

IPKey



*Ministero dello Sviluppo Economico*

## Roving seminar on the Chinese patent system

The IP Key Project, implemented by OHIM in cooperation with the EPO, in partnership with China's State Intellectual Property Office (SIPO) and the Italian Patent and Trademark Office (UIBM) within Italy's Ministry of Economic Development, will be holding a seminar explaining how to use the Chinese patent system to maximise value to Italian companies and properly protect their patents.

September 16<sup>th</sup> 2015

### SAVE THE DATE & DRAFT AGENDA

**September 16<sup>th</sup> 2015**

Rome, Italy

Exact venue TBC by August 2015

## DRAFT AGENDA

- 9:00-9:30** Registration
- 9:30-9:40** Welcome remarks  
**Loredana Gulino, Director General for the fight against counterfeiting - UIBM**
- 9:40-9:45** Seminar introduction  
**Dan Prud'homme, IP Key**
- 9:45-10:15** Development of the Chinese patent system and SIPO  
**Liu Jian, Deputy Director General, SIPO  
International Cooperation Department**
- 10:15-11:00** Session 1: Filing and examination of patents in China  
**Zhou Houbing, SIPO Patent Examination Department**
- 11:00-11:15** Coffee break
- 11:15-11:40** Session 2: Devising a patenting strategy for China  
**Giovanni Casucci, Founder and Manager, Bardehle Pagenberg Italy**
- 11:40-12:00** Questions & Answers on Sessions 1 and 2  
**Zhou Houbing and Giovanni Casucci**
- 12:00-12:45** Session 3: Exploiting patents in China –methods and considerations in strategic patent portfolio management  
**Giovanni Casucci**
- 12:45-14:00** Lunch
- 14:00-14:20** Questions & Answers on Session 3  
**Giovanni Casucci and Zhou Houbing**
- 14:20-14:50** Session 4: Invalidating patents in China  
**Zhou Houbing**
- 14:50-15:35** Session 5: Enforcing patents in China  
**Giovanni Casucci**
- 15:35-16:00** Questions & Answers on Session 4 and 5  
**Giovanni Casucci and Zhou Houbing**
- 16:00-16:15** Closing remarks  
**Loredana Guglielmetti, Head of the Patents division -UIBM, IP Key, SIPO**

*Notes: presentations cover all three types of patents available in China (invention patents, utility models, and designs). Presentations by non-native Italians will be given in English with simultaneous interpretation into Italian.*



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## Intellectual Property: A Key to Sustainable Competitiveness

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