



 IPKey

CHINA

3rd EU-China IP Academic Forum
第三届中国欧盟-知识产权学术论坛

22 November 2018
Fudan University, Shanghai
2018年11月22日
上海, 复旦大学

www.ipkey.eu



Funded by the European Union
受欧盟资助



EU-CHINA
IP Academic
Network



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。

Registration information 注册信息

Interested parties are requested to register before 20 November 2018 by clicking [here](#) or scanning the QR code.

Attendance at the Forum is free of charge.

The present agenda is subject to change, the final programme will be distributed at the Academic Forum.

如有兴趣请于 2018 年 11 月 20 日前，
扫描二维码或点击[链接](#)免费注册参加。
当前的议程或还将有改动，最终议程以学术论坛当天派发版本为准。



Agenda 议程

- | | |
|--------------------|--|
| 8:15 – 8:45 | Registration and Welcome Coffee
注册及迎宾咖啡 |
| 8:45 – 9:00 | Welcome and Introduction
开幕式 <ul style="list-style-type: none">▪ Ruben Schellingerhout, Counsellor for Intellectual Property Rights, European Union Delegation to China Trade Section
何林豪, 欧洲联盟驻华代表团, 知识产权参赞▪ Wang Zhiqiang, Dean Fudan University
王志强, 复旦大学法学院院长 |

9:00 – 10:00

Session 1: Current Affairs in the World of IP**第一部分：知识产权近期动态**

Moderator: Zhu Xuezhong, Professor, Tongji University
主持人：朱雪忠，同济大学教授

Panellists:
小组讨论：

- **The recent amendment of the Anti-unfair Competition Law in China and its Implications**
Zhang Naigen, Professor, Director, Fudan IP Center
近期中国反不正当竞争法的修订及其影响
张乃根，复旦大学教授，复旦大学知识产权中心主任
- **“Making available right” – interpretation and case development in the EU in the digital era**
Mihály Ficsor, former Assistant Director General, WIPO
“向公众提供权” - 数字时代下欧盟国家的翻译及案例开发情况
Mihály Ficsor 博士，前世界知识产权组织助理总干事
- **Changes and Challenges under the Recent IP Legal Reforms in China and the EU**
Lü Bingbin, Professor, Nanjing University
近期中国及欧盟知识产权法改革之下的变化及挑战
吕炳斌，南京大学法学院教授
- **Parallel Patent and Copyright Law Reforms in Europe**
David Musker, Professor, Queen Mary University of London
欧洲平行专利和版权法改革
David Musker，伦敦玛丽女王大学教授

10:00 – 10:20

Questions & Answers, Discussion

问答及讨论时间

10:20 – 10:30

Group photo

集体合影

10:30 – 11:00

Coffee Break

茶歇



Funded by the European Union
受欧盟资助



11:00 – 12:00

Session 2: Emergence of New Technologies and the Challenges it Poses to IP Protection

第二部分：新科技的爆发及其给知识产权保护带来的挑战

Moderator: Mihály Ficsor, former Assistant Director General, WIPO

主持人：Mihály Ficsor 博士，前世界知识产权组织助理总干事

Panellists:

小组讨论：

- **IP Issues in the Era of Artificial Intelligence**
Joseph Straus, Director Emeritus, Max-Planck-Institute for Innovation Competition
人工智能时代的知识产权问题
Joseph Straus 前马普学会主任、前慕尼黑知识产权法中心主席、创始人
- **The digital economy and implications to business**
Feng Shujie, Associate Professor, Tsinghua University
数字经济对商业的影响
冯术杰，清华大学法学院副教授
- **3D Printing and Patent Law**
David Musker, Professor, Queen Mary University of London
3D 打印及专利法
David Musker，伦敦玛丽女王大学教授
- **E-commerce Law**
Liu Qiang, Professor, Central South University Law School
电子商务法
刘强，中南大学法学院教授

12:00 – 12:30

Questions & Answers, Discussion

问答及讨论时间

12:30 – 14:00

Lunch

午餐

Funded by the European Union
受欧盟资助

14:00 – 15:15

Session 3: Creating IP and Innovation Culture**第三部分：创建知识产权及创新文化**

Moderator: Shan Xiaoguang, Dean, Tongji University

主持人：单晓光，同济大学院长

- **IP Rights Legal Regime and Technology Transfer**
Ma Zhongfa, Professor, Fudan University
知识产权和技术转移
马忠法，复旦大学教授
- **Fundraising for IP university projects, examples of EU-China best practices**
Roberto Escarré, Director of the International Project Management Office, University of Alicante
高校知识产权项目的筹款，中欧最佳实践范例
Roberto Escarré，阿里坎特大学国际项目管理办公室主任
- **Establishing a successful IP culture case study and best practices**
Xu Chunming, Professor and Dean, Shanghai University
成功建立知识产权文化的案例研究及最佳实践
许春明，上海大学教授及院长
- **Puzzle of the Employment Invention concerning Contracts for University Research Achievements**
He Min, Professor and former Dean, East China University of Political Science and Law
大学研究成果契约的职务发明之困
何敏，华东政法大学教授及前院长
- **More Money for Authors and More Support for Copyright in Society - Experiences with Copyright Contract Law in the EU**
Martin Senftleben, Professor, Xiamen University and Vrije Universiteit Amsterdam
更多薪酬给作者，以及社会对版权给与更多支持— 欧盟版权合同法的相关经验
Martin Senftleben，厦门大学及阿姆斯特丹自由大学教授

15:15 – 15:45

Questions & Discussion**问答及讨论时间**Funded by the European Union
受欧盟资助

- 15:45 – 16:15 **Coffee Break and Networking**
茶歇
- 16:15 – 16:45 **Presentation on the EU-China IP Academic Network**
关于中欧知识产权学术网络的简介
- Benoit Misonne, Project Leader, IP Key China and the European Intellectual Property Office
米默勤，IP Key 中国项目负责人，欧盟知识产权局官员
- 16:45 – 17:00 **Questions & Discussion**
问答及讨论时间
- 17:00 – 17:15 **Closing Session**
闭幕致辞
- Zhang Naigen, Professor, Director, Fudan IP Center
张乃根，复旦大学教授，复旦大学知识产权中心主任
 - Benoit Misonne, Project Leader, IP Key China and the European Union Intellectual Property Office
米默勤，IP Key 中国项目负责人，欧盟知识产权局官员
- 18:00 **Speakers' Dinner**
by invitation only
演讲嘉宾晚宴
仅限受邀嘉宾

Please click [here](#) for additional information about this event and IP Key China.

请点击[此处](#)获取本次活动及 IP Key 中国的更多相关信息。