



JAPAN IP CONFERENCE



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DATE: 11 NOVEMBER 2015
VENUE: TOKYO

Venue:

Keio Plaza Hotel Tokyo, 2-2-1 Nishi-Shinjuku, Shinjuku-Ku,
2 Chome-2-1 Tokyo, Tokyo 160-8330 (47th Floor, Aozora Room)

8.55am **Welcome From Conference Chair** (5mins)

Futoshi Saito
Director, Head of IP Business in Japan
IP & Science
Thomson Reuters

9.00am **Keynote Opening Address** (15mins)

Masayuki Koyanagi (Mr.)
Deputy Commissioner, **Japan Patent Office**

9.15am **Overview of the IP environment in Asia Pacific** (80mins)

- Singapore's position as a global IP Hub in Asia. What it means for your business' IP Protection and IP monetization
- Updates on trademark Filing and enforcement in Indonesia
- Proposed Single Application Process (SAP) and Single Examination Process (SEP) for Australian and New Zealand Patent Applications
- An ASEAN overview and challenges faced in IP protection and enforcement - from Malaysia to Myanmar
- Q&A

Moderator:

Robin Keulertz, Managing Partner, Olbricht Patent Attorneys (Germany)

Panelists:

Renee Xavier, Director, Alpha & Omega Law Corporation (Singapore)

Zain Adnan, Partner, HAIP (Indonesia)

Scott Walker, Founding Partner, Walker IP (Australia/New Zealand)

Karen Abraham, Partner, Shearn Delamore (Malaysia)

10.35am **Overview of the IP environment in China And India** (40mins)

- Trends, latest updates on law and cases, emerging issues
- Q&A

Moderator:

Steve Sereboff, Partner, SoCal IP Law Group (US)

Panelists:

Gordon Harris, Partner, Wragge Lawrence Graham & Co (United Kingdom)

Essenese Obhan, Founding Partner, Obhan & Associates (India)

- 11.15am *Morning break (15mins)*
- 11.30am **Overview of the IP environment in Europe (40mins)**
- Trends, latest updates on law and cases, emerging issues
 - Q&A
- Moderator**
Gordon Harris, Partner, Wragge Lawrence Graham & Co (United Kingdom)
- Panelists**
Robin Keulertz, Managing Partner, Olbricht Patent Attorneys (Germany)
Hande Mumcuoglu, Managing Partner, Halitligil & Ark Patent and Trademark Consultancy (Turkey)
- 12.10pm **Overview of the IP environment in North & South America (60mins)**
- Trends, latest updates on law and cases, emerging issues
 - Q&A
- Moderator:**
Essenese Obhan, Founding Partner, Obhan & Associates (India)
- Panelists**
Rodolfo H Martinez, Senior Partner, Martinez & Asociados (Brazil)
Marcello Do Nascimento, Partner, DAVID DO NASCIMENTO ADVOGADOS ASSOCIADOS (BRAZIL)
Steve Sereboff, Partner, SoCal IP Law Group (US)
- 1.10pm *Networking Luncheon (50mins)*
- 2.00pm **Building Your Patent Portfolio And Managing Its Enforcement In The United States – For Non-U.S. Entities (60mins)**
- Functional Claim Limitations
 - Extraterritorial Reach Of U.S. Patents: Foreign Sales And Offers For Sales
 - Patent Eligibility Under Section 101 And Trade Secrets
- John M. Mulcahy, Partner, **Finnegan**
Naoki Yoshida - Partner, **Finnegan**
Doris Johnson Hines - Partner, **Finnegan**
- 3.00pm **Keynote Address (15mins)**
- The Antimonopoly Act and intellectual property.
 - Issues over exercise of a right based on a FRAND-encumbered SEP
 - Draft amendments of the Guideline for the Use of Intellectual Property under the Antimonopoly Act
- Hiroaki Matsumoto
Director, Consultation and Guidance Office, Trade Practice Department, Economic Affairs Bureau, **JFTC**

- 3.15pm **The building blocks of an optimal IP management strategy** (45mins)
- Devising the right IP monetisation plan: the dos and don'ts for producing, licensing and transacting high-quality IP
 - How to communicate and measure IP value in the era of disruptive innovation and Big Data
 - Incorporating IP as an integral component of business strategy
 - Moving beyond traditional IP policies: exploring patent analytics, co-branding and trade secret management
- Moderator:**
Eric D. Kirsch, Chief IP Counsel, **Nikon Corporation**
- Panelists:**
Steve Joroff, Director of Asia Pacific IP Licensing, **IBM Corporation**
Mitsuyoshi, Mitty, Hiratsuka, Professor, Ph. D (Engineering), Course of Master of Intellectual Property Strategy(MIP), Graduate School of Innovation Studies, **Tokyo University of Science**
- 4.00pm *Afternoon Break (15mins)*
- 4:15pm **Protect your brand: foolproof anti-counterfeiting, brand protection and anti-piracy mechanisms** (45mins)
- Combating digital piracy and online counterfeiting: dealing with multi-jurisdictional issues and “invisible offenders”
 - Taking stock of the repercussions of the entering into force of Japan’s recent anti-piracy law
 - Assessing global and regional best practices in anti-counterfeiting and anti-piracy and their applicability in Japan
 - Evaluating effective tools including website blocking, search engine de-listing, advertising restrictions or the graduated response
- Moderator:**
Mitsuyoshi, Mitty, Hiratsuka, Professor, Ph. D (Engineering), Course of Master of Intellectual Property Strategy(MIP), Graduate School of Innovation Studies, **Tokyo University of Science**
- Panelists:**
Joe Welch, Senior Vice-President, Government Relations, **21st Century Fox**
James Moynihan, Director, Intellectual Property Department/Japan Office, **Louis Vuitton Company**
- 5:00pm End of the 2nd Japan IP Conference

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