

## *Hong Kong as Asia's IP Trading Platform*

BIP Asia (Business of Intellectual Property Asia Forum) is an exciting platform which brings together businessmen and professionals from around the world with an interest in IP trading to explore new business.

**Date: 2 December 2011(Friday)**

**Venue: N101, Hong Kong Convention & Exhibition Centre**

**Organisers:**



**Sponsor:**



**Concurrent Events:**



## *Hong Kong as Asia's IP Trading Platform*

### Programme

#### 09:15 – 10:55 **Plenary Session**

Venue: N101

##### Global Technology IP Trading

*Representative from Microsoft's IP licensing team will share its success in managing and monetising IP as part of its overall business strategy.*

- ◆ **Ms. Simone Misra, Outbound Licensing, Corporate Intellectual Property & Licensing, Microsoft Corporation (also, Vice President, Licensing Executive Society USA & Canada)**

##### Latest Trends on Global IP Trading

*What is the next big thing in monetising IP? What are the latest transactions options? Ocean Tomo, an U.S. IP merchant bank will share with you the latest landscape in global IP trading.*

- ◆ **Mr. Michael D. Friedman, Chief Investment Officer, Ocean Tomo**

##### Chinese Mainland Leading Brand's IP Strategy

*A top-notch Chinese enterprise will share how it incorporates IP into the core of its business, and how a strategic IP management has helped it to expand its business from China to the whole world.*

- ◆ **Mr. Liu Yubo, Senior IP Director, ZTE (劉羽波先生, 中興通訊高級知識產權總監)**

##### IP Trading on the Chinese Mainland

*Representatives from the mainland government and the leading mainland IP trading platform will introduce the IP development and opportunities on the Chinese mainland in accordance to China's "National Patent Development Strategy 2011-2020".*

- ◆ **Ms. Wang Xiaohui, Deputy Director General, International Cooperation Department, State IP Office of PRC (王霄蕙女士, 國際合作司副司長, 中國國家知識產權局) (invited)**
- ◆ **Mr. Cai Minyong, President, Shanghai United Assets and Equity Exchange (蔡敏勇先生, 總裁, 上海聯合產權交易所)**

#### 11:10 – 12:00 **Panel Discussion Session (1)**

Venue: N101

##### IP Portfolio Management and IP Deal Negotiation

*Some studies suggest that IP accounts for almost 80% of the market value of the Standard & Poor's 500 index. How to study and analyse the IP map of your industry? If you want to license out or license in IP to furnish your portfolio and make money, what are the techniques? 2 leading patent-trading firms are going to share their "secrets" with you.*

- ◆ **Mr. Guy Proulx, Managing Director, Transpacific IP**
- ◆ **Dr. Don Merino, Senior Vice President of Licensing, Intellectual Ventures**

## Programme (cont'd)

<p>12:00 – 13:30 Venue: N201</p>	<p><b>Keynote Luncheon</b></p> <p><u>Opening Remark:</u></p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Andrew Liao, GBS, SC, JP, Practising Senior Counsel</b></li> </ul> <p><u>Keynote Speech</u></p> <p><i>How to optimise your innovation investment? How to find a complete IP management circle by streamlining the research, capture, protect and leverage processes? Representative from Hewlett-Packard, ranked as the one of the top IT companies in terms of patent quality and portfolio, will share HP's IP strategies with you.</i></p> <ul style="list-style-type: none"> <li>◆ <b>Dr. Tao Zhang (張濤女士), Director, Patent Sales Group, Intellectual Property Licensing, Hewlett-Packard</b></li> </ul>
<p>13:30 – 14:30 Venue: N101</p>	<p><b>Panel Discussion Session (2)</b></p> <p><u>The Growth of IP Business in New Asian Decade</u></p> <p><i>Technology institutions could play a pivotal role to a country's technology advancement. They act as the pioneer of industries and provide guidance to SMEs. Institutional representatives from Singapore and Hong Kong would share their IP strategies, in particular how they assist SMEs to identify, adopt and capitalise on IP to upgrade their businesses.</i></p> <ul style="list-style-type: none"> <li>◆ <b>Dr. Sze Tiam Lin, Director, IPI Limited, Singapore</b></li> <li>◆ <b>Dr. Nim Cheung, CEO, HK Applied Science and Technology Research Institute</b></li> </ul>
<p>14:45 – 16:00 Venue: N101</p>	<p><b>Panel Discussion Session (3)</b></p> <p><u>The Maximisation of Design Value</u></p> <p><i>Everyone is talking about how upgrade and transform could help businesses to sail through the uncertain economic outlook. What is the role of design in it? How could better design management provide competitive advantage to designers and manufacturers? How should designers and design owners protect themselves against design theft? This session, joined by design and IP experts from around the world, would stage an inspiring discussion on these.</i></p> <ul style="list-style-type: none"> <li>◆ <b>Dr. Raymond Choy, Co-founder &amp; Honorary Treasurer, Asian Licensing Association (also, founder &amp; president of Toy2R)</b></li> <li>◆ <b>Mr. Gus Desbarats, CEO, British Design Innovation (also, Chairman, Alloy Ltd) (invited)</b></li> </ul>
<p>16:00 – 18:00</p>	<p style="text-align: center;"><b>Thematic Workshops</b></p> <p style="text-align: right;"><b>1-on-1 Business Matching</b></p>

*Note: All programmes are subject to change without prior notice*

## Registration Form

<b>Date</b>	: 2 December 2011 (Friday)	
<b>Time</b>	: 09:00 – 12:00 <i>Main Forum &amp; Panel Discussions</i> 12:00 – 13:30 <i>Keynote Luncheon</i> 13:30 – 18:00 <i>Panel Discussions, Business Matching &amp; Workshops</i>	
<b>Venue</b>	: N101, Hong Kong Convention & Exhibition Centre, Wan Chai, Hong Kong	
<b>Themes</b>	: 1. Global IP Trading in Technology & Design 2. Chinese Mainland IP Trading 3. IP Valuation, Portfolio Management & Deal Negotiation 4. Practical IP-related Thematic Workshops Conducted by Reputable Associations	
<b>Fee</b>	: <b>HK\$100</b> (Full Programme <u>without Keynote Luncheon</u> ) <b>HK\$400</b> (Full Programme <u>inclusive of Keynote Luncheon</u> )	Original Price \$800
<b>Language</b>	: English (with simultaneous interpretation in Putonghua)	

Registration is required and on a first-come-first-served basis. **Confirmation will be sent to successful applicants by email.**

The form (and cheque\* if applicable) should be completed and returned to:  
 Fax: (852) 2824 0249, Email: [bipasia@hktcd.org](mailto:bipasia@hktcd.org), or  
 Post: (Attn: Miffy Cheung)  
 38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong  
 \*cheque made payable to "Hong Kong Trade Development Council"

For enquiry, please contact Ms. Miffy Cheung on (852) 2584 4316 / [miffy.ch.cheung@hktcd.org](mailto:miffy.ch.cheung@hktcd.org)

Ref: 1014HKTrader

Name (English) :  Mr  Ms  Mrs (Last Name) \_\_\_\_\_ (First Name) \_\_\_\_\_

Name (Chinese) : \_\_\_\_\_

Company : \_\_\_\_\_

Title : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax: \_\_\_\_\_

Email (compulsory): \_\_\_\_\_

Participation :  \$100 without Keynote Luncheon  \$400 with Keynote Luncheon

### Continuing Professional Development (CPD)

Application for accreditation of the Forum has been made to the Law Society of Hong Kong and details will be announced upon confirmation. Please check the box if you would like to be awarded with CPD points.

I would like to be awarded with CPD points. Please keep a record of my attendance

### Notes:

I understand that the above information will be included in the Forum databank/website and that the organisers can make use of our information for trade promotion purposes or forward it to third parties for the promotion of BIP Asia.

I accept that the organisers bear no responsibility for any error or omission.

Registration is subject to final confirmation by HKTDC and HKDC.

All participants should make their own travel and accommodation arrangements.

In the unlikely event of the Forum's cancellation, the organisers are liable only for the refund of the registration fees paid.

If you do not wish to receive any promotional and other materials from the HKTDC via email, fax, postage and any other appropriate means, please tick this box.

If you do not wish to be included in HKTDC online database accessible by their users for business matching purpose, please tick this box.