

Seminar & Panel Discussion: COMMERCIALIZING YOUR TECHNOLOGY

It is always exciting when you have patents/technologies available for licensing. But, have you ever encountered the question of what is the value of your technologies or how much should you license them for? How can you avoid overestimating the expenditure and make the best use of the technologies? Are you interested in knowing more about real stories of success of world commercialisation?

Come and join us, then you'll see how effective licensing is done from those who are involved with the practice first hand.

Date	2 August 2010, Monday
Time	2:45pm – 5:15pm (Registration starts at 2:30pm)
Venue	Conference Hall 3, 1/F, Core Building 1, Hong Kong Science Park
No. of CPD	TBC
Fee	Free for attendees who do NOT require CPD credit; HK\$300 for attendees who require CPD credit

Programme Rundown

2:45pm – 2:50pm	Introduction Speaker: Dr Jacqueline LUI, Managing Director, Eagle IP Ltd
2:50pm – 3:40pm	Seminar on Maximizing the Value of Your Intellectual Property via Licensing Speaker: Ms Karen WANG, Director, Invotex
3:40pm – 4:15pm	From an Asian invention to worldwide commercialization – the MediPurpose success story Speaker: Mr Patrick YI, CEO, MediPurpose
4:15pm – 5:15pm	Q&A and Panel Discussion: Licensing Issues in Commercialisation Moderator: Dr Jacqueline LUI, Managing Director, Eagle IP Ltd Panelists: Ms Karen WANG, Director, Invotex Ms BIAN Yong Hui, Consultant, Eagle IP Ltd Mr Kenneth CHOY, Partner, King & Wood

Registration Please fill in the enrolment form

CV of
Speakers

Ms Karen WANG is an accountant and Director with Invotex Group, and has more than 16 years experience providing a variety of consulting services, including litigation support services, royalty compliance services, corporate restructuring services and valuations. Karen has a B.Sc. science background, but is also a Certified Public Accountant (CPA), Certified Valuation Analyst (CVA), Certified in Financial Forensics (CFF) and a Certified Fraud Examiner (CFE).

Ms Wang has engaged in intellectual property (“IP”) related matters throughout her career. She prepares damage analyses and performs IP valuations for cases involving licensing, patent, copyright and trademark infringement, as well as misappropriation of trade secrets. Ms Wang’s clients come from various industries, including flat panel displays, aerospace, telecommunications, semiconductors, consumer electronic products, biotechnology, auto parts, investment banks, mortgage banking, office product manufacturing, nursery product manufacturing, and dairy industries. The types of damage analyses include calculation of lost profits, price erosion, reasonable royalty, unjust enrichment, pre-judgment interest and loss of business value.

Ms Wang has managed many large complex litigation projects on behalf of the U.S. government and commercial clients in the areas of breach of contract, fraud, employee theft, antitrust and intellectual property. Among her litigation experience, Ms Wang was retained by the Department of Justice as the consultant for several breaches of contract litigation matters.

Ms Wang’s experience in bankruptcy and troubled company services has covered such industries as retail merchandising, supermarket chains, consumer products, property management, and real estate development. Her management and administration of these engagements have entailed investigating and tracing of assets, developing financial models, preparing cash flow projections, analyzing business segments and operations, and performing preference transfer analysis.

Mr Patrick Yi founded MediPurpose in 1999. He brings to MediPurpose an extensive and varied background of management, marketing and business development experience in a variety of industry segments, including retail, electronic payment systems, information technology and real estate.

He has been a consultant to several global corporations including MasterCard International and Ingenico.

Patrick holds a Bachelor's degree in Electrical Engineering and an MBA from National University of Singapore.

Patrick considers developing Singapore's national debit card service into a household name during the seven years when he was CEO of NETS (Network for Electronic Transfers) to be his most notable professional achievement to date, and the development of MediPurpose his most notable entrepreneurial achievement to date.

MediPurpose is one of the top five leaders in the highly competitive U.S. safety lancet market. Building upon its success within the safety lancet market, MediPurpose has created a solid master distributor network and a proven methodology for taking medical innovations from concept to commercialization.

CV of
Moderator

Dr Jacqueline LUI is US Registered Patent Agent. Jackie started her intellectual property (IP) practice in Singapore and has prosecuted/managed patent cases worldwide for Fortune 500 firms, multinational firms, and publicly listed companies in SG, HK and abroad. Besides her own biotechnology specialization, Dr Lui also has considerable IP experience in the areas of materials science, internet, manufacturing; medical devices and mechanical and chemical engineering. Jackie returned to HK in 2000 and joined Eagle IP Limited as Managing Director in 2005. She is involved in advising clients on IP-related matters including strategic planning, rights procurement, portfolio management, technology transfer and commercialization, due diligence and enforcement.

Jackie is the member of the Board of Directors of the Applied Science and Technology Research Institute Company Limited (ASTRI), the R&D Center on Nanotechnology and Advanced Materials and the President of The Hong Kong Institute of Patent Agents (HIPA).

CV of
Panelists

Ms BIAN Yong Hui is a Chinese attorney and member of All China Lawyers Association. She obtained her Master in Law from China University of Political Science and Law, Beijing, and Master of Development Studies at Institute of Social Studies, the Hague, the Netherlands.

Ms Bian was the former IP counsel of Philips (China) Investment Co. Ltd. in Shen Zhen. While working in Philips, she was responsible for general business operation and IP issues in Southern China including patent licensing and brand protection. Ms Bian also has extensive experience in negotiating and drafting license agreements, monitoring licensee's compliance of license agreement, IP enforcement and representing clients in litigation and arbitration.

Mr Kenneth CHOY is a partner of the Hong Kong office of King & Wood. He is a member of its Corporate/Commercial Department, TMT team and heads the local IP practice. His practice involves cross-border transactions covering IP licensing, rights transfers and investments. He also advises clients on cross-border dispute resolution matters, particularly in US related matters.

Prior to coming to Hong Kong, Mr Choy engaged in private practice in the US for more than a decade. In Hong Kong since 1999, he has served as chief legal officer of a technology startup group and general counsel of a toy company. Currently, he advises clients on licensing, distribution, agency, franchising and branding matters, cross-border transactions and investment matters relating to non-tangible assets and IP rights and counseling on cross-border dispute-resolution matters.

Mr Choy is the Chairman of the Intellectual Property Committee of the HK Chamber of Small and Medium Business, legal advisor for the Hong Kong Jewelry Designers Association, copyright advisor of Asia Arts Archive, and a SME representative for the Regulatory Affairs Advisory Committee and the Office of Telecommunications Authority, HKSAR Government. He graduated from the San Francisco State University with a BA Degree and obtained a JD in Northeastern University School of Law. He is admitted as a solicitor in Hong Kong and an attorney and counselor at law in the states of New York and California. He is proficient in English, Mandarin, and Cantonese.

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Enrolment Form

Date: 2 August 2010 (Monday)

Time: 2:45pm - 5:15pm

Venue: Conference Hall 3, 1/F,
Core Building 1,
Hong Kong Science Park

Fee*: HK\$300.- per head

**For CPD credit only*

For registration, please return this form with full payment on / before 26 Jul 2010 (Mon).

Note: Payment receipt will be mailed to the below address.

Company Name : _____ [] SP Tenant [] Incubatee
Address: _____
Contact person: _____ Job Title : _____
Tel: _____ Fax: _____ E-mail: _____

Mr/Ms/Dr/ Prof	Full Name in English	Job Title	Email	CPD?*	Sub-Total
				Yes/No	
				Yes/No	
*Delete as appropriate					Total:

Payment: (By Cheque only)

Payable to **"The Hong Kong Institute of Patent Agents Limited"** with copy of this registration form to:

Address: Hong Kong Science and Technology Parks Corporation
Unit 307, 3/F, IC Development Centre, Hong Kong Science Park, Shatin
Attention: Seminar (IP 2 Aug)

Remarks:

1. First-come-first-served for registration completed with full payment. Fees paid are not refundable regardless of whether participant has attended classes or not. Substitutions are allowed.
2. Class would be re-scheduled/cancelled (refundable) if registration below expected size.
3. Organizer reserves the right to amend program without prior notice.
4. An email confirmation will be sent to participants before the course commencement.

Enquiry: Miss Katrina YEUNG Tel: 2629 6718 Fax: 2607 4040 Email: katrina.yeung@hkstp.org

If you would like to know more about our upcoming events, please visit our website: www.hkstp.org and click on "Upcoming Events".