



“A Decade of Innovation in the 21st Century”

IP China 2010

**The 6th China Software and Integrated Circuit
Intellectual Property Summit Forum**

Proposal



工业和信息化部软件与集成电路促进中心

Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center



2010 第六届中国软件与集成电路知识产权峰会

The 6th China Software and Integrated Circuit Intellectual Property Summit Forum

IP China 2010

IP China 2010—The 6th China Software and Integrated Circuit Intellectual Property Summit Forum will be held from Nov.25 to Nov.26 ceremoniously by Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center (its abbreviation is “CSIP”).

The forum of China Software and Integrated Circuit Intellectual Property Summit Forum has been held in 2005, 2006, 2007, 2008 and 2009, successfully and got a high rating among domestic and overseas IT industry and IP fields by discussed the frontier issues of IPR law system of IT Industry in different aspects. It aims to provide an interactive platform for domestic and overseas IP elites and forward-looking high-end IP training and theory exploration and to make a valuable contribution in making China an innovative country and attaining the goal of building a moderately and prosperous society in all respects.

We try to center the discussion on the following topics, such as the hot issues of software and intellectual property, we will also provide the related training courses, such as protection of commercial secrets, strategic management of intellectual property and patent information analysis and patent excavation, patent alert and so on. The final item we will set an awarding ceremony in recognition of one’s outstanding contributions, achievements in the field of intellectual property rights.

This forum provides a smooth and free platform, which can let the participants share the information and commercial communications together. It will comprehensively promote the implementation of National Intellectual Property Strategy. Now IP China invites Software and Integrated Circuit Enterprises, IP services, government departments to attend this forum to promoting their brands, publicizing their culture in order to make a brighter future together!



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Features of summit forum

- Specialized international IP summit forum and open frontier information sharing and business communication;
- Interactive platform for domestic and overseas IP elites, forward-looking high-end IP training and theory exploration;
- Practical communication of enterprises intellectual property management, and analysis of the latest typical industrial cases;
- Full-course coverage by famous media to substantially enhance enterprise image and brand value;
- Throughout the dynamic industry, look ahead to the domestic and overseas IP field trend.

Background

IP China has been held in 2005, 2006, 2007, 2008 and 2009 successfully and got a high rating among domestic and overseas IT industry and IP fields by discussed national intellectual property development strategy in different aspects and helped enterprises improve efficiency of using intellectual property. (More information please click www.ipchina.org.cn)

- **Commemorating the tenth anniversary of the NO.18 document, encourage the independent innovation of enterprises**

In order to promote the development of China software and IC industries, enhance the innovative ability and national competitiveness of information industry. The NO.18 document was announced by the State Council in June 2000. For the purpose of commemorating the NO.18



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document has been issued ten years. IP China 2010 will set some programs to celebrate this anniversary to promote the independent innovation of enterprise.

- **Build up a business operating system of intellectual property, return to the economic essence of intellectual.**

With the development of the economy globalization, the cross-border M&A(mergers and acquisitions) is growing in intensity. After entering the 21st century, overseas cross-border M&A is the main approach for Chinese enterprises to go abroad, the main purpose of overseas cross-border M&A is to obtain the core value intellectual property of the high-tech enterprises. It is becoming the important point that how to evaluating, protecting, using and converting this assets for the development of enterprises. At present, there is not a mature standard for intangible assets valuation to promote the development of SEM. So it is deserve to discuss it and build up a security service mechanism of IP financial protection to avoid and reduce the risk of investment and financing.

- **Domestic IP case increasing, the enterprises should improve the right-safeguarding and response ability.**

Along with the IP awareness reinforcing, enterprises begin to realize that the importance of own intellectual property and the urgency of right-safeguarding. With the increasing case, the first thing is to enhance the aid approach of the right-safeguarding, in order to change the enterprises' position and dispel the domestic trouble and foreign invasion, the enterprise should build up a system to exploit, protect, operate the intellectual property. Face to the complex technological problems in the field of information, which is the frequent field the IP case always be happened, will be many difficult problems to solve, it was then, the professional judicial expertise will be the important weapon for enterprises to surmount this difficulties.



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IP China 2010 summit theme

“A decade of innovation in the 21st century, the economy essence of the intellectual property”

As a grand professional event in the field of intellectual property, this summit will absorb the essence of the past five, refine the core of previous issues with a new height of IT industry. Focus on domestic and international intellectual property news.

For the purpose of commemorating the NO.18 document has been issued ten years. IP China 2010 will set some programs to celebrate this anniversary for the purpose of promoting the independent innovation of enterprise.

Independent innovation need a good industry environment, base on the overall situation to completely realize the whole industry trend, so that it could give a great impetus to the independent innovation of enterprises by the view that more close to industrial policy.

- Build IP information communication platform for government and enterprises and enable them to improve their awareness of IP operation.
- Analyze the latest trends of domestic and overseas software IP protection and explain the latest progress of the IPR policies in standard
- Provide training courses about IP law and IP management practice and share the advanced IP work concepts of domestic and overseas.

Organization of the summit forum

- **Guidance unit(intend to invite):** Science & Technology Department, MIIT
Electronic Information Department, MIIT
Software Services Industry Department, MIIT
SIPO
- **Official organizer:** Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center (CSIP)
- **Cooperate unit:** People daily online



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New Media Industry Alliance

- **Supporting unit:** Beijing Municipal Commission of Economy and Information Technology
Beijing Intellectual Property Office
- **Supporting media:** China Electronics News, China Intellectual Property News, China Intellectual Property Magazine, China Integrated Circuit Magazine etc.

Summit Agenda

Nov. 25th 2010, Intellectual Property Thematic Training Course

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- The way to explore the intangible assets investment and financing
 - Applying for the special funds for patent application to overseas and patent application of PCT
 - Analysis of the U.S. “337 Investigation”
 - Unscramble the case and the procedure of IP judicial expertise
 - Build the Intellectual Property System, enhance the core competitiveness of enterprises
 - Technology contract and the trade secrets protection

Nov. 26th 2010, Intellectual Property Summit Forum

【Key-note Speech】

- Innovation and the development of the industry
- The self-innovation and national brand development
- Establishing the reasonable structure and standard operation of patent pool
- How to protect and manage the enterprise Intellectual Property under the new situation
- How to use the Intellectual Property Disputes to expand the market share
- Intellectual property in technology standard

【Theme Discussion】

- The intangible assets evaluation, investment and financing
- The IP disposal in the cross-border mergers and acquisitions
- IP strategy & protection in Telcom industry

【Award Ceremony】

Winners announced



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Honored guest to award prizes

Thank you—speech

Award Ceremony

In order to commemorating the NO.18 document has been issued ten years, and implement the spirit, IP China2010 will set an award ceremony in the final part to reward someone who have made the outstanding contribution in own intellectual property rights and innovative technology etc., and provide a stage for award-winners to share their excellent results with other participators. It will comprehensively excite enterprises' initiative and promote the Industry forward.

This activity will be run by the newspaper, internet, magazines and other medium, enterprises or public institutions could adopt the network voting, the recommendation, self-appointment to enter. According to the evaluation criteria, organizer will follow the principle of objectively, fairly and openly to select the award-winner.

This activity will be set many kinds of awards, such as industry Outstanding Contributes Awards of software and integrated circuit, Annual Achievement Award of IP operation etc., in order to push the development of industrial and create a positive and healthy industrial environment.