



 IPKey

CHINA

**China-EU Conference on IPR
Protection Online & Innovation**
**欧盟-中国互联网知识产权
保护与创新大会**

Xiamen, Fujian November 3-5, 2018
中国福建省厦门市 2018 年 11 月 3 日~5 日

AGENDA
会议议程

www.ipkey.eu



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Directed by the European Commission, IP Key is implemented by the European Union Intellectual Property Office (EUIPO).

IP Key由欧盟委员会指导，欧盟知识产权局（EUIPO）实施。

2018年11月3日 | 03 November 2018

14:00-17:00

开幕式

Opening ceremony

主持人/Chaired by:

中国反侵权假冒创新战略联盟 CAASA

欧盟知识产权合作项目 IP Key China

开幕致辞/Opening remarks:

王胜利 WANG Shengli

国家市场监督管理总局执法稽查局副局长 State Administration for Market Regulation

马君泽 Günther MARTEN

欧盟知识产权局驻华知识产权专员, 公使衔参赞
EUIPO IP attaché, Minister Counsellor

赵晓波 ZHAO Xiaobo

中国(福建)自由贸易试验区厦门片区管委会副主任 Vice-Director, Administration of Xiamen Area of China (Fujian) Pilot Free Trade Zone

何林豪 Ruben SCHELLINGERHOUT

知识产权参赞 - 欧洲联盟驻华代表团 Counselor for Intellectual Property Rights - European Union Delegation to China

田力普 TIAN Lipu

国家知识产权局原局长 Former Director-General of SIPO



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15:00-15:20

茶歇 Tea-coffee break

卢琳兵 LU Linbing

厦门市知识产权局局长 厦门市双打领导小组副组长
Director-General of Xiamen Intellectual Property Office

刘春田 LIU Chuntian

中国人民大学法学院教授 Professor, School of Law,
Renmin University

陈跃进 CHEN Yuejin

厦门市商务局副局长 厦门市双打办主任 Deputy Director
of Xiamen Municipal Bureau of Commerce

余志豪 YU Zhihao

阿里巴巴集团安全部资深总监 Senior Director of Alibaba
Security Department

Bogdan CIINARU

欧洲刑警组织 EUROPOL

洪云峰 HONG Yunfeng

中国反侵权假冒创新战略联盟 CAASA



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2018年11月4日 | 04 November 2018

9:00-12:00

论坛 A 和 B 同时进行

(A and B will run in parallel)

茶歇、小食全天供应 All day coffee/tea break

11:15-12:00

问答与讨论 Q&A and discussion

论坛A: “一带一路”倡议大背景下的知识产权保护

Forum A - IPR Protection in the Context of Belt & Road Initiative

主持人/Moderator:

厦门自贸区 (FTZ) Xiamen Free Trade Zone

中国反侵权假冒创新战略联盟 CAASA

演讲嘉宾/Speakers:

曹征宇 CAO Zhengyu

中国(福建)自由贸易试验区厦门片区管委会综合监管和执法局局长 Director-general of Regulation and Law-enforcement Bureau of Administration of Xiamen Area of China (Fujian) Pilot Free Trade Zone

何林豪 Ruben SCHELLINGERHOUT

欧盟驻华代表团 European Union Delegation to China

黄建华 HUANG Jianhua

海关总署 China General Administration of Customs

英中贸易协会 (CBBC) China Britain Business Council

郭颖 GUO Ying

阿里巴巴集团 Alibaba Group



徐鹏XU Peng
Segway-Ninebot

陈良CHEN Liang
贸点点董事长President of TradeAider

论坛A简介 Brief Introduction of Forum A

“一带一路”倡议是一项宏伟的规划，其旨在加强中国与其余共占全球 30%GDP 与 62% 人口的 65 国间的基础设施、贸易往来和投资联系，倡议将中国与东南亚、海湾国家、北非与欧洲地区的经济圈链接起来，同时增进彼此间的区域合作与互联互通。中国的“一带一路”倡议是一项史无前例的计划，为相关的知识产权权利人带来了机遇与挑战。

论坛议题：知识产权侵权对“一带一路”倡议造成的经济影响——“一带一路”各国的政策和立法解决方案——用新的交通路线打击假货输送的措施——电子商务的影响——IP Key 在中国、东南亚和拉丁美洲的工作——厦门自由贸易区内的知识产权发展。

The Belt and Road Initiative (BRI) is an ambitious plan to improve regional cooperation and connectivity, aiming to strengthen infrastructure, trade and investment links between China and some 65 other countries that account collectively for over 30% of global GDP and 62% of population, linking China to the economies of South East Asia, the Gulf Countries, North Africa, and on to Europe. China's Belt & Road Initiative is an unprecedented plan, bringing opportunities and challenges for IP owners along its corridors and trade routes.

Discussion points: economic impact of IP infringements on BRI ambitions – policy and legislative solutions across BRI countries – measure to tackle the trafficking of counterfeits using newly developed routes – impact of e-commerce - the work of IP Key in China, South East Asia and Latin America – IP developments within Xiamen Free Trade Zone.



2018年11月4日 | 04 November 2018

9:00-12:00

论坛 B: 互联网知识产权保护实践和经验分享

Forum B – Best Practices of IPR Enforcement Online

茶歇、小食全天供应 All day coffee/tea break

11:15-12:00

问答与讨论 Q&A and discussion

主持人/Moderator:

付大伟 **Davide FOLLADOR**

中欧知识产权合作项目 IP Key China

演讲嘉宾/Speakers:

ZHANG Yulan

意大利眼镜制造商 *Luxottica*

刘艳霞 **LIU Yanxia**

小米集团 *XiaoMi Group*

国家市场监督管理总局执法稽查局

State Administration for Market Regulation

张华宁 **ZHANG Huaning**

欧盟商会 *EUCCC IPR WG Beijing Chair (Bayer)*

张书青 **ZHANG Shuqing**

杭州市中级人民法院法官 *Hangzhou Intermediate*

People's Court/Hangzhou Internet Court

Bogdan CIINARU

欧洲刑警组织 *EUROPOL*



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论坛B简介 Brief Introduction of Forum B

电商革命为商业人士提供了崭新而丰富的市场机会，并将创新产品、服务、技术与更多创意产品为更广泛的消费群体所应用。但是，当前的网络环境会使侵权产品更快扩散，令消费者难以区分真伪，知识产权权利人也将面临极大的风险。此外，受到治外法权与相关执法手段的影响，侵权者也更易隐藏真实身份。

论坛议题：识别盗窃知识产权的匿名侵权者的数据与信息分享——领先执法/司法案例——中欧的良好商业实践——行业经验

The e-commerce revolution has opened a wealth of new market opportunities for business operators, making innovative goods, services, technology and creative content available to a much wider consumer base. But the online environment also exposes IPR owners to greater risks, allowing faster proliferation of IP infringing goods, often making it harder to distinguish fakes from genuine items. Moreover, infringers can more easily hide behind fake identities, often benefiting from extra-territoriality and weaker enforcement avenues.

Discussion points: data and information sharing for identification of IP theft amid anonymity of infringers – leading judicial/enforcement cases – good business practices in China and EU – industry experiences.



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2018年11月4日 | 04 November 2018

13:30-16:30

论坛 C、D 和 E 同时进行

(Forum C, D and E will run in parallel)

茶歇、小食全天供应 All day coffee/tea break

问答与讨论 Q&A and discussion

15:15-16:30

论坛C：中国电商法改革

Forum C - China's e-commerce Law Reform

主持人/Moderator:

Patrice VIDON

Vidon & Partners 知识产权法律专家组 Vidon & Partners IP Law Group

演讲嘉宾/Speakers:

林秀芹 LIN Xiuqin

厦门大学知识产权研究院院长 *Xiamen University*

丛芳 CONG Fang

CAASA 知识产权研究院 *CAASA IPR Research Institute*

国家市场监督管理总局

State Administration for Market Regulation

Victor SHAO

法国制药赛诺菲 *Sanofi*

马君泽 Günther MARTEN

欧盟知识产权局驻华知识产权专员, 公使衔参赞

EUIPO IP attaché, Minister Counsellor



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论坛C简介 Brief Introduction of Forum C

最新出台的中国电子商务法已于2018年8月30日最终通过，并将于2019年1月1日开始实施。这是一项期待已久的立法，其中包含了对知识产权的保护与互联网商务界人士的共同期待。虽然平台和运营商在知识产权保护与推行现代执法标准方面取得的成果令人欣喜，但法律中的部分关键条款将需要进一步明确，从而对未来实践产生积极的影响。

论坛议题：应用于保护电子商务、移动端和社会市场的知识产权法律框架——保护知识产权的责任——知悉网络市场侵权行为的连带责任——为实施下架举措知识产权权利人所需提供的“初步证据”范畴——可能导致取消封锁措施的非侵权方的抗辩和“表面证据”

The e-commerce law of China was finally adopted on August 30, 2018 and will enter into force on January 1, 2019. It is a long-awaited piece of legislation, encompassing all-aspects of online commerce, including protection of IPRs. While the general duty to protect IPRs by platforms and operators is welcome – along with the efforts to introduce modern enforcement standards - several key provisions in the law will require further clarification in order to mark a positive impact in the future practice.

Discussion points: legal framework applicable to protection of IPRs on e-commerce, mobile and social marketplaces, - general obligation to protect IPRs - joint and several liability of online marketplaces aware of infringements - extent of the “initial evidence” right owners have to provide to trigger takedown – counterstatements and “prima facie evidence” of non-infringement which might lead to lift the blocking measures.



2018年11月4日 | 04 November 2018

13:30-16:30

论坛 D: 商业秘密保护论坛

Forum D – Trade Secret Protection Summit

茶歇、小食全天供应 All day coffee/tea break

15:15-16:30

问答与讨论 Q&A and discussion

主持人/Moderator:

薛淑兰 XUE Shulan

中国反侵权假冒创新战略联盟 CAASA

演讲嘉宾/Speakers:

福建省/厦门市公安 *China Ministry of Public Security/PSB Xiamen*

台湾营业秘密保护促进协会顾问
Taiwan (China) Association for Promotion of Trade Secrets Protection Consultant

Andrea CABALLE

China IPR SME Help Desk

黄诚勋 HUANG Chengxun

台湾营业秘密保护促进协会副理事长 *Taiwan (China) Association for Promotion of Trade Secrets Protection*

章建勤 ZHANG Jianqin

CAASA 知识产权保护研究院 *CAASA IPR Research Institute*



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孙佳恩 SUN Jiaen

商业秘密网 Trade Secret Website

论坛D简介 Brief Introduction of Forum D

包括中小企业在内的所有企业的商业秘密保护是市场成功的关键，而它与就业和网络安全法律规定密切相关。为了有效保护商业秘密，我们需要能够快速实施的司法举措和专门的执法机构，同时保证程序的机密性。

论坛议题：数字市场中对商业秘密和机密商业信息（CBI）的保护——法律与实践交流——中小企业商业秘密的重要性

Protection of trade secrets is key to market success, including for SMEs, while it is closely related to employment and cybersecurity law provisions. Efficient protection of trade secrets requires fast-track judicial measures and specialized enforcement authorities, while procedure confidentiality should be preserved.

Discussion points: protection of trade secrets and confidential business information (CBIs) in the digital market – exchange of relative laws and practice - importance of trade secrets for SMEs.



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2018年11月4日 | 04 November 2018

13:30-16:30

论坛 E: 如何通过非司法手段预防假冒

**Forum E - Prevention of Counterfeiting Through
Non-legislative Tools**

茶歇、小食全天供应 All day coffee/tea break

15:15-16:30

问答与讨论 Q&A and discussion

主持人/Moderator:

Elliot PAPAGEORGIU

欧盟商会 EUCCC IPR Working Group National Chair

演讲嘉宾/Speakers:

马君泽 Günther MARTEN

欧盟知识产权局驻华知识产权专员, 公使衔参赞
EUIPO IP attaché, Minister Counsellor

Peter SZYSZKO

WhiteBullet 知识产权风险监控公司 WhiteBullet

张晓铭 ZHANG Xiaoming

阿里妈妈 Alimama

吴焕斌 WU Huanbin

腾讯集团 Tencent

Seth HAYS

INTA 国际商标协会 INTA



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曹卫 CAO Wei

小罐茶运营中心总经理 *Xiao Guan Cha, General*

Director of Operation Center

论坛E简介 Brief Introduction of Forum E

网络商务平台会被那些试图经销假冒商品的人滥用，这将对电子商务生态系统中所有的利益攸关方造成损害：消费者面临着购买残次品或危险品的风险，而权利人的品牌价值、声誉和经济利益也受到损害。人们试图在互联网平台上营造安全体验环境的努力被抵消。在这种形势下，中介机构可以在知识产权保护和打击损害中欧经济的大规模侵权行为中扮演重要的角色。

论坛议题：促进知识产权权利人与平台间的对话与合作——广告公司的风险与其在打击网络假冒行为中的所扮演的角色，如何处理相关问题——供应链中其他中介机构的作用——自愿合作与自我规范倡议：在中国与其他各国中的进程。

Online commerce platforms can be abused by those who seek to distribute counterfeit goods. This is damaging to all stakeholders in the e-commerce ecosystem: consumers are exposed to the risk of buying inferior quality or dangerous goods, brand values, reputation and economic interest of right owners are jeopardized, the efforts of internet platforms to be regarded as safe avenues to enhance buying experience are undermined. In this context, intermediaries can play a key role in the protection of IPRs and fight against commercial scale infringements that harm the EU and Chinese economies.

Discussion points: fostering dialogue and cooperation between IPR owners and platforms – the risks for advertising companies and their role in the fight against online counterfeiting, what can be done to address the problem – the role of other intermediaries in the supply and distribution chain – voluntary cooperation and self-regulation initiatives: progress in China and other countries.



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2018年11月5日 | 05 November 2018

9:00-12:00

论坛 F、G 同时进行

(F and G will run in parallel)

茶歇、小食全天供应 All day coffee/tea break

11:15-12:00

问答与讨论 Q&A and discussion

论坛 F: 中欧中小企业知识产权问题和解决方案研讨

Forum F - China-EU SMEs' Exchange on IPR
Issues and Solutions

主持人/Moderator:

倪良 NI Liang

CAASA 知识产权维权中心 CAASA IPR Protection
Centre

演讲嘉宾/Speakers:

Andrea CABALLE

China IPR SME Help Desk

倪良 NI Liang

CAASA 知识产权维权中心 CAASA IPR Protection
Centre

Fabio GIACOPELLO

HFG 知识产权咨询有限公司 HFG Intellectual Property
Consulting Co.Ltd

卢永泰 LU Yongtai

IP 公社 IP Commune



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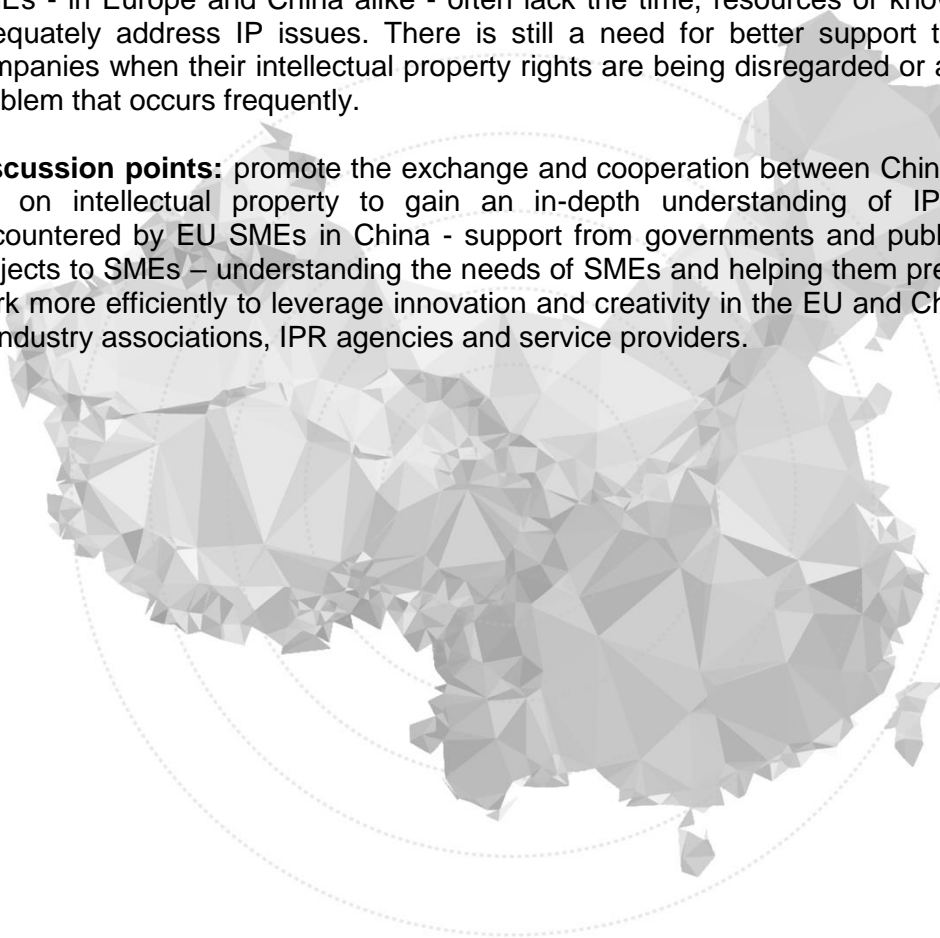
论坛F简介 **Brief Introduction of Forum F**

欧洲和中国的中小型企业类似之处是：经常缺乏时间、资源或知识妥善地处理知识产权问题。当小型企业的知识产权频繁地被忽视或是滥用时，它们应获得更有力的支持。

讨论议题：促进中国与欧盟中小型企业在知识产权领域的交流与合作，进而深入了解欧盟中小企业在中国所面临的知识产权问题--政府和公共资助项目对中小企业中的支持--了解中小型企业的需求，帮助他们更有效地准备和工作，以发挥欧盟与中国的创新与创造力--行业协会、知识产权机构和服务供应商的作用。

SMEs - in Europe and China alike - often lack the time, resources or knowledge to adequately address IP issues. There is still a need for better support to smaller companies when their intellectual property rights are being disregarded or abused, a problem that occurs frequently.

Discussion points: promote the exchange and cooperation between China and the EU on intellectual property to gain an in-depth understanding of IPR issues encountered by EU SMEs in China - support from governments and public funded projects to SMEs – understanding the needs of SMEs and helping them prepare and work more efficiently to leverage innovation and creativity in the EU and China - role of industry associations, IPR agencies and service providers.



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2018年11月5日 | 05 November 2018

9:00-12:00

论坛 G: 互联网食品药品知识产权保护协同治理

Forum G - Online IPR Protec

茶歇、小食全天供应 All day coffee/tea break

11:15-12:00

问答与讨论 Q&A and discussion

主持人/Moderator:

李春雷 LI Chunlei

中国人民公安大学食品药品与环境犯罪研究中心主任
*People's Public Security University of China, Food,
Drug and Environmental Crime Research Center,
Director*

演讲嘉宾/Speakers:

陈涛 CHEN Tao

中国人民公安大学食品药品与环境犯罪研究中心 副主任
*People's Public Security University of China, Food,
Drug and Environmental Crime Research Center,
Vice Director*

张亚利 ZHANG Yali

北京市公安局环境食品药品和旅游安全保卫总队 *Beijing
Public Security Office*

Patrice VIDON

*Vidon & Partners 知识产权法律专家组 Vidon &
Partners IP Law Group*



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刘丽娜 LIU Lina

北京市人民检察院 *People's Procuratorate of Beijing Municipality*

钟友文 ZHONG Youwen

腾讯公司信息安全中心主任 *Tencent*

论坛G简介 Brief Introduction of Forum G

以第三方平台为代表的跨国网络食品药品交易的迅猛发展，衍生出大量的侵犯食品药品知识产权案件，这一方面侵犯群众的健康生命安全，另一方面扰乱了市场经济秩序，进而影响我国互联网贸易的良性发展和国际商誉。鉴于此，互联网食品药品知识产权保护亟需各职能部门和社会协同治理。

讨论议题：互联网食品药品知识产权案件的查办；行政执法与刑事司法的衔接；互联网食品药品知识产权的法律认定，公安机关、检察机关在网络食品药品知识产权治理方面的作用。

Cross-border food and drug deals based on the third-party E-commerce platform has seen rapid growth recently, which lead to a large number of cases concerned with IPR infringement of food and drug. Such infringement cases not only pose the threat to health and safety, but also disturb the market order, which also has a negative effect on e-commerce market and the business reputation. Urgent and coordinated efforts should be made to protect the IPR in the food and drugs sectors also online.

Discussion points: Investigation and handling of food and drug IPR protection – interlinks and coordination of administrative law enforcement and criminal justice - legal definition of online food and drug IPR - roles of Public Security and Procuratorate agencies.



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2018 年 11 月 5 日 | 05 November 2018

13:30-16:30

论坛 H、I 同时进行

(H and I will run in parallel)

茶歇、小食全天供应 All day coffee/tea break

15:15-16:30

问答与讨论 Q&A and discussion

论坛 H: **互联网知识产权保护的主动防控手段**

Forum H - Online IPR Protection: Proactive

Measures

主持人/Moderator:

Fabio GIACOPELLO

HFG 知识产权咨询有限公司 HFG Intellectual Property Consulting Co.Ltd

演讲嘉宾/Speakers:

Peter SZYSZKO

WhiteBullet 知识产权风险监控公司 WhiteBullet

Victor SHAO

法国制药赛诺菲 Sanofi

Alan LIU

强生公司 BASCAP China Working Group (Johnson & Johnson)

叶季青 YE Jiqing

区块链专家 Blockchain expert



Alexandra POCH

欧盟反侵权观察站(与欧盟知识产权局西班牙总部远程视频会议，下午 15:30 开始) *EU Observatory on Infringement of IPRs (video-conference from EUIPO in Spain starting at 15:30)*

论坛H简介 Brief Introduction of Forum H

知识产权权利人、执行机构和互联网平台通过更多的合作改善知识产权保护的大环境。颠覆性技术可为市场售前控制和清算工具提供一系列新的机会，并且能够优化工作流程和提供更迅捷的救济措施。

讨论议题：揭露假冒和监控供应链的技术程序—线上平台通过使用人工智能、区块链和其他技术采取的主动防控手段--公司、中介机构和电商平台如何推动品牌忠诚度以及知识产权安全--行业最佳实践

IPR owners, enforcement agencies and internet platforms increasingly work together to improve the overall protection system. Disruptive technologies can offer an array of new opportunities for pre-sale control and clearance tools of market-places as well as improved workstream and faster redress measures.

Discussion points: technical procedures for revealing counterfeits and monitoring supply chains – proactive measures undertaken by online platforms through using AI, blockchain and other technologies - how companies, intermediaries, ecommerce platforms could drive brand loyalty and IP safety – industry best practices.



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2018年11月5日 | 05 November 2018

13:30-16:30

论坛 I: 知识产权技术变革与产业化

**Forum I – IPR TECHNOLOGIES,
TRANSFORMATION AND INDUSTRIAL UPGRADING
(IPR EVALUATION)**

茶歇、小食全天供应 All day coffee/tea break

15:15-16:30

问答与讨论 Q&A and discussion

主持人/Moderator:

丛芳 FANG Cong

CAASA 知识产权保护研究院 CAASA IPR Research
Institute

演讲嘉宾/Speakers:

孙长江 SUN Changjiang

中国产学研合作促进会知识产权保护中心副主任
Industry-University-Research Collaboration
Association IPR Protection Center

马天旗 MA Tianqi

国家知识产权运营公共服务平台副经理 Vice Director of
State Intellectual Property Operation Public Service
Platform

应佳伟 YING Jiawei

智能短交通行业知识产权联盟联席理事长 Intelligent
Short-Distance Transportation Industry IP Alliance



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郝学江 HAO Xuejiang

CAASA 保护研究院副院长 CAASA IPR Research
Institute

谷永久 GU Yongjiu

中关村科技园区海淀园管委会知识产权处
Administrative Committee of Zhongguancun
Haidian Science Park IP office

孙明香 SUN Mingxiang

山东省地理标志产业协会会长 President of Shandong
Geographical Indication Industry Association

论坛简介 Brief Introduction of Forum I

根据社会与经济的实际状况，为发挥知识产权在区域创新驱动发展和产业转型中日益重要的作用，我们应当优化和升级知识产权监管与保护。市场参与者的知识产权创造与运用能力也需提升。此外，他们还应在此过程中不断运用知识产权服务能力、新技术和创造性的商业模式。

讨论议题： 欧盟与中国正在推进的计划/项目-推动知识产权合作与沟通-分享有价值经验

The industrialization of IPRs is a common concern among Chinese and international IP experts. Discussions often revolve around how to effectively put intellectual property into the marketplace and help companies upgrade, by aligning China's economic development with international experience and practice.

Discussion points: developments and relevant projects ongoing in China.



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演讲嘉宾与主持人 Speaker & Moderators



马君泽先生，自 2016 年起，在北京欧盟驻华代表团担任公使衔参赞以及欧盟知识产权局（EUIPO）知识产权专员一职。马君泽先生在 1995 年加入 EUIPO，该局负责欧洲商标体系以及共同体外观体系的管理，是欧盟知识产权事务国际合作的执行机构。马先生之前在 EUIPO 的长期工作中担任了数个重要的职务，最近的一个职位是上诉委员会的成员。

Mr Günther Marten is since 2016 Minister-Counsellor and EUIPO IP Attaché at the EU embassy in Beijing. Mr Marten joined the EUIPO, in charge of the management of the European trade mark system, the Community Design system and the implementing agency of the EU for international co-operation in IP matters, in its early days in 1995. He held various important positions within EUIPO over the years, the last being member of the Boards of Appeal.



何林豪先生是欧洲联盟驻华代表团贸易处负责知识产权的参赞。他还负责药物和医疗器械市场准入的工作。来北京任职之前，何林豪先生在欧洲委员会贸易部门工作，负责与第三国相关的知识产权保护，例如通过自由贸易协定途径。

Mr Ruben Schellingerhout is Counsellor in the Trade section of the European Union Delegation in Beijing working on intellectual property rights issues. He has also dealt extensively with market access for pharmaceuticals and medical devices in China. Before coming to Beijing he worked in the European Commission's trade department on intellectual property rights protection in third countries, for example Free Trade Agreements.





田力普先生，中国知识产权研究会理事长，国家知识产权局原局长、党组书记。著有《关于“智力活动的规则和方法”》、

《关于专利保护与专利审批、专利侵权中的若干基本问题》等著作、论文和报告 12 篇，译有《中国专利法和实施细则（德文本）》、《德国专利诉讼报告一至七》等 6 篇。

Tian Lipu, Director of the China Intellectual Property Society (CIPS) and former Director and Secretary of Party Committee of China National Intellectual Property Administration (CNIPA), has published twelve (12) works, papers and reports including "Rules and Methods for Intellectual Activities" and "Some Basic Issues in Patent Protection, Patent Approval and Patent Infringement". He translated six (6) articles such as "Chinese Patent Law and Detailed Rules for Implementation (German Version)" and "German Patent Litigation Reports 1-7".



刘春田，中国人民大学法学院教授，博士生导师，教育部高等学校法学学科教学指导委员会委员，中国知识产权研究会副秘书

长，中国版权研究会版权鉴定专业委员会主任，中华商标协会副秘书长，于 2010 年被国家知识产权局、国家工商管理总局、新闻出版总署评为全国知识产权最具影响力人物。

Liu Chuntian is a professor of the Law School of Renmin University of China, doctoral supervisor, member of the Steering Committee for Law Teaching in Institutions of Higher Learning of the Ministry of Education, Deputy Secretary-General of China Intellectual Property Society, Director of the Copyright Identification Committee of Copyright Society of China, Deputy Secretary-General of China Trademark Association. In 2010, he was recognized by China National Intellectual Property Administration (CNIPA), the State Administration for Industry and Commerce and the General Administration for Press and Publication as the country's most influential intellectual figure in IPR.



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余志豪先生，曾任上海市公安局指挥中心主任，有多年从警的经验，现任阿里巴巴集团安全部研究员，主要负责集团的线下安全和应急响应。

Mr. Yu Zhihao, former director of the Shanghai Public Security Bureau Command Center, has many years of experience in police. He is currently a researcher at the Alibaba Group Security Department and is mainly responsible for the Group's offline safety and emergency response.



Bogdan Ciinaru 欧洲刑警组织 — IPC3 (知识产权犯罪协调联盟)。自 2016 年 6 月起，Bogdan Ciinaru 一直在欧洲刑警组织—IPC3 从事专家工作，负责在知识产权网络领域的战略和行动项目开发工作。他于 2007 年获得警察学院法学学士学位，之后加入罗马尼亚警察局经济犯罪调查部门，处理各种形式的知识产权犯罪和其他经济犯罪，其中包括赌博犯罪、消费欺诈、逃税和海关欺诈。

Bogdan Ciinaru, Europol – IPC3 (Intellectual Property Crimes Coordinated Coalition). Since June 2016, he has worked for Europol-IPC3 as an expert where he is dealing with the development of both strategic and operational projects carried out in the online area of intellectual property rights. He finished the Police Academy in 2007, where he achieved his bachelor's law degree, and joined Economic Crimes Investigation Department from Romanian Police, where he tackled all forms of intellectual property crimes and other economic crimes as gambling offences, excise frauds, tax evasion and customs frauds.





洪云峰，中国反侵权假冒创新战略联盟 (CAASA) 理事长、《中国反侵权假冒年度报告》编辑委员会副主任、

全国产品防伪溯源验证公共平台专家、国家质检总局防伪技术专家。为了贯彻响应党中央和国务院依法治国、建设知识产权强国战略和鼓励大众创业、万众创新的精神，于 2014 年联合了中国的 42 家行业协会及数百家企业共同发起成立了社会公益性组织中国反侵权假冒创新战略联盟。

Hong Yunfeng is the Chairman of China Anti-Infringement and Anti-Counterfeit Innovation Strategic Alliance (CAASA), a Deputy director of the Editorial Committee for "China Anti-Infringement and Anti-Counterfeiting Annual Report", an expert on the National Product Anti-Counterfeiting Source Verification Public Platform and anti-counterfeiting technology of the State Administration for Market Regulation. With the aim of reinvigorating intellectual property rights and encouraging entrepreneurship and innovation, under the joint effort of 42 industry associations and hundreds of enterprises, CAASA, a public welfare organization, was established in 2014.



黄建华，海关总署综合业务司知识产权处处长，中国知识产权研究会常务理事。长期从事知识产权海关保护工作，有丰富的知

识产权理论和实务知识，尤其熟悉知识产权海关保护工作，参与了《知识产权海关保护条例》、《国家知识产权战略纲要》

Huang Jianhua, Director of the Intellectual Property Department of the General Business Department of the General Administration of Customs and Executive Director of the China Intellectual Property Research Association. He has been engaged in customs protection of intellectual property rights for a long time, and has rich intellectual property theory and practical knowledge. He is especially familiar with the customs protection of intellectual property rights and has participated in relevant national intellectual property laws and regulations such as the Regulations on Customs Protection of Intellectual Property Rights and the Outline of National Intellectual Property Strategy.



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郭颖有多年从警经历，现任阿里巴巴集团安全部总监，主要负责开展知识产权、食药、涉及知产类黑灰产案件的专项打击，对相关风险进行有效遏制。

Mr Guo Ying has been a police officer for many years and is currently the director of the security department at the Alibaba Group. He is mainly responsible for carrying out investigations on intellectual property rights, food and medicine. He is also responsible for managing security risks.



徐鹏先生具有超过15年的财务管理经验，曾在四大会计师事务所之一负责专业审计工作，并在世界五百强公司担任财务总监。在财务分析、内部控制、IPO、投资和金融、项目孵化等方面有丰富的经验。他于2015年成为纳恩博的集团战略副总裁，主要负责战略规划、投资者关系、内审以及IPO。

With over 15 years of experience in financial management, Mr. **XU Peng** once was in charge of professional auditing in one of the Big Four accounting firms and served as general manager of finance in a Fortune 500 company. He has rich experience in financial analysis, internal control, IPO, investment & finance, and project incubation. He joined Ninebot in 2015 as Group Strategy VP to be mainly responsible for strategic planning, investor relations, internal auditing, and IPOs.



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陈良先生，浙江大学（原杭州大学）学士、长江商学院高级工商管理硕士。贸点点（浙江先合信息技术有限公司）创始人、董事长，现任“北京侵权伪劣物品检验鉴定技术创新联盟”名誉理事长、杭州市国际商会副会长、长江商学院浙江校友会副会长。在国际贸易及生产领域深耕近30年，拥有多家外贸公司和生产工厂。于8年前创立了浙江先合信息技术有限公司及贸点点品牌，在互联网+品控及溯源防伪领域进行了扎实有效的探索和实践，积累了丰富经验。

Mr. **Chen Liang**, Bachelor of Science from Zhejiang University (formerly Hangzhou University) and Master of Business Administration from Cheung Kong Graduate School of Business. Founder and Chairman of the Trade Point (Zhejiang Xianhe Information Technology Co., Ltd.), the Honorary Chairman of the "Beijing Infringement and Inferior Articles Inspection and Identification Technology Innovation Alliance", the Vice President of the Hangzhou International Chamber of Commerce, and the Vice President of the Zhejiang Alumni Association of Cheung Kong Graduate School of Business. He has been in the field of international trade and production for nearly 30 years and has many foreign trade companies and production plants.



付大伟先生是一名专注于知识产权领域的律师，在欧盟和中国拥有超过15年的知识产权法律实践经验，主要为私营和公共领域的跨国公司和政府组织提供战略咨询。他曾在意大利的Carabinieri担任警察委员会官员。他在米兰获得意大利的律师执业资格，并在进入EUIPO前获得了商标和外观设计律师资格。从2014年起，他与EUIPO签订了欧盟 - 中国合作项目IP Key (www.ipkey.eu) 协议担任政策专家和项目经理。

Davide Follador is an accomplished IP Lawyer with more than 15 years experience in IP law & practice in the EU and China, with exposure to both private and public sectors through providing strategic counseling to multinational companies and government organisations. He shortly served as Police Commissioned Officer in Italy's Carabinieri and subsequently obtained Master's in Law, specialising in Intellectual Property. Since 2014 he has worked for the EUIPO as a policy expert and project manager in the EU-China cooperation program IP Key (www.ipkey.eu).



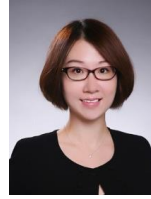
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Yulan Zhang 目前负责陆逊梯卡大中华区所有知识产权保护和市场合规事务。在加入陆逊梯卡前，她曾是通用汽车公司品牌保护经理，主要负责公司及其合资企业的品牌保护项目开发和执行。她拥有超过12年的知识产权执行经验，以及处理各类知识产权侵权案件的扎实功底。

In her current role at Luxottica, Yulan Zhang is responsible for all IP protection and market compliance matters in the Greater China region. Prior to joining Luxottica, she served as the Brand Protection Manager for General Motors, where her role was to develop and implement brand protection programs for the company as well as its joint ventures. She has over 12 years of operational experience in IP enforcement and has accumulated solid skills of handling various IP infringement cases.



在加入拜耳之前，ZHANG Huaning 女士曾在贝克·麦肯思国际律师事务所和金杜律师事务所担任中国专利执业律师，拥有十多年的知识产权实践经验。张女士目前担任欧盟商会（EUCCC）知识产权北京工作组主席。

Before joining Bayer, Ms. Zhang Huaning also worked with the law firms Baker & McKenzie and King & Wood Mallesons as a licensed Chinese Patent Attorney. She has over ten years of practice experience in the IP field. Ms. Zhang is currently Chair of EUCCC IPR Beijing Working Group.



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张书青，男，杭州市中级人民法院杭州知识产权法庭员额法官，华东政法大学知识产权专业博士研究生。张法官曾以挂职法官身份参与、见证、陪伴杭州互联网法院的成立与成长。张法官审判实务经验丰富，承办多个案件入选杭州互联网法院、杭州市中级人民法院、浙江省高级人民法院十大案例。张法官理论造诣深厚，在《人民司法》《电子知识产权》《专利法研究》等发表文章数十篇。

Mr. ZHANG Shuqing, post judge of Intellectual Property Tribunal, Hangzhou intermediate people's court, graduated from East China University of Politics, Science and Law with a PhD focusing on Intellectual Property. Mr. Zhang vividly involved in the development of Hangzhou Internet court as an appointed judge. Mr. Zhang is very experienced at practical judgement, and many cases he has held brief for was selected as Top Ten Cases by Hangzhou Internet court, Hangzhou intermediate people's court and Zhejiang Provincial Higher People's court.



林秀芹 教授、博士生导师，法学博士，英国牛津大学法学研究硕士。厦门大学知识产权研究院院长，数字福建大数据基础技术厦门研究院大数据法律保护与技术伦理研究中心主任，福建品同律师事务所高级顾问。中国经济法学研究会常务理事，中国知识产权法学研究会常务理事，厦门市知识产权协会副会长。全国知识产权领军人才，德国马克斯·普朗克竞争与创新研究所访问教授，英国玛丽女王大学法学院客座教授。

Pr. LIN Xiuqin, doctoral supervisor with a PhD in Law, graduated from Oxford University with master's degree in law. Ms. Lin is dean of Intellectual Property Research Institute of Xiamen University, director of big data legal protection and Technology Ethics Research Center in Digital Fujian big data technology Xiamen Research Institute, and senior legal consultant of Pintong Law firm in Fujian as well. Ms. Lin is Executive director of China Economic Law Research Association, Executive director of China Intellectual Property Law Research Association, and Vice president of Xiamen Intellectual Property Association. As a national leading professional in China, Pr. Lin is also visiting professor of Max Planck Institute for Comparative Public Law and International Law, visiting professor of Queen Mary University of London.





Victor SHAO, 赛诺菲中国产品安全项目负责人, 东方知识产权俱乐部 (OIPC) 副理事长。过去13年里, 他致力跨国企业在华或亚太区的知识产权保护工作战略、策略制定与执行, 密切整合企业内外资源为企业的知识产权保护整体目标服务, 穷尽可能的系统法律解决方案来建立企业的预防体系及严格的反假冒调查管理体系, 保护品牌消费者的合法权益、捍卫公司的知识产权及负责任的企业形象。先后服务于快速消费品 (强生)、汽车 (通用汽车)、信息技术 (惠普)、电气 (伊顿) 和制药行业 (赛诺菲)。

Victor Shao, Head of SANOFI China Product Security, OIPC Vice Chairman. In the past 13 years, he has served the industries of FMCG (J&J), AUTO (GM), IT (HP), Electrical (EATON) and Pharmaceutical (SANOFI). He focused on anti-counterfeiting/Brand Protection Strategy & Tactics planning and execution in China or AP region for MNCs. Closely integrate internal & external resources and maximize all kinds of systematic legal solutions via fire-prevention system and anti-counterfeiting investigation management to achieve whole corporate IP protection goal, protect consumers' rights & responsible company image.



薛淑兰女士是刑法学博士, 中华人民共和国全国审判业务专家, 在中华人民共和国最高人民法院从事刑事审判工作三十余年, 曾审理过很多重大疑难刑事案件和负责指导侵犯知识产权、制售假冒伪劣犯罪案件的审判指导工作, 系2015至2017年《中国反侵权假冒年度报告》副总编。

Ms. XUE Shulan has a doctor degree in criminal law, and she has been working in Supreme People's Court of the PRC for more than 30 years focusing on criminal justice. Ms. Xue brought to trial for many difficult criminal cases and oversaw guiding criminal justice of infringing intellectual property rights, manufacturing and selling fake and shoddy goods. Ms. Xue was deputy chief editor of 《Annual report on China's anti infringement and counterfeiting》 from 2015 to 2017.



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安德莉亚·卡巴莱 (Andrea Caballe) 女士是中国知识产权中小企业帮助台的知识产权专家，同时也是一名经验丰富的律师。从法国巴黎第一大学毕业后，她成为了西班牙巴塞罗那律师协会的合格律师。在加入欧盟商会 (EUCCC) 之前，她曾供职于数家律所。她最近曾供职于国际知识产权公司 Schmitt & Orlov 北京办公室，主要负责外国公司的知识产权执行策略。目前，她为欧洲中小企业提供一线建议以及知识产权培训。她已在北京生活了六年多。

Ms. Andrea Caballe, IP Expert at the China IPR SME Helpdesk, is an experienced lawyer who graduated from Paris I Panthéon-Sorbonne and proceeded to become a qualified lawyer with the Barcelona Bar Association in Spain. Before joining EUCCC, she worked at several law firms, most recently at the Beijing office of Schmitt & Orlov, an international Intellectual Property firm where she specialised in IP enforcement strategies for foreign companies. In her current position she provides first line advice to European SME, as well as IP trainings. She has been a resident of Beijing for more than six years.



黄诚勋于 1981 年以业务代表加入台湾康宁国际公司，于 1997 年担任台湾康宁国际公司总经理负责康宁所有产品在台湾的开发、推广与销售。从 1997 至 1999 年，黄诚勋的职责进一步扩展至大中华区，担任康宁环保产品事业部大中华区营运处长。1999 年底被调回台湾担任台湾康宁显示玻璃产品事业部营业处长。黄诚勋于 2003 年升任台湾康宁显示玻璃股份有限公司副总经理现职，带领政府事务及媒体公关部，推动企业社会责任、和谐社区关系，并于内部负责推动建立企业文化、完善内部沟通、强化组织效能、人才培养以及智财保护策略与系统建构。黄诚勋毕业于台湾东海大学化工系学士，并于 2007 年获选为东海大学杰出校友。

Mr. HUANG Chengxun joined Corning as a business agent in 1981, and he was promoted to general manager of Corning in 1997 in charge of Corning's product development, promoting, and marketing in Taiwan. From 1997 to 1999, Mr. Huang's responsibility further expanded to Chief of Environmental protection products division of Greater China area. Mr. Huang was transferred back to Taiwan in 1999, leading the displaying glasses division as Chief. Mr. Huang get promoted in 2003 to Taiwan Corning's deputy general manager, leading governmental affairs, media and public relations. Mr. Huang graduated from Department of chemical engineering, Tokai University, Taiwan as a Bachelor of Science, and been granted as Outstanding Alumni of Tokai University in 2007.





章建勤，中国反侵权假冒创新战略联盟法律服务部主任、联盟知识产权保护研究院副院长、研究院商业秘密专业委员会策划人。北京市隆安律师事务所律师、专利代理人。理学学士、法律硕士。考取中国律师资格证和司法资格证。全国普法办公室和中华全国工商联联合会组织编写的《非公有制企业经营管理法律知识风险以案释法读本》（全国“七五”普法读本）知识产权部分的撰稿人，民主法制出版社出版的《专利侵权行政处理实务问题解析》的撰稿人。在知产力等媒体发表关于商业秘密保护、专利权保护等实务性专业文章十多篇。

ZHANG Jianqin, Chief of legal service division from China Anti-Infringement and Anti-Counterfeit Innovation Strategic Alliance, and deputy dean of CASSA Intellectual Property Protection Research Institute. Lawyer of Long' a Law firm in Beijing, patent agent, with BSc and Master of Law. Co-author of "The risk of legal knowledge in non-public enterprises' operation and management", and author of "Analysis of practical problems in administrative handling of patent infringement".



孙佳恩，法制日报社商业秘密保护专家、商业秘密网知识产权保护平台创始人、中国反侵权假冒创新战略联盟常务副理事长与商业秘密保护中心主任、中国知识产权报社专家库专家、浙江省工商局工商学院兼职教授，曾从事工商行政管理31年，专业研究美国、日本等国商业秘密保护，定制企业商业秘密保护系统，担任红牛、杉杉科技等企业商业秘密保护顾问，担任商业秘密保护论坛策划人与主持人，破获16起侵犯商业秘密行为与侵犯商业秘密罪案件。

Mr. SUN Jiaen, expert of commercial secret protection in Legal Daily, founder of Intellectual property protection platform for trade secret network, Executive vice president of China Anti-Infringement and Anti-Counterfeit Innovation Strategic Alliance, expert of China intellectual property newspaper. Mr. Sun has been working on industrial and commercial administration area for 31 years, focusing on commercial secret protection towards the US, Japan, etc. He is consultant of commercial secret protection for Red Bull and Shanshan Technology, has uncovered 16 cases of infringement of trade secrets and infringement of trade secrets.





Elliot Papageorgiou 是其礼律师事务所的资深合伙人并作为中国知识产权部门的负责人。

潘律师自1995年起在全球各大洲开展知识产权法律业务 – 首先在澳大利亚，接着在欧洲，并于2005年起在中国开展业务。目前潘律师在其礼中国办事处就各类诉讼和非诉知识产权业务为国际客户提供服务，主要就专利、商标、版权以及商业秘密的知识产权战略保护、应用和执行提供专业意见。

Elliot Papageorgiou, Senior Partner, Head of IP – China, Clyde & Co. Elliot is a Senior Equity Partner at Clyde & Co, and the Head of Clyde & Co's China IP Group. Elliot has practised intellectual property (IP) law on several Continents since 1995 – first in Australia, then Europe, and since 2005 in China. From Clyde & Co's China offices Elliot now advises international clients on contentious and non-contentious IP matters, with a focus on strategic protection, exploitation, and enforcement of patents, trade marks, copyright as well as trade secrets



Peter Szyszko，系 White Bullet 公司的首席执行官，其公司的主营业务是探查并消灭知识产权侵权。White

Bullet 公司对涉及知识产权侵权行为的网站和应用程序进行识别，并将情报提供给数字中介。作为擅长知识产权和数字广告的律师，彼得拥有20多年相关经验。在创立 White Bullet 公司之前，他曾在富而德律师事务所、Covington 和 NBC 环球担任高级职位，并与数字广告和媒体界的参与方保持着密切联系。在网络知识产权合规、执行和政府政策方面，他有广泛涉猎。

Peter Szyszko is the CEO of White Bullet, which detects and demonetises IP infringement. White Bullet identifies websites and apps engaged in IP infringing activity and provides intelligence to digital intermediaries. Peter is a lawyer specialised in intellectual property and digital advertising with over 20 years' experience. Prior to founding White Bullet 公司, he held senior positions at Freshfields, Covington and NBC Universal International and is closely engaged with stakeholders across the digital advertising and media world. He works extensively in online IP compliance, enforcement and government policy.



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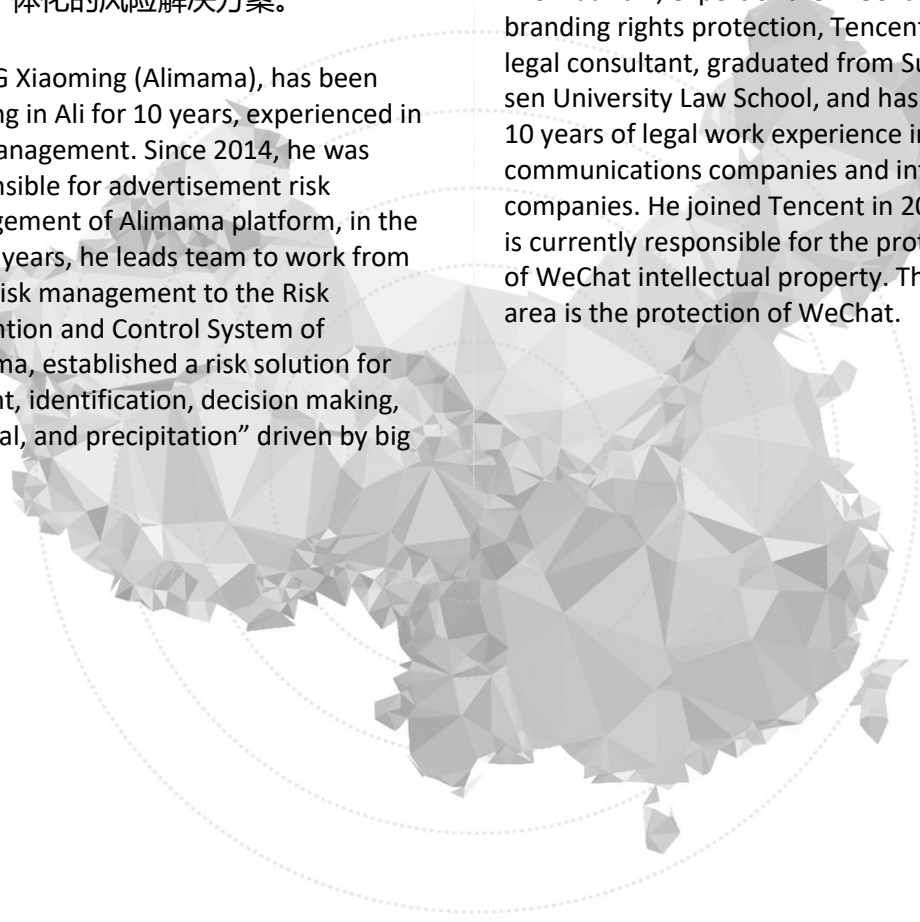
张晓铭（阿里妈妈），十年阿里老兵，具备丰富的风险管理经验，从2014年开始在阿里妈妈中台负责广告风险管理工作，在过去的五年里带领团队从基础风险管理开始，逐步搭建了阿里妈妈自己的风险防控体系，建立了大数据驱动下的“洞察、识别、决策、处置、沉淀”一体化的风险解决方案。

ZHANG Xiaoming (Alimama), has been working in Ali for 10 years, experienced in risk management. Since 2014, he was responsible for advertisement risk management of Alimama platform, in the past 5 years, he leads team to work from basic risk management to the Risk Prevention and Control System of Alimama, established a risk solution for “insight, identification, decision making, disposal, and precipitation” driven by big data.



吴焕斌，微信品牌维权平台专家、腾讯高级法律顾问，毕业于中山大学法学院，拥有近10年通信企业及互联网公司的法务工作经验。在2016年加入腾讯，目前负责微信知识产权保护工作，主要领域为微信品牌保护相关工作。

WU Huanbin, expert of the WeChat branding rights protection, Tencent senior legal consultant, graduated from Sun Yat-sen University Law School, and has nearly 10 years of legal work experience in communications companies and internet companies. He joined Tencent in 2016 and is currently responsible for the protection of WeChat intellectual property. The main area is the protection of WeChat.



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2016年，席荣（Seth Hays）在新加坡建立了国际商标协会（INTA）亚太地区办公室。他主要负责政策制定和宣传、政府事务、招募当地品牌所有者为协会成员等。同时，他联合协会成员共同推动着商标和知识产权相关的教育、交流和其它需求。席荣先生是纽约州律师协会成员，持有夏威夷大学太平洋和亚洲研究硕士学位和瓦萨学院科学、技术和社会学学士学位。

Seth Hays established the International Trademark Association (INTA) Asia-Pacific Office in Singapore in 2016. His work includes policy development and advocacy, government affairs, managing staff in recruiting local brand owners as members, and working with members on education, communications and other needs related to trademarks and intellectual property. Mr Hays is a member of the New York State Bar, and has a graduate degree in Pacific and Asian Studies from the University of Hawaii and an undergraduate degree in science, technology and society from Vassar College.



曹卫，参与创立小罐茶品牌。目前担任小罐茶运营中心总经理，主要负责公司运营管理工作，核心工作涵盖公司人力资源管理、法律事务管理、知识产权管理、商标战略管理等。带领团队从零开始，逐步搭建了小罐茶公司特有的运营管理体系，并形成对很多管理工作有个人独到的认知和深刻的洞见，很好的把管理工作和企业经营结合起来。

CAO Wei, participated in the creation of Xiao Guan Cha brand. At present, he is the general manager of the Xiao Guan Cha operation centre. He is mainly responsible for the operation and management of the company. The core work covers the company's human resource management, legal affairs management, intellectual property management, trademark strategy management etc.. He leads the team from scratch, gradually built a unique operation management system of the Xiao Guan Cha company, and formed a personal insight and deep insight into many management work, a good combination of management work and business management.





倪良曾是一名刑警，负责重特大刑事案件的侦破工作，多次立功。2006年加入阿里巴巴集团，主管整个阿里集团的商业风险控制

工作，对全集团的知识产权保护工作负总责。在阿里巴巴集团搭建了全面的智能化大数据风险控制体系，开创了打击、合作、受诉一体化的全新管理理念，主导301问题谈判，与KOTRA、IACC、MPAA、路易威登、历峰等国际知名协会和品牌建立合作，2014年获邀在WIPO就阿里巴巴知识产权保护情况发言，受到全世界各国代表的好评。

Ni Liang used to be a criminal police officer. He was responsible for the investigation of many significant criminal cases and made many meritorious deeds. In 2006, He joined Alibaba Group and was responsible for the commercial risk control of the entire Ali Group. He was responsible for IP protection of the entire group. He built a comprehensive intelligent & big data risk control system in Alibaba Group, and created a new management concept of combating, cooperating and accepting complaints. He led the "301 Issue" negotiation and established cooperation with internationally renowned associations and brands such as KOTRA, IACC, MPAA, Louis Vuitton and Richemont. In 2014, He was invited to give a speech at WIPO on the protection of IPR in Alibaba, which was well received by representatives from all over the world.



珐比奥 (Fabio Giacobello)，中国律师事务所和知识产权代理机构恒方知识产权咨询有限公司的管理合伙人之一、

公认的中国最有价值知识产权实践者之一、国际商标协会网络委员会成员以及上海国际仲裁中心仲裁员。在商标组合管理、商标纠纷和诉讼以及包括反假冒方面，拥有丰富经验。其工作领域包括技术转让、专利和商业秘密诉讼以及与雇员不忠行为有关的仲裁。

Fabio Giacobello is one of the managing partners of HFG Law & Intellectual Property, a Chinese law firm and intellectual property agency. He has been widely recognized as one of the most valuable Intellectual Property practitioner in China. Fabio is a member of the Internet Committee at INTA and Arbitrator at the Shanghai International Arbitration Center. Fabio has substantive experience in trademark portfolio management, trademark disputes and litigations, and enforcement including anti-counterfeiting. Fabio's practice includes technology transfer, patent and trade secret litigations, and arbitration in relation to disloyal behaviors of employees.



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李春雷，法学博士，中国人民公安大学教授、博士生导师，食品药品与环境犯罪研究中心主任。长期从事食药犯罪治理教学与科研工作。2016年-2017年，分别在杭州市公安局、烟台市公安局食药环侦部门挂职，参与食药犯罪案件的侦办及行刑衔接工作，并参与杭州 G20 峰会的食品总仓安保工作。近年来，带领食药研究团队到多省市公安机关、食药稽查机关调研交流，建立食药环犯罪治理重点调研基地。

Li Chunlei, Doctor of Law, Professor of the People's Public Security University of China, Doctoral Supervisor, Director of the Center for Food, Drug and Environmental Crime Research. He has long been engaged in the teaching and research of food and drug crime management. From 2016 to 2017, he was attached to the Food and Drug Investigation Department of the Public Security Bureau of Hangzhou City and the Public Security Bureau of Yantai City to participate in the investigation and execution of drug-related crime cases, and participated in the security work of the food warehouse in Hangzhou G20 Summit. In recent years, he leads the food and drug research to investigate and exchange with the public security organs and food and drug inspection agencies in many provinces, and municipalities and establish a key research base for crime control of food and medicine.



陈涛，北京警察学院副教授 法学博士 中国人民公安大学食品药品与环境犯罪研究中心副主任 原国家食品药品监管总局高级研修学院特聘专家。主持、参加多个省部级食品药品安全、行刑衔接领域的科研课题。公开发表食药安全类学术论文 30 余篇，参编原国家食品药品监管总局、公安部治安局等组织的多部食药安全教材。

Chen Tao, Associate Professor of Beijing Police College, Ph.D., Deputy Director of Research Center for Food, Drug and Environmental Crime, People's Public Security University of China, formerly a specialist in the Advanced Training Institute of the State Food and Drug Administration. Hosted and participated in research projects in the field of food and drug safety and execution in a number of provincial and ministerial levels. Published more than 30 academic papers on food safety. Participated in the preparation of a number of food safety textbooks organized by the former State Food and Drug Administration and the Public Security Bureau.



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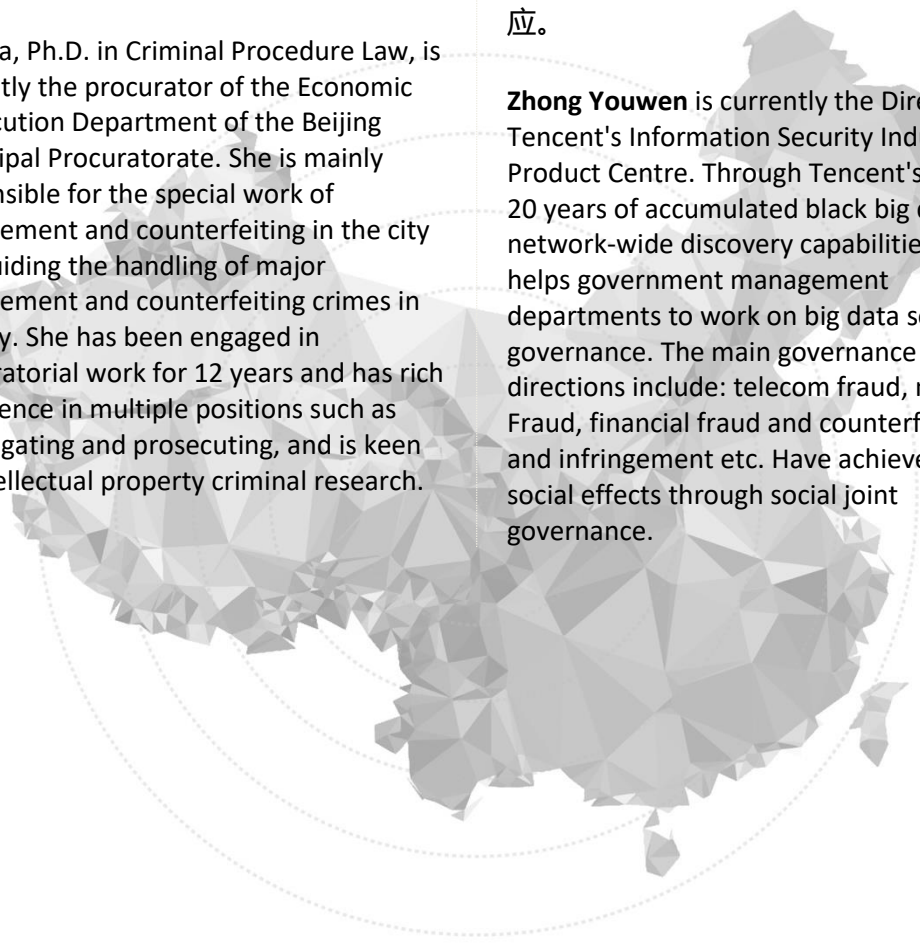
刘丽娜，刑事诉讼法博士，现任北京市检察机关经济犯罪检察部检察官，主要负责全市侵权假冒专项工作、指导全市重大侵权假冒犯罪案件办理。从事检察工作12年，有较丰富的侦监、公诉等多岗位业务经历，热衷于知识产权刑事研究。

Liu Lina, Ph.D. in Criminal Procedure Law, is currently the procurator of the Economic Prosecution Department of the Beijing Municipal Procuratorate. She is mainly responsible for the special work of infringement and counterfeiting in the city and guiding the handling of major infringement and counterfeiting crimes in the city. She has been engaged in procuratorial work for 12 years and has rich experience in multiple positions such as investigating and prosecuting, and is keen on intellectual property criminal research.



钟友文，现任腾讯信息安全行业产品中心总监，通过腾讯近20年积累的黑产大数据和全网发现能力，帮助政府管理部门进行大数据社会化治理相关工作，主要治理方向包括：电信诈骗、网络诈骗、金融诈骗和假冒侵权等，通过社会联合共治，取得了良好的社会效应。

Zhong Youwen is currently the Director of Tencent's Information Security Industry Product Centre. Through Tencent's nearly 20 years of accumulated black big data and network-wide discovery capabilities, he helps government management departments to work on big data social governance. The main governance directions include: telecom fraud, network Fraud, financial fraud and counterfeiting and infringement etc. Have achieved good social effects through social joint governance.



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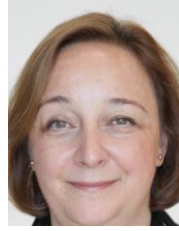




叶季青，博士、政府特殊津贴获得者、高级工程师，现任北京知金链网络技术公司执行董事，长期从事信息系统和信息安全科研和管理工

作，曾任原总参某研究所信息化总体研究部主任、国家创新基金、自然科学基金信息安全专业项目评审专家，获国家发明专利 3 项，军队科技进步奖一等奖 2 项、二等奖 8 项，发表论文 20 余篇。负责拾贝与阿里巴巴合作的创意保区块链存证平台、创新保知识产权服务平台开发。受邀参加了在北京大学举办的超级账本北京面对面会议、第五届京交会等作关于联盟区块链共识算法的主题演讲。

Dr. Ye Jiqing, a senior engineer and acquired government special allowance, has been engaged in research and management of information system and information security for a long time. At present he is the executive of Beijing Zhijinlian Network Technology Company and he has worked as the director in research institute of General Research Department as well as information security professional project expert reviewer of national innovation fund and natural science fund. He has acquired 3 national invention patents, 2 first and 8 second prizes of the Military Science and Technology Progress Award and published more than 20 papers. He's responsible for the development of the Chuangyibao block chain Certification Platform and the Innovative Intellectual Property Service Platform. He was invited to deliver keynote speeches about alliance block chain consensus algorithm for the HyperLedge Beijing Meetup held by Peking University d the fifth China Beijing International Fair for Trade in Services.



在伦敦和布鲁塞尔工作几年之后，Alexandra Poch 于 1999 加入欧洲知识产权局 (EUIPO)。2005 年，她开始在欧洲委员会工作，并

在接下来的数年里深入地参与了知识产权相关的立法进程。在加入欧盟知识产权局一段时间后，作为内部法律主管，她于 2012 年回到欧盟知识产权局成为欧洲法院的商标案件诉讼人。目前，任欧洲知识产权侵权观察组织副主任。

After working in private practice for several years in London and Brussels, Alexandra Poch joined EUIPO in 1999. From 2005 onwards, Alexandra spent a number of years at the European Commission, where she was deeply involved in the legislative process related to IP rights. After further periods at EUIPO and, in-house, as Head of Legal, Alexandra returned to EUIPO in 2012 to work as a litigator in trade mark cases before the European Court of Justice. As of recently, Alexandra is the Deputy Director of the Observatory.



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丛芳，反侵权假冒创新战略联盟副理事长；联盟知识产权保护研究院院长。北京大学技术物理系应用化学专业及华中科技大学经济法专业硕士学历，四星级专利代理人，知识产权司法鉴定人，国家专利信息人才，专利诉讼代理人、北京市十佳专利代理人，知识产权行业从业二十余年，具有专利商标咨询、确权、调查取证、维权、运营及项目课题研究等相关专业经验。

Cong Fang, vice director-general of CAASA and president of alliance Intellectual Property Protection Research Institute, was graduated from the technical physics department of Peking University with master's degree of applied chemistry and gained the master's degree of economic law from Huazhong University of Science and Technology. She has relevant professional experience in patent trademark consultation, confirmation, investigation and evidence collection, rights protection, operation, project research and worked for more than 20 years in the intellectual property industry and be rated as Four-star Patent Attorney, Intellectual Property Judicial Expert, National Patent Information Talents, Patent Litigation Agent, Beijing Top Ten Patent Attorneys.



孙长江，知识产权信息化、人工智能专家，国家知识产权局原审查员。北京交通大学车辆工程专业硕士，国家知识产权局原审查员，专利代理人，具有近十年的发明、新型和外观三种专利全业务流程经验；参与过国家知识产权局审查业务、高铁行业专利分析等多个重大项目，擅长课题研究、项目分析、宣传公关等。

Sun Changjiang is an intellectual property information and artificial intelligence expert and a patent attorney with nearly ten years full business process experience of three patents for invention, new type and appearance. He was an investigator of State Intellectual Property Office and graduated from Beijing Jiaotong University with master's degree of vehicle engineering. He is expert in research, project analysis, publicity and public relations and has participated in many major projects such as the investigation business of the China National Intellectual Property Administration and patent analysis of the high-speed railway industry.



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应佳伟先生为杭州亿脑创新工场有限公司\杭州骑客智能科技有限公司创始人、总裁，毕业于南昌大学，于武汉大学取得硕士学位，后开始高校科研成果转化的道路，立志把高校成果快速产业化作为一生的信仰。2013年，应佳伟先生成立了杭州骑客智能科技有限公司，推出了第一代人机交互Smart系列平衡车远销全球，并在全球范围内进行专利布局。应佳伟先生带领杭州骑客积极应诉3个美国337案件并取得完胜。目前在杭州骑客的发展上，应佳伟先生又成立了骑客丽水小镇，开始了新一轮的百亿产业集群打造计划。

Jiawei Ying is the founder and president of Hangzhou inno-work Co., Ltd. and Hangzhou Chic Intelligent Technology Co., Ltd. He graduated from Nanchang University, and obtained a master's degree from Wuhan University. Then start the transformation of scientific research achievements in colleges and universities and make it to be the rapid industrialization as a lifelong belief. In 2013, Jiawei Ying established Hangzhou Chic Intelligent Technology Co., Ltd., and launched the first generation of human-computer interaction Smart series balance scooters, which are sold all over the world. Meanwhile, he made worldwide patent arrangement. In 2017, Jiawei Ying led the Hangzhou Chic actively respond to three US 337 cases and won a complete victory. At present, in the development of Hangzhou Chic, Jiawei Ying has set up a Chic Town in Lishui City and started a new round of 10 billion industrial cluster construction plan.



郝学江，北京邮电大学测控工程专业 硕士，国家知识产权局原审查员，专利代理人，具有丰富的专利代理及专利价值评估工作经验；擅长专利申请及答复、业务拓展、质量管理控制、业务流程优化及专利权评价、检索分析、复审无效等工作。

HAO Xuejiang is the master of Beijing University of Posts and Telecommunications Measurement and Control Engineering major, former investigator of China National Intellectual Property Administration and patent attorney. He has rich experiences in patent agency and patent value assessment. He is good at the application and reply of patent, business development, quality management control, business process optimization and patent assessment, search analysis and invalid review, etc.





谷永久，男，北京师范大学数学专业大学毕业，理学学士，经济师。现任中关村科技园区海淀园管理委员会（海淀区科学技术委员会）知识产权处（海淀区知识产权局）副处调研员。从事技术市场及知识产权管理工作近三十年，高级技术经纪人，专利代理人。1996年，荣获第三届全国技术市场金桥奖个人奖。2004年，启动实施海淀区知识产权服务平台。2006年，开通国内首个知识产权综合服务平台。2010年，因长期以来为我国专利工作和知识产权事业作出的贡献，国家知识产权局颁发荣誉证书。

Mr. GU Yongjiu graduated from mathematic department of Beijing Normal University with Science bachelor's degree. At present, he is the vice director of Administrative Committee of Zhongguancun Haidian Science Park IP office, senior technical broker and patent attorney. He has been engaged in technology market and intellectual property management for nearly 30 years. In 1996, he won the Individual Award of the 3rd National Technology Market Golden Bridge Award. In 2004, the Haidian District Intellectual Property Service Platform was launched. In 2006, he ran the first comprehensive intellectual property service platform in China. Mr. GU was awarded the certificate of honour from China National Intellectual Property Administration in 2010 because of his long-term contribution to China's patent and intellectual property cause.



孙明香，山东大学EMBA、中国工商业联合会（济南）执委。中国民主建国会会员、中华商标协会常务理事、中国中小商业协会地标专委会副会长、山东省地理标志产业协会会长。2003年投身知识产权领域，在知识产权法律研究和代理实务中不断探索，相继创立山东方宇商标事务所有限公司、济南方宇专利事务所、山东方赢律师事务所、山东方宇文化传媒有限公司等公司，方宇公司成为以商标为基点的知识产权全产业链服务商。17年发起成立了“山东省地理标志产业协会”，在推进地理标志商标品牌建设的同时，协助政府扛起地标扶贫致富的重任，受到政府社会广泛赞誉。

Ms. SUN Mingxiang, the President of Shangdong Geographical Indication Industrial Association. Since 2003, she has been committed to building an all-round IPR service provider with its focus on the trademark protection. In the year of 2017, Shandong Geographical Indication Industrial Association was founded to protect the geographical indication locally as well as lifting poverty whose efforts have been professionally and critically acclaimed by the society.



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Alan Liu负责强生公司的区域级品牌保护职能，负责打击所有强生业务部门 - 制药，医疗设备和消费者 - 的非法贸易。迄今为止，

Alan在13年的职业生涯中处理该地区的有组织犯罪和品牌保护问题。他的经验包括逾7年的执法高级督察，六年的品牌保护，反假冒执法以及包括杜邦，MSD和雅培实验室在内的跨国公司的供应链安全。Alan在消费者/食品/药品/农业/化学行业的品牌保护战略和运营方面拥有丰富的经验。艾伦此前曾在中国担任QBPC（质量品牌保护委员会）最佳执法/实践委员会副主席。

Alan Liu leads Johnson & Johnson's regional level brand protection function, with responsibility for combatting illicit trade across all J&J business segments— pharmaceutical, medical device and consumer. Alan has spent his entire 13-year career thus far dealing with organized crime and brand protection issues in the region. His experience includes seven-plus years in law enforcement as a Senior Inspector and six years in brand protection, anti-counterfeiting enforcement, and supply chain security for multi-national companies, including DuPont, MSD and Abbott Laboratories. Alan has intensive experience on brand protection strategies and operations in Consumer/Food/Pharm/Agriculture/Chemical industry. Alan previously held the position of Vice Chairman, Best Enforcement/Practices Committee, QBPC (the Quality Brands Protection Committee) in China.



Patrice Vidon是一位欧洲和法国的专利和商标代理人，在中国公关中获得了丰富的知识产权保护，许可，管理和执法实践，特别是在技术，发明专利，技术诀窍，研发和技术投资方面。和转让合同。他是Vidon IP Law Group（欧洲 - 亚洲）的创始和管理合伙人，该律师事务所由包括巴黎和上海在内的8个办事处组成的40多名知识产权顾问，律师和律师组成的网络。Patrice VIDON是法国工业产权律师协会（CNPI）和欧洲国家工业产权律师协会（CNIPA）的前任主席。

Patrice Vidon is a European and French Patent and Trademark Attorney having gained a rich practice of Intellectual Property protection, licensing, management and enforcement in the P. R. of China, especially in relation to technology, patents of invention, know-how, R&D and technology investment and transfer contracts. He is a Founding and Managing Partner of Vidon IP Law Group (Europe - Asia), a network of more than 40 IP consultants, attorneys and lawyers in 8 offices, including Paris and Shanghai. Patrice VIDON is a former President of the French Institute of industrial Property Attorneys (CNPI) and of the European Committee of National Institutes of Industrial Property Attorneys (CNIPA).

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