

WIPO-CAPS/IP/BEI/05/INF/1

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CHINA ARTISTIC PHOTOGRAPHY SOCIETY



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WORKSHOP ON MANAGEMENT OF INTELLECTUAL PROPERTY BY PHOTOGRAPHERS

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the China Artistic Photography Society (CAPS)

Beijing, China, December 8 and 9, 2005

PROGRAM

prepared by the Secretariat

Thursday, December 8, 2005

- 9.00 – 9.30 Opening Ceremony - Welcome addresses by:
- Representative from CAPS
- Miss Lucinda Jones, Senior Legal Officer, Copyright and Related Rights and Industry Relations Sector, World Intellectual Property Organization (WIPO), Geneva
- 9.30 – 10.15 Topic 1: Intellectual Property (IP) – A General Introduction
- Speaker: Miss Lucinda Jones
- 10.15 – 11.45 Topic 2: Copyright Protection of Photographs
- Part 1: General Introduction to Copyright and Related Rights from a Photographer’s perspective (10.15 – 11.00)
- Speaker: Miss Lucinda Jones
- Part 2: Introduction to the Copyright Law of the People’s Republic of China (11.00 – 11.45)
- Speaker: Mr. Zhipei Jiang, Head Justice of the Intellectual Property Chamber of the Supreme People’s Court of China, Beijing
- 11.45 – 12.00 Tea/Coffee break
- 12.00 – 12.45 Topic 3: Taking Photos of People, Places and Copyright Material
- Speaker: Miss Lien Verbauwhede, Consultant, Small and Medium-Sized Enterprises (SMEs) Division, WIPO
- 12.45 – 14.00 Lunch Break
- 14.00 – 14.40 Topic 4: Who Owns Copyright in Your Photos?
- Speaker: Mr. Gordon Gao, Attorney, Paul Hastings Janofsky & Walker, Beijing
- 14.40 – 15.10 Tea/Coffee Break

- 15.10 – 16.30 Topic 5: The Business of Photography
- Part 1: Marketing and the Role of Intellectual Property
(15.10 – 15.50)
- Speaker: Miss Lien Verbauwhede
- Part 2: How to Sell Your Photos for Books, Postcards
and Stock Photography - The Legal Aspects of
Assignment, Licensing and Merchandising
(15.50 – 16.30)
- Speaker: Mr. Gordon Gao
- 16.30 – 17.00 Closing Discussions

Friday, December 9, 2005

- 09.00 – 10.00 Topic 6: IP Issues Related to Photography Contracts
- Speakers: - Miss Lien Verbauwhede
 - Prof. Han Ze San and Mr. Jiang Ping
- 10.00 – 11.00 Topic 7: Commercializing Photographic Works Online
- Speakers: Miss Lucinda Jones
 Prof. Han Ze San and Mr. Jiang Ping
- 11.00 – 11.30 Tea/Coffee Break
- 11.30 – 12.30 Topic 8: Protection and Enforcement of Copyright in China
- Part 1: A Legal Perspective (11.30 – 12.00)
- Speakers: Mr. Zhipei Jiang and Mr. Gordon Gao
- Part 2: A Practical Lawyer's Perspective (12.00 – 12.30)
- Speakers: Mr. Zhipei Jiang and Mr. Gordon Gao
- 12.30 – 13.30 Lunch Break

13.30 – 17.00 Practical Session – Managing Intellectual Property in Photography

17.00 Closing Ceremony

Note: Reference material can be found on Judge Jiang Zhipei's website at
www.chinaiprllaw.com

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