



“A Decade of Innovation in the 21st Century”

IP China 2010

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

Sponsor Program

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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—The 6th China Software and Integrated Circuit Intellectual Property Summit Forum will be held from Nov.26 to Nov.27 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 secretes, 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 contributions and 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!

Features of summit forum



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The 6th China Software and Integrated Circuit Intellectual Property 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

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

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)

IP China 2010 will be the “a decade of innovation in the 21st century, the economy essence of the intellectual property” as the theme, and this summit forum



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will focus on the latest trend of IT industry ,the Frontier issues in IP field, and the new technology problem etc. at the same time ,there will be provided the training courses, such as strategic management of IP, the trade secret protection for enterprises, marketing operation of IP and so on, at the final, the official organizer will set an awarding ceremony to courage someone who has made the outstanding contributions in IP field.

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

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- **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.



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- **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.

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
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



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Intellectual Property Magazine, China Integrated Circuit Magazine
etc.

Summit Agenda

Nov. 25th 2010, Intellectual Property Thematic Training Course

- 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 : **Industry Awards** include “Decade of the new century • the excellent enterprise in software industry development ” 、 “Decade of the new century • the excellent enterprise in IC industry development” ; **Achievement Awards** include “Decade of the new century • IP advanced characters”、



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“Decade of the new century • Achievement award for IP operation”; Promotion Awards include “Decade of the new century • Outstanding contribution award for promoting IP development”、 “Decade of the new century • Excellent IP service award”

Honored guest to award prizes

Thank you—speech

Sponsor Information

Class of Sponsors:

Class of Sponsors	Amount (RMB)
VIP(collaborative supporter)	300,000
Second Class	200,000
Third Class	100,000

Benefit	Length	Topics	Class of Sponsors
Speech on Forum Theme (Optional theme)	15 min	Time: a.m.	VIP
		Time: p.m.	Second Class
		Time: p.m.	Third Class
Summit Theme Forum (Participation)	90 min	Forum A: Time: a.m.	VIP
		Forum B: Time: p.m.	Second Class
			Third Class
IPR Training	70 min	Time: a.m.	VIP
		Time: p.m.	Second Class
		Time: p.m.	Third Class



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Exhibition (Special display)	2 days	Go through the whole summit	VIP Second Class Third Class
Special Benefit	30 min	Exclusive interview by collaborative media	VIP
gifts		Provide the gift printed with the title of IP China 2010, and will send this gift to participants with other conference's materials.	Special sponsor

VIP (collaborative supporter)

RMB 300,000

- Sponsor will have one speech each on Speech on Forum theme (Optional theme) and IPR Training (Give a lecture). Sponsor could optional choose a theme Forum. Text of the speech will be published and recorded in the forum report, as well as address list of summit.
- Sponsor's name and LOGO shown as Collaborative Supporter of IP China2010 on all the advertisements, website and materials of forum, as well as the background-board of forum hall.
- Sponsor could got 3 distinguished guests places who speech on the summit forum and sit in the front row. In addition, there will provide 3 places in participating the whole summit forum, as well as 3 places in luncheon party.
- Sponsor will have a whole page advertisement on second cover or third cover or back cover of forum report, and an interleaf to introduce the enterprise advertisement and the relate materials supplied by sponsor.
- Sponsor will have one standard exhibition booth, set out by sponsor.
- Sponsor will be recommend to join the awards ceremony by official organizer;
- In the name of collaborative supporter of IP China 2010 6th China Software and Integrated Circuit Intellectual Property Summit Forum .
- Sponsor will have a face-to-face interview by Collaborative Media of the IP China Forum.



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Second class sponsor

RMB 200,000

- Sponsor will have one speech each on Speech on Forum theme (Optional theme) and IPR Training (Give a lecture). Sponsor could optional choose a theme Forum. Text of the speech will be published and recorded in the forum report, as well as address list of summit.
- Sponsor's name and LOGO shown as Collaborative Supporter of IP China2010 on all the advertisements, website and materials of forum, as well as the background-board of forum hall.
- Sponsor could get 1 distinguished guest who speech on the summit forum and sit in the front row, and have 3 places in participating the whole summit forum, as well as 1 place in luncheon party.
- Sponsor will have a whole page advertisement and a interleaf to introduce the enterprise advertisement and the relate materials supplied by sponsor.
- Sponsor will have one standard exhibition booth, set out by sponsor.
- Sponsor will be recommend to join the awards ceremony by official organizer;

Third class sponsor

RMB 100,000

- Sponsor will have one speech each on Speech on Forum theme (Optional theme) and IPR Training (Give a lecture). Sponsor could optional choose a theme Forum. Text of the speech will be published and recorded in the forum report, as well as address list of summit.
- Sponsor's name and LOGO shown as Collaborative Supporter of IP China2010 on all the advertisements, website and materials of forum, as well as the background-board of forum hall.
- Sponsor could have 2 places in participating the summit, and 1 place in luncheon party.
- Sponsor will have a whole page advertisement, advertisement supplied by sponsor.



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Special sponsor:

- ✧ Gift sponsor: provide the gifts printed with the title of “2010 the 6th intellectual property summit forum” and the organizers’ LOGO, and sent this gifts to the participants with other propaganda materials.