

UPDATE PROGRAM – 2023 ASEAN IPA AGM & CONFERENCE

Time: 17 – 18 March 2023

Venue: Melia Hanoi hotel

Friday, March 17, 2023

- 14.00 – 17.00 Council Meeting**
Function room 1+2, the 1st floor
- 18.00 – 18.30 Annual General Meeting**
Thang Long ballroom, the 7th floor
- 19.00 – 21.00 Welcome Reception**
Thang Long ballroom, the 7th floor

Saturday, March 18, 2023

The 2023 ASEAN IPA Conference

Thang Long ballroom, the 7th floor

- 09.00 – 09.35 Welcome Remarks**
- ❖ Opening speech by President of ASEAN IPA
 - ❖ Remark by IP Vietnam’s General Director, Mr. Dinh Huu Phi
 - ❖ Welcome Remarks from INTA’s representative
 - ❖ Welcome message from WIPO
 - ❖ Welcome Remarks from APAA’s Representative

09.35 – 10.15

Topic 1: What is Industry 4.0 and its impact on ASEAN IP Owners and Practitioners

[“The Fourth Industrial Revolution (or Industry 4.0) conceptualizes rapid change to technology, industries and societal patterns and processes in the 21st century due to increasing interconnectivity and smart automation.” The above quote from Wikipedia captures the meaning of Industry 4.0 but unpacking its implications especially in the field of IP remains a struggle across all industries and professions. This session will help us navigate this new landscape and show us the opportunities and challenges ahead for IP owners and practitioners.]

Moderator

Mrs. LEE AI MING

Senior Consultant, Dentons Rodyk & Davidson LLP, SG

Speakers

1. Mr. Seong-Joon PARK, J.D.

Patent Attorney, Senior Partner, Eruum & Leon IP Law Firm, KR

2. Mr. Scott Chen (陳仕勳)

Co-chair of Computer Software Practice Committee of the TWPA Patent Attorney, TW

10.15 – 10.25 Question & Answer Session

10.25 – 10.40 Coffee Break

10.40 – 11.30

Topic 2: Protection of Data – is IP still relevant?

[“Data is king” is a phrase we often hear in this digital age with the management of “big data” and “data analytics” being the pathways to success of any major business and industry. But how does the law protect data (and not just personal data)? What is

Moderator

Mr. CHEW PHYE KEAT

Partner, Raja, Darryl & Loh, MY

Speakers

1. Mr. Kozo TAKEUCHI

President, Takeuchi IP Office PC, JP

2. Mr. Xiongshan CAI

<p><i>the intersection between IP and data protection and are they actually separate and distinct categories or is the boundary becoming more and more blurred? This session will discuss the experience of various jurisdictions within and outside ASEAN on new or progressive laws dealing with this topic.]</i></p>	<p>Vice President of Kuaishou Technology, CN</p> <p>3. Mr. Philip Tsai Patent Attorney, Co-chair of International Affairs Committee of the TWPA President of the TWPA</p> <p>4. Mr. Tran Manh Hung Country Managing Partner - Head of IPTech Practice at BMVN - Baker McKenzie, Vietnam</p>
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11.30 – 11.45 Question & Answer Session

12.00 – 13.30 Lunch
Ballroom 1, the 1st floor

<p>13.30 – 14.20</p> <p>Topic 3: Is Industry 4.0 an existential threat to traditional IP concepts <i>[Courts and IP offices have already been challenged with the complex issue of artificial intelligence (AI) inventorship. Is this only the tip of the iceberg? If the author/creator is not a legal person, who actually owns the IP? What about the patentability of AI or AI-assisted inventions? Has AI made all of these obvious? Should unethical acquisition of data or use of AI be rewarded with IP protection? How should IP creation or even IP infringements caused by AI be addressed?]</i></p>	<p>Moderator Mr. SOH KAR LIANG Managing Director, Ella Cheong, SG</p> <p>Speaker 1. Mr. Hirohito KATSUNUMA President, Katsunuma International Patent Office, JP</p> <p>2. Ms. Xin CHEN Deputy Director of Electrical Patent Department, CCPIT Patent & Trademark Law Office, CN</p> <p>3. Mr. Jason Chuang Patent Attorney, Co-chair of Computer Software Practice Committee of the TWPA, TW</p> <p>4. Mr. Ron Awyong Managing Partner/Patent Attorney, Orion IP LLP, SG</p>
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14.20 – 14.35 Question & Answer Session

<p>14.35 – 15.25</p> <p>Topic 4: Challenges in enforcing IP in a digital world <i>[The proliferation of online infringements, metaverse/virtual world use of IP without consent, infringements caused by the use of NFTs and other issues are all causing headaches to IP litigators and enforcers – how are we coping with these challenges?]</i></p>	<p>Moderator Ms. WIRAMRUDEE (PINK) MOKKHAVESA IP Partner, Tilleke & Gibbins, TH</p> <p>Speakers 1. Mr. Kei IIDA Attorney at law & Patent Attorney Partner Nakamura & Partners, JP</p> <p>2. Ms. NGUYEN Thi Thu Ha Partner, Vision & Associates, VN</p> <p>3. Mr. Rizwi Wun Partner, Head of Intellectual Property & Technology Practice, RHTLaw Asia LLP, SG</p>
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15.25 – 15.40 Question & Answer Session

15.40 – 15.55 Coffee break

15.55 – 16.45

**Topic 5: Valuation of IP and Industry 4.0
(and introducing WIPO IP Valuation
Program)**

[If innovation and IP are arguably the economic drivers of Industry 4.0, what are the latest IP valuation techniques and criteria to value such assets and what has WIPO done to further develop this important aspect which is a key to the commercialization of IP? This session will give us insight to the latest developments in IP valuation methodology.]

Moderator

Mrs. KAREN ABRAHAM

Partner, Head of the Intellectual Property Practice Technology Media and Telecommunications, Shearn Delamore & Co., MY

Speakers

1. Mr. TRAN Van Nam

Associate Professor and Dean, Faculty of Law, National Economics University, VN

2. Mr. Seungyeob BAIK

Patent Attorney/Founder, Near & Wise IP Law Office, KR

3. Mrs. Audrey YAP

Managing Director, Yusarn Audrey LLC, SG WIPO IP Valuation Project

4. Mr. Johnathan Ooi

PWC Vietnam Deals Leader, VN

16.45 – 17.00 Question & Answer Session

17.00 – 17.20 Closing Remarks

19.00 – 21.00 Gala Dinner

Thang Long ballroom, the 7th floor

[End of program]