



IP 2009 The 5<sup>th</sup> China Intellectual Property  
Summit Forum

Program



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



## **Background**

### **Foreign-related IP disputes over software occur frequently, and the independent innovation of China's IT industry faces challenges**

In recent years, foreign-related IP cases substantially increased in China, like TSMC prosecuted SMIC, Cisco prosecuted Huawei and so on. Domestic companies paid a high price because of the "IP Traps" which transnational giants set. These disputes' costs and scope has become ever bigger. From Traditional industries such as lighters, zippers and Writing pen, to high-tech industries as Bio-pharmaceuticals, digital chips, there are becoming a frequent occurrence of local action.

### **Obviously the IP problems in software with change, Patentees begin to seek the right to protection of intellectual property rights.**

The software industry since its birth, has been suffering against piracy. Although major software companies has used various means to deal with all kinds of abuse that all types of piracy and illegal downloads, The effect of these actions was very small.

In 2004, Sun Company reached a settlement with Kodak for a lawsuit related Java software patent, and also agreed to pay 92 million dollars in patent licensing fees. Nowadays, the intellectual property risks of Open-source software are widespread concerned. And even worse, the EU has made out a 900 million euro ticket to Microsoft based on anti-monopoly law. Obviously the IP problems in software with change, Patentees begin to seek the right to protect intellectual property rights.

### **Technical problems challenge judicial judgment, Identification of the authority of the report is beginning as an important role.**

In March 12, 2008, the infringement case Foxconn litigate BYD rise to criminal proceedings by civil action. By referencing identification conclusion issued by two forensic center, Courting to cross-examine, Shenzhen Baoan court made a ruling, the defendant had been convicted of military charges by violated the Foxconn Technology Group's commercial secrets.

### **Along with the issuance of National Intellectual Property Strategy Guidelines, the construction of China's intellectual property system enters into a strategic opportunity phase.**

From the proposal to strongly promote intellectual property strategy in the 17th CPC National Congress to the issuance of National Intellectual Property Strategy, a series of measures indicate



that the construction of China's intellectual property system has entered into a key strategic initiative period. China's intellectual property is facing unprecedented historical development opportunity as well as new domestic and international challenges.

## **Purposes**

- ■ Build IP information communication platform for government and enterprises and enable them to give voices
- ■ 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.

## **Features of the summit forum**

- ■ Specialized international IP summit forum, and open frontier information sharing and business communication
- — Domestic and overseas over 100 IT enterprises and public units and authoritative IP service agencies will carry out information sharing and business communication from various perspectives;
- ■ Interactive platform for domestic and overseas IP elites, forward-looking high-end IP training and theory exploration
- — Senior experts and management elites from government departments, universities, law firms and enterprises will conduct in-depth discussion on IP operation experience and practices;
- ■ Practical communication of enterprises intellectual property management, and analysis of the latest typical industrial cases
- — Analyze the latest trend of software IP protection, discuss the latest progress of policies on IP in standard, and analyze the impact of anti-monopoly and implementation of national intellectual property strategy to China's IT industry;
- ■ Full-course coverage by famous media to substantially enhance enterprise image and brand value
- — Greatly enhance the market promotion and brand publicity of relevant enterprises through full-course support and coverage of the summit forum by various domestic and overseas famous media



## Organization of the summit forum

- **Guidance unit:** Science & Technology Department, MIIT  
Electronic Information Department, MIIT  
Software Services Industry Department, MIIT
- **Organizer:**  
Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center (CSIP)
- **Cooperation media :** Ccidnet.com  
Science & technology channel of sina.com.cn
- **Supporting media (intend to invite):**  
Chinaview.cn, People's Daily, Legal Daily, China Electronics News, China Information World, China Intellectual Property News, China Invention & Patent Magazine, China Intellectual Property Magazine, China Integrated Circuit Magazine, International Electronics News , Electronic Engineering & Product World.
- **Time:** Nov.12-13,2009
- **Summit Theme:** Interpretation of Intellectual Property Strategy, Focus on IT Industry development, Promotion of independent innovation of enterprises

## *Schedule of the summit forum*

### Nov.12, 2009 , Intellectual Property Thematic Training Courses

- ◇ Intellectual property strategy and the mending of new Patent Law
- ◇ TRIZ theory and self-innovation
- ◇ Patent competitive intelligence analysis and Patent Mining
- ◇ Enterprise Patent Strategy Management and Intellectual Property Protection
- ◇ Interpreting the way of investment and financing in IP field
- ◇ Intellectual Property Judicial Expertise in Litigation
- ◇ IP(Patent) Alert





## Nov.13, 2008, Intellectual Property Summit Forum

### Keynote-speech:

- ◇ IP matters in National major projects
- ◇ Analysis Report of CSIP Intellectual Property
- ◇ Intellectual Property Strategic layout of Provincial and Municipal Regions– IP platform conception of Regional Enterprises cluster (Jiangsu Province)
- ◇ Patent Value Expansion and other issues in International standards Procedure
- ◇ Other Sponsored summit themes



### Panel:

- ◇ Preliminary study of IP investment and financing
  - The latest progress of IP investment and financing and Skill band
  - Interpreting the way of investment and financing of intangible assets in Beijing
  - Financing Innovation and Patent evaluation
  - Intangible asset investment and financing practice in small-to-medium-sized enterprises
- ◇ Intellectual Property Strategy
  - Implementing National Intellectual Property Strategy Guidelines-the promotion of innovation by integrating Industrialization and informationization
  - Establishment and Implementation of Enterprise Intellectual Property Strategy and Intellectual Property protection strategy in enterprise overseas market
  - Interpreting IP annual report of listed enterprises
- ◇ Intellectual Property Judicial expertise practice
  - Present situation and developmental tendency of Intellectual Property Judicial Expertise
  - Intellectual Property Judicial Expertise in IT industry field
  - IP Judicial Expertise Case Studies

(Note: The arrangement of the above topics is subject to change according to actual conditions)

## Exhibition Platform

IP China 2008 shall continue to provide exhibition communication platform for cooperative units and guests. An area of 100--200m<sup>2</sup> will be arranged in the venue to exhibit:



1. Domestic and overseas intellectual property service agencies and law firms (Ten quotas );
- 2.. Domestic and overseas exemplary IP enterprises (Ten quotas).

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## CSIP 交通位置图

