

Program in Intellectual Property Management: From the Lab to the Market

Friday and Saturday, October 17 & 18, 2008

**Nanjing University
Nanjing, China**

Organizers:

Nanjing University

University of Wisconsin - Madison

Wisconsin Alumni Research Foundation

Jiangsu IPO

Pinsent Masons LLP

Sponsors:

O2Micro

Jones Day

Godfrey & Kahn

University of Wisconsin China Initiative

Operators:

University of Nanjing Law School

**East Asian Legal Studies Center
University of Wisconsin Law School**

DAY ONE: FRIDAY, OCTOBER 17:

I. Welcoming Remarks (9:00, 30 minutes)

Moderator: Professor Li, Yougen
Dean of Nanjing University Law School

Speakers:
Professor Chen, Jun
President of Nanjing University
or
Prof. Zhang, Rong
Vice President of NJU

Professor John Ohnesorge
UW East Asian Legal Studies Center
Co-Chair, University of Wisconsin China Initiative

Zhu, Yu
Director of IP Office of Jiangsu Province

II. Keynote Address: China: IP Strategy in China (9:30–9:55, 25 minutes)

Moderator: Professor Li, Yougen

Speaker: (*tentative*) Li, Yu-Guang
Vice Director of SIPO

Break (9:55–10:00, 5 minutes)

III. Intellectual Property Law: Recent Developments in China and the United States (10:00 – 12:10, 130 minutes)

Moderator: Professor John Ohnesorge

1. China: Overview of the Latest draft of the 3rd Amended Chinese Patent Law

Speaker: Professor Li, Shunde
Vice Director of IP Center in China Academy of Social Sciences

2. China: IP Strategy and Innovation in Jiangsu Province

Speaker: Huang, Zhizheng
Vice Director of IP Office of Jiangsu Province

3. United States: IP Policy Developments in U.S.— “United States: Patent Reform Act of 2007”

Speaker: Professor Pilar Ossorio
University of Wisconsin Law School

4. United States: IP Policy Developments in U.S.—Recent Significant U.S. Supreme Court Patent Cases

Speaker: Kening Li
Ph.D., Pinsent Masons LLP, Shanghai

5. China: Latest draft of the 3rd Amended Chinese Patent Law

Speaker: Professor Guo, He
Renmin University of China Law School

6. Bayh-Dole Act in China: Interplay of the Amendments to Chinese Science and Technology Progress Law and Patent Law

Presenter: Professor Xu, Difeng
Nanjing University Law School

Q&A (10 minutes)

LUNCH
(12:20 – 1:50, 90 minutes)

Luncheon Program: *International Acquisition of IP Assets*

Presented by: The Nanjing Automotive Group and MG Rover Experience,
Cerys Wynn Davis, Pinsent Masons LLP, Birmingham, UK (*venue to be determined*)

Moderator: Kening Li (*tentative*) or Nanjing Automotive Group

**IV. Obtaining and Enforcing Intellectual Property Rights in China:
Progress and Challenges (2:00– 3:50, 110 minutes)**

Moderator: Charlie Chang
Legal Affairs Director—Greater China, O2Micro

1. Technology Transfer in China for Multinational Companies

Presenter: Hu, Guoqun
Syngenta Biotechnology (China) Co., Ltd., Beijing

2. Foreign lawyer's perspective: Perspective from the Trenches

Presenter: Sam Li
Ph.D., Senior Partner, JT&N Law Offices, Beijing
Former Chief Counsel for Asia Pacific for Rohm Haas

3. Intellectual Property as a Business Asset

Presenter: Professor Shubha Ghosh
University of Wisconsin Law School

4. Protection of Intellectual Property Rights in China through the Courts

Presenter: Judge Zhou, Huiguo
Chief Judge of the Intermediate People's Court of Nanjing

5. Reconstruction on Patent System from the Perspective of Cumulative Innovation

Presenter: Professor Zheng, You-de
Huazhong University of Science and Technology Law School

Q&A (10 minutes)

Break (4:00 -4:10, 10 minutes)

V. Creating and Managing an IP Portfolio in China (4:10-5:40, 90 minutes)

Moderator: Professor Zheng, You-de

1. Negotiating and Drafting Licensing Agreements

Presenter: Craig Christianson
Wisconsin Alumni Research Foundation (WARF)

2. Study on Reward Incentive Mechanism of Technology Innovation and Transfer

Presenter: Professor Tao, Xingliang
Shanghai University IP School

3. Choosing the Law-making Modes of the IP in Globalization

Presenter: Ma, Zhongfa
Ph.D., Fudan University Law School

4. On the creation of independent intellectual property rights under the open innovation mode

Presenter: Wan, Zhi-qian
Hua Zhong University of Science and Technology Law School

Q&A (10 Minutes)

Dinner (By invitation only)

DAY TWO: SATURDAY, OCTOBER 18:

VI. Keynote Address: The Bayh-Dole Act: Wisconsin Roots and Inspired Public Policy (8:30 – 9:10, 40 minutes)

Moderator: Professor Xu, Difeng

Presenter: Carl Gulbrandsen
Wisconsin Alumni Research Foundation

Break (9:10–9:15, 5 minutes)

VII. Commercialization of University Intellectual Property: Experiences and Challenges (9:15 – 10:25, 70 minutes)

Moderator: Professor Tao, Xingliang

1. University Technology Transfer in the U.S. and the WARF Model

Presenter: (*Tentative*) Craig Christianson or other WARF Personnel

2. University Technology Transfer in Europe

Presenter: Dr Mark A Taylor
General Manager, Oxford Biomedical Research Centre, London, U.K.

3. IP Valuation: What venture capital investors and multinational corporations look for?

Presenter: Dr. Wayne Li
Partner, Morningside Ventures

Q&A (10 Minutes)

Break (10:25-10:35 Minutes)

VIII. Technology Start-Ups: Law and Finance (10:35 – 12:05, 90 min. minutes)

Moderator: Professor Lin, Xiu-qin
Xiameng University Law School

1. Legal and Tax Issues in Cross-Border IP Transactions

Presenter: Professor Allison Christians
University of Wisconsin Law School

2. Legal Aspects of Technology Start-Ups and Venture Capital in China

Presenter: Alex Zhang
Jones Day, Shanghai

3. Legal Aspect of Technology Start-Ups and Venture Capital in the U.S.

Presenter: Rochelle Klaskin
Godfrey & Kahn, Madison

4. Patent Rights as Securities

Presenter: Ji, Rentian
China Jiliang University Law School

Q&A (10 minutes)

XI. Closing Remarks (12:05 -12:20, 15 minutes)

Lunch (12:30)

Conference Adjourns