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CHINA



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IP Key China and Law School of South China University of Technology  
IP Key 华南理工大学法学院

Agenda 议程

18 December 2018 | 2018年12月18日

IPR Protection for the Video Games Industry  
电子游戏行业知识产权保护

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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。

## Background 背景

As products composed of a number of creative and technical elements, video games are complex from a copyright perspective. In many ways, the video games market in the EU and China have followed different trends: mobile games dominate in China whilst console games are more popular in the EU. Yet while market forces may highlight different copyright issues, the EU and China have several common areas for discussion including game piracy and cloning.

由于产品由许多创意和技术元素组成，从版权的角度来看，电子游戏非常复杂。在许多方面，欧盟和中国的电子游戏市场有以下一些不同的趋势：手机游戏在中国占主导地位，而主机游戏在欧盟更受欢迎。然而，虽然市场会突出不同的版权问题，但欧盟和中国有几个共同的领域值得讨论，包括游戏盗版和克隆。

### 14:30 – 14:40 | Introductory remarks 开场致辞

**CHEN Hongyan** Vice-Dean and Professor of Law, Law and Intellectual Property School, South China University of Technology 华南理工大学法学院 知识产权学院副院长、教授

**Davide FOLLADOR** IP Key China IP Key 中国项目，项目主管

### 14:40 – 16:00 | Expert remarks 专家致辞

**Gyta BERASNEVIČIŪTĖ-SINGH** European Observatory, Infringements of Intellectual Property Rights – *Enforcement aspects* 欧洲侵犯知识产权观察站 - 执法方面

**Professor XIE Huijia** Director of Cyber Law Center and Professor of Law, South China University of Technology - *Regulation of Anti-circumvention in the Video-games Industry* 华南理工大学互联网法律研究中心主任、教授 - 网游外挂的法律规制

**Professor Jørgen BLOMQUIST** Copenhagen University School of Law – *Authorship and ownership of rights* 哥本哈根大学法学院 - 作者和权利所有权

**Xenia IWASZKO** International Federation of the Phonographic Industry – *Synchronization of music in video games and licensing practices* 国际唱片业联合会 - 视频游戏和许可实践中的音乐同步

**XIE Lin** Assistant Professor, Law School Sun Yat-sen University – *Reasonable Use of Copyright in Online Broadcasting of Video Games* 中山大学法学院助理教授 - 网络游戏直播的著作权合理使用研究

**Professor Mihály FICSOR** Hungarian Copyright Council - *Technological measures for the protection of video games and illegal 'mod chips' to circumvent them* 匈牙利版权委员会教授 - 保护电子游戏和防止非法“模拟芯片”的技术措施

### 16:00 – 16:20 | Coffee break and networking 茶歇与交流

### 16:20 – 17:45 | Panel discussion and Q&A 分组讨论问答及

Moderated by **Professor XIE Huijia** and **Professor Jørgen BLOMQUIST**

主持人：**XIE Huijia** 教授、**Jørgen BLOMQUIST** 教授

### 17:45 – 18:00 | Closing remarks by Professor XIE and Professor Ficsor 结束致辞



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