International Conference on Building Respect for Intellectual Property – Stimulating Innovation and Creativity

The 13th Shanghai International Intellectual Property Forum (SIIPF)

Shanghai, China November 17 and 18, 2016





Organized by: World Intellectual Property Organization (WIPO) Shanghai Municipal People's Government (SMPG)

With the support of: State Intellectual Property Office of China (SIPO)





WORLD INTELLECTUAL PROPERTY ORGANIZATION

# Program

### Thursday, November 17, 2016

08.30 - 09.15	Registration
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09.15 – 09.30 Welcome and Opening Addresses

### Master of Ceremonies:

**Mr. Lu Guoqiang**, Director General of the Shanghai Intellectual Property Administration (SIPA), Shanghai, China

#### Speakers:

**Mr. Yang Xiong,** *Mayor,* Shanghai Municipal People's Government (SMPG), China

**Ms. Wang Binying,** *Deputy Director General, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland* 

#### Mr. Shen Changyu,

Commissioner, State Intellectual Property Office (SIPO), Beijing, China

09.30 – 09.50 Keynote Address

#### Mr. Minelik Alemu Getahun,

Assistant Director General, Global Issues Sector, WIPO; Special Envoy of the Director General of the World Intellectual Property Organization

#### Theme I

#### Realizing the Promise of Intellectual Property (IP) to Stimulate Innovation and Drive Development and Growth

In the global knowledge economy, innovation and IP hold far-reaching promise for spurring economic growth, trade and employment in countries at all stages of development. Realizing the promise of IP requires uncovering new ways of stimulating economic growth and leveraging the opportunities presented by global innovation and the creative industries.

9.50 – 11.40 Session 1 National IP Strategies – How to Empower Countries to Use the IP System to Achieve Their National Development Goals

Recognizing the place of IP at the center of the innovation–growth nexus, this session will focus on national experiences in developing and implementing comprehensive, coherent and well-coordinated national IP strategies. Panelists will share experiences in:

- Translating the notion of IP for development into concrete sustainable results with tangible benefits within the context of the heterogeneous status of national IP systems;
- Exploring the economic, social and cultural effects of IP policy choices; and
- Overcoming challenges of limited resources, diversity in social, economic, cultural, political and legal systems, stages of development, broad range and multiplicity of stakeholders with varying skills, competencies and knowledge requirements.
- Moderator: Ms. Wang Binving, Deputy Director General, Brands and Designs Sector, WIPO Speaker: Mr. John Edwards. Consul General, British Consulate General, Shanghai, China Panelists: Ms. Alicja Adamczak, President, Patent Office of the Republic of Poland, Warsaw, Poland Mr. Getachew Mengistie Alemu, Intellectual Property Law Consultant and Attorney, Addis Ababa, Ethiopia Mr. Rui Wenbiao, Deputy Director General, Shanghai Intellectual Property Administration (SIPA), Shanghai, China

	<b>Mr. Maximiliano Santa Cruz,</b> Director General, National Institute of Industrial Property (INAPI), Ministry of Economy, Santiago, Chile		<b>Mr. Xing Dongsheng,</b> <i>Executive</i> Director, Shanghai Brand Development Research Center, Shanghai, China
	<b>Mr. Zhang Zhicheng,</b> <i>Deputy</i> Director General of the Protection and Coordination Department, State Intellectual Property Office (SIPO), Beijing, China	15.10 – 15.30	<b>Mr. Yun Zhanyou,</b> Deputy Director of Technology Center, Inner Mongolia Yili Industrial Group Co. Ltd., Hohhot, China Business Leader Keynote Speech
11.40 – 12.00	Business Leader Keynote Speech <b>Mr. Liu Jian</b> , <i>Vice president</i> of <i>ZTE Corporation Limited</i> , <i>Shenzhen</i> , <i>China</i>		<b>Mr. Stephan Wolke,</b> Chief Executive Officer, thyssenkrupp Intellectual Property GmbH, Germany
12.00 – 13.40	Lunch Break	15.30 – 16.00	Coffee Break
13.40 – 15.10	Session 2 Intellectual Property Commercialization and Utilization	16.00 – 17.30	Session 3 International Cooperation on Building Respect for Intellectual Property: Who Are the Actors and What Are the Key Issues?

International cooperation is of paramount

importance to achieve synergy and policy cohesion

aim to foster mutual understanding, shape common

strategies, streamline regulatory and enforcement

Experiences will be shared in relation to awareness

circumstances, and industry specific public-private

and education strategies suited to particular national

systems, and facilitate national and international

in efforts to build a global environment respectful

of IP. The panelists in this session will share their

perspectives on the coordination structures that

IP serves the purpose of materializing the value of innovation and creativity. IP also works as an important foundation for technology transfer. In addition, IP assets may be used by a business to obtain financing. This session is dedicated to sharing experiences and viewpoints on commercialization of IP, including:

- · How a business can use IP strategically for the development of the enterprise:
- How IP trading is used as a tool for technology transfer:
- · What are the essential components of a wellfunctioning IP financing system; and
- · How to evaluate IP assets.

Moderator:	<b>Mr. Elliot Papageorgiou,</b> Executive and Partner, Rouse Shanghai, and National	partnerships will be explored with a focus on development-oriented concerns such as corporate social responsibility.	
	Chair of IPR Working Group, European Chamber of Commerce in China (EUCCC), Shanghai, China	Moderator:	<b>Mr. Jean-Baptiste Barbier,</b> IP Counsellor, French Embassy, Beijing, China
Panelists:	Ms. Shamsiah Kamaruddin, Director General, Intellectual Property Corporation of Malaysia (MyIPO), Kuala Lumpur, Malaysia Mr. Philip Mendes, Adjunct	Panelists:	<b>Ms. Maha Bakhiet Zaki,</b> <i>Director,</i> <i>Intellectual Property &amp;</i> <i>Competitiveness Department,</i> <i>League of Arab States (LAS),</i> <i>Cairo, Egypt</i>
	Professor, Queensland University of Technology, Brisbane, Australia		<b>Mr. He Min,</b> Dean and Professor, Intellectual Property School of East China University of
	<b>Mr. Chen Yaodong,</b> Director IP APAC of Akzo Nobel Shanghai, China		Political Science and Law, Shanghai, China

coordination.

**Mr. Roger Kampf,** *Counsellor, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (WTO), Geneva, Switzerland* 

#### Mr. Guennadi Koupai,

Assistant to Director, National Center for Patents and Information (NCPI), Ministry of Economic Development and Trade of the Republic of Tajikistan, Dushanbe, Tajikistan

#### Ms. Louise van Greunen,

Director, Building Respect for IP Division, WIPO, Geneva, Switzerland

18.00 – 20.00 Networking Dinner hosted by SMPG

#### Friday, November 18, 2016

#### Theme II IP Protection and Adjudication in an Evolving Environment

It is important for countries to achieve the right mix of policies that balance the protection of IP against the public interest in order to achieve social, economic and development objectives. However, achieving the right balance is an increasingly difficult task, in part due to the rapid rate at which technology is transforming the digital landscape.

09.00 – 10.30	Session 4
	National Experiences with
	Effective and Innovative IP
	Enforcement Mechanisms

This session will address the developments in IP enforcement to respond to growing social and technological challenges. Panelists from national enforcement authorities, IP Offices and industry will exchange views and share experiences in relation to:

- Legislative reforms to make available effective and proportionate IP protection;
- Innovative or alternative measures, including intelligence-led procedures, specialized IP enforcement units, cross-agency coordination, private sector cooperation and voluntary mechanisms;
- Building affordable and accessible frameworks with measures to facilitate small businesses and individuals asserting their IP rights; and
- Striving for balanced and holistic IP protection.

Moderator: Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO, Geneva, Switzerland

Panelists: Mr. Jack Chang, Vice Chairman of the Quality Brands Protection Committee (QBPC), China Association of Enterprises with Foreign Investment, Beijing, China

> **Mr. Allan B. Gepty,** *Deputy Director General, Intellectual Property Office of the Philippines (IPOPHL), Taguig City, Philippines*

**Mr. Luboš Knoth,** Former President, Industrial Property Office, Banská Bystrica, Slovakia

Mr. Migu	iel Angel Margáin,	
Director	General, Mexican Institute	e
of Indust	rial Property (IMPI),	
Mexico (	City, Mexico	

**Ms. Helen Mosback,** Legal and Policy Affairs Officer, Intellectual Property and Fight against Counterfeiting Unit, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium

10.30 - 11.00 Coffee Break

11.00 – 12.30 Session 5 Intellectual Property Disputes: How Best to Resolve Them in an Effective and Balanced Way?

Effective dispute resolution is an essential part of an efficient IP protection system. Panelists in this session will discuss:

- The role of economics, legal traditions and societal characteristics in designing judicial IP structures;
- Initiatives to address technical issues in IP litigation to enhance time- and cost-efficiency of proceedings, ensure consistency and safeguard access to justice;
- The pros and cons of generalist courts and specialized courts;
- Strategies to avoid unjustified litigation threats to small businesses and individuals;
- The role of courts in the evolution of national IP systems; and
- Time- and cost-efficient alternative dispute resolution (ADR) options.

Moderator:	<b>Ms. Eun-Joo Min,</b> Senior Legal Counsellor, Building Respect for IP Division, WIPO, Geneva, Switzerland
Panelists:	<b>Justice Joachim Bornkamm,</b> Former Presiding Judge, Federal Court of Justice, Germany
	<b>Justice Luis José Díez Canseco Núñez,</b> Former President, Andean Tribunal, Lima, Peru
	<b>Mr. Andy Leck,</b> <i>Managing</i> Principal and Head, Baker & McKenzie.Wong & Leow, Singapore

Justice Maria Rowena Modesto-San Pedro, Presiding Judge, Regional Trial Court, Manila, Philippines

Justice Zhu Dan, Vice President, Shanghai Pudong New Area People's Court, China

12.30 – 14:00 Lunch Break

14.00 – 15.30 Session 6 IP Adjudication and Jurisprudence: What are the Emerging Issues?

Globalization, economic integration and digitization accentuate the importance of cross-border protection for a well-functioning IP system. Uncertainty in the adjudication of IP cases with cross-border elements or other emerging issues may produce inconsistency, delay and unnecessary expenses.

Recent case jurisprudence addressing emerging IP enforcement issues, such as remedies specific to the digital environment, calculation of damages and jurisdictional questions, will be shared by the panelists.

	Moderator:	<b>Justice Annabelle Bennett,</b> Former Judge, Federal Court, Australia
I	Panelists:	<b>Justice Colin Birss,</b> High Court of England and Wales, London, United Kingdom
		<b>Justice Louis Harms,</b> Former Deputy President, Supreme Court of Appeal, South Africa
		<b>Justice Li Guoquan,</b> Deputy Chief Judge, IP Division of Shanghai High People's Court, China
		<b>Justice Sugiura Masaki,</b> Intellectual Property High Court, Tokyo, Japan
	15.30 - 15.45	Closing

## **Speaker Profiles**

## **Opening Address**

#### **Master of Ceremonies**

Lu Guoqiang, Director General, Shanghai Intellectual Property Administration (SIPA), Shanghai, China



Lu Guoqiang serves as Director General of the Shanghai Intellectual Property Administration (SIPA) and Secretary General of the Shanghai Intellectual Property Joint Committee. He previously served as Chief Judge in the Intellectual Property Division of the Shanghai High People's Court, and Vice President of Shanghai Second Intermediate People's Court. Mr. Lu Guoqiang is also Deputy Director General of the China Intellectual Property Society, Director General of the Shanghai Intellectual Property Law Society and a Ph.D. Supervisor at Tongji University and East China University of Political Science and Law.

Mr. Lu Guoqiang was awarded the honorary title of "National Expert on Trial Practice" by the Supreme People's Court of China. He is also one of the "National Leading IP Talents in China" and the "Top 10 Most Influential People for IPR Protection in China". He has twice been listed among the "Top 50 Influential People in IP" by *Managing Intellectual Property*.

### **Keynote Address**

Liu Jian, Vice President of ZTE Corporation Limited, Shenzhen, China



Liu Jian, has been serving as Vice President of ZTE Corporation Limited since 2005.

Mr. Liu graduated with a Bachelor's degree in Marketing from Harbin Institute of Technology in 1996 and then joined ZTE Corporation in 1997. Before he became ZTE's Vice President, Mr. Liu had served as General Manager of local Marketing Office, Director of ZTE's Beijing Branch and other positions. During his career, Mr. Liu has accumulated rich work experience in telecommunications industry and over 12 years of managerial experience in public relation matters. Stephan Wolke, Chief Executive Officer, thyssenkrupp Intellectual Property GmbH, Essen, Germany



Stephan Wolke studied physics, philosophy and macroeconomics at Bonn University and graduated with a Doctorate in physics. He spent the first five years of his professional career at McKinsey & Company. After founding and then selling two businesses, Dr. Wolke served in several functions at Bayer AG as well as Danaher Corporation. He joined thyssenkrupp in 2011 and is responsible for Intellectual Property & Services at the corporate level as well as head of the management board of thyssenkrupp Intellectual Property GmbH. He is 47 years old and the father of three sons.

### **Moderators**

Jean-Baptiste Barbier, IP Counsellor, French Embassy to China, and INPI France Representative, Beijing, China



As the representative of the French National Institute of Industrial Property (INPI), based at the French Embassy in Beijing, Jean-Baptiste Barbier develops institutional cooperation and supports businesses in China.

Prior to becoming IP Attaché to China, he coordinated the French National Anti-Counterfeiting Committee (CNAC). Presided over by a Member of the French Parliament and appointed by the French Minister for Industry, the CNAC is a coalition of public and private partners which facilitates the exchange of information, coordinates practical actions, explores voluntary arrangements, promotes best practices and formulates new proposals with a view to improving regulation and non-legislative measures.

Previously, Mr. Barbier was an expert involved in several European Union cooperation projects and technical assistance programs, a regular speaker at conferences relating to anti-counterfeiting policies, a lecturer in the protection of innovation strategies at business schools and a permanent law lecturer at the French Institute in Prague.

A Master's graduate in business & IP law, in international relations, in public affairs and in strategic management, he has significant experience in the fields of IP protection, IP enforcement and anti-counterfeiting policy in both public and private structures, including in the international luxury goods group Moët Hennessy – Louis Vuitton (LVMH). Justice Annabelle Bennett, Federal Court of Australia, Sydney, Australia



Until March 2016, the Honorable Dr. Annabelle Bennett AO SC served as a Judge of the Federal Court of Australia, sitting on many IP cases at first instance and on appeal, and as an additional judge of the Supreme Court of the Australian Capital Territory. Prior to her appointment to the Federal Court of Australia, Dr. Bennett practiced as a Senior Counsel specializing in IP.

Dr. Bennett has also served as President of the Copyright Tribunal of Australia, Chair of the National Health and Medical Research Council and as a Presidential Member of the Administrative Appeals Tribunal. Dr. Bennett's current appointments include Chancellor of Bond University, an arbitrator of the Court of Arbitration for Sport, a member of the advisory council for Questacon, a member of the Garvan Institute for Medical Research, a member of Chief Executive Women and a member of the Advisory Board of the Faculty of Law at the Chinese University of Hong Kong.

#### Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO, Geneva, Switzerland



Assistant Director General Minelik Alemu Getahun (Ethiopia) oversees WIPO's Sector for Global Issues. The Sector brings together a number of programs that address cross-cutting issues, including traditional knowledge, traditional cultural expressions and genetic resources; building respect for IP; IP and global challenges; and external relations. Before joining WIPO, Mr. Getahun served as the Permanent Representative of Ethiopia to the UN Offices at Geneva and in Vienna, other international organizations in Switzerland and in Vienna. He was Ambassador Extraordinary and Plenipotentiary of Ethiopia to Switzerland and (non-resident) to Austria, Bulgaria, Hungary and Romania. He was the legal advisor of the Ministry of Foreign Affairs of Ethiopia and held different diplomatic positions. He served as a member of the African Union Commission on International Law.

He holds a Master's degree in Public International Law from University College London and a Bachelor's degree in Law from Addis Ababa University.

Eun-Joo Min, Senior Legal Counsellor, Building Respect for IP Division, WIPO, Geneva, Switzerland



Eun-Joo Min, a national of the Republic of Korea, heads the policy and international cooperation work of the Building Respect for IP Division, facilitating multilateral dialogue on IP enforcement and building respect for IP. Prior to her current position, Ms. Min was head of the legal development section of the WIPO Arbitration and Mediation Center.

Ms. Min holds a Ph.D. in law from Yonsei University in Seoul, Republic of Korea, a certificate degree in international law from the Graduate Institute of International Affairs in Geneva, Switzerland, and was a Fulbright Scholar at the University of Michigan Law School, United States of America. She taught law at Yonsei University prior to joining WIPO in February 2000 and was an Adjunct Professor at Sogang Law School in 2013 and 2014.

Ms. Min has been a member of the Expert Advisory Group of the Medicines Patent Pool since 2011 and is the author of a number of publications on IP enforcement and dispute resolution, including a chapter on cross-border intellectual property enforcement in the forthcoming *Oxford Handbook* of Intellectual Property Law (Oxford University Press). Elliot Papageorgiou, Executive and Partner, Rouse Shanghai, China, and National Chair, IPR Working Group, European Chamber of Commerce in China (EUCCC), Shanghai, China



Elliot Papageorgiou advises international companies on contentious and non-contentious IP issues, with a special focus on litigation and enforcement in China and the Asia-Pacific region. He was awarded the ILO Client Choice Award in 2013, 2015 and 2016 by the *International Law Office* and voted a "China IP – Leading Lawyer" in the Asialaw Survey in 2008, 2009, 2011, 2012 and 2013. Mr. Papageorgiou is "Recommended" for China IP in the Legal 500, ranked in the World Trademark Review "List of 1,000 Leading Trade Mark Practitioners 2011-2016" as well as *Intellectual Asset* Management's (IAM) list of "Patent Litigation Top 250 Practitioners 2011 and 2012" and "Patent 1,000 List of Leading Patent Practitioners 2012-2016".

Wang Binying, Deputy Director General, Brands and Designs Sector, WIPO, Geneva, Switzerland



Wang Binying, a national of China, joined WIPO in 1992. In December 2009, she was appointed as Deputy Director General responsible for the Brands and Designs Sector, and she was reappointed for a second mandate in December 2014.

The Sector has responsibility for the development of international law in the framework of the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT). The Sector also administers the International Registration Systems for trademarks (Madrid Agreement and Protocol), industrial designs (Hague Agreement) and appellations of origin (Lisbon Agreement).

Ms. Wang's academic background is in English

language, communication, transportation and law. She graduated from Zhongnan University in Changsha, China, in the 1970s, and holds a Master's degree in law, including industrial property, from the Law School of the University of California, Berkeley, in the United States of America. She was also awarded a Diploma in American Law from Columbia Law School in New York.

Prior to joining WIPO, Ms. Wang worked in the Ministry of Communication and Transportation of China from 1975 to 1980, during which time she was stationed in the United Republic of Tanzania and Zambia. She later served in the State General Administration for Industry and Commerce (SAIC), and was in charge of the Department for Registration and Supervision of Foreign Company and Trade Names, and the China Trademark Service, an institution under the SAIC, until 1992.

## **Panelists**

#### Session 1

National IP Strategies – How to Empower Countries to Use the IP System to Achieve their National Development Goals

John Edwards, British Consul General, Shanghai, China (Speaker)



John Edwards graduated from the University of Oxford in 1995 and joined the UK Foreign and Commonwealth Office in 1996. He studied Chinese at Beijing Normal University in preparation for his first posting to Shanghai as Consul Political and Economic in 2000.

On his return to London in 2003, Mr. Edwards worked in a number of roles including head of human rights policy and projects, head of consular policy and speechwriter for the Foreign Secretary. He was Deputy Consul General at the British Consulate General in Jerusalem from 2008 to 2012. For the past three years he was Minister Counsellor at the British Embassy in Beijing, where he oversaw UK–China relations on energy, science and innovation, low carbon, health and urbanization across the five posts in the mainland China network.

Alicja Adamczak, President, Patent Office of the Republic of Poland, Warsaw, Poland



Alicja Adamczak holds a Ph.D. in Law with a doctoral thesis entitled *Role of a Patent Attorney in Patent Proceedings*. A graduate of the Faculty of Law of the University of Warsaw, Poland, she passed the

judge's exam and is a patent attorney, legal advisor and Assistant Professor at Kielce University of Technology. Currently, Dr. Adamczak is a member of the Administrative Council and Budget and Finance Committee of the European Patent Organization and a member of the Administrative Council of the Visegrad Patent Institute. She acted as the President of the Polish Chamber of Patent Attorneys.

Dr. Adamczak has been actively involved in legislative work on bills regulating IP. She is a member of numerous national and international organizations and associations, and has been repeatedly recognized with awards for her professional and social activities and engagement. She has authored many initiatives popularizing IP protection and innovation, promoting Polish achievements abroad, transferring knowledge from universities to industry and supporting IP education among children, teenagers and students.

Getachew Mengistie Alemu, IP Law Consultant and Attorney, Addis Ababa, Ethiopia



Getachew Mengistie Alemu studied IP law and earned a Master of Law degree from Queen Mary and Westfield College, University of London, in 1990. He was the driving force in the establishment and implementation of the IP system in Ethiopia. He drafted most of the present IP laws of Ethiopia and headed the Ethiopian Intellectual Property Office as its first Director General until August 2008.

Mr. Mengistie has successfully implemented or contributed to the implementation of a number of projects aiming at strengthening the IP system and promoting the use of IP as a tool for development in African countries. He has authored or co-authored a number of works on IP and related issues, and is a frequent speaker on topics related to IP in national, sub-regional, regional, interregional and international forums. Rui Wenbiao, Deputy Director General, Shanghai Intellectual Property Administration (SIPA), Shanghai, China



Rui Wenbiao obtained his Bachelor of Law degree at the East China University of Political Science and Law in 1992 and a Juris Master degree from the same university in 1996. He engaged in judicial work in local courts from 1999, and was the Chief Judge of the Intellectual Property Division and a member of the Adjudicatory Committee, Shanghai Second Intermediate People's Court. After that, he became the Chief Judge of the Intellectual Property Division and a member of the Adjudicatory Committee, Shanghai High People's Court. He transferred to a new government post as Deputy Director General of the Shanghai Intellectual Property Administration (SIPA) in 2015. Mr. Rui is also a Master's supervisor at the East China University of Political Science and Law, and a guest researcher at the IP Research Center of Fudan University.

Maximiliano Santa Cruz, Director General, National Institute of Industrial Property (INAPI), Ministry of Economy, Santiago, Chile



Maximiliano Santa Cruz is Director General of the National Institute of Industrial Property of Chile (INAPI), a position he has held since October 2009. During his mandate, INAPI has played a key role in Chile's national innovation system and became one of the 20 International Searching and Preliminary Examining Authorities under the Patent Cooperation Treaty (PCT).

Prior to this, he worked in the Permanent Mission of Chile to the World Trade Organization (WTO), in charge, among other things, of IP issues at WIPO, WTO and the World Health Organization (WHO). He was the Chair of the WIPO Standing Committee on the Law of Patents for two terms (June 2008 – May 2011). From 1999 to 2004, before moving to Geneva, he was Chile's head negotiator of the IP groups in relation to a number of free trade agreements. He has also delivered lectures on IP both in Chile and abroad and has authored a number of papers on the topic. He is currently the Chairman of the Expert Advisory Group of the Medicines Patent Pool, the PCT Working Group of WIPO and PROSUR, an integration forum formed by eight South American IP Offices.

#### Zhang Zhicheng, Deputy Director General, Protection and Coordination Department, State Intellectual Property Office (SIPO), Beijing, China



Zhang Zhicheng is the Deputy Director General of the Protection and Coordination Department at the State Intellectual Property Office of China (SIPO) and has worked for SIPO since 1995. Mr. Zhang has led and joined many important research activities entrusted to him by SIPO, the Ministry of Education, the Ministry of Commerce, the Secretariat of the Asia-Pacific Economic Cooperation (APEC) and other government agencies and international organizations. He has also authored a dozen publications on IP in various journals, translated many academic works in cooperation with others, and published research on IP strategy. From 2005 to 2008, Mr. Zhang participated in the research and formulation work for the national IP strategy and became one of the principal members of the formulation group for the Outline of the National IP Strategy.

#### Session 2 Intellectual Property Commercialization and Utilization

Shamsiah Kamaruddin, Director General, Intellectual Property Corporation of Malaysia (MyIPO), Kuala Lumpur, Malaysia



Shamsiah Kamaruddin is Director General (DG) of the Intellectual Property Corporation of Malaysia (MyIPO). Her appointment on September 1, 2014, as the first woman DG marked a milestone for MyIPO. With a career in the public service spanning over 34 years, Ms. Kamaruddin started her IP career at MyIPO in 1993. Prior to her appointment as DG, she held various positions including Assistant Registrar of Trademarks, Assistant Registrar of Patents, Head of the Patent Formality Section and Deputy Director General of Industrial Property in charge of the administration and registration of patents, trademarks, industrial designs and geographical indications. She has a background in economics, finance and banking, and obtained her MBA from New Hampshire College, United States of America. Ms. Kamaruddin has a vast wealth of experience in both administration and strategic aspects of IP, gained from her role as a negotiator for the IP chapter of the Trans-Pacific Partnership Agreement (TPPA) and from representing Malaysia in the Working Group on Intellectual Property Cooperation of the Association of Southeast Asian Nations (ASEAN) since 1997. She has also presented many papers, both locally and abroad, on IP and IP in new growth areas, such as IP monetization and IP valuation.

#### Philip Mendes, Adjunct Professor, Queensland University of Technology, Brisbane, Australia



Philip Mendes practiced as a technology transactions lawyer for 25 years, commercializing IP for universities and other technology owners. For most of that time he was also engaged as a consultant to universities and government, advising on innovation policy, IP policy, technology transfer office best practice and commercialization improvement.

He is an Adjunct Professor at Queensland University of Technology (QUT), where he teaches a course on the management and commercialization of IP in the QUT-WIPO Master of Laws in Intellectual Property program. He was appointed by the Australian Government to its Advisory Council on Intellectual Property, on which he served for six years, contributing to the Council's work of providing advice and recommendations to the Australian Government on IP and innovation policy, including areas for policy and legislative change.

Mr. Mendes is passionate about innovation, IP and its management and commercialization, both at a policy level and at the level of implementation.

Chen Yaodong, Director IP APAC of Akzo Nobel, Shanghai, China



Yaodong Chen is a Licensed US and PRC lawyer with over 20 years of practicing experience. As a well-known expert in IP dispute resolution, he has served many years as an arbitrator in CIETAC. Mr. Chen has long been engaged in intellectual property development, strategic planning and legislative proposals. Mr. Chen had been a key speaker in many international IP forums sharing his insights and experience on patent and trade secret management, transactions and protections. He is one of the chief editors and key authors of a recently published book *New Trends of Intellectual Property Rights – Practice and Essentials.* 

Xing Dongsheng, Executive Director, Shanghai Brand Development Research Center, Shanghai, China



Xing Dongsheng is Executive Director of the Shanghai Brand Development Research Center, focusing on international and national brand management and commercialization. He is also Vice President of the Shanghai Trademark Association and the Shanghai Intellectual Property Society as well as an Expert Member of the China Intellectual Property Research Institute, the Shanghai Intellectual Property Arbitration Committee and the China Trademark Association.

Mr. Xing used to be the Division Director of the Shanghai Administration for Industry and Commerce responsible for trademark supervision and law enforcement. He was also Secretary General of the Shanghai Famous Trademark Determination Committee. In his 30-year professional career, Mr. Xing has accumulated rich experience in handling complicated trademark cases and guiding Chinese enterprises to manage their brands. In 2011, he was named as one of the "10 Most Influential People for IPR Protection in China in the Year 2010" by the SIPO, the State Administration for Industry and Commerce (SAIC) and the National Administration for Copyright (NCAC) of the People's Republic of China. Yun Zhanyou, Deputy Director of Technology Center, Inner Mongolia Yili Industrial Group Co. Ltd., Hohhot, China



Yun Zhanyou received his Master's degree from Dalian University of Technology in 1988, and started his career as lecturer in the Food and Fermentation Engineering Department of Dalian Light Industry University. In1992, he became a researcher at the Biochemical Engineering Institute of Dalian University of Technology. In 1997, he was sent by the Education Ministry of China to study in Japan and received a Monbusho Scholarship from the Japanese Government for his Ph.D. studies. In 2003, he returned from Japan and joined the Yili Dairy Group, where he currently acts as director of the technology center.

Aside from his position at Yili, Dr. Yun is a guest professor at both the China Agricultural University and the Inner Mongolia Agricultural University, a member of the International Dairy Federation (IDF) Standing Committee on Dairy Science and Technology, a member of the Technological Committee of the Chinese Dairy Industry Association and a member of the council of the Chinese Institute of Food Science and Technology.

#### Session 3

#### International Cooperation on Building Respect for Intellectual Property: Who are the Actors and What are the Key Issues?

Maha Bakhiet Zaki, Director, Intellectual Property & Competitiveness Department, League of Arab States (LAS), Cairo, Egypt



the League of Arab States (LAS) in October 2000. She took part in establishing the Intellectual Property Unit at LAS headquarters in Cairo, which aims to coordinate all IP issues within the Arab region with the cooperation of the 22 LAS member states.

Prior to joining LAS, Ms. Bakhiet worked as a legal advisor at the Ministry of Justice in Sudan as well as Director of the Legal Department of the Ministry of Culture and Information and the Literary and Artistic Works Council of Sudan. From 1995 to 2000, she took an active role in working groups and committees on reform of Sudanese intellectual property legislation and in committees preparing Sudan's accession to the WTO. Since March 2000 she has been a member of the WIPO Academy Advisory Board. She has participated and represented the League of Arab States in many regional and international meetings and conferences and presented numerous papers and lectures, in both Arabic and English, on various IP issues.

He Min, Dean and Professor, Intellectual Property School, East China University of Political Science and Law, Shanghai, China



He Min is Dean and Professor at the Intellectual Property School of the East China University of Political Science and Law. He is a member of the academic committee and academic degree committee of the University. He holds a Doctorate in Law from the Université de Paris I.

Professor He specializes in basic theories of IP, IP management, patent law, optimization of patent resources and employment invention. He serves as the designated advisory expert of the Intellectual Property Advisory Committee of the Shanghai Government. He is also an Adjunct Professor and Co-Ph.D. Tutor of Aix-Marseille University. He is Executive Director of the China Society of Science and Technology Law and an arbitrator of the Shanghai Arbitration Commission and the Wuhan Arbitration Commission.

Maha Bakhiet, a Sudanese citizen with a Ph.D. in IP law and a Master's degree in copyright legislation, joined Roger Kampf, Counsellor, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (WTO), Geneva, Switzerland



Roger Kampf is from Hamburg, Germany. He joined the WTO in May 2004 and works as a Counsellor in its Intellectual Property, Government Procurement and Competition Division. He is responsible for the WTO Secretariat's work in the area of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) and public health and enforcement, as well as for technical assistance in relation to IP. He is currently also acting as the TRIPS Council Secretary.

Mr. Kampf previously worked for the European Commission at its headquarters in Brussels and at the permanent representation in Geneva, where he

was responsible for IP issues in the WTO and WIPO as well as for government procurement, from 1998 to 2004. Prior to this, he was involved in negotiations on financial services under the General Agreement on Trade in Services (GATS), and also worked as an Assistant in public law and European Communities law at the University of Hamburg. Mr. Kampf holds a law degree from the University of Hamburg and a degree in public administration from the École Nationale d'Administration in Paris. He has published on various aspects of EU and WTO law.

Guennadi Koupai, Assistant to the Director, National Center for Patents and Information (NCPI), Ministry of Economic Development and Trade, Dushanbe, Tajikistan



Guennadi Koupai is currently Assistant to the Director of the Patent Office of Tajikistan. Since 2013, he has also taught courses on IP at the Dushanbe branch of Lomonosov Moscow State University. His previous professional experience includes: Assistant Lecturer on computer sciences and control theory at Tajik State University (1982-1989); Senior Researcher of the laboratory for ecological examination at the Institute for Water Protection (1989-1991); and Head of the Automation Department of the Patent Office (1993-1996). Mr. Koupai also served as First Deputy Director of the Patent Office of Tajikistan from 1996 to 2010, and participated in the work of the working group on Tajikistan's accession to the WTO.

Mr. Koupai received his Ph.D. in Automation of Technological Processes from Gubkin Russian State University of Oil and Gas in Moscow in 1989. He has written more than 50 publications and is the author of the 1996 emblem of the Eurasian Patent Organization.

#### Louise van Greunen, Director, Building Respect for IP Division, WIPO, Geneva, Switzerland



Louise van Greunen, admitted as an Advocate of the Supreme Court of South Africa, joined WIPO in 1996. Prior to her appointment, Ms. Van Greunen was a public prosecutor in the criminal courts, lectured in law and was Registrar of Patents, Trademarks, Copyright and Designs of South Africa. In addition to administering the IP Office, she was also the Hearing Officer at the Tribunal of the Register of Trademarks, where she had the judicial competence of a single judge of the Supreme Court of South Africa.

Ms. Van Greunen joined WIPO as a Senior Legal Counselor, assisting English-speaking developing countries at their request to adopt TRIPS-compliant legislation. In 2002, she became Deputy Director of WIPO's Enforcement and Special Projects Division. In 2010, she was appointed Director of that Division, now renamed the Building Respect for IP Division.

In her current role she is responsible for policy dialogue in the context of the WIPO Advisory Committee on Enforcement. The Division serves Member States in, *inter alia*, areas of legislative assistance on the implementation of Part III of the TRIPS Agreement; training and capacity building for law enforcement officials as well as colloquia for the judiciary; public awareness; and strategic cooperation. She was also Chair of the Steering Group at the 6th Global Congress on Combating Counterfeiting and Piracy in Paris.

#### Session 4 National Experiences with Effective and Innovative IP Enforcement Mechanisms

Jack Chang, Vice Chairman of the Quality Brands Protection Committee (QBPC), China Association of Enterprises with Foreign Investment, Beijing, China



Jack Chang is Vice Chairman of the Quality Brands Protection Committee (QBPC; www.qbpc.org.cn) of the China Association of Enterprises with Foreign Investment. He was one of the founders of the QBPC and was elected as its Chairman from 2003 to 2013, later serving as Honorary Chairman from 2014 to June 2015.

Mr. Chang is now Special Counsel to the Chairman of L Brands International. He was Corporate Senior IP Counsel for Asia for the General Electric Company from 2006 to 2014. Before that, he served Johnson & Johnson ("J&J") for 17 years. Mr. Chang relocated to Shanghai, China, in January 1998 in order to set up the Asia/Shanghai Office of the corporate law department of J&J. Later, he set up and led the IP protection office of J&J's operating companies in China, in addition to his responsibility as Corporate Assistant General Counsel in Shanghai.

From 2000 to 2014, Mr. Chang often provided, in person and in writing, constructive recommendations on improving the IP legal framework and its enforcement to the leaders of the China State Council. He received positive feedback from the State Council leaders. His comments were adopted into the Chinese Product Quality Law, Trademark Law and Patent Law, among others. Mr. Chang served as a pro bono IP advisor to the Shanghai IP Administration from 2007 to 2014. He was selected by Managing IP as one of the world's top 50 IP figures in 2006, 2007, 2008, 2010, 2011, 2012, 2013 and 2014. In 2012, he was awarded the prize of Personal Achievement of the Year in Anti-Counterfeiting by the Global Anticounterfeiting Group. In October 2016, Mr. Chang was awarded the Annual Brand Protection Hero Award by the Anti-Counterfeit & Product Protection Center of Michigan State University.

#### Allan B. Gepty, Deputy Director General, Intellectual Property Office of the Philippines (IPOPHL), Taguig City, Philippines



Allan B. Gepty is presently Deputy Director General for Advocacy, Policy and International Relations of the Intellectual Property Office of the Philippines (IPOPHL) and a representative member of that Office in the National Committee on Intellectual Property Rights (NCIPR). He is in charge of advocacy, policy, international relations and enforcement.

Before his appointment to the IPOPHL, he was an active law practitioner in the field of litigation, corporate and investment law. He also served as Corporate Counsel and Assistant Corporate Secretary of the Philippine Chamber of Commerce and Industry (PCCI) and Technical Assistant for the Private Sector of the Philippine Ports Authority (PPA) from 2003 to 2009.

He is a graduate of the Advanced Management Program at the Wharton Business School, University of Pennsylvania, United States of America. He received his law degree from San Beda College, Manila, in 1997, and passed the Bar examination that same year. He also holds a Bachelor's degree in commerce with a major in economics from the Pontifical and Royal University of Santo Tomas, España, Manila, where he graduated cum laude in 1992. He is a recipient of the President Manuel L. Quezon Leadership Award, and during his stint as President of the Red Cross Youth Organization, the Organization was awarded the Pope Leo XIII Communitarian Award. Mr. Gepty is also a lecturer in IP at the University of the Philippines (UP) Law Center in its Mandatory Continuing Legal Education (MCLE) lecture series, and at the Philippine Judicial Academy (PHILJA) in its seminars and workshops for special commercial court judges.

Luboš Knoth, Former President, Industrial Property Office, Banská Bystrica, Slovakia



Luboš Knoth is a Slovak IP expert who has acted in the field of IP since 1996. He served as President of the Industrial Property Office of the Slovak Republic (IPO SR) from 2012 to 2016.

Mr. Knoth joined IPO SR in 1996 and held various managerial positions in its Secretariat, including Assistant to the President and Director of the President's Office. From 2005 to 2008 he held various positions at the Vienna branch of the European Patent Office (EPO), where he assisted EPO member states in the areas of patent awareness and technical cooperation. Between 2008 and 2012 he was active in business, specializing in IP issues, project management and foreign languages. He was also an external consultant/ coordinator for the EPO pilot project Reorientation of PATLIB Centers as well as external EPO expert for IP for the project IPA 2009 – Albania.

Mr. Knoth is the former Deputy Chairman of the EPO Select Committee (2013-2015). As President of IPO SR, he represented Slovakia at meetings of the Administrative Councils of the EPO, the Office for Harmonization in the Internal Market (OHIM) and the General Assembly of WIPO (since 2012). He is the Initiator and Chairperson of the Slovakia IP Strategy Working Group (2016), Chairperson of the Interdepartmental Commission for the Fight Against Counterfeiting and Piracy (since 2013), President of the Editorial Board of the Magazine *Duševné vlastníctvo* (IP) (since 2012) and a SUPERBRANDS SK Brand Council Member (since 2014).

Miguel Angel Margáin, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico



Miguel Angel Margáin is a lawyer with more than 20 years of experience in IP matters. He obtained his Degree in Law with Highest Honors from the Universidad Panamericana and a Master's in Law from Cambridge University, which he attended as the beneficiary of a British Council scholarship. He has been invited as a speaker to national and international forums, and is a Professor of IP law at various universities in Mexico, including the Universidad Panamericana, the Universidad del Mayab and the Instituto Tecnológico Autónomo de México.

Mr. Margáin served as one of the private sector representatives on the Mexican Government's Interinstitutional Copyright Protection and Industrial Property Committee and participated in the drafting of Mexico's National Anti-Counterfeiting Plan. He has been an active member of several IP Associations, and was formerly President of the Mexican Association for the Protection of Intellectual Property, and Vice Chairman and Spokesman of the Intellectual Property Rights Committee of the American Chamber of Commerce of Mexico.

Mr. Margáin has been recognized as a top IP attorney by specialized publications such as the *World Trademark Review 1,000* (2011 and 2012), *Chambers Global* (2011 and 2012) and *Chambers Latin America* (2008, 2009, 2010, 2011 and 2012), which is published by Chambers and Partners. In 2007, he received the World Leaders International Award for Excellence in IP Litigation – Latin America, presented by Informa Law.

In January 2013, Mr. Margáin was appointed Director General of the Mexican Institute of Industrial Property (IMPI). He also serves as Chair of the APEC Intellectual Property Rights Experts' Group (IPEG). Helen Mosback, Legal and Policy Affairs Officer, Unit F5 Intellectual Property and Fight against Counterfeiting, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium



Helen Mosback is a legal and policy affairs officer in the European Commission, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, Unit F5 Intellectual Property and Fight against Counterfeiting. This Unit is entrusted with providing the European Union (EU) market and industry with a modern and transparent IP regulatory framework that will allow new start-ups and existing companies to valorize, invest in and exploit their IP assets across the borders of the EU Internal Market, and thus stimulate innovation throughout the economy.

Prior to joining the European Commission, Ms. Mosback worked in private practice as an IP lawyer and also for the European Union Intellectual Property Office (EU IPO). She has served as a member of the Executive Committee of the Section of Specialist Lawyers in Community Law of the Alicante Illustrious Society of Lawyers, has collaborated with the Oxford Journal of Intellectual Property Law and Practice as both a peer reviewer and author, contributed to other specialist publications and appeared as a speaker on various IPrelated topics.

#### Session 5 Intellectual Property Disputes: How Best to Resolve them in an Effective and Balanced Way?

Justice Joachim Bornkamm, Former Presiding Judge, Federal Court of Justice, Germany



Joachim Bornkamm is a recently retired judge of the Bundesgerichtshof, the German Federal Court of Justice in Karlsruhe. He is a German national and received his law education at the Universities of Freiburg, Munich, Lausanne (Switzerland) and Oxford (Trinity College, Dipl. in Law), and obtained the Dr. iur. from the University of Freiburg. In 2013, the University of St. Gallen awarded him an honorary doctorate.

In 1989, Dr. Bornkamm was appointed to the Court of Appeal in Karlsruhe (Division for IP [including patents], Law of Unfair Competition and Cartels). In 1996, he was appointed Federal Judge and member of the Bundesgerichtshof. From 2006 to 2014 he was Presiding Judge of the First Civil Chamber (IP, Unfair Competition), and in 2013 he was also Presiding Judge of the Chamber dealing with Antitrust and Regulation *(Kartellsenat)*. From 2005 to 2010, Dr. Bornkamm was President of the London based Association of European Competition Law Judges (AECLJ).

Since March 2000, Dr. Bornkamm has held an Honorary Professorship at the University of Freiburg. He is co-author of Köhler/Bornkamm, *UWG* (Law of Unfair Competition, 35th ed. 2017), of Langen/ Bunte, *Kommentar zum deutschen und europäischen Kartellrecht* (Commentary on German and European Competition Law, 12th ed. 2014) and of Ahrens, *Der Wettbewerbsprozess* (Litigation in Competition Cases, 8th ed. 2017). Since 2014 he has been the editor of *GRUR* (Gewerblicher Rechtsschutz und Urheberrecht). Justice Luis José Díez Canseco Núñez, Former President, Andean Tribunal, Lima, Peru

Justice Luis José Díez Canseco Núñez holds a Master's Degree from George Washington University Law School, an LL.B from the Pontificia Universidad Católica del Perú, and was a Fulbright and Hubert H. Humphrey Scholar and a Professor of competition law, unfair competition, advertising law and international trade courses at the Law School and the Competition and Intellectual Property Law Master Program of the Pontificia Universidad Católica del Perú. He is also Professor of IP and Competition Law at the Graduate School of the Universidad del Pacífico.

Professor Díez Canseco served as President and Magistrate of the Andean Community Court of Justice. He has also been a Member of the Defense of Competition Tribunal at the National Institute for the Defense of Competition and Intellectual Property Protection (INDECOPI) and its IP Tribunal. He worked as international officer at WIPO, UNCTAD and the Secretariat of the Andean Community, and served as General Coordinator of the Competitiveness Program of the World Bank at the Office of the Prime Minister of Peru.

Professor Díez Canseco has been a Visiting Scholar at the Max Planck Institute for Innovation and Competition, the Universidad de Santiago de Compostela, the George Washington University Law School and the American University Law School. He has advised almost all Latin American competition and IP agencies and lectured at several universities worldwide.

#### Andy Leck, Managing Principal and Head, Intellectual Property, Baker & McKenzie.Wong & Leow, Singapore



Andy Leck is Managing Principal of Baker & McKenzie. Wong & Leow, Singapore. He has over 20 years of experience in contentious and non-contentious IP matters, litigation and arbitration. Mr. Leck also advises on the commercial exploitation of IP rights (particularly in the pharmaceutical and media industries). He is an appointed member of the Singapore Copyright Tribunal. He previously served on the International Trademark Association's Board of Directors and was a member of the Executive Committee. Mr. Leck is recognized by the world's leading industry and legal publications. Asian Legal Business notes that he "always gives good, guick advice, [is] client-focused and has strong technical knowledge for his areas of practice." Managing IP ranks Andy an IP Star -Singapore, noting that "Andy Leck is very impressive as an IP litigator."

Justice Maria Rowena Modesto-San Pedro, Presiding Judge, Regional Trial Court, Manila, Philippines



Justice Rhona San Pedro, a Judicial Excellence Awardee, is a Commercial Court and Family Court Judge from the Philippines. A Professorial Lecturer of the Philippine Judicial Academy and the Ateneo Law School, she has lectured extensively on various topics, both in the Philippines and abroad. She is presently a member of the Supreme Court's Sub-Committees on Commercial Courts and Rules of Procedure for Intellectual Property Rights Cases. She has written a *Manual on Corporate Rehabilitation Proceedings* and on the *Highlights of the New Rules of Procedure for Intellectual Property Rights Cases* and is currently co-writing a *Helpbook on Trafficking in Persons*. She has attended the IP Summer Institute of the Center for Advanced Study and Research (CASRIP) of the University of Washington School of Law in Seattle, Washington, United States of America, as well as several training courses of the United States Patent and Trademark Office (USPTO) in the region. She is also a Fellow of the Commonwealth Judicial Education Institute in Canada.

Justice Zhu Dan, Vice President, Shanghai Pudong New Area People's Court, Shanghai, China



Justice Zhu Dan, Doctor of Law, is Vice President of Shanghai Pudong New Area People's Court, the Standing Director of the China Intellectual Property Law Institute and the China Intellectual Property Society, a member of China's IP Experts Bank and Expert Consultation Committee of Shanghai, a parttime Master's tutor at East China University of Political Science and Law, Shanghai University of Finance and Economics and Shanghai University, and an invited researcher of the Intellectual Property Research Center of Fudan University. He used to be a member of the Judicial Committee of Shanghai High People's Court, and Chief Judge of the Intellectual Property Tribunal of the Shanghai High People's Court. Several cases adjudicated by Judge Zhu Dan were published in the Gazette of the Supreme People's Court of the People's Republic of China as directive cases or selected as Annual Top 10 Intellectual Property Juridical Protection Cases of Chinese Courts by the Supreme People's Court of China.

### Session 6 IP Adjudication and Jurisprudence: What are the Emerging Issues?

#### Justice Colin Birss, High Court of England and Wales, United Kingdom



Justice Colin Birss is a judge of the High Court of England and Wales. He was called to the English Bar in 1990 and practiced in IP law. He was appointed Standing Counsel for the Comptroller General of Patents, Trade Marks and Designs 2003-2008, and took silk in 2008. In 2010, he left the Bar to become the new judge of the Patents County Court and Chairman of the UK Copyright Tribunal. His appointment to the Patents County Court (now the Intellectual Property Enterprise Court (IPEC)) coincided with the introduction of major procedural reforms. In 2013, Justice Colin Birss was appointed to the High Court. He sits in the Chancery Division and is one of the judges nominated to sit in the Patents Court.

Justice Louis Harms, Former Deputy President, Supreme Court of Appeal, South Africa



Justice Louis Harms was a judge in the Supreme Court of Appeal of South Africa and retired as Deputy President at the end of 2011. He is an honorary Bencher of the Middle Temple, London, the Deputy Chairman of the Appeal Board of the Financial Services Board and member of the panel of arbitrators of the China Africa Joint Arbitration Center (Shanghai/Johannesburg). He was actively involved in the drafting of the South African Patents Act, the Trade Marks Act, the Designs Act and aspects of the Copyright Act. He served as Vice-Chairman of the Assembly of the Paris Convention (1995-1997) and during the adoption of the Trademark Law Treaty acted as Chairman of the Conference in Working Committee. He is the author of, *inter alia*, *The Enforcement of Intellectual Property Rights: A Case Book* (WIPO, 3rd edition, 2012) and the *Training Manual on IP Prosecution* (WIPO, 2015), and acts as resource person for WIPO in developing countries principally with a common-law tradition.

#### Justice Li Guoquan, Deputy Chief Judge, IP Division of Shanghai High People's Court, Shanghai, China



Justice Li Guoquan, a Grade-3 Senior Judge and Deputy Chief Judge of the IP Division of Shanghai High People's Court, holds an LL.M from Renmin University of China and the University of Hong Kong. He has heard commercial cases (both domestic and international), maritime cases and IP cases in Shanghai High People's Court, the previous Shanghai Intermediate People's Court and Shanghai No. 2 Intermediate People's Court. He has over ten years' experience in the trial of IP cases, a number of which were published in the Gazette of the PRC Supreme Court or selected as Top Ten IP Cases, 50 Typical IP Cases and Model Mediation Cases of PRC Courts.

#### Justice Sugiura Masaki, Intellectual Property High Court, Tokyo, Japan



Justice Sugiura Masaki graduated from the Faculty of Law at Kyoto University in 1994. In 1996 he was appointed as Assistant Judge of the Osaka District Court, and from 1998 to 2000 he served at the Tokyo District Court. From 2000 to 2002, he served as the Attorney of the Civil Affairs Bureau of the Supreme Court. In 2002, he contributed as a longterm technical cooperation expert to a project in the legal and judicial field that took place in Hanoi, Viet Nam. In 2004 he was appointed Assistant Judge of the Tokyo District Court, and in 2006 became a judge in that court. After serving as the Manager of the Muroran Branch of the Sapporo District/Family Court (2007-2010), he served in the Tokyo District Court (2010-2013) and as Manager of the Iwaki Branch of the Fukushima District/Family Court (2013-2016). In 2016, he was appointed to his current position as Judge of the IP High Court of Japan.

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