



Beijing International Pharmaceutical & Chemical  
**INTELLECTUAL PROPERTY FORUM**

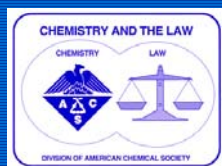
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中国知识产权研究会  
China Intellectual Property  
Society



Chinese American Chemical Society  
Chinese American  
Chemical Society



Division of Chemistry and  
Law American Chemical  
Society

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## IP Forum Program

Scope of discussion for this IP forum is the following:

- *US/EP/JP/WO patent law fundamentals and comparison with the Chinese patent law;*
- *Patent prosecution, strategies for maximizing IP rights and protection (case studies); Counter strategies of generic product manufacturers;*
- *Legislative philosophy of Chinese patent law, special aspects as related to pharmaceutical/chemical industries, future trends;*
- *Litigation concerning IP infringement and violations (case studies);*
- *Laws and regulations regarding technology transfer/licensing/export of information.*

The IP Forum will invite experts in IP law from both overseas and China to introduce and explain the legal bases for IP laws relevant to the pharmaceutical and chemical industries, grand strategies for maximizing legal protection of IP properties, tactical maneuvers in executing legal protection, and differences in IP laws and practices in China, the US, Europe and Japan. Relevant high-profile IP cases will be analyzed.

Topics of special interest are as follows:

1. *Patent and trade mark application fundamentals in China/US/EU/JP.*
2. *Chinese/US/EU/JP IP law overview, how they are applied to the pharmaceutical and chemical industries*
3. *Case studies of high-profile pharmaceutical and chemical IP litigation*
4. *WIPO areas and impact.*
5. *US patent law reform*
6. *Impact of IP law protection on pharmaceutical R&D*
7. *Life cycle management of patented drugs and patent extension*
8. *Defensive strategy against “me too” drugs*
9. *Legal issues and strategies in registering generic drugs*
10. *Impact of trademark laws in language difference in China and US*
11. *Trademark and brand name similarity cases in China and US*
12. *Defending brand name drugs after patent expiration*
13. *Issues and IP strategies related to licensing, technology transfer, alliances, and outsourcing*
14. *Hatch-Waxman Act Change*