

2017 KOREA-EU IPR CONFERENCE

OCTOBER 31, 2017 CONRAD SEOUL

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INVITATION

2017

KOREA – EU

IPR

CONFERENCE

For an impression of last year's Korea – EU IPR Conference, please click [here](#).

Intellectual property rights (IPR) are the legal foundation through which ownership is provided over creations of the mind, better known as intellectual property (IP). Common types of IPR are trademarks and industrial designs (which serve to differentiate products or services and enable informed purchasing decisions) and patents (which reward technological innovation).

The OECD has reported that in the current global economy “knowledge is [...] the driver of productivity and economic growth”, and a nurturing and supportive IP environment is an essential condition for a vital and a successful economy. Reports conducted in the European Union have indicated that IP is integral to countries' GDP, employment and trade. It is against this background that the European Chamber of Commerce in Korea (ECCK) has organized annual Korea – EU IPR Conferences, and this year marks its fifth anniversary.

During this year's Korea – EU IPR Conference, specialists from both the public and the private sectors will present on pertinent developments in the field of IPR in Korea and Europe. In order to tailor to various interests, the conference will feature three distinct, yet equally stimulating topics during parallel afternoon sessions. These topics are:

IPR in Practice

Patents

Respect for IPR

The program with more details on the presentations can be found on the following page.

The Conference is co-hosted by the European Chamber of Commerce in Korea (ECCK), the European Patent Office (EPO) and the European Union Intellectual Property Office (EUIPO), in cooperation with the Korean Patent Court and the French Patent & Trademark Office (INPI), and is supported by Hoffmann Eitle and Myriad IP.

We hereby invite you to attend this year's Korea – EU IPR Conference in order to expand your knowledge by hearing from seasoned and distinguished professionals, and discussing with industry experts, enabling you to use your IPR to gain the competitive edge.

Date	Thursday, October 31, 2017
Time	9:00 – 20:00 (registration from 8:00)
Venue	<u>Conrad Seoul, Park Ballroom (5F)</u>
Admission	free of charge
RSVP	click this link

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Simultaneous interpretation will be provided for all sessions.

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PATENT COURT



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08:00–09:00

Registration

09:00–09:30

Opening Remarks

ECCK, EPO, EUIPO, Korean Patent Court, INPI

09:30–09:45

Keynote Speech

H.E. Michael Reiterer,
Ambassador of the European Union to the Republic of Korea

09:45–10:25 **National IP Policy Direction and Current IP Protection and Enforcement in Korea**

Mr. Joon Il Kim, Deputy Director of Protection Policy Division at the Presidential Council on Intellectual Property

10:25–10:40

Coffee Break

10:40–11:20

**The European Patent Office:
Serving the Global Economy**

Ms. Heli Pihlajamaa,
Director of Patent Law at the European Patent Office

11:20–12:00

Recent Development at EUIPO

Mr. Günther Marten,
IP Attaché in Beijing for the European Union Intellectual Property Office

12:00–13:30

Lunch Break

13:30–18:00

Break-out session I (IPR in Practice) will include presentations by industry experts and officials on (upcoming) developments, as well as practical considerations in utilizing IPR.

Break-out session II (Patents) will involve presentations and discussions about current and future patent protection in Europe and Korea (including the Unitary Patent and Standard Essential Patents).

Break-out session III (Respect for IPR) will feature presentations and discussions on curbing the creation, distribution and sale of counterfeit products both in the online sphere and at offline venues.

18:00–20:00

Dinner Reception

Subject to modifications.