

IP Protection and Enforcement: from Policy to Strategy to Practice

26 January, 2018

CUHK Graduate Law Centre
2/F, Bank of America Tower, 12 Harcourt Road Central, Hong Kong

09:00- 9:30 **Registration**

09:30- 9:45 **Welcome Remarks and Group Picture**

Moderator: Jyh-An Lee, Associate Professor, Faculty of Law, The Chinese University of Hong Kong

❖ Chin Leng Lim, Choh-Ming Li Professor of Law, Faculty of Law, The Chinese University of Hong Kong

09:45- 10:45 **Session I: Shaping New IP Policies in Hong Kong**

Moderator: Steven Gallagher, Associate Dean (Academic Affairs), Faculty of Law, The Chinese University of Hong Kong

❖ **HK's New IP Policy Initiatives**

Michelle Chong, Assistant Director of Intellectual Property (Advisory), Intellectual Property Department

❖ **Criminal Enforcement against IP Crimes in Hong Kong**

Guy Fong, Head of Operations Group, Intellectual Property Investigation Bureau (IPIB), Customs and Excise Department

❖ **Hong Kong – The IP Trading Hub in Asia**

Rebecca Tse, Senior Product Promotion Manager, Hong Kong Trade Development Council

10:45- 11:05 **Tea Break**

11:05- 12:25 **Session II: Strategies and Practices for IP Protection and Enforcement**

Moderator: Paul Schmidt, Professional Consultant, Faculty of Law, The Chinese University of Hong Kong

❖ **Why is Trademark Enforcement Important for Brands?**

Mayank Vaid, Intellectual Property Director (Asia Pacific), Louis Vuitton

❖ **Protecting the Value of Music in the Online Environment**

Candy Lam, Regional Counsel, Asia, International Federation of the Phonographic Industry

❖ **The Beauty and Sorrow of IP Enforcement in China**

Alan Chiu, Managing Partner, Ella Cheong & Alan Chiu, Solicitors & Notaries

❖ **How Private Investigation Can Help on IP Protection**

Kelvin Ko, Managing Director, Verity Consulting Limited

12:25- 12:30 **Closing Remarks**

❖ Jyh-An Lee, Associate Professor, Faculty of Law, The Chinese University of Hong Kong

12:30- 13:40 **Buffet Lunch**

End