, Alban Tay Mahtani & de Silva LLP
- Mr Jay R. Deshmukh**
Senior Vice President, Global Intellectual Property, Ranbaxy Laboratories Limited
- Mr Dimitrios Drivas**
Partner and Chair, Global Intellectual Property Practice Group, White & Case LLP (New York)
- Ms Bijie Thomas Elavinkal**
Of Counsel, Kirkland & Ellis LLP
- Dr Yvette Flanigan**
Senior Patent Associate, Yu Sarn Audrey & Partners
- Ms Karen Fong**
Managing Partner, Rouse Legal
- Ms Sara Friend**
Director of Legal Services, British Olympic Association
- Mr Gordon Gao**
Partner, Fangda Partners (China)
- Mr Gao Lulin**
Chairman, East IP (Beijing)
- Mr Abhijit Ghosh**
Partner, PricewaterhouseCoopers Singapore
- Mr David Haigh**
Founder and CEO, Brand Finance Plc
- Prof Hugh Hansen**
Fordham University School of Law (New York)
- Ms Suzanne Harrison**
Founder and CEO, Gathering 2.0 (San Francisco)
- Mr Jerome Hewlett**
Executive Director, Global Head of Operations, Intellectual Ventures
- Dr Singer John Huang**
Managing Director, East IP (China)
- Mr Ho Cheng Huat**
Director, IP Academy (Singapore)
- Prof Justin Hughes**
Benjamin N. Cardozo School of Law, New York
- Mr John Hull**
Partner, Eversheds LLP (UK)
- Mr Will Hutton**
*Chief Executive, The Work Foundation
Commentator and author of bestsellers "The World We're In" and "The Writing on the Wall"*
- Prof Jiang Zhipai**
Renmin University, China and Former Chief Judge, Intellectual Property Rights Tribunal, Supreme People's Court of the People's Republic of China
- Mr Morris John**
Managing Director and Head of IP Department & Patent Division, Drew & Napier LLC
- Mr Alban Kang**
Managing Partner, Alban Tay Mahtani & de Silva LLP
- Ms Shimako Kato**
Patent Attorney, Abe, Ikubo & Katayama (Tokyo)
- Mr Andrew Keen**
Internet guru and author of best-seller "Cult of the Amateur"
- Mr Keoy Soo Earn**
Partner and Head of M&A Transaction Services (Singapore and Southeast Asia) Deloitte & Touche
- Mr Mohit Lahoty**
Senior Associate, Luthra and Luthra
- Dr Stanley Lai**
Partner and Head of Intellectual Property & Technology, Allen & Gledhill
- Mr Lam Chung Nian**
Of Counsel, Lovells Lee & Lee
- Prof Marshall A. Leaffer**
School of Law, Indiana University, Bloomington
- Mr Andy Leck**
Principal, Baker & McKenzie Wong & Leow (Singapore)
- Mr Gilbert Leong**
Partner, Intellectual Property & Technology, Rodyk & Davidson LLP
- Assoc Prof Susanna Leong**
Department of Business Policy, Faculty of Business Administration National University of Singapore
- Mr Simon Levine**
Partner and Joint Global Head of the Technology, Media and Communications Practice Group, DLA Piper UK LLP
- Mr Liew Young Hill**
Partner, Yulchon, Attorneys at Law
- Mr Cheng Lim**
Head of the Intellectual Property and Technology Group, Mallesons Stephen Jaques (Australia)
- Mr Daniel Lim**
Director, Stamford Law Corporation
- Ms Lim Ai-Leen**
Partner, Bird & Bird (Hong Kong)
- Mr Tilman Lueder**
Head of Unit, Copyright and Knowledge-based Economy, DG Internal Market and Services, European Commission, Brussels
- Prof Dr. Spyros Maniatis**
Queen Mary, University of London
- Mr John MacPhail**
Partner, Finlaysons, Adelaide
- Dr Gordon McConnachie**
*Coordinator, Global Association of IC Practitioners
Founding Chairman, IA Centre, Scotland*
- Ms Genevieve Tan-McCully**
Senior Legal Counsel, Hewlett-Packard Asia Pacific Pte Ltd
- Mr Burton Ong**
Assoc Prof Burton Ong, Faculty of Law, National University of Singapore
- Ms Rebecca Ordish**
Senior IP Counsel, Asia Pacific Cadbury Schweppes Asia Pacific
- Mr Andrew Ramer**
Managing Director of the Transaction Practice at Ocean Tomo, and President of Ocean Tomo Auctions, LLC
- Mr Robert Raskopf**
Partner, Quinn Emanuel Urquhart Oliver & Hedges LLP
- Mr M Ravindran**
Partner, Ravindran Associates
- Prof Jerome Reichman**
Bunyan S. Womble Professor of Law, Duke University Law School
- Mr Pieter de Ridder**
Partner, Lojens & Loeff
- Mr Jim Rogers**
Chairman and CEO of Rogers Holdings
- Mr David S. Ruder**
VP Business Development, RPX Corporation
- Mr Suresh Sachi**
*General Counsel and Director of the Legal Dept, A*STAR, Singapore*
- Mr Mustafa Safiyuddin**
Partner, DSK Legal
- Prof Anselm Kamperman Sanders**
Chair of European and International Intellectual Property Law, Maastricht University Faculty of Law
- Mr Michael Soo**
Partner and Head, IP & IT Dept, Shook Lin & Bok (Malaysia)
- Ms Say Sujintaya**
Partner, Intellectual Property Practice Group, Baker & McKenzie Ltd (Thailand)
- Dr Sze Tiam Lin**
SVP, Science and Engineering Division (Comms/In-Licensing), Exploit Technologies Pte Ltd
- Mr Tan Tee Jim, SC**
Senior Partner, Lee & Lee / President, Association of Singapore Patent Agents
- Ms Winnie Tham**
Director, Amica Law LLC
- Mr Kevin Theseira**
AP Managing Counsel, Agilent Technologies Singapore Pte Ltd
- Prof Wang Qian**
East China University of Political Science and Law
- Mr Nicholas Ware**
Director of Sales, TAEUS Singapore
- Mr Wee Choo Hua**
Director Corporate Affairs, Legal & Corporate Affairs, Microsoft
- Prof George Wei**
Singapore Management University
- Hon. Weerawit Weeraworawit**
Deputy Secretary General, National Human Rights Commission, Thailand
- Prof Jacques de Werra**
Faculty of Law, University of Geneva
- Prof Mary Wong**
Franklin Pierce Law Centre
- Ms Vivian Wong**
General Counsel, Asia Pacific, Chanel (Hong Kong)
- Ms Audrey Yap**
Partner, Yu Sarn Audrey and Partners
- Mr Yeoh Lian Chuan**
Partner, Rajah & Tann
- Mr Geoffrey Yu**
Deputy Chairman, IP Academy (Singapore)
- Dr Alex H.C. Yu**
Director, Innovation & Technology Transfer Office (ITTO), Nanyang Technological University Singapore
- Mr Dixon Zhang**
Partner, Fangda Partners (China)



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The IP Academy (Singapore) was established in 2003 as part of a national initiative to develop Singapore into an IP Hub and serves as the focal point for executive IP training and thought leadership development in Singapore and the region.

In line with its objective to develop and broaden IP knowledge and capabilities, the IP Academy (Singapore) provides a wide range of continuing executive training opportunities for IP professionals, business organisations, research institutions, and other IP creators and users. These include short term IP training courses, executive seminars, postgraduate certification and Masters programmes in IP.

The IP Academy (Singapore) also undertakes quality inter-disciplinary research to provide unique and commercial insights on IP issues and thereby support local and regional development of IP best practices and policies, and improve industry's ability to protect, manage and exploit IP.

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Global Forum on Intellectual Property 2009

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