

Taste of IP in China: Protecting IP from Vineyard to Bottle



Join HKIAC in our second wine event with a fictitious story of a successful Chinese wine seller who becomes the target of acquisition by a multinational company.

We will examine issues relating to the protection of trademarks and online infringements concerning the use of a domain name in China, particularly in relation to the new trademark law in China and the new generic top-level domains. Licensing agreements, as a route to expanding a brand in Asia, will be discussed in addition to various strategies aimed to pre-empt disputes. An explanation of how arbitration fits into an IP context will also be provided and we will analyse when arbitration is the favoured form of dispute resolution.

The seminar concludes with a networking event including a wine-tasting session in which you will be given a brief introduction to wine auctioning, followed with Surveyor Thomson Vineyard owner, Mr David Hall-Jones, giving participants a taste of private vineyard operation.

Topics include:

- Understanding the impact of new gTLDs
- Navigating your brand in Asia
- Resolving IP related disputes through arbitration

Confirmed speakers

- Teresa Cheng GBS SC JP, *HKIAC*
- David Hall-Jones, *Winston & Strawn*
- Arto Isokoski, *TLD Registry*
- Gabriela Kennedy, *Mayer Brown JSM*
- Yu-Chuang Kuek, *ICANN*
- Karen Law, *Alibaba Group*
- Peter Leung, *Managing Intellectual Property*
- Clement Ngai, *Baker & McKenzie*

Registration

Seating is limited.
Secure a place in advance

ONLINE
REGISTRATION

Date 9 May 2014

Time 15:15 - 18:00
followed by cocktail reception

Venue HKIAC
38/F Two Exchange Square
Hong Kong

Contact Gen Bai
2525 2381
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Admission Fees

CPD Points Available
INTA delegates - Complimentary
HKIAC Users Council - HK\$300
Standard - HK\$450

Payment Method

By cheque: Please make cheque payable to "Hong Kong International Arbitration Centre".

By credit card (via PayPal):

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