FICPI KOREA
Symposium 2020

22 - 24 April 2020  l  Seoul, Republic of Korea
Korea has been the strategic crossroads in Asia for many centuries. Korea boasts five millennia-long histories where diverse cultures meet. The country possesses fascinating scenic views of cloud-enshrouded mountains, waters of fresh mountain stream, golden rice fields and many other striking views nationwide.

**FAST FACTS ABOUT KOREA**

- GMT+9
- Four distinct seasons of spring, summer, autumn and winter
- Average temperature in April (Seoul): 12.5°C / 54°F
- Exchange Rates USD1=KRW1,161 / EUR1=KRW1,297 as of 31 October 2019
- 50 million national and foreign residents
- Korean language
- Home to Gangnam Style, Kimchi, Bulgogi (roasted marinated beef), Bibimbap (vegetarian mixed rice), former UN Secretary General, Samsung, LG, Hyundai, Taekwondo and many others
- GDP per capita USD29,742 (WB, 2017) & 16th in Big Mac Index (January 2019)
- World’s No.5 exporting nation and 11th largest economy (2019)
- 11 UNESCO World Heritage & 16 UNESCO Intangible Cultural Heritage of Humanity
PROGRAMME

Programme at a glance

Wednesday 22 April 2020
19:00 – 20:30 Welcome Reception Novotel Ambassador Seoul Gangnam

Thursday 23 April 2020
08:50 – 09:00 Opening
09:00 – 10:30 Practice Topic 1
Best practices for drafting quality patents – IT and Electronics
10:30 – 11:00 Coffee Break
11:00 – 12:30 Enforcement Topic 1
Infringement without borders in the digital age
12:30 – 14:00 Lunch
14:00 – 15:30 Management Topic 1
Which IP firm should you hire? A discussion from different perspectives
15:30 – 15:45 Coffee Break
15:45 – 17:15 Management Topic 1 (Continued)
Which IP firm should you hire? A discussion from different perspectives
18:00 – 21:00 Korean Night Novotel Ambassador Seoul Gangnam

Friday 24 April 2020
09:00 – 10:30 Practice Topic 2
Best practices for drafting quality patents – Pharma/Bio
10:30 – 11:00 Coffee Break
11:00 – 12:30 Enforcement Topic 2
Obtain and use the best available evidence
12:30 – 14:00 Lunch
14:00 – 15:30 Management Topic 3
IP service providers: blessing or curse?
15:30 – 15:45 Coffee Break
15:45 – 17:15 Management Topic 4
Partnership: Will you marry me?
19:30 – 21:30 Gala Dinner Signiel
Programme in detail

Day 1 - Morning

Practice Topic 1: Best practices for drafting quality patents – IT and Electronics

This session shall address issues faced by applicants wishing to obtain protection in several jurisdictions, when drafting the priority patent application and when refiling under priority.

These issues include:
- ensuring support for the desired scope,
- ensuring support for justifying the claims are inventive (the possible link between sufficiency of disclosure / enablement and inventive step / obviousness shall be discussed),
- anticipating as much as possible future amendments.

The speakers will expose the requirements (illustrated by some examples) in their respective jurisdictions, specifically for patents in the fields of Information Technology and Electronics.

MODERATOR
Mr. Alexander ESSLINGER (DE)

SPEAKERS
Mr. Inho CHOI (KR)

Mr. Takeshi AOKI (JP)

Enforcement Topic 1 - Infringement without borders in the digital age

This session shall examine the status of unauthorised use and infringement of IP rights, under the growing borderless Internet commerce. Strategies, options and difficulties for IP right holders to ‘take down’ infringements on e-marketplaces - e.g. Amazon, Alibaba – will be discussed.

MODERATOR
Mr. Rich GOLDSTEIN (US)

SPEAKERS
Ms. Jung-Hyon (Jamie) JUN (KR)

Mr. Xiaolin DANG (CN)

Mr. Hiroyuki SUDA (JP)
Day 1 – Afternoon

Management Topic 1: Which IP firm should you hire? – A discussion from different perspectives

In this session a panel including IP managers from companies, and representatives from IP firms, will discuss processes and criteria for selecting an IP firm to work with, and to evaluate its performance. How is a firm selected? How is its performance reviewed? What are the main criteria and how are they appreciated? Who is in charge of this process within the firm and how is it organised?

The session will last the whole afternoon, and will be run in three parts – thus defining two breaks between parts.
- In the first part, Industry representatives will share their perspective and expose what they are looking for when they select an IP firm,
- in the second part, representatives from IP firms will do the same, explaining the main criteria and priorities for selecting a (foreign) IP firm to work with,
- the third part will be ‘en banc’, and the differences between the perspectives exposed during parts 1 and 2 will be discussed.

MODERATOR
Mr. Jordan KIM (KR)

SPEAKERS
In-house speakers:
• Mr. Ilyoung JUNG (Chief Patent Counsel, Hanmi Pharmaceutical Co., Ltd.)
• Mr. Kyunghwa MIN (Head of IP Center, LG Chem)
• Mr. Pierrick ROUSSEAU (Intellectual Property Director, Pierre Fabre)

Speakers from IP firms:
• Mr. Yoshinori SHIMIZU (JP)
• TBD
• TBD
**Day 2 - Morning**

**Practice Topic 2 - Best practices for drafting quality patent – Pharma/Bio**

This session shall address issues faced by applicants wishing to obtain protection in several jurisdictions, when drafting the priority patent application and when refiling under priority.

These issues include:
- ensuring support for the desired scope,
- ensuring support for justifying the claims are inventive (the possible link between sufficiency of disclosure / enablement and inventive step / obviousness shall be discussed),
- anticipating as much as possible future amendments.

The speakers will expose the requirements (illustrated by some examples) in their respective jurisdictions, specifically for patents in the fields of Pharma and Biotechnology.

**MODERATOR**
Ms. Mee Sung SHIM (KR)

**SPEAKERS**
Ms. MaryAnne ARMSTRONG (US)
Mr. Roberto PISTOLESI (IT)
Mr. Osamu YAMAMOTO (JP)

**Enforcement Topic 2 – Obtain and use the best available evidence**

This session will provide an update on possible ways to obtain, and to use, evidence. Options for obtaining evidence in major jurisdictions will be discussed (purchase of items, seizure, use of information found on the Internet, etc.), highlighting the benefits and limitations of each option in litigation. Use of evidence obtained in a different jurisdiction will also be discussed.

**MODERATOR**
Mr. Julian CRUMP (GB)

**SPEAKERS**
TBD
Judge Mr. Kyu-Hong LEE (KR)
Mr. Chris RYAN (GB)
Mr. Denis MONÉGIER du SORBIER (FR)
Day 2 – Afternoon

Management Topic 3 – IP service providers: Blessing or curse?

“IP service providers” use technology and propose new ways to communicate with clients. They sometimes offer “basic” services (such as annuity payment) and may also offer more elaborate services around IP. IP firms may see many of these providers as a threat to their traditional business. However, these providers could open new directions where IP firms with competent teams and organisations can be very relevant and bring enhanced benefits to clients. Whatever the way you look at them, IP service providers are changing the IP game and this session will explore their interaction with IP firms, and risks or opportunities they contribute to create.

MODERATOR: Mr. Jean-Robert CALLON de LAMARCK (FR)
SPEAKERS: Mr. Thomas HAINES (AU)
Ms. Gloria WU (CN)
TBD

Management Topic 4 – Partnership: Will you marry me?

An IP firm brings together various talents and personalities. Each partner may bring specific benefits to the firm and to its clients. Each partner may also have different expectations. This session will provide an opportunity to discuss various types of partnership systems and their main features. Aspects such as criteria for selecting partners, various positions as partner, compensation, retirement plan, etc. will be discussed.

MODERATOR/SPEAKER: Mr. Patrick ERK (DE)
OTHER SPEAKERS: Mr. Sungsoo (Sean) HWANG (KR)
Mr. John OSHA (US)
REGISTRATION

Online registration

FICPI 2020 registration can only be processed online. Please visit the FICPI 2020 website at http://ficpikorea2020.meci.kr/ and register to attend the Symposium.

Registration Fee

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<tr>
<td>FICPI Members</td>
<td>KRW 1,500,000</td>
<td>KRW 1,800,000</td>
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<tr>
<td>FICPI Non-Member</td>
<td>KRW 1,800,000</td>
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<td>Social Event</td>
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<td>Welcome Reception</td>
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<td>Korean Night</td>
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<td>(23 April 2020)</td>
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<td>Gala Dinner</td>
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** Invited speakers and moderators are entitled to receive KRW 150,000 discounts.
** Social event tickets are available for accompanying person only.

The Registration Fee Covers:

- Access to all sessions
- Admittance to Welcome Reception, Korean Night, and Gala Dinner
- Conference materials, lunch & coffee

Cancellation and Refund Policy

- Any Cancellations should be explained to the secretariat in writing via email at ficpi2020@meci.co.kr.
- All due dates are based in South Korean Standard Time (GMT +9).
- All refunds will be processed after the completion of the Symposium for administrative reasons; and bank charges will be deducted from the refunded amount.
- Please note that the bank charges for all refunds will be deducted automatically by the appointed bank.

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<tr>
<td>50% Refund</td>
<td>From 31 January to 20 March 2020</td>
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<tr>
<td>No Refund</td>
<td>After 21 March 2020</td>
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ACCOMMODATION

Official Hotel

Novotel Ambassador Seoul Gangnam Hotel ★★★★★

Novotel Ambassador Seoul Gangnam Hotel has a total of 332 guestrooms including 7 suite rooms and 56 Premier Executive Rooms, and it's conveniently located near COEX and World Trade Centre in Gangnam. Travelling between the hotel and Incheon International Airport and Gimpo International Airport is made convenient as well, as the airport-bound KAL Limousine Bus leaves from the hotel entrance every 20 minutes.

Room rate

<table>
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<th>Grade</th>
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<tr>
<td>★★★★</td>
<td>Novotel Ambassador Seoul Gangnam</td>
<td>Standard Double</td>
<td>203,500</td>
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* All room rates are per room per night including breakfast for 1 person, VAT & SVC.

Important Notice

- All rates are inclusive of VAT & SVC and quoted per room per night in Korean Won (exchange rates to your currency are subject to change), and above rates can only be guaranteed by booking through the Secretariat of FICPI Korea Symposium 2020.
- Any changes in booking should be informed in writing to the hotel, NOT directly to the Secretariat.
- Hotel reservation should be made NO LATER THAN 19 March 2020. Room bookings and changes made after 19 March, 2020 cannot be guaranteed and will be subject to room availability.
- Standard check-in time is 3:00pm and check-out time is 12:00pm. Please note that request for early check-in and late check-out must be made in writing to the Hotel at nagsales3@ambatel.com in advance, yet such requests may be subject to room availability and additional charges.
- Ordered breakfast will only be counted when you actually have it during your stay.

Cancellation Policy

- Cancellation made before 3 days prior to arrival: No cancellation charge
- Cancellation made less than 3 days prior to arrival including no-shows: One night’s room charge including service charge & tax.
- Any cancellations should be explained to the hotel in writing via email at nagsales3@ambatel.com
- All due dates are based in South Korean Standard Time (GMT+9)
SOlICAL PROGRAMME

Welcome Reception
DATE / TIME 22 April 2020
VENUE Novotel Ambassador Seoul Gangnam
DRESS CODE Smart casual

Korean Night
DATE / TIME 23 April 2020
VENUE Novotel Ambassador Seoul Gangnam
DRESS CODE Smart casual

Gala Dinner
DATE / TIME 24 April 2020
VENUE Signiel
DRESS CODE Business attire
GENERAL INFO

Location & Time
Korea sits in the North-eastern part of the Asian continent. It is located between 33 degrees and 43 degrees in the North Latitude and 124 degrees and 132 degrees in the East Longitude. China, Russia and Japan are adjacent to Korea, yet the Korean peninsula since the 1950s has been divided into two, having the Republic of Korea in the South and the Democratic People’s Republic of Korea (DPRK) in the North positioned accordingly.

Climate
Korea enjoys four distinctive seasons of spring, summer, autumn and winter. Springs in Korea are generally warm and mild with average temperatures of 19 degrees Celsius (66.2 degrees Fahrenheit) in April.

People
Korea is home to over 50 million nationals and foreign residents. Korean is the official language. Koreans are characterised as overtly friendly, courteous, affectionate and diligent. English, Chinese and Japanese are commonly used in signs and foreigners may communicate with Koreans in English without any hassle in urban areas.

Currency
Currency in Korea is South Korean Won (KRW) and there are four bill denominations of 1,000, 5,000, 10,000 and 50,000 KRW bank notes. Apart from the respective denominations, notes are easily discernible by distinct colours and different portraits of historical figures on each note. As of 31 October 2019, 1 US Dollar is equivalent to 1,161 Korean Won and 1 Euro is equivalent to 1,297 Korean Won. Foreign currencies are conveniently exchangeable at airports, major hotels, bank branches and foreign exchange booths.

Credit Cards
Major credit cards including Visa, American Express, Diners Club, Master Card and JCB are broadly accepted in most shops, hotels, department stores and restaurants. Credit card surcharges for overseas use may be incurred.

Business Hours
Government office hours are from 09:00 to 18:00 from Monday to Friday. Shops, restaurants and shopping malls are generally open from 09:00 till 22:00. Banks are open from 09:00 to 16:00 on weekdays only.

Tipping & Taxes
Tipping is not a customary practice in Korea. Generally, 10% Value Added Tax (VAT) is levied on the total payable. Some upscale restaurants and hotel facilities may add another 10% service charge to the bill. When departing from Korea, foreigners may reclaim VAT at the airport for purchases made in shops, but to be eligible for such refund, purchased goods must be taken out of the country within three months from the date of purchase. The minimum purchase amount eligible for such refund is KRW 30,000.

Electricity
The standard in Korea is 220 Volts at 60 Hertz.
Type C: 220V, 60 Hz
Type F: 220V, 60 Hz

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