



BRICS IP FORUM



**BIPF 2015**

**BRICS IP FORUM**

**NOVEMBER 18-20, 2015  
FOUR SEASONS HOTEL SHANGHAI**

**SHANGHAI, CHINA**

## Hosted by:

CCPIT PATENT AND TRADEMARK LAW OFFICE,  
Beijing, China



## Co-Organized by:

DANIEL ADVOGADOS, Brazil



GORODISSKY & PARTNERS, Russia

**GORODISSKY**

REMFRY & SAGAR, India



*Remfry & Sagar*

ADAMS & ADAMS, South Africa

**Adams & Adams**

PATENT, TRADE MARK, COMMERCIAL,  
PROPERTY & LITIGATION ATTORNEYS

## Supported by:

AIPPI China

LES China

# BIPF 2015 BRICS IP Forum

## Welcome

This year it will be the 7th time that our organization BIPF launches an IP Forum focusing on intellectual property protection environment in our BRICS countries. It will be held in Shanghai, the most dynamic powerhouse of Chinese economy, where China (Shanghai) Pilot Free Trade Zone is located.

The Chinese economy has entered into a phase so called “New Normal” with three major characteristics: the GDP will be increased at a more moderate rate; economic structure is optimized and upgraded continuously with consumption being dominating; and the driving force for economy will be shifted from investment to innovation gradually. Innovation has never played such an important role in economic development and attracted such attentions from government, industries and ordinary people. Recently, Chinese government calls on “mass entrepreneurship, public innovation” to encourage people to start their own business and to be innovative minded. Innovations, be a fundamental invention or a practical improvement, needs to be properly protected.

As emerging economies, our BRICS countries share the common view that innovation is the key for economic development and strive to continually improve the intellectual property protection mechanism.



# BIPF 2015 – Programme

## Wednesday, November 18, 2015

12:30-18:00

Excursion – Zhujiajiao (Shanghai's Venice)

16:00-18:30

Registration

19:00-21:00

Welcome Reception

Venue: CCPIT Patent & Trademark Law Office  
(Shanghai)

18/F, Crystal Century Mansion

567 Weihai Road, Shanghai 200041

## Thursday, November 19, 2015

09:00 – 14:00

Registration

09:00 - 09:20

Opening Ceremony/Welcome Address by:

1.Mr. Hao Ma (CCPIT Patent & Trademark Law Office)

2.Mr. Rana Gosain (Daniel Advogados)

3.Mr. Vladimir Biriulin (Gorodissky & Partners)

4.Mr. Ashwin Julka (Remfry & Sagar)

5.Mr. Pieter Visagie / Philip Pla (Adams & Adams)

09:20-10:00

Development of IP Judicial Protection in China

Dr. Zhou Xiang, Presiding Judge

The IP Division of the Supreme People's Court of P. R.  
China

10:00-10:40

Filing Trend and Quality Policy in SIPO

Ms. Zhang Jing, Deputy Director General

Int'l. Cooperation Dept. of SIPO

10:40-11:00

Coffee Break

11:00-11:40

Trademark Protection Strategy of Jinjiang

Mr. Jie Wang, General Legal Counsel / VP

Jinjiang International Holdings Co., Ltd.

11:40-12:20

Patent Portfolio Development in an IC Foundry

Emily Shu Ph.D, Director of Patent Technology Division

SMIC Semiconductor Manufacturing

International(Shanghai)Corp.

12:20-14:00

Lunch

14:00-14:40

New IP Enforcement Trends in Brazil

Speaker: Andre Oliveira (Daniel Advogados)

Contributor: Yuncheng Li (CCPIT)

Vladimir Biriulin (Gorodissky & Partners)

14:40-15:20

Kinds of Trademarks including Non-traditional and

Hieroglyphics

Speaker: Vyacheslav Rybchak (Gorodissky & Partners)

Contributors: Yuncheng Li (CCPIT)

15:20-15:40

Coffee Break

15:40-16:20

Policing IP in India.

Gaurav Mukerjee (Remfry & Sagar)

16:20-17:00

Opposition/Invalidation Against Merely Descriptive

Marks or Those Consisting of Generic Terms

Speaker: Yuncheng Li (CCPIT)

Contributors: Gaurav Mukerjee (Remfry & Sagar)

Andre Oliveira (Daniel Advogados)

Vladimir Biriulin (Gorodissky & Partners)

18:00-21:00

Dinner for BRICS partners

# BIPF 2015 – Programme

**Friday,  
November 20, 2015**

**09:00-09:40**

Trademark protection in Africa, focusing on the application of the Madrid protocol, as well as on Nigeria, Kenya, Rwanda, Tanganyika, Mozambique and Ghana

Speaker: (Adams & Adams)

Contributors: Yuncheng Li (CCPIT)

**09:40-10:20**

IP Developments in Brazil with a Focus on Patents

Speaker: Rana Gosain (Daniel & Advogados)

Contributor: Xiaowei Wei (CCPIT)

Vladimir Biriulin (Gorodissky & Partners)

**10:20-10:40**

Coffee break

**10:40-11:20**

Planning Patent Prosecution in BRICS Countries

Speaker: Maxim Gorbachev (Gorodissky & Partners)

Contributors: Xiaowei Wei (CCPIT)

Rana Gosain (Daniel & Advogados)

Jayanta Pal (Remfry & Sagar)

Pieter Visagie (Adams & Adams)

**11:20-12:00**

Nuances of Indian Patent Prosecution.

(Speaker: Mr. Jayanta Pal (Remfry & Sagar))

Contributors: Xiaowei Wei (CCPIT)

**12:00 – 13:30**

Lunch

**13:30-14:10**

How to draft software related patent applications in China

Speaker: Xiaowei Wei (CCPIT)

Contributors: Maxim Gorbachev (Gorodissky & Partners)

**14:10-14:50**

IP policy developments in South Africa, from a Patent Perspective

Speaker: Pieter Visagie (Adams & Adams)

**14:50-15:10**

Coffee break

**15:10-15:50**

IP Transactions in Russia

Ilya Goryachev (Gorodissky & Partners)

**15:50-16:30**

Networking/Round table discussion

**16:30-16:50**

Closing remarks

**18:00-21:00**

Farewell Dinner (by invitation)

## Venue

Four Seasons Hotel Shanghai  
500 Weihai Road  
Shanghai 200041, China  
Tel: +86 21 6256 8888



## Registration Information

Registration Deadline: November 9, 2015  
Cancellation of participation after November 9, 2015 will be subject to cancellation charge of \$50, and no refund after November 13, 2015 will be made. There will be no cancellation charge for the accompanying person.

## 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 Four Seasons Hotel Shanghai, venue of the meeting. Reservation must be made to the hotel directly, reference code "2015BIPF" may be mentioned to enjoy the special rate.

November 18-21, 2015

Standard Room for single accommodation including breakfast - 1400RMB

Michael Zhang  
Senior Sales Manager  
Four Seasons Hotel Shanghai  
500 Weihai Road, Shanghai, 200041, China

voice: +86 21 6256 8888 Ext.1143  
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+86 1812122 6266  
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# Excursion

## Zhujiajiao —Shanghai's Venice



Located on the suburb of Shanghai, Zhujiajiao is an ancient water town well-known throughout the country, with a history of more than 1700 years. Covering an area of 47 square kilometers, the little fan-shaped town glimmers like a bright pearl in the landscape of lakes and mountains. Endowed with another elegant name - "Pearl Stream" - the little town is best-preserved among the four ancient towns in Shanghai. Unique old bridges across bubbling streams, small rivers shaded by willow trees, and houses with courtyards bring the tourists who have been living amidst the bustle and hustle of the modern big city to a pastoral wonderland of antiquity, leisure and tranquility.

# REGISTRATION FORM BIPF 2015

NOVEMBER 18-20, SHANGHAI, CHINA, FOUR SEASONS HOTEL SHANGHAI

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

FORUM REGISTRATION FEE ( per person) .....  \$680  
Forum fee covers all events, meals and meeting materials.

GUEST PACKAGE (per person) .....  \$300  
Guest fee covers all events and meals.

Guest Name \_\_\_\_\_

Excursion (per person) .....  \$70

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: 778350014035

SWIFI CODE: BKCHCNBJXXX

When transferring, please mention our reference code "BIPF 2015"

Our tax registry number: 110102400003374

## FAX OR MAIL THIS FORM TO:

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BRICS IP FORUM



**NOVEMBER 18-20, 2015**  
**FOUR SEASONS HOTEL SHANGHAI**

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**SHANGHAI, CHINA**