



## 4.26 IPR Development International

# Forum 2015

( 4.26 IPRDIF 2015 )

**Innovation Driven  
& IPR Operation**

March, 2015



## Part 1 Background and Review

4.26 IPR Development International Forum (IPRDIF) is a grand Forum which is held to adapt to the development of the situational needs .It is under the background of "Strengthen Intellectual Property Use and Protection" put forward by CPC Central Committee. In the meanwhile, according to the unified deployment of "Action Plan for the In-depth Implementation of the National Intellectual Property Strategy ( 2014-2020 )", it combines with the request of The Cultivation Project of Intellectual Property Use Abilities of MIIT. It is hosted by MIIT and Universities, will focus on the hot issues of IPR in this field, and organize all sectors of society to participate in this cultivated and propagandistic forum during IPR publicity week.

IPRDIF was first held in 2014 ,the objectives of which are to provide an international exchange and cooperation platform for IPR utilization, based on the needs of enterprises and related organizations at home and abroad on monetizing IPR assets, to grasp the trend of industrial development of IPR, to unite the wisdom of relevant government agencies, legal profession, and industry, to utter various voices from IPR administrative law enforcement officials, judges, scholars, IPR managers, professionals of IPR agencies, and IP lawyers, and to facilitate opening and sharing, information exchange, and cooperation, thus promoting further improvements of IPR legal system and policies in China, maintaining the order of market competition in IPR utilization,



propelling technological innovation, and safeguarding the sound development of IPR industry.

2014 IPRDIF is co-hosted with law school and Intellectual Property college of Peking University, and attracted over 400 people, including 30 speakers. The grandness and extensive influence of it, together with the professional issues involved and speakers' eminent expertise, inaugurated the history of holding grand IPR activities jointly by national ministries (commissions) and institutions of higher education and established its status as an internationalized forum on patent operation under the guidance of the national ministries. It is a brand of international conferences in the field of patent operation has an important influence of Intellectual Property Center, Ministry of Industry and Information Technology.

IPRDIF presents a valuable opportunity for IP practitioners to keep abreast of latest development trends of IPR operation at home and abroad, to master patterns and tactics of IPR operation, to establish a good corporate image and expand popularity, and to establish a broad connection with attendees from diverse sectors , to enhance the ability to integrate the resources.

## **Part 2 Outlook of 4.26 IPRDIF 2015**

General Office of the State Council approved the release of “( 2014-2020 ) Action Plan for the In-depth Implementation of the



National Intellectual Property Strategy” (Hereinafter referred to as “Action Plan”) jointly developed by 28 members of National Intellectual Property Strategy Implementation of inter-ministerial joint conference. This is a guidance document developed to promote the further implementation of the national IP strategy, It is of great significance for In-depth implementation of the national intellectual property strategy, and supporting innovation-driven development, and promoting economic restructuring and upgrading, and raising the quality of intellectual property rights and innovation efficiency Under the new economic normality.

4.26 IPRDIF of 2015 will be supervised by Science and Technology Division, MIIT, and co-hosted by EIPC,MIIT, IPR Management Office, MIIT ,RUC, China Intellectual Property Law Association and other related organizations.It will implement the new objectives and requirements of “ Efforts to build intellectual property power ” mentioned in “Action Plan” and continue to seize the two key points of Use and protection of intellectual property rights. In order to better support the industrial transformation and upgrading of industrial and integration of the two, and enhance industrial competitiveness, it will focus on the subject of "innovation driven and IPR operation" and the outstanding issues, key issues and hot topics which restricting development of intellectual property, and divide into eight Sectors, four Consulting Rooms and one Sub-forum and discuss from macro to



micro and the abstract to the concrete.

## **Part 3 Time**

April 21-23, 2015

## **Part 4 Location**

The report hall of Yifu building , RUC, Beijing, China

## **Part 5 Scale**

400-500 people

## **Part 6 Organization**

Supervised unit: Science and Technology Division, MIIT

Host Units : EIPC, MIIT

IPR Management Office, MIIT

RUC

China Intellectual Property Law Association

Undertakers: Beijing GangZheng Intellectual Property Affairs Advisory  
Services Ltd.

Law School and Intellectual Property Academy of RUC

Supporting Media: Electronics Intellectual Property, China Electronics  
News, Guangming Daily, China Intellectual Property  
Journal, People's Post and Telecommunications Daily,  
etc.



Internet Media: Industry intellectual property data resources platform,  
MIIT 's official website, Law school and intellectual  
property college of RUC 's official website, RUC's BBS,  
IPRdaily, MYSIPO ,YESIPO, etc.



## Part 7 Agenda

Apr. 21 14:30-20:00 ( The first report hall of Yifu building )

Time	Content	Compere
14:00—14:30	Registration	
14:30—15:20 (50 mins)	<p>Part 1: Opening Ceremony(5-10 mins per person)</p> <p>Speech leaders</p> <ul style="list-style-type: none"><li>• MIIT(minister /Vice minister)</li><li>• NDRC, Price Supervision and Inspection and the Anti-Monopoly Bureau</li><li>• Supreme Court(president/vice president)</li><li>• SIPO(director/deputy director)</li><li>• The State General Administration of Customs (director/deputy director)</li><li>• Legislative Affairs Office of the State Council</li><li>• Zhongguancun Management Committee</li><li>• Beijing Intellectual Property Bureau</li><li>• RUC(Principal/deputy Principal)</li></ul>	Director of the Department of Science & Technology, MIIT



15:20—17:00 (100 mins)	<p>Part 2: Theme Report (20-30 mins per person)</p> <p>Innovation-driven development strategy and IPR operation</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>• Chuntian Liu RUC</li><li>• Handong Wu Zhongnan University Of Economics &amp; Law , Innovation-driven strategy and IPR operation</li><li>• Senior Vice President from HUAWEI Corporate intellectual property operating strategy under the innovation-driven development strategy</li></ul>	Director of the Electronic Information Division, MIIT
17:00—17:40 (60 mins)	<p>Part 3 : The joint association Launches Ceremony</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>• Electronic Information Division, MIIT : Introducing the joint association and the preparatory group</li><li>• EIPC, MIIT : Read Proposal</li><li>• Launching ceremony : Leaders and Experts in part 1,2,3</li></ul>	Director of the First Electronic Department, MIIT
17:40—20:00	Banquet	





Apr. 22 9:00—17:00 ( The first report hall of Yifu building )

Time	Content	Compere
8:30—9:00	Registration	
9:00—10:40 ( 100 mins )	Part 4: Antitrust issues in IPR operation Speakers : <ul style="list-style-type: none"><li>• NDRC Price Inspection Agency Anti-Price Monopoly Office</li><li>• Intellectual property court in supreme court</li><li>• Anti-monopoly Bureau of the Ministry of Commerce</li><li>• SIPO</li><li>• SAIC</li></ul> (25-30 mins per person)	EIPC, MIIT
10:40—12:20 (100 mins)	Part 5 : Standards-related IPR operation Speakers: <ul style="list-style-type: none"><li>• He Guo, Intellectual Property Academy of RUC</li><li>• Haier Group (smart home)</li><li>• Shaobin Zhu, FINNEGAN , SEP Licensing Strategies in View of Recent US Litigation</li><li>• has determined</li></ul> (25-30 mins per person)	IPR College of RUC
12:20—13:30	Tea Break	



13:30—15:10	<p>Part 6 : Enterprise innovation and IPR Operation Speakers</p> <ul style="list-style-type: none"><li>• (IC)</li><li>• ZTE ( Mobile intelligent terminal)</li><li>• BYD(New energy automobile)</li><li>• EIPC, MIIT</li></ul> <p>(25-30 mins per person)</p>	EIPC, MIIT
15:10—16:50	<p>Part 7 : Oversea Experience of IPR Operation Speakers</p> <ul style="list-style-type: none"><li>• NDCB+Q Law Firm : Todd Dickinson</li><li>• has determined</li><li>• Undetermined</li></ul> <p>(25-30 mins per person)</p>	IPR College of RUC
16:50—17:20	<p>Part 8 : Prospect and Closing Ceremony Speakers</p> <p>EIPC, MIIT IPR College of RUC</p> <p>(15 mins per person)</p>	EIPC, MIIT

**Note: The agenda is subject to the actual content of the Forum on April 29th.**

## Part 8 Consulting Room ( The second report hall, No.1, No.3 and No.4 Conference Room of Yifu building )

Consulting Room 1	Consulting Room 2	Consulting Room 3	Consulting Room 4
<p>One Law firm or one intellectual property consulting services research institution</p> <p>5—10 lawyers or counselors</p> <p>Offering the opportunity for consulting services</p> <p>research institutions and enterprises to communicate directionally and thoroughly</p> <p>Offering free IP consultation service to the enterprises at present</p>	<p>One Law firm or one intellectual property consulting services research institution</p> <p>5—10 lawyers or counselors</p> <p>Offering the opportunity for consulting services</p> <p>research institutions and enterprises to communicate directionally and thoroughly</p> <p>Offering free IP consultation service to the enterprises at present</p>	<p>One Law firm or one intellectual property consulting services research institution</p> <p>5—10 lawyers or counselors</p> <p>Offering the opportunity for consulting services</p> <p>research institutions and enterprises to communicate directionally and thoroughly</p> <p>Offering free IP consultation service to the enterprises at present</p>	<p>One Law firm or one intellectual property consulting services research institution</p> <p>5—10 lawyers or counselors</p> <p>Offering the opportunity for consulting services</p> <p>research institutions and enterprises to communicate directionally and thoroughly</p> <p>Offering free IP consultation service to the enterprises at present</p>



## Part 9 Sub-Forum(Room 601, Mingde building of Law school)

Sub-Forum ( On the morning of Apr.23 Symposium )		
TIME	Content	Compere
9:00-12:00	<p>The IP operation opportunities and challenges in the field of integrated circuit (focusing on the joint association)</p> <p>Speakers :</p> <ul style="list-style-type: none"><li>• Authorities</li><li>• Main enterprise in the field of integrated circuit</li><li>• The specialists from higher colleges and scientific institutions</li></ul>	EIPC, MIIT

## Part 10 Sponsorship

### The Sponsorship is divided into five forms

Naming the whole Forum \$50 , 000/300,000RMB	Naming Sub-Forum \$30 , 000/180,000RMB	Naming Consulting Room \$15 , 000/100,000RMB	Naming Banquet \$30 , 000/180,000RMB	Speeches \$15 , 000/100,000RMB
<p>Title sponsor interests :</p> <ol style="list-style-type: none"> <li>1. naming the whole forum exclusively ;</li> <li>2. Showing the exclusive sponsor name in the whole forum and the journal ;</li> <li>3. Introduce the sponsor in the journal ;</li> <li>4. Prominently displaying the sponsor's poster-board and other materials in the whole forum scene ;</li> </ol>	<p>Title sponsor interests :</p> <ol style="list-style-type: none"> <li>1. naming the sub-forum exclusively ; exclusive involvement of a closed meeting of integrated circuit;</li> <li>2. Showing the exclusive sponsor name in the sub-forum and the journal ;</li> <li>3. Introduce the sponsor in the journal ;</li> <li>4. Prominently display the</li> </ol>	<p>Title sponsor interests :</p> <ol style="list-style-type: none"> <li>1.naming the consulting room exclusively ;</li> <li>2.carry out an directional, exclusive, in-depth exchanges and communication with invited executives on April.22;</li> <li>3. Showing the exclusive sponsor name in the consulting room and the</li> </ol>	<p>Title sponsor interests :</p> <ol style="list-style-type: none"> <li>1. naming the banquet Exclusively ; exclusive involvement of the dinner;</li> <li>2.In the dinner scene, exclusive contact with participating government leaderships and directional invitation of business executives,</li> <li>3. Showing the exclusive sponsor name in the</li> </ol>	<p>Title sponsor interests :</p> <ol style="list-style-type: none"> <li>1. Introduce the sponsor in the journal ;</li> <li>2. Prominently displaying the sponsor's poster-board and other materials in the forum scene ;</li> <li>3. One speech chance ;</li> <li>4. No restriction on the number of people attended ;</li> </ol>



<p>5. One speech chance ;</p> <p>6.No restriction on the number of people attended ;</p> <p>7. A News special after the forum ;</p> <p>8. Publishing a treatise ;</p> <p>9. Providing a Consulting Room(one day) , one on one discussion with executives ;</p> <p>10. Providing The VIP Room , ( two day ), contact with participating government leadership and directional invitation of business executives ;</p> <p>11.Participating in the launching ceremony on stage.</p>	<p>sponsor’s poster-board and other materials in the sub-forum scene ;</p> <p>5. One speech chance ;</p> <p>6. No restriction on the number of people attended ;</p> <p>7. A News special after the forum ;</p> <p>8. Publishing a treatise.</p>	<p>journal ;</p> <p>4. Introduce the sponsor in the journal ;</p> <p>5. Prominently displaying the sponsor’s poster-board and other materials in the consulting room scene ;</p> <p>6. No restriction on the number of people attended ;</p> <p>7. A News special after the forum ;</p> <p>8. Publishing a treatise.</p>	<p>banquet and the journal ;</p> <p>4. Introduce the sponsor in the journal ;</p> <p>5. Prominently displaying the sponsor’s poster-board and other materials in the banquet scene ;</p> <p>6. One speech chance in the whole forum ;</p> <p>7. No restriction on the number of people attended ;</p> <p>8. A News special after the forum ;</p> <p>9. Publishing a treatise.</p>	<p>5. A News special after the forum ;</p> <p>6. Publishing a treatise.</p>
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## Preferential region

Naming Consulting Room & Speeches : \$25 , 000/150,000RMB .

**Other Sponsorship in kind, Mainly includes :**

1. Advertising on the back of the chair
2. Drinking water and Tea cake
3. Stationeries and data bags etc.