IPR is increasingly important in today’s knowledge-based economy. The 2012 IP market has seen higher profile wins and losses, sales, auctions and resolutions than ever. Such IP dispute resolution cases have been increasing the markets’ interest in IP as a business asset, and highlighting the responsibility and leadership of Chief IP counsels.

2012 Cross-border IPR Dispute Resolution Conference

“The Industry’s at war. I think it’s about control. You can make all of the financial arguments that the industry has been shooting itself in the foot. But, it is an industry built on a foundation of ownership and exploitation of intellectual property rights.”

Don Rose

IPR Negotiation: Effective calculation of patent damages, and negotiation tactics
Tactics and strategies to win in intellectual property and patent disputes in Mainland and Greater China

Key Topics to be covered at this event

Masterclass
- IPR Negotiation: Effective calculation of patent damages, and negotiation tactics
- Tactics and strategies to win in intellectual property and patent disputes in Mainland and Greater China

Keynote Speaker
- Defining pitfalls and challenges that Korean companies face in global IP dispute resolutions
- Time and cost saving strategies in managing IP disputes and employing litigation services

Panel Discussion
- Difference between U.S. and European patent monopoly regulations and fair trade law infringements in trade-dependent industries
- Solutions to patent infringement lawsuits by Non-Practicing Entities and the patent litigation problems with NPE and Patent Troll

Target delegates
- In-house Counsel
- Chief IP Counsel
- General Counsel, IP
- Associate General Counsel, IP
- VP/EVP/SVP of IP
- Chief Patent Counsel
- Chief Trademark Counsel
- Head of Patent Litigation
- Patent Attorney
- Head of Licensing
- Trademark Attorney
- Copyright Counsel
- Rights Advisor
- Head of Trademark

Organized by ASCo

ASCo is leading the way globally in planning, producing and organizing professional conferences, trainings and B2B events.

Partnered with LexisNexis®

LexisNexis® is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting, and academic markets.

Seoul Palace Hotel
Seoul, Korea
17th & 18th October 2012

Keynote Speakers:

- Kwangjun Kim
  Executive Vice President and Senior General Counsel
  Samsung Display
- Dr. David Shen
  Regional Legal Counsel
  AstraZeneca
- Dr. Alan Cox
  Economist
  Senior Vice President
  NERA Economic Consulting
- Ellen Kim Sein Aye
  Managing Partner
  Cabinet Plasseraud

Masterclass Leaders:

- McAllum Christopher
  Managing director of North Asia
  LexisNexis

Panelists and Speakers:

- Dr. Ludwig V. Zumbusch
  Partner
  Preu Bohlig & Partner
- Michael W. Vella
  Partner
  Jonesday
- Sunhee Lee
  Partner
  Sughrue Mion
- Dr. Alan Cox
  Economist
  Senior Vice President
  NERA Economic Consulting
- Ellen Kim Sein Aye
  Managing Partner
  Cabinet Plasseraud

Training and education 5 hours credit for patent attorney!
As the long-delayed Korea-US FTA (KORUS FTA) is set to come into effect on March 15, 2012, significant commitments including strengthened protections for Intellectual Property Rights (IPR) have been put into practice. There is wide-spread concern has arisen that Korea has more to lose than to gain under the global IP standards as the World Bank announce before. Experts say that increasing numbers of Korean companies are involved in International disputes and lawsuits on the issues of IPR, royalties, licensing and patent infringement. In addition, Korean companies have been threatened by “Patent Trolls”.

Meanwhile, the importance of implementing IP Protection and Litigations in emerging economic regions such as the Middle East, Asia, Africa and Latin America has been increasing along with tremendous investments and growth opportunities. However, lots of multinationals face difficulties with IP protection since global IP standards do not work properly in these countries. In response to the current situation, the 2012 Intellectual Property Dispute Resolution Conference is designed to suggest effective and practical solutions to existing and upcoming challenges to the settlement of IP disputes in the global market. At this conference you will have the opportunity to learn global IP dispute resolution strategies, negotiation tactics, and calculation know-how of royalty and patent damages through exploring real case studies. Furthermore, you will obtain practical solutions to deal with the IP protection problems occurring in China.

**Background**

**Day 1**

**Wednesday, October 17, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:20 - 09:20</td>
<td>Registration and welcome (with coffee, tea, cookies)</td>
</tr>
<tr>
<td>09:20 - 09:30</td>
<td>Opening Address</td>
</tr>
<tr>
<td></td>
<td>McAllum Christopher, Managing director of North Asia, LexisNexis</td>
</tr>
<tr>
<td>09:30 - 10:30</td>
<td>Keynote Session I</td>
</tr>
<tr>
<td></td>
<td>Defining pitfalls and challenges that Korean companies face in global IP dispute resolutions</td>
</tr>
<tr>
<td></td>
<td>· Identifying key issues for Korean in-house counsels when managing IP disputes in multiple countries</td>
</tr>
<tr>
<td></td>
<td>· Key checklist for managing your IP team effectively in IP disputes in multiple countries</td>
</tr>
<tr>
<td></td>
<td>· The crucial competences Korean in-house counsels need to deal with cross-border IP disputes</td>
</tr>
<tr>
<td></td>
<td>· Case study: Patent issues of Hi-Macs in the U.S.</td>
</tr>
<tr>
<td></td>
<td>Q&amp;A</td>
</tr>
<tr>
<td></td>
<td>Kwangjun Kim, Executive Vice President and Senior General Counsel, Samsung Display</td>
</tr>
<tr>
<td>10:30 - 11:30</td>
<td>Keynote Session II</td>
</tr>
<tr>
<td></td>
<td>Time and cost saving strategies in managing IP disputes and employing litigation services</td>
</tr>
<tr>
<td></td>
<td>· Insourcing versus outsourcing? Identifying whether IP claims can be handled by in-house counsels or not</td>
</tr>
<tr>
<td></td>
<td>· Effective approaches and strategies when you do insourcing for resolving IP disputes</td>
</tr>
<tr>
<td></td>
<td>· Increasing time and cost effectiveness when employing external IP legal services</td>
</tr>
<tr>
<td></td>
<td>· Case study</td>
</tr>
<tr>
<td></td>
<td>Q&amp;A</td>
</tr>
<tr>
<td></td>
<td>Dr. David Shen, Regional Legal Counsel, AstraZeneca</td>
</tr>
<tr>
<td>11:30 - 11:50</td>
<td>Coffee Break and Networking</td>
</tr>
<tr>
<td>11:50 - 12:30</td>
<td>Masterclass</td>
</tr>
<tr>
<td>12:30 - 13:30</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td>13:30 - 17:20</td>
<td>Masterclass</td>
</tr>
<tr>
<td></td>
<td>IPR Negotiation: Effective calculation of patent damages, and negotiation tactics</td>
</tr>
<tr>
<td></td>
<td>· Identifying different types of royalty rates and types for specific industries</td>
</tr>
<tr>
<td></td>
<td>· How to assess the numerical value of the patent</td>
</tr>
<tr>
<td></td>
<td>· Defining economic and/or potential factors which have effects on calculations of patent damages</td>
</tr>
<tr>
<td></td>
<td>· The key checklist for ensuring the objectivity in assessing the patent value</td>
</tr>
<tr>
<td></td>
<td>· Case studies: Calculation of patent damages in cross-border businesses</td>
</tr>
<tr>
<td></td>
<td>· Negotiation tactics</td>
</tr>
<tr>
<td></td>
<td>Q&amp;A</td>
</tr>
<tr>
<td></td>
<td>Dr. Alan Cox, Economist, Senior Vice President, NERA Economic Consulting</td>
</tr>
<tr>
<td>17:20</td>
<td>Closing Day One</td>
</tr>
</tbody>
</table>

**Day 2**

**Thursday, October 18, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:20 - 09:20</td>
<td>Registration and welcome (with coffee, tea, cookies)</td>
</tr>
<tr>
<td>09:20 - 09:30</td>
<td>Opening Address</td>
</tr>
<tr>
<td>09:30 - 11:00</td>
<td>Discussion</td>
</tr>
<tr>
<td></td>
<td>Difference between U.S. and European patent monopoly regulations and fair trade infringement</td>
</tr>
<tr>
<td></td>
<td>· U.S. patent laws relating to monopoly regulations and fair trade infringements</td>
</tr>
<tr>
<td></td>
<td>· Michel Vella, Partner, Jonesday, U.S.Attorney</td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td>European patent monopoly regulations and fair trade infringement relating to cross-border disputes, litigation and arbitration</td>
</tr>
<tr>
<td></td>
<td>· Dr. Ludwig V. Zumbusch, Partner, Preu Bohlig &amp; Partner, Member of the Bars of Munich and New York</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Panel Discussion</td>
</tr>
<tr>
<td></td>
<td>· In cross-border disputes, exploring the effective strategies and key points when selecting the third country’s law as a governing law.</td>
</tr>
<tr>
<td></td>
<td>· Which country’s laws between U.S. or European country works better in cross-border IP disputes</td>
</tr>
<tr>
<td></td>
<td>· Strategizing the approaches and selection of governing law and country according to different industries</td>
</tr>
<tr>
<td></td>
<td>Moderator: tbc</td>
</tr>
<tr>
<td></td>
<td>Panelists:</td>
</tr>
<tr>
<td></td>
<td>· Michel Vella, Partner, Jonesday, U.S.Attorney</td>
</tr>
<tr>
<td></td>
<td>· Dr. Ludwig V. Zumbusch, Partner, Preu Bohlig &amp; Partner, Member of the Bars of Munich and New York</td>
</tr>
<tr>
<td>11:00 - 11:20</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:20 - 12:20</td>
<td>Special Session</td>
</tr>
<tr>
<td></td>
<td>Solutions to patent infringement lawsuits by Non-Practicing Entities and the patent litigation problems with NPE and Patent Troll</td>
</tr>
<tr>
<td></td>
<td>· Learning from the U.S. cases</td>
</tr>
<tr>
<td></td>
<td>· The status and types NPE litigations in the U.S.</td>
</tr>
<tr>
<td></td>
<td>· Lessons and strategies for Korean companies to deal with upcoming challenges and threats</td>
</tr>
<tr>
<td></td>
<td>· How to differently respond to NPE in terms of its size, and pros and cons. e.g., what are the criteria for assessing the litigation cost when it comes to small sized NPEs</td>
</tr>
<tr>
<td></td>
<td>Moderator: Sunhee Lee, Partner, Sughrue Mion</td>
</tr>
<tr>
<td>12:20 - 13:30</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td>13:30 - 16:30</td>
<td>Masterclass</td>
</tr>
<tr>
<td></td>
<td>Tactics and strategies to win in intellectual property and patent disputes in Mainland and Greater China</td>
</tr>
<tr>
<td></td>
<td>· Achieving substantial strategies through studying IP dispute cases in China: Recent judicial trends in Chinese courts</td>
</tr>
<tr>
<td></td>
<td>· Planning intellectual property management for successful businesses in China relating to cross-border disputes, litigation and arbitration</td>
</tr>
<tr>
<td></td>
<td>· Practical guidance and information in managing IP risks in commercial transactions and how to avoid common pitfalls</td>
</tr>
<tr>
<td></td>
<td>· Even though we have IP claim issues, the actual enforcement in China is very challenging if the governing law and courts are based in China. How to handle this case</td>
</tr>
<tr>
<td></td>
<td>Moderator: Ellen Kim Sein Aye, Managing Partner, Cabinet Plasseraud Shanghai</td>
</tr>
<tr>
<td>16:30</td>
<td>Closing Day Two</td>
</tr>
</tbody>
</table>
Keynote Speakers

KwangJun Kim  
Executive Vice President and Senior General Counsel, Samsung Display

Mr. KwangJun Kim is Executive Vice President and Senior General Counsel at Samsung Display. He was awarded the best prize in “Best Intellectual Property Awards 2011” hosted by KAIST, Korea Patent Attorneys Association (KPAA) and Korea IP Protection Association (KIPRO). He has managed patent analysis and licenses negotiations with Sony, Ericsson etc., and has successfully performed patent licensing and contracting with Universal Display Corporation (UDC).

Before Samsung, he worked with law firms including DLA Piper, focusing on patent litigation and prosecution in the US district courts. His patent cases have covered a wide range of technologies, including telecommunication networks, semiconductors, displays and software.

He received a Jurius Doctor degree and completed Ph.D program in electrical engineering from University of Southern California. He also received a Master degree of materials science and engineering from both University of Pennsylvania and KAIST and his Bachelor degree from Seoul National University.

Masterclass Leaders

Dr. Alan Cox  
Economist and Senior Vice President, NERA Economic Consulting

Dr. Cox is an economist specializing in damages calculations in cross-border IP disputes. Dr. Cox participates in the Intellectual Property, Antitrust, and Securities practices of NERA. He has extensive experience testifying in federal court, state court, US and international arbitrations, and before utility commissions. In arbitrations he has appeared before the NASD, the American Arbitration Association, and the Japan Commercial Arbitration Association. His previous positions include Visiting Economist at MIT’s Energy Laboratory.

In intellectual property matters, Dr. Cox has testified on a wide variety of patent issues in the semiconductor, biotechnology, telecommunications, consumer product, and other industries. He has also testified on trademark, copyright, and trade secret matters. For example, he testified in Delaware District Court in a matter involving alleged theft of trade secrets and false advertising in the manufacture and sale of golf balls. He was retained by Texas Instruments in a New Jersey patent case, which resulted in a jury award of $112 million to Texas Instruments. He has also testified in matters related to standards and patent pools. He has been included in the “Who’s Who of Competition Lawyers and Economists” by the Global Competition Review.

Part of the cases Dr. Cox has been involved in includes:
- Smartphones: Copyright damages related to the Android Operating System. (Testified for Google.)
- Pharmaceuticals: Breach of contract related to pharmaceutical patent licensing. (Testified for Agilitex.)
- MedImmune, LLC v. PDL Biopharma, Inc., USDC (N.D. Cal)
- Biotechnology: Reasonable royalty damages related to infringement of patents for monoclonal antibodies. (Tested for PDL.)
- Applied Biosystems Group v. Illumina Inc., Solexa, Inc. and Stephen Macevicz, et al., USDC (N.D. Cal)
- Biotechnology: Reasonable royalty and lost profit damages related to infringement of patents for DNA sequencing. (Testified for Applied, now Life Technologies.)
- Visa USA Inc. v. First Data Corp., Inc.,
- Antitrust: Alleged attempt to monopolize. (Testified for Visa.)
- E. & J. Gallo Winery v. EnCana Corporation, et al.,
- Antitrust: Alleged attempt to manipulate natural gas prices. (Testified for EnCana.)
- Northern Telecom Limited v. Samsung Electronics, Co., Ltd.
- Semiconductors: Patent for etching wafers (Tested for Samsung.)

Education
- PhD in economic analysis and policy, Haas School of Business, University of California, Berkeley
- MA in economics, University of British Columbia
- BSc in environmental science, York University, Toronto

David (Jianzhong) Shen  
Regional Legal Counsel, AstraZeneca

Dr. David Shen is a regional legal counsel at AstraZeneca. His primary responsibilities include enforcing AZ’s IP rights in Asia, advising the company on legal issues related to the commercial activities in China, and supporting AZ’s R&D efforts in Asia.

Before joining AZ, Dr. Shen was the Asia regional patent counsel at Eli Lilly and worked as a patent attorney at AstraZeneca Pharmaceuticals in the U.S.

Dr. Shen received his J.D. degree from Temple University School of Law and his Ph.D. degree in Chemistry from Cornell University. He is licensed to practice before the United States Patent and Trademark Office and in the States of Pennsylvania and New Jersey.

Ellen Kim Sein Aye  
Managing Partner, Cabinet Plasseraud, France (Shanghai Branch)

Ellen’s experience includes client counseling in IP value creation strategies for medium and large size companies who are not only interested in building asold IP portfolio and increasing their brand’s value, but also desire to create strategic alliances with Chinese and European business partners and generate income streams from their intangible assets.

Ellen has negotiated cross-border licensing deals and advises regularly on broad types of commercial contracts touching both national and international laws notably for European multi-national corporations. After many years as an Associate at Fish & Richardson, PC, in Boston and at a major French firm in Paris, Ellen serves now as Managing Partner of Cabinet Plasseraud’s first overseas office in the People’s Republic of China, which opened in Shanghai in 2008.

Education
- Masters of Information Technology, Harvard University
- The Juris Doctor, University of the Pacific
- Bachelor of Sciences, University of California, Davis

About the SPEAKERS
Ms. Lee is a member of the firms Biotechnology/Pharmaceutical Group. She has extensive experience consulting clients for their IP portfolio establishment and management, due diligence, consulting IP issues in the course of licensing, and rendering opinions regarding patentability, infringement and freedom-to-operate, antibodies, pharmaceuticals, and regenerative drug areas. Her work also covers drug delivery systems.

She is involved in the first US drug patent litigation by a Korean drug company. Ms. Lee is currently serving as vice chair of the Asia Pacific Committee of AIPPI U.S. She also is a counsel for Korea American Intellectual Property Association.

Education

Georgetown University Law Center, J.D
Yonsei University, B.S., Biochemistry

---

Dr. Ludwig von Zumbusch, M.C.J

Attorney at law, Partner of Preu Bohlig & Partner
Member of the Bars of Munich and New York

His past 30 years of professions and practice areas include Patents and Utility Models, Employees’ Inventions Act, Trademark Law Registered Designs Copyright Competition Law Antitrust Law Law on Licence Agreements, Litigation Arbitration.

Dr. Ludwig von Zumbusch is committed to advising and representing major industrial enterprises and medium-sized enterprises in all sectors of industrial property. He focuses on litigation, i.e. infringement litigation relating to industrial rights, in particular patent infringement litigation and representation in proceedings dealing with the legal validity of industrial rights (opposition, nullity). Another focal point of his work is the law relating to employee inventions and to license agreements. Dr. von Zumbusch delivers non-contentious advice on all areas of intellectual property, e.g. strategies concerning patents, as well as other business strategies. He activates in international associations such as GRURGRUR, LES, AIPPI (Secretary to the German National Group).

Education

Universities of Tübingen, Freiburg (First State Exam, 1982)
Austin/Texas (M.C.J., 1987)
Referendariat (legal traineeship) in Munich (Second State Exam, 1986)

---

Sunhee (Sunny) Lee
Partner
Sughrue Mion, Washington D.C

Ms. Lee is a member of the firms Biotechnology/Pharmaceutical Group. She has extensive experience consulting clients for their IP portfolio establishment and management, due diligence, consulting IP issues in the course of licensing, and rendering opinions regarding patentability, infringement and freedom-to-operate, antibodies, pharmaceuticals, and regenerative drug areas. Her work also covers drug delivery systems.

She is involved in the first US drug patent litigation by a Korean drug company. Ms. Lee is currently serving as vice chair of the Asia Pacific Committee of AIPPI U.S. She also is a counsel for Korea American Intellectual Property Association.

Education

Georgetown University Law Center, J.D
Yonsei University, B.S., Biochemistry

---

Michael W. Vella,
Attorney at law, Partner of Preu Bohlig & Partner
Member of the Bars of Munich and New York

Mike Vella assists clients in the litigation and arbitration of their international business disputes, including claims of intellectual property infringement, securities law violations, and breach of contract. He also counsels clients on SEC and FCPA investigations.

Mike has two decades of experience helping clients, as plaintiffs and defendants, to resolve their international disputes. Throughout his career, Mike has represented companies in high-stakes legal disputes involving Asia and the United States. For example, Mike recently represented several Chinese defendants against claims of trade secret misappropriation in U.S. Federal Court. He also previously represented a market-leading, Japanese technology company in a multi-jurisdictional patent dispute litigated simultaneously in the U.S., Europe and Asia. Mike specializes in the unique jurisdictional issues and substantive strategies raised by such cross-border litigation.

Throughout his career, Mike has been active in pro bono activities, including working with the NAACP in securing the release of 35 wrongly-convicted African American residents of Tulia, Texas; working on numerous guardianship cases on behalf of abused, abandoned, and neglected children; and serving on the Board of the San Diego Volunteer Lawyer Program.

Education

University of California, Berkeley (J.D. 1990;B.A. 1986)
College of Europe, Bruges Belgium (Bilingual, non-degree graduate program in European Law, 1992)

---

McAllum Christopher
Managing director of North Asia
LexisNexis

Christopher McAllum took on the leadership of the North Asia region in October 2011. He has 28 years of Asian experience in product and business development, publishing, editorial, and finance with work experience in Japan, Hong Kong and Australia.

Prior to this, he held various leadership roles in the Markets division of Thomson Reuters, and Thomson Financial over the last 20 years. Primary focus had been generating growth in the Asian markets, through the launch of regional publications, creation of local content and research.
NERA Economic Consulting

NERA Economic Consulting is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. We bring academic rigor, objectivity, and real world industry experience to bear on issues arising from competition, regulation, public policy, strategy, finance, and litigation.

NERA's clients value our ability to apply and communicate state-of-the-art approaches clearly and convincingly, our commitment to deliver unbiased findings, and our reputation for quality and independence. Our clients rely on the integrity and skills of our unparalleled team of economists and other experts backed by the resources and reliability of one of the world's largest economic consultancies. With its main office in New York City, NERA serves clients from more than 20 offices across North America, Europe, and Asia Pacific.

website : http://www.nera.com/index.htm

Sughrue is an international firm in every sense of the word. From our inception in 1957 to the present we have focused solely on IP. We cover every aspect of patent and trademark law. We have obtained more U.S. patents than any other law firm in the world. We are always one of the top two firms in the annual rankings by number of issued patents. Sughrue has been a leader in interference law for over 40 years and has earned an international reputation in this arcane field. We are experienced in handling worldwide patent and trademark portfolios, including domestic and foreign inter partes matters. We have an office in Tokyo as well as Silicon Valley, San Diego and our headquarters in Washington, D.C.

website : http://www.sughrue.com/
Intellectual Asset Management (IAM)
IAM addresses the need for organisations to maximise the value of their IP, and to examine the strategies they can put in place to do this. IAM treats IP as a business asset and tool rather than simply as a legal right.

website: http://www.iam-magazine.com/

World Trademark Review (WTR)
WTR is a bi-monthly magazine and daily email news service focusing on trademark issues. The editorial team and panel of expert correspondents provide in-depth coverage of national and regional trends in trademark law and practice, and profile leading figures within the industry.

website: http://www.worldtrademarkreview.com/

Apex Asia Media Limited (Asia IP)
Apex Asia Media Limited is an independent publisher based in Hong Kong. Asia IP is a unique and vital source of intelligence for IP-owning companies active in Asia, and international law firms that want to keep ahead of the key issues. The magazine includes an extensive range of in-depth features, news and analysis designed to meet the information needs of in-house counsel, senior business leaders and partners at Asian and international law firms.

website: http://www.asiaiplaw.com/

Commercial Dispute Resolution (CDR)
Commercial Dispute Resolution (CDR) is the unique online and print platform for litigation and arbitration specialists worldwide. Published by Global Legal Group, CDR provides incisive analysis of the latest trends in litigation, arbitration and ADR, litigation funding, white-collar crime and more.

website: http://www.cdr-news.com/

Patent Information Promotion Center (PIPC)
Patent Information Promotion Center (PIPC), founded by the Korean Intellectual Property Office (KIPO), does its best to build up a solid patent infrastructure in Korea. As a specialized non-profit IP information service agent, PIPC not only executes KIPO's projects, but also provides value-added patent information services.

website: http://www.pipc.or.kr/
Seoul Palace has tried our best to care for customer with constant service. Located in river view in the middle of Gangnam the center of business and finance, Seoul Palace hotel offers great access availability in transportation with Express bus terminal station (subway line 3, 7, 9) in 5 minutes’ walk. Nearby Central City, department store and express bus terminal allow variety of cultural experience as well.

280 guest rooms including luxury suite rooms will comfort your stay. Also 4 restaurants including buffet, Japanese restaurant, Chinese restaurant as well as bar and deli shop serves high class cuisine with fresh ingredients. Facilities are prepared to content every customer with fitness club, sauna and indoor driving.

Located in the middle of convenient access, the hotel assists the successful business in seminar, workshop, international conventions and any event. New banquet halls with capacity from 20 up to 1,000 persons and the latest facilities lead to elegant meetings.

**Registration fee**

For full 2 days (including luncheon) : ₩ 500,000 (KRW)

* VAT excluded

For further enquiries, please contact:

**Miran Park**

Assistant conference manager, ASCo

Tel) +82 2 323 8523  Fax) +82 70 7545 8525  Email) star@asianstudy.com

http://www.asianstudy.com/
국제 지식재산권 분쟁해결 컨퍼런스
2012 Cross-border IPR Dispute Resolution Conference

"The Industry’s at war. I think it’s about control. You can make all of the financial arguments that the industry has been shooting itself in the foot. But, it is an industry built on a foundation of ownership and exploitation of intellectual property rights."  
Don Rose

아이디어가 기술력이고 지식과 정보가 생명력인 시대에 지식재산권 분쟁은 더 이상 피할 수 없는 현실이다. 합리적이며 효과적으로 win-win할 수 있는 전략적인 전략의 모색과 조직 내 효과적인 적용이 그 어느 때보다 필요한 때이다.

서울 팔레스 호텔
2012년 10월 17일-18일

핵심토픽
- 마스터클래스
  - IP 협상: 특허침해 손해배상액, 로열티 산정의 노하우와 협상기술 습득
  - 금전적 및 국가대국에서 지식재산권 및 특허 분쟁을 성공하기 위한 전략 구축
- 패널디스커션
  - 해외 거래 기반 산업에서 미국과 유럽의 특허 독점 규제 및 공정거래법 관련 차이점 고찰
- 발표
  - NPE(Non Practicing Entity), 특허괴물(Patent Troll)과의 특허 분쟁 해결 방안 핵심 포인트 및 소송 전략 습득

예상참가자
- 사내 법무 팀장 및 실무 책임자
- 지식 재산권 팀장 및 실무책임자
- 상표 관리 팀장 및 실무책임자
- 해외 사업 팀장 및 실무책임자
- 저작권 팀장 및 실무책임자
- 특허 변리사
- IP 전문 변호사
- R&D 팀장

변리사 의무 연수 5시간 인정

Tel) 02 323 8523  Email) star@asianstudy.com
or visit www.asianstudy.com/?language=kr

Keynote Speakers:
- 김광준 전무 겸 법무 팀장 삼성 디스플레이
- Dr. David Shen 아시아 법률팀 본부장 아스트라제네카
- Dr. Alan Cox 경제학가 경부시장 NERA Economic - Consulting
- Ellen Kim Sein Aye 대표 변호사 Cabinet Plasseraud

Masterclass Leaders:
- Dr. Ludwig V. Zumbusch 파트너 변호사 Preu Bohlig & Partner
- Michael W. Vella 파트너 변호사 Jonesday
- 이선희 파트너 변호사 Sughrue Mion
- McAllum Christopher 북 아시아 총괄 본부장 LexisNexis

Panelists and Speakers:
- Dr. Alan Cox 경제학가 경부시장 NERA Economic - Consulting
- Ellen Kim Sein Aye 대표 변호사 Cabinet Plasseraud
- Dr. Ludwig V. Zumbusch 파트너 변호사 Preu Bohlig & Partner
- Michael W. Vella 파트너 변호사 Jonesday
- 이선희 파트너 변호사 Sughrue Mion
- McAllum Christopher 북 아시아 총괄 본부장 LexisNexis

ASCo는 한국 및 아시아 해외 국가에서 컨퍼런스, 세미나, 워크숍, b2b 행사 및 비즈니스 교육 훈련 프로그램을 제공하는 국제적인 전문 기관입니다.

LexisNexis는 세계 각국의 판례·법령, 뉴스, 기업 정보, 특허·지식 재산권 등의 정보를 온라인으로 제공하고 있습니다. 또 관련 업무를 쉽게 지원할 수 있는 업무 관리 시스템을 법률 사무소 또는 지식 재산 전문가에게 제공하고 있습니다.
한국 FTA체결 및 국제 거래가 다양화·다각화되면서 다국간 지식재산권 분쟁은 국내 여러 기업들 뿐만 아니라 국가 차원에서도 주요한 당면문제로 대두되었습니다. 특히 산업 분야에서 이미 전 세계에서 이루어지는 국제 특허 소송이 증가하고 있으며, 중국 및 신흥시장에서 지식재산권 및 특허권을 둘러싼 경쟁이 지속적으로 증가되고 있습니다. 특히 기업 내 책임자들이 업무에 적용할 수 있는 전략을 수립하여 도움이 되는 실제 사례 기반의 지식과 노하우가 필요합니다. “2012 Cross-border IPR Dispute Resolution Conference”는 이러한 현실과 달리 효과적으로 실질적인 답을 제시하기로 기획되었습니다.

본 컨퍼런스에서는 기업 IP 법무 팀장들이 국제 IP분쟁의 경영 노하우를 전수하고, 저명한 글로벌 변호사들이 실제 사례에서 기반한 살아 있는 정보와 경험을 환기하는 영향을 미치도록 진행하였습니다.

전체 행사를 통해 오늘날 기업의 핵심 가치인 지식재산권 및 특허를 국제 무대에서 보호하고, 앞으로의 국제 IP분쟁에 효과적으로 대비하며, 국제적 전문가들과의 인적 네트워크를 강화하는 기회로 삼으시길 바랍니다.

### Day 1
2012년 10월 17일 (수)
- **Keynote Session I**
  - 글로벌 IP분쟁에서 국내 기업들이 처한 당면과제 및 위기에 대한 고찰
  - 다국간 특허 소송에 있어서 국가 차원에서의 전략
  - IP분쟁을 진행함에 있어 사내 법무팀의 역할
  - 특허 침해 손해 산정 노하우 및 전략
- **Coffee Break and Networking**
- **네트워킹 오찬**
- **마스터클래스**

### Day 2
2012년 10월 18일 (목)
- **Panel Discussion**
  - 해외 거래 기반 산업에서 미국과 유럽의 특허 독점규제 및 공정거래법 비교
  - 미국에서 이루어지는 국제 IP분쟁 및 미국 기업과의 IP 분쟁에 있어서 중요한 특허 독점 규제 및 공정거래 이슈
- **Coffee Break**
- **네트워킹 오찬**
- **마스터클래스**
  - NPE(Non Practicing Entity)와의 특허 분쟁 해결을 위한 핵심 방안 및 전략
김광준 전무
전무 + 법무 팀장
삼성 디스플레이

가장 초대형 삼성 디스플레이의 법무팀장을 맡고 있다. 2011년도에 카이스트 및 대한변리사회, 한국지식재산서비스 협회가 공동으로 주최한 지식재산대상사상식에서 지식재산의 창출, 활용, 보호 활동을 통해 기업 경쟁력 강화에 기여한 공로로 한국 지식재산서비스 협회장상을 수상했다. 그의 주요 업적으로는 삼성전자의 미국 특허등록 순위를 9위에서 2위로 달성하는데 기여했고, 카이스트와의 특허 반도체 기술 공동 연구를 포함한 여러 기업과의 합작 연구를 성공적으로 이끌었다.

Ellen Kim Sein Aye
대표 변호사
Cabinet Plasseraud, 프랑스 (상하이 지사)

아스트라 제네카의 아시아 지역 내 법률 자문을 담당하고 있다. 그의 주요 업무는 아시아에서 아스트라 제네카의 지식재산권을 강화하고 중국에서의 브랜드 활동과 관련된 법적 이슈 및 IP 분쟁을 관리하며 아시아 내에서 아스트라 제네카의 R&D를 보호하는 것입니다. 아스트라 제네카의 국제 중재에서, Eli Lilly 로펌에서 아시아 지역의 특허 변호사로 활동하였으며, 미국 아스트라 제네카에서 변호사로 근무했다.

Dr. Alan Cox
경제학자 겸 부사장
NERA Economic Consulting

NERA의 부사장인 콥 박사는 IP, 독과점 및 법률 보험 관련 영역을 담당하며 샌프란시스코, 볼링고, 도토로 사무소에서 활동하고 있다. 콥 박사는 영발병원, 주법원 및 미국을 포함 다양한 국가에서 진행되는 중재에서 전문가로 활동하였으며, 특히 국제 법률 및 경제학자로 활동해 오고 있다.

Keynote Speakers

Masterclass Leaders

Ellen Kim Sein Aye
대표 변호사
Cabinet Plasseraud, 프랑스 (상하이 지사)

NERA의 부사장인 콥 박사는 IP, 독과점 및 법률 보험 관련 영역을 담당하며 샌프란시스코, 볼링고, 도토로 사무소에서 활동하고 있다. 콥 박사는 영발병원, 주법원 및 미국을 포함 다양한 국가에서 진행되는 중재에서 전문가로 활동하였다.

MedImmune, LLC v. PDL Biopharma, Inc., USDC (N.D. Cal).
Northern Telecom Limited v. Samsung Electronics, Co., Ltd.

학력
PhD in economic analysis and policy, Haas School of Business, University of California, Berkeley
MA in economics, University of British Columbia
BSc in environmental science, York University, Toronto
Dr. Ludwig von Zumbusch, M.C.J
파트너 변호사
Preu Bohlig & Partner, 독일 (뮌헨 및 뉴욕 주 변호사)

이선희
파트너 변호사
Sughrue Mion, 워싱턴 D.C.

McAlum Christopher
북 아시아 총괄 본부장
LexisNexis

Michael W. Vella,
파트너 변호사
Jonesday, 미국

마이크 변호사는 지식재산권 침해, 보안법 위반 등의 국제 비즈니스 분쟁 소송 및 중재 서비스를 제공하고 있다. Mike는 미국증권거래위원회(SEC)와 해외부패 방지법(FCPA) 준수에 대한 자문을 제공한다.

학력
University of California, Berkeley (J.D. 1990; B.A. 1986)
College of Europe, Bruges Belgium (Bilingual, non-degree graduate program in European Law, 1992)

학력
Georgetown University Law Center, J.D
Yonsei University, B.S., Biochemistry

Panelists, Speakers, Chairs
NERA Economic Consulting

NERA Economic Consulting은 복잡한 비즈니스 및 법률 난제에 경제학, 금융학 및 경영전략을 접목시켜 온 박사급 전문가들로 구성된 글로벌 컨설팅 기업이다. 지난반세기 동안 Nera의 경제학자들은 정부기관과 세계적인 로펌 및 기업들에게 전략, 연구, 조사, 전문가 증인, 정책 권고 등을 창출해 왔다. 또한 Nera는 경쟁, 법규, 공공정책, 전략, 재무 및 소송에서 발생한 이슈들에 학문적 영역성, 객관성 그리고 실 산업경험을 접목하여 해결안을 모색한다.

본사의 고객들은 최첨단 접근법을 통해 명확하고 분명하게 의사 소통하는 NERA의 능력, 객관적인 결과물 산출에 대한 우리의 의지, 그리고 우수성과 독립성에 있어서 탁월한 명성을 높게 평가한다. 전 세계 최대 경제 자문기관 중 하나로서의 인적 자원과 신뢰도를 자랑하는 NERA의 경제학자와 전문가들로 구성된 최고의 팀에 고객들이 전적으로 맡기고 신뢰한다. Nera는 뉴욕에 본사 사무소를 두고 있으며, 그 외 북아메리카, 유럽, 아시아 태평양 전 지역에 걸쳐 20개 이상의 사무소에서 고객들에게 서비스를 제공하고 있다.

홈페이지 : http://www.nera.com/index.htm

Sughrue Mion

수구르마이온은 국제적인 로펌으로써, 1957년 설립된 이래 IP에 집중된 전문성을 발휘해 오고 있다. 수구르마이온은 특허와 상표권 관련 모든 업무 영역을 다룬다. 전세계에서 가장 많은 미국 등록 특허를 자랑하며, 등록된 특허의 숫자에 있어서는 전세계 1위를 다투는 전 세계에 걸쳐 특허 및 상표권 포트폴리오 우수성을 인정받고 있다. 워싱턴 D.C.에 본사무소를 두고 있으며, 실리콘밸리, 샌디에이고, 도쿄에서도 사무소를 운영하고 있다.

홈페이지 : http://www.sughrue.com/
**Intellectual Asset Management (IAM)**

IP media group에서 발행하는 잡지로, 14,000 여명의 구독자를 가지고 있으며 최근 홍콩 사무실 오픈과 함께 아시아에 잡지를 확장하고 있습니다. IAM 매거진은 지식재산과 무형자산의 법적권리를 넘어서 기업의 가치를 창출하는데 기여할 수 있는 수단과 도구로써의 IP를 다루는 월간 잡지 및 온라인 콘텐츠 발행사입니다.


---

**World Trademark Review (WTR)**

WTR은 IP Media Group에서 발행하는 월간 잡지 및 일일 Email 뉴스 서비스로 국제적으로 사내 및 민간 실무자에게 상표 문제에 대해 전문적으로 리포팅하는 세계 유일의 독립적인 멀티미디어 출판물입니다.


---

**Apex Asia Media Limited (Asia IP )**

Asia IP는 아시아에서 활동하며 지식재산권을 보유한 주요 기업들 및 경쟁력으로 우수 정보를 선정하고 고자 하는 글로벌 법무법인을 위해 다양한 뉴스들과 차별화된 분석 자료들을 심층적으로 제공하고 있습니다.

홈페이지 : [http://www.asiaiplaw.com/](http://www.asiaiplaw.com/)

---

**Commercial Dispute Resolution (CDR)**

CDR은 15,000명의 전 세계 사내 변호사, 개인 변호사, 법정 변호사, 정부 관료, 법률 학교 및 기타 분쟁 해결 전문가들이 구독하는 전세계 중재 및 소송 전문가들을 위한 차별적인 온라인/인쇄 출판 플랫폼입니다. Global Legal Group에서 발행하며, 분쟁 해결 관행의 기술과 최신 동향의 중요 비지니스 지식, 전략 및 분석을 제공합니다.


---

**Patent Information Promotion Center(PIPC)**

특허정보진흥센터는 산업계, 연구소, 학계 등에 국내 • 외 지식재산권 및 기술정보 등을 조사 • 분석하여 효율적으로 제공함으로써 산업의 국제 경쟁력을 제고하고 기술 발전에 기여함을 목적으로 합니다. 특허정보진흥센터는 민법에 의해 설립된 비영리 재단법인으로 특허청의 특허행정업무를 지원하고 대민조사분석 서비스를 제공하는 것을 주요 업무로 하고 있습니다.

홈페이지 : [http://www.pipc.or.kr/](http://www.pipc.or.kr/)