

Opportunities and Challenges for Asia Emerging Market-From Innovation to Start-up

9 April 2014 (Wednesday)		
Pre-conference Workshops		
Time	Workshop A	Workshop B
1:00 p.m.	<b>Marketing, Negotiation and Valuation of Intangibles</b>	<b>Resolution of Intellectual Property Disputes—Litigation, Arbitration and Mediation</b>
	Registration	Registration
1:30 p.m.	Topic:	Topic:
	Instructor: (100 min.) • <b>Ashley J. Stevens</b> , D.Phil. (Oxon), CLP RTTP President President, Focus IP Group, LLC Past President, AUTM, USA	Instructor: (100 min.) • <b>Honorable Randall Ray Rader</b> , Chief Judge, the United States Court of Appeals for the Federal Circuit, USA
3:10 p.m.	<b>Tea Break (10 min.)</b>	
3:20 p.m.	Topic:	Topic:
	Instructor: (100 min.) • <b>Jane Muir</b> , President-elect, AUTM, USA	Instructor: (100 min.) • <b>John R. Alison</b> , Partner, Winston & Strawn LLP., USA
5:00 p.m.		

Day 1			
10 April 2014 (Thursday)			
Time	Description		
8:15 a.m.	Registration		
9:00 a.m.	Opening Remark (20 min.)		
	<ul style="list-style-type: none"> <li>Paul C.B. Liu (劉江彬), Chairman, Cornerstone Intellectual Property Foundation (CIPF), Taiwan Professor Emeritus, National Chengchi University, Taiwan</li> <li>Jane Muir, President-elect, AUTM, USA</li> <li>Government Official [to be invited]</li> </ul>		
9:20 a.m.	<b>Keynote speech: Economic Impact of Universities/Research Institutes R&amp;D Results</b> Moderator: <ul style="list-style-type: none"> <li>Paul C.B. Liu (劉江彬), Chairman, Cornerstone Intellectual Property Foundation (CIPF), Taiwan Professor Emeritus, National Chengchi University, Taiwan</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Chi-Huey Wong (翁啟惠), President, Academia Sinica, Taiwan (25 min.)</li> <li>Michael K. Young, President, University of Washington, USA (25 min.)</li> </ul>		
10:10 a.m.	Tea Break (20 min.)		
10:20 a.m.	<b>Plenary Session I (100 min)</b> <b>Theme: Value Creation of Innovation</b> Moderator: <ul style="list-style-type: none"> <li>Paul S. P. Hsu (徐小波), President, IES Chinese Taipei, Taiwan</li> <li>Honorable Randall Ray Rader, Chief Judge, the United States Court of Appeals for the Federal Circuit, USA</li> </ul> Keynote Panelist: <ul style="list-style-type: none"> <li>Steve Chan (詹啟賢), Chairman, Adimmune Corporation, Taiwan (15min.)</li> <li>Dongmin Chen (陳東敏), Dean of School of Innovation and Entrepreneurship, Peking University, Mainland China (15min.)</li> <li>Teck Seng Low, Chief Executive Officer, National Research Foundation, Prime Minister's Office (NRF), Singapore (15min.)</li> <li>Hisamitsu Arai, Senior Corporate Adviser, Tokyo Small and Medium Business Investment &amp; Consultation Co Ltd, Former Commissioner, Japan Patent Office, Japan (15min.)</li> <li>Jyun-Ahm Shyu (徐鈺民), [to be confirmed] President, Industry Technology Research Institute(ITRI), Taiwan (15min.)</li> </ul>		
12:10 p.m.	Buffet Lunch (90 min.)		
1:30 p.m.	<b>Industry-Academia Collaboration</b> <b>Session II (90 min.)</b> <b>Theme(I): Industry-Academia Collaboration</b> Moderator: <ul style="list-style-type: none"> <li>Katsuke Makino, Vice President, Advanced Scientific Technology &amp; Management Research Institute of Kyoto, Japan</li> <li>Liang-Gee Chen (陳良基), Vice President for Academic Affairs, National Taiwan University, Taiwan</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Kathleen A. Deas, Associate Vice President, Office of Technology Transfer, The Rockefeller University, USA (20min.)</li> <li>TBD, [to be confirmed] National Cheng Kung University, Taiwan (20min.)</li> <li>Yongping Zheng (鄭永平), Vice Dean, The Department of Scientific Research and Development (DSRD), Tsinghua University, Mainland China (20min.)</li> </ul> Panelist: <ul style="list-style-type: none"> <li>Yifu Lee (李勇達), Chief Scientific Officer, Sinplur Group, Taiwan</li> <li>Jeff Chen (陳景鴻), Sr. Vice President &amp; Chief Technology Officer, Advantech Co., Ltd., Taiwan</li> </ul>	<b>Start-up/New Venture</b> <b>Session III (90 min.)</b> <b>Theme(I): Entrepreneurship &amp; Start-up</b> Moderator: <ul style="list-style-type: none"> <li>Sean P. Flanigan, B.A., LL.B., RTTP President, AUTM Assistant Director, Technology Partnerships University of Ottawa, Canada</li> <li>Linden Rhoads, Vice Provost, UW Center for Commercialization, USA</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Florian Kirschenhofer, Start-up &amp; Portfolio Manager, Max-Planck-Innovation GmbH, Germany (20min.)</li> <li>Ling-Mel Wang (王玲美), Chief Operating Officer, Supra Integration and Incubation Center (SI2C), Taiwan (20min.)</li> <li>Robert Chalmers, Managing Director, Adelaide Research &amp; Innovation Pty Ltd ("ARI"), The University of Adelaide, Australia</li> </ul> Panelist: <ul style="list-style-type: none"> <li>Michael M. Avedesian, Senior Associate and Advisor, McGill University, Canada</li> <li>TBD, [to be confirmed]</li> </ul>	<b>International &amp; Asia Experiences</b> <b>Session IV (90 min.)</b> <b>Theme(I): Essential &amp; High Value Patents</b> Moderator: <ul style="list-style-type: none"> <li>Yvonne Chua, President, Licensing Executives Society International (LESI), Hong Kong</li> <li>Kelth K. H. Chan (陳桂強), [to be confirmed] Senior Advisor, Cornerstone Intellectual Property Foundation, Taiwan</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Guy L. Proulx, Chairman &amp; CEO, Transpacific IP Group Limited, (20min.)</li> <li>John R. Allison, Partner, Winston &amp; Strawn LLP, USA (20min.)</li> <li>John F. Ritter, J.D., MBA, Director, Office of Technology Licensing, Princeton University, USA (20min.)</li> </ul> Panelist: <ul style="list-style-type: none"> <li>Benjamin Wang (王本耀), [to be confirmed] General Director, Technology Transfer Center, Industry Technology Research Institute(ITRI), Taiwan</li> <li>TBD, [to be confirmed]</li> </ul>
3:10 p.m.	Tea Break (20 min.)		
3:20 p.m.	<b>Session II (90 min.)</b> <b>Theme(II): Technology Transfer</b> Moderator: <ul style="list-style-type: none"> <li>Vicki L. Loise, CMP, CAE, Executive Director, AUTM, USA</li> <li>Shian Shen Sher (佘祥生), [to be confirmed] Vice President, Industrial Technology Research Institute (ITRI), Taiwan</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Tom Huckaday, Managing Director, Isis Innovation Limited, The University of Oxford, UK (20min.)</li> <li>Takafumi Yamamoto, Vice President, UNITT, Japan CEO&amp;President, TODAI TLO, Ltd., Japan(20min.)</li> <li>Ronald Courtney, Head of Consultancy Patents and Standards / Senior Licensing Counsel, Attorney at Law and US Patent Attorney, Siemens AG Corporate Technology, Germany (20min.)</li> </ul> Panelist: <ul style="list-style-type: none"> <li>Kuei-Ann Wen (溫瑛屏), Associate Dean of R&amp;D, Office of Research and Development, National Chiao Tung University, Taiwan</li> <li>TBD, [to be confirmed]</li> </ul>	<b>Session III (90 min.)</b> <b>Theme(II): Valuation, Investment and Finance</b> Moderator: <ul style="list-style-type: none"> <li>Lily Chan, Ph.D., Chief Executive Officer, NUS Enterprise, National University of Singapore (NUS), Singapore</li> <li>Ronald S. Howell, President &amp; CEO, Washington Research Foundation / WRF Capital, USA</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Donald M. Boles, Executive Vice President, Mics &amp; Partners America, Inc., USA(20min.)</li> <li>K.Vijayaraghavan, Chairman, Sathguru Management Consultants(P) Ltd, India (20min.)</li> <li>Jay Scott Walker, [to be confirmed] Chairman, Walker Digital, USA (20min.)</li> </ul> Panelist: <ul style="list-style-type: none"> <li>Peter Chen (陳聯興), General Manager, Wau Yuan Property Appraisal Co., Ltd., Taiwan</li> <li>TBD, [to be confirmed]</li> </ul>	<b>Session IV (90 min.)</b> <b>Theme(II): Asia Cooperation &amp; Opportunities</b> Moderator: <ul style="list-style-type: none"> <li>Jack W. H. Lu (盧文祥), President, Association of Technology Managers in Taiwan (ATMT), Taiwan</li> <li>Shengli Zheng (鄭錫林), Professor, Peking University, Mainland China</li> </ul> Speaker: <ul style="list-style-type: none"> <li>Poh Kam Wong, Director, NUS Entrepreneurship Centre, Singapore (20min.)</li> <li>Toru Tanigawa, Director General, Robert T. Huang Entrepreneurship Center(QREC), Kyushu University, Japan (20min.)</li> <li>Vincent L. Shih (施立成), [to be confirmed] GM of LCA and Chief Legal Officer, Microsoft Taiwan Corporation, Taiwan (20min.)</li> </ul> Panelist: <ul style="list-style-type: none"> <li>Phyl Speser, [to be confirmed] CEO, Foresight Science &amp; Technology Inc.</li> <li>Orakankke Phanraksa, Manager of Intellectual Property Policy Group, Technology Management Center, National Science and Technology Development Agency, Thailand</li> </ul>
5:00 p.m.	AUTM ASIA 2014 Banquet (by invitation)		
6:00 p.m.			

Day 2		11 April 2014 (Friday)		
Time	Description			
8:15a.m	Registration			
9:00a.m	<b>Latest Trends in International IPR &amp; Industrial Strategy</b>	<b>Life Science</b>	<b>Intellectual Property Strategy</b>	
9:00a.m	<p>Session V (90 min.)</p> <p><b>Theme(I): Recent Development of IPR</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Joseph Straus, Professor of Law, Director Emeritus, Max Planck Institute for Innovation and Competition, Germany</li> <li>TBD, [to be confirmed]</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>Martin Adelman, Theodore and James Pedas Family Professor of Intellectual Property and Technology Law; Co-Director of the Intellectual Property Law Program; Co-Director of the Dean Dinwoodey Center for Intellectual Property Studies, The George Washington University Law School, USA (20min.)</li> <li>Heinz Goddar, Partner, Bochemert &amp; Boehmert, Germany Former President, Licensing Executives Society International (LES), Germany (20min.)</li> <li>Katsuya Tamai, Professor, Department of Intellectual Property, Research Center for Advanced Science and Technology (RCAST), University of Tokyo, Japan (20min.)</li> </ul> <p>Panelist:</p> <ul style="list-style-type: none"> <li>James Yuan (阮啟殿), [to be confirmed] Vice President and General Counsel, MiTAC International Corporation, Taiwan</li> <li>Hong-Dar Lin (林鴻達), [to be confirmed] Lawyer, Sovereign Law Office, Taiwan</li> </ul>	<p>Session VI (90 min.)</p> <p><b>Theme(I): Recent Breakthroughs in Asia</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Chia-Lin Jeff Wang (汪嘉林), President, Development Center for Biotechnology (DCB), Taiwan</li> <li>Lung-Sen Kao (高蘭仙), Vice President, National Yang-Ming University, Taiwan</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>Stanley Chang (張世忠), Chairman / Chief Executive Officer, Medigen Biotechnology Corp., Taiwan (20min.)</li> <li>Jie Zhou, Partner, Patent Practice Group, Morrison &amp; Foerster LLP, USA (20min.)</li> <li>Grace Yeh (葉睿菁), President &amp; Chief Executive Officer, PharmaEngine, Inc., Taiwan (20min.)</li> </ul> <p>Panelist:</p> <ul style="list-style-type: none"> <li>George Chin-Sheng Chou (周錦生), General Manager &amp; CSO, AsiaGen Corporation, Taiwan</li> <li>Mutsaki Suzuki, Director, Intellectual Property Unit, National Institute of Genetics, Japan Vice Chair, International Committee of The Japan Association of University Intellectual Property and Technology Management (UNITT)</li> </ul>	<p>Session VII (90 min.)</p> <p><b>Theme(I): IP Strategy in Emerging Market</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Hisamitsu Arai, Senior Corporate Adviser, Tokyo Small and Medium Business Investment &amp; Consultation Co Ltd Former Commissioner, Japan Patent Office, Japan</li> <li>Kevin Cullen, [to be confirmed] CEO, New South Innovations, UNSW Australia Chairman, the Alliance of Technology Transfer Professionals (ATTP)</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>Lulin Gao (高盧麟), [to be confirmed] Chairman, Beijing East IP Ltd., Honorary President, All China Patent Agents Association, Mainland China (20min.)</li> <li>Sun-Ryung Kim, Partner, Kims and Lees, Korea Chair of Industry, University and Government transactions Co-Chair Elect of External Relations Committee of LES International, Korea (20min.)</li> <li>James A. Severson, Principal, Pinnacle Reach, LLC, USA (20min.)</li> </ul> <p>Panelist:</p> <ul style="list-style-type: none"> <li>Jasmine Kway, Executive Vice President, Business Development, Transpacific IP Group Limited</li> <li>Feng-Shang Wu (吳豐祥), [to be confirmed] Professor, Graduate Institute of Technology, Innovation &amp; Intellectual Property Management, National Chengchi University, Taiwan</li> </ul>	
10:30a.m	Tea Break (20 min.)			
10:50a.m	<b>IPR Disputes Resolution</b>	<b>Agriculture Technology &amp; Creative Industry</b>	<b>ICT</b>	
10:50a.m	<p>Session V (90 min.)</p> <p><b>Theme(II): Disputes Resolution &amp; Litigation</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Sughrue Mion, PLLC [to be confirmed]</li> <li>TBD, [to be confirmed]</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>Thomas L. Jarvis, Partner, Winston &amp; Strawn LLP, USA (20min.)</li> <li>Andrew T. Serafini, Partner, Intellectual Property Group, Fenwick &amp; West LLP, USA (20min.)</li> <li>Lucas Shen-Lun Chang, Partner, Morgan, Lewis &amp; Bockius LLP, USA (20min.)</li> </ul> <p>Panelist:</p> <ul style="list-style-type: none"> <li>Grace Lei (雷德瑜), [to be confirmed] General Counsel, HTC Corporation, Taiwan</li> <li>George C. C. Chen (陳家駿), [to be confirmed] Counsel, Taiwan Commercial Law Offices, Taiwan</li> </ul>	<p>Session VI (90 min.)</p> <p><b>Theme(II): Issues &amp; Strategies In Agriculture &amp; Creative Industry</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Chao-Tung Wen(溫榮榮), [to be confirmed] Professor, Graduate Institute of Technology, Innovation &amp; Intellectual Property Management, National Chengchi University, Taiwan</li> <li>TBD, [to be confirmed]</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>Kelth Jones, Partner, Kijani, USA (20min.)</li> <li>William T.H. Chang (張天鴻), President, Lytone Enterprise, Inc., Taiwan (20min.)</li> <li>Franz Chen (陳立恆), Founder and President, Franz Collection Inc., Taiwan (20min.)</li> </ul> <p>Panelist:</p> <ul style="list-style-type: none"> <li>Nicole T.I. Chan (詹婷怡), [to be confirmed] Vice President and Director General, Science &amp; Technology Law Institute, Institute for Information Industry, Taiwan</li> <li>TBD, [to be confirmed]</li> </ul>	<p>Session VII (90 min.)</p> <p><b>Theme(II): Recent Development in Asia</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Makoto Ogino, Professor, Graduate School of Innovation Studies, Tokyo University of Science, Japan</li> <li>Paul C.B. Liu (劉江彬), [to be confirmed] Chairman, Cornerstone Intellectual Property Foundation (CIPF), Taiwan Professor Emeritus, National Chengchi University, Taiwan</li> </ul> <p>Speaker:</p> <ul style="list-style-type: none"> <li>Fengming Liu, Vice President, GE Greater China, USA(20min.)</li> <li>We-Fu Hsu (許維夫), Corporate Vice President and General Counsel, MediaTek, Inc., Taiwan (20min.)</li> <li>Huan-Yi Lin (林桓毅), Director, TPK Touch Solution Inc, Taiwan (20min.)</li> </ul> <p>Panelist:</p> <ul style="list-style-type: none"> <li>David Wen-Tang Su (宿文堂), [to be confirmed] Director, Taiwan Semiconductor Manufacturing Co., Ltd (TSMC), Taiwan</li> <li>Robert S. Chao (趙循經), Senior Vice President/General Manager Taiwan, Transpacific IP Group Limited</li> </ul>	
12:20p.m	Lunch (by invitation)			
	<b>Company/Networking Tour (A)</b>		<b>Company/Networking Tour (B)</b>	
6:00p.m	(A) Taipei <ul style="list-style-type: none"> <li>National Palace Museum</li> <li>Creative Industries</li> </ul>		(B) Hsinchu <ul style="list-style-type: none"> <li>Hsinchu Science Park</li> <li>Industrial Technology Research Institute (ITRI)</li> </ul>	