

# BIPF 2009



**Significance and Strategy of Intellectual Property Rights in Downturn Economy**

**November 22-24, 2009**

**New World Hotel  
Beijing, China**

## About BIPF

Articulating the views of BRIC Countries in IP matters, the BRIC IP FORUM is a first of its kind. It is a joint effort of:

**BRAZIL- DANIEL ADVOGADOS, Rio de JANEIRO**

**RUSSIA- GORODISSKY & PARTNERS, Moscow**

**INDIA- REMFRY & SAGAR, Gurgaon (NCR)**

**CHINA- CCPIT PATENT AND TRADEMARK LAW OFFICE, Beijing**

Though, IP has, of late, received much attention in BRIC and other similarly situated countries, no concrete steps have been taken to create a platform to discuss problems common to them. The object of the Forum is to act as a “think tank” to deliberate over IP related problems, common-and peculiar- to BRIC and other emerging countries, arrive at a consensus on various IP issues and make recommendations to diverse authorities. The Forum is a unique platform based, as it is, on purely economic considerations rather than regional or political.

Participation in the Forum is open to the Governments, Industry, NGO(s) and Professionals.

It is intended that the Forum will meet annually in one of the BRIC countries or another developing country. The host country will have the privilege to be the “focus country” receiving special emphasis while other countries will receive adequate attention. The session of the Forum in 2009 will take place in Beijing, China.

The first session of the Forum was held in India in November 2008. Other than speakers from the BRIC Countries, to give a broader perspective to the Forum, we had a speaker from Nigeria. At the same time, to have a balanced opinion, we had, as speakers, a German pharmaceutical company and a British Law Firm representing the 'Western point of view'.

For any queries, please contact:

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## About BIPF 2009

The current worldwide economic downturn provides not only a challenge but also an opportunity, especially for emerging economies. Innovation, as a key to technology progress and economic development in emerging economies, has never been more important in today's difficult economic and financial conditions. Emerging economies have benefited from and contributed to the globalization of economy, as well as harmonization of intellectual property protection. Undoubtedly, they will be more active in encouraging technological innovations and improving intellectual property rights protection.

The BIPF 2009 is co-sponsored by:

**DANIEL ADVOGADOS**

**GORODISSKY & PARTNERS**

**REMFRY & SAGAR**

supported by:

**AIPPI CHINA**

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hosted by:

**CCPIT PATENT AND TRADEMARK LAW OFFICE**



# Programme

<b>Day I: Sunday, November 22, 2009</b>	
14:00-18:00	Registration
18:00-20:00	Welcome Party
<b>Day II: Monday, November 23, 2009</b> (Language: Chinese/English with simultaneous interpretation)	
07:00-08:30	Registration/Breakfast
09:00-10:00	<p><b>Opening Ceremony</b>            Key note address by:            Mr. YU Ping, Vice President of CCPIT (China Council for the Promotion of International Trade)            Address by representative of co-sponsors:</p> <ol style="list-style-type: none"> <li>1. Mr. Rana Gosain, Partner, Daniel Advogados</li> <li>2. Mr. Valery Medvedev, Managing Partner, Gorodissky &amp; Partners</li> <li>3. Dr. Vidya Sagar, Partner, Remfry &amp; Sagar</li> <li>4. Mr. Hao Ma, President, CCPIT Patent &amp; Trademark Law Office</li> </ol> <p>Moderator: Mr. (Richard) Yi Li, CCPIT Patent &amp; Trademark Law Office</p>
<b>Session I:</b>	Moderator: Mr. (Richard) Yi Li (CCPIT Patent & Trademark Law Office)
10:00-10:35	<p><b>Amendment of Chinese Patent Law</b>            Dr. HE Yuefeng, Deputy Director            Preliminary Examination and Procedure Management Department of SIPO</p>
10:35-10:50	Tea Break
10:50-11:20	<p><b>Development of IP Judicial Protection in China</b>            Dr. HE Zhonglin, Presiding Judge            The IP Division of the Supreme People's Court of P. R. China</p>
11:20-11:50	Speaker from Chinese Industry
11:50-12:00	Q & A
12:00-13:30	Lunch
<b>Session II:</b>	Moderator: Mr. Vladimir Biriulin (Gorodissky & Partners)
13:30-14:00	<p><b>The Changing IP Landscape</b>            Ms. Teresa Stanek Rea, Past President of AIPLA, (Crowell &amp; Morning)</p>
14:00-14:30	<p><b>US IP Law and Practice</b>            Mr. Lawrence G. Almeda (Brinks Hofer Gilson &amp; Lione)</p>
14:30-14:40	Q & A
14:40-15:00	Tea Break
<b>Session III:</b>	Moderator: Mr. Zhongqi Zhou (CCPIT Patent & Trademark Law Office)
15:00-15:30	<p><b>Patent Prosecution and Enforcement in Brazil</b>            Mr. Rana Gosain (Daniel Advogados)</p>
15:30-16:00	<p><b>How to get a patent in Russia (national and Eurasian patent system)</b>            Mr. Valery Medvedev (Gorodissky &amp; Partners)</p>
16:00-16:30	<p><b>Trends in Patent Prosecution - Dilemmas and Expositions</b>            Ms. Richa Pandey (Remfry &amp; Sagar)</p>
16:30-16:50	Q & A
18:00-20:30	Dinner
<b>Day III: Tuesday, November 24, 2009</b>	
07:00-08:30	Breakfast
<b>Session IV:</b>	Moderator: Dr. Vidya Sagar (Remfry & Sagar)
9:00-9:30	<p><b>Exhaustion, Anti-counterfeiting, Border Control Measures and Well-Known Marks</b>            Mr. Ricardo Pinho (Daniel Advogados)</p>
9:30-10:00	<p><b>Trademark as an Instrument of Promoting Business in Russia</b>            Mr. Vladimir Biriulin (Gorodissky &amp; Partners)</p>
10:00-10:15	Q & A
10:15-10:30	Tea Break
<b>Session V:</b>	Moderator: Mr. Rana Gosain (Daniel Advogados)
10:30-11:00	<p><b>Complexities of Trademark Prosecution in India</b>            Ms. Bisman Kaur (Remfry &amp; Sagar)</p>



11:00-11:30	<b>Recognition and Protection of Well-known Marks in China</b> Mr. Zhongqi Zhou (CCPIT Patent & Trademark Law Office)
11:30-11:45	Q & A
11:45-12:00	<b>Closing Ceremony</b> Closing Remarks: 1. Mr. Hao Ma (CCPIT Patent & Trademark Law Office) 2. Mr. Rana Gosain (Daniel Advogados) Moderator: Mr. (Richard) Yi Li, CCPIT Patent & Trademark Law Office
12:00-13:30	Lunch
13:30-17:00	Excursion - Beijing Hutong Tour

**Beijing Hutong** - You will visit the old Beijing Hutong (lanes and alleys) in the Rear Lake area by rickshaws, where you can experience the real life of ordinary old Beijing residents. You will also see the typical Chinese quadrangles (courtyard housing), Prince Gong's Mansion and the Bell Tower. The tour lasts for 3 hours, led by local guide.



#### Who Should Attend?

Chinese companies with interest in obtaining and enforcing intellectual property rights in other jurisdictions;  
Foreign companies with interest in doing business in China and other emerging economies;  
Intellectual property law practitioners with international representation.

### Registration Information

**Registration Deadline:** November 10, 2009

**Cancellation Fee:** Cancellation of participation after November 15, 2009 will be subject to cancellation charge of \$50. There will be no cancellation charge for the accompanying person.

#### Dress Code:

Welcome Party - Formal/Lounge

Sessions - Business casual

**Visa Letters:** We would be pleased to assist participants/accompanying persons with documentation required for issuance of visa.

**Accommodation:** For the convenience of participants/accompanying persons, accommodation at special rates has been arranged at the New World Hotel, venue of the meeting. However, if participants/accompanying person would like to contact the hotel directly, reference code "BIPF 2009" may be mentioned to enjoy special rate.

[New World Hotel](#)

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# REGISTRATION FORM BIPF 2009

NOVEMBER 22-24, BEIJING, CHINA, NEW WORLD HOTEL

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-Mail \_\_\_\_\_

**CONFERENCE REGISTRATION FEE** (per person).....  US\$580  
Conference fee covers all events, meals and meeting materials.

**GUEST PACKAGE** (per person).....  US\$360  
Guest fee covers all events and meals.  
Guest Name \_\_\_\_\_

**ACCOMODATION** (\$100/per night, total \_\_\_\_\_ nights) .....  US\$  
 Yes, I will check in the designated hotel on \_\_\_\_\_ and check out on \_\_\_\_\_  
 No, I will book hotel by myself

**TOUR** (per person).....  US\$45  
 Yes, I will join the tour.  
 No, I will not join the tour.

**TOTAL ENCLOSED \$** \_\_\_\_\_

## METHOD OF PAYMENT

- By check: Make a check payable to CCPIT PATENT AND TRADEMARK LAW OFFICE and mail it to:  
CCPIT PATENT AND TRADEMARK LAW OFFICE  
Ocean Plaza, 158 Fuxingmennei Street, Beijing 100031, China
- By bank transfer: Transfer fees to the account of CCPIT PATENT AND TRADEMARK LAW OFFICE at  
the following bank:  
Bank of China, Head Office  
Beijing, China

Account Number: 00028408091014

SWIFT CODE: BKCHCNBJXXX

When transferring, please mention our reference code BIPF 2009

Our tax registry number : 110102400003374000

## FAX OR MAIL THIS FORM TO:

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## 新世界饭店（京广中心）

