



CHINA

2020 China-EU Conference on IPR
Protection Online & Innovation
2020 中欧互联网知识产权保护与创新大会

17-18 November 2020
2020年11月17-18日

Online Webinar
网络研讨会

AGENDA
会议议程

www.ipkey.eu



Funded by the European Union
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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。

17 November 2020: The framework of the 2019 E-commerce Law

2020年11月17日：2019年《电商法》框架

Location: Zoom

地点: Zoom 虚拟会议平台

14:30 – 15:00 Registration (Please connect 15'-30' before the session starts)
在线签到 (请于培训开始前 15 至 30 分钟接入平台)

15:00-15:05 **Opening remarks and presentation of the webinar**
开幕致辞及线上研讨会简介

Moderator: *Andrea Caballe, Activity Coordinator from IP Key China.*

主持人: *安德雅, IP Key China, 项目主管.*

15:05-15:40 **IPR Protection Mechanism Enhanced for Global SMEs under the framework of the E-commerce Law**
发言主题: 阿里巴巴升级全球中小企业知识产权保护机制

Update on the take-down mechanisms offered by Alibaba to SMEs for the online protection of their Intellectual Property Rights.

阿里巴巴面向中小型企业的打击侵权行为机制、网络知识产权保护进展报告

Speaker: *Mick Ryan, Director of Brand Protection Department of Alibaba*

演讲嘉宾: *Mick Ryan 阿里巴巴集团品牌保护部总监*

15:40-15:55 Q&A
问答



15:55-16:00	Break 茶歇
16:00-16:30	<p>Changes and challenges faced by businesses today. 企业界现在面临的变化与挑战。</p> <p>Update on the take-down strategy from the businesses' perspective. Description on how they adapted to platforms' new guidelines and their expectations on the evolution of the e-commerce legal environment.</p> <p>介绍企业视角的打击侵权行为策略。关于企业如何适应平新指南以及对电商法律环境的展望。</p>
Speaker:	<i>Reinout van Malenstein, Senior Counsel at HFG Law & Intellectual Property, Vice-Chair of the IP Working Group at the European Union Chamber of Commerce in China.</i>
报告人:	<i>Reinout van Malenstein, 中国欧盟商会 IP 工作小组副主席.</i>
16:30-16:45	Q&A 问答
16:45-16:50	Break 茶歇
16:50-17:50	<p>Non-legislative measures to prevent piracy. 预防盗版的非法律措施。</p> <p>Building of partnerships with online intermediaries including couriers, payment processors and digital advertising companies. Advantages of cooperation models: continuing the exploration of the feasibility of a MoU approach to the Chinese market.</p> <p>与包括快递物流公司、支付处理机构和数字广告公司在内的网络中间环节建立合作关系。合作模式的优势：</p>



可进一步探索谅解备忘录路径在中国市场的可行性。

Speaker: Wu Di, Brand Protection Department of JD.com
演讲嘉宾: 吴迪 京东集团品牌保护部

Speaker: Hannah Ryder from Development Reimagined,
Team Leader in charge of drafting the 2019 MoU
feasibility study on behalf of IP Key China.

报告人: 芮婉洁, 睿纳新国际咨询公司。代表 IP Key
China 领导起草了2019年谅解备忘录可行性研究。

17:50-18:00 Q&A
问答



18 November 2020: Intellectual Property Rights and new trends in the e-commerce sector

2020年11月18日：知识产权及电商行业新趋势

Location: Zoom

地点: Zoom 虚拟会议平台

14:45-15:00 Registration (Please connect 15' before the session starts)
在线签到 (请于培训开始前15至30分钟接入平台)

15:00-15:05 **Opening remarks and presentation of the webinar**
开幕致辞及线上研讨会简介

Moderator: *Andrea Caballe, Activity Coordinator at IP Key China.*

主持人: *安德雅, IP Key 中国项目, 项目主管.*

15:10-15:40 **New formats of e-commerce and the IP protection challenges posed.**
新电商模式及其带来的知识产权保护挑战。

The protection of Intellectual Property Rights across the new forms of e-commerce including live streaming platforms, social media, mini programs, C2M or recommerce platforms.

新电商模式 (包括直播平台、社交媒体、小程序、C2M或翻新反售平台) 领域的知识产权保护。

Speaker: *Michael Chu, Pinduoduo Brand Protection*
演讲嘉宾: *Michael Chu, 拼多多品牌保护部*

15:40-15:55 Q&A
问答

15:55-16:00 Break
茶歇



16:00-16:30

Industry focus: cosmetics and personal care.

行业焦点：化妆品与个人护理用品。

The protection of Intellectual Property rights for products sold on e-commerce channels could represent different challenges, based on the industry the goods come from. The cosmetics and personal care industries present specific concerns in terms of health risks that might turn counterfeits into heavier liabilities for IP holders.

保护电商销售产品的知识产权，可能面临产品具体所处行业的特定挑战。化妆品与个人护理用品行业因健康风险引发特别关注。该风险可能使打击假冒产品成为权利人更沉重的责任。

Speaker:

Rieko Michishita, partner at Bird & Bird

报告人:

Rieko Michishita, 鸿鹄律师事务所合伙人

16:30-16:45

Q&A

问答

16:45-16:50

Break

茶歇

16:50-17:50

New tech and new strategies in IPR protection and enforcement.

知识产权保护与执法领域的新技术、新策略。

Obtention of information and evidence collection for IPR holders and law enforcement. New technologies to find, track and notarise counterfeits. Protecting IPR in the cross-border e-commerce landscape. Cross-border data protection and data compliance.

为权利人和执法工作获取信息、收集证据。发现、追踪和鉴证假冒产品的新技术。跨境电商领域的知识产权保护。跨境数据保护与数据合规。



- Speaker:* Conan Chen, Senior Director of Public Policy and Government Affairs from AMAZON
报告人: 陈超, 亚马逊公共政策和政府事务高级总监
- Speaker:* Erling Vestergaard, IP Enforcement Expert at the EUIPO Observatory
报告人: Erling Vestergaard, 欧盟知识产权局观察组织知识产权执法专家
- Speaker:* Antoine Aubert, EUIPO Observatory
报告人: Antoine Aubert, 欧盟知识产权局观察组织
- 17:50-18:00** Q&A
问答
- 18:00-18:05** Closing remarks
闭幕致辞



演讲嘉宾与主持人 Speaker & Moderators



安德雅，IP Key China 项目主管。巴黎第一大学毕业，巴塞罗那律师协会认证律师，执业经验丰富。加入 IP Key China 前，安德雅在由欧盟资助、中国欧盟商会实施的欧盟中国知识产权中小企业服务处担任项目经理、知识产权专员。安德雅此前于伟和国际知识产权事务所 (Schmitt & Orlov) 北京、金边办事处任高级客户经理，专注外商知识产权执法策略，并成功开发、拓展事务所西班牙、拉美客户群。目前，安德雅主要负责协调、实施 IP Key China 知识产权相关活动，协助中国应对知识产权领域特定新兴挑战，为欧盟利益攸关方提供支持。安德雅 2012 年以来定居北京。

Andrea Caballe, Activity Coordinator for IP Key China, 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 IP Key China, Andrea worked as a Project Manager and IP Expert at the China IPR SME Helpdesk a project funded by the EU and implemented by the European Chamber of Commerce.

Before her time at the Chamber, Andrea was a senior client manager at the Beijing and Phnom Penh offices of Schmitt & Orlov, an international Intellectual Property firm where she specialised in IP enforcement strategies for foreign companies, where she also built the Spanish and Latin-American portfolio of clients.



丘若梅，欧洲联盟驻华代表团，主管贸易部门知识产权事务。

此前在布鲁塞尔的欧盟总部工作 8 年，负责贸易救济、并购监管和反垄断调查工作。

Hélène Juramy is in charge of Intellectual Property topics at the trade section of the Delegation of the European Union to China.

Before taking the position in Beijing, she worked 8 years at the European Commission in Brussels on trade defence, merger control and antitrust investigations.



In her current position Andrea coordinates and implements activities designed to support EU interests by helping China address selected emerging challenges in IP.

She has been a resident in Beijing since 2012.





芮婉洁是睿纳新国际咨询（北京）有限公司的首席执行官，这是一家专注于国际合作的开拓性咨询公司，并且是在中国的外商独资企业。

她还是中国英国商会执行委员会委员。芮婉洁是肯尼亚和英国的前外交官，也是一名经济学家，接受过将近 20 年的战略政策咨询，分析，项目设计，管理和交付方面的培训，包括为联合国组织和中国，欧盟及其他国家的利益相关者提供服务非洲国家。

Hannah Ryder is the CEO of Development Reimagined, a pioneering international cooperation-focused consultancy and a wholly foreign owned enterprise in China. She also sits on the Executive Board of the British Chamber of Commerce in China.

Hannah is a former diplomat from both Kenya and Britain, and an economist by training with close to 20 years of experience of strategic policy advisory, analysis, project design, management and delivery – including for UN organisations and stakeholders in China, the EU and various African countries.

Hannah is the recipient of numerous awards for her leadership in China and Africa and her contributions to gender diversity, has played various advisory roles for the UN, and is regularly cited in and invited to write/talk on global media outlets such as Bloomberg, Project Syndicate, Quartz Africa, the Diplomat, the Guardian, CGTN, TRT, and more. She is fluent in English, proficient in elementary Chinese, French and Swahili.



道下理惠子是鸿鹄律师事务所知识产权组合人。她已在中国定居 24 多年，对中国大陆的法律问题解决方式有着深刻见解。多年以来她为

来自全球各地的客户管理知识产权组合，覆盖许可、游戏、出版、零售、技术、电子和工程等多个行业。她在协调处理知识产权争议方面具备广泛经验，包括中国市场的专利、外观、著作权、商标、商业秘密以及不公平竞争等事宜。另外她还领导鸿鹄在中国的反盗版工作，与亚太地区的合伙人和专业人士密切合作处理跨境事宜。她 1994 年来到北京学习中文，1996 年起在中国人民大学开始本科课程学习，是修读中国法律的首批外国留学生之一。

Rieko Michishita is a partner of the Intellectual Property Group of Bird & Bird LLP. Having lived in China for over 24 years, she has acquired deep insights into the handling of legal matters in the PRC. Over the years, she has managed IP portfolios for global clients across numerous industries including licensing, gaming, publishing, retail, technology, electronics and engineering.

She has extensive experience in coordinating IP disputes including patents, copyrights, trade marks, trade secrets and unfair competition in China. She also leads Bird & Bird's anti-counterfeiting practice in China and work closely with regional partners and specialists in the Asia Pacific region on cross-border matters.

She started her Chinese journey as a language student in Beijing in 1994 and was one of the first foreign students to study Chinese Law, undertaking the undergraduate programme at People's University in 1996.





Reinout van Malenstein, 中国欧盟商会 IP 工作小组副主席，欧洲商标权利人协会中国委员会秘书，中国恒方知识产权咨询有限公司（北京和上海）资深律师，在由欧委会资助的知识产权项目中国知识产权中小企业服务处担任专家。作为一名在中国执业的律师，他在中国的知识产权、打击盗版和对外直接投资领域专业能力深厚，提供公司事务、商标、著作权、专利和商业机密等方面的企业咨询服务。曾为 Kienhuis Hoving 中国业务负责人，富而德律师事务所知识产权律师。荷兰乌得勒支大学学士、硕士，北京大学中国法法律硕士。

Reinout is Senior Counsel at HFG Law & Intellectual Property in China (Beijing and Shanghai). As a lawyer at a Chinese law firm, with great expertise in intellectual property rights, privacy and FDI in China, he advises companies on, corporate issues, trade marks, copyright, patents, and trade secrets in China.

Reinout is National Vice-Chair of the Intellectual Property Working Group of the European Chamber of Commerce in China, and he is Secretary of the China Team of MARQUES.

Reinout has worked as an expert for the China IPR SME Helpdesk, a project of the European Commission, on intellectual property. Before that he was the head of the China practice at Kienhuis Hoving NV and a lawyer on intellectual property at Freshfields Bruckhaus Deringer LLP. He graduated with a LL.B. and LL.M. from Utrecht University, and a LL.M. in Chinese law from Peking University.



Erling Vestergaard, 丹麦律师，近 32 年执业经历，其中 20 余年从事丹麦检察工作。2006 年以来，专攻知识产权犯罪。

2014 年加入欧盟知识产权局，尤其关注互联网相关问题及新型颠覆性、转型性技术的相关影响。

Erling Vestergaard has been a Danish lawyer for almost 32 years, more than 20 of those serving as a Danish prosecutor, and has since 2006 specialised in intellectual property crime.

From November 2014 he has worked for the European Intellectual Property Office where he has taken a special interest in Internet related issues and the impact of new disruptive and transformative technologies.

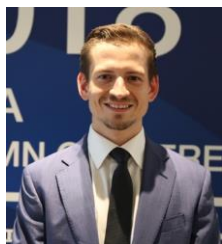


Antoine Aubert, 法国知识产权律师。过去 15 年间，助力欧盟委员会、电子游戏行业以及科技公司应对信息社会服务相关法律和监管问题。2018 年 9 月起加入欧盟知识产权局，负责推动权利人和代理人合作，打击知识产权侵权行为。

Antoine Aubert is a French IP lawyer. For the past 15 years he has been working for the European Commission, video game industry, as well as technological companies on legal and regulatory issues related to the development of information society services.

From September 2018 he has worked for the European Intellectual Property Office where he is dealing with the cooperation between IP right holders and intermediaries to undermine IP infringing activities.





Mick Ryan, 阿里巴巴集团品牌保护合作总监。

由 Mick 带领的品牌保护合作小组负责支持 IP 权利人在阿里巴巴所属互联网平台上全方位有效地履行其权利。

行其权利。

Mick Ryan is Director of Brand Protection Cooperation at Alibaba Group.

The Brand Protection Cooperation team which Mick leads, is responsible for supporting IP rights holders to enforce their rights as effectively as possible on Alibaba's various e-commerce platforms. This includes brands which are developing brand protection strategies using Alibaba tools such as the Intellectual Property Protection platform (the IPP), and those bringing cases for offline enforcement to the AIC or Chinese police.

陈超, 现任亚马逊中国公共政策及政府事务高级总监, 通过与政府部门合作, 推进中国知识产权法规政策的制定与执行。他在商标与版权保护、调查与风险管控领域拥有超过 10 年的从业经验, 曾在 L Brands、雅诗兰黛、通用汽车、博世等跨国公司和商业咨询机构负责中国和亚太区的知识产权事务。自 2010 年起至今, 他长期服务于中国外商投资企业协会优质品牌保护委员会 (品保委), 担任最佳案例与执法委员会主席, 负责商标法法律适用、互联网领域维权、平行进口等研究课题。

Conan Chen currently serves as the Senior Director, Public Policy & Government Affairs for Amazon leading external advocacy efforts, outreach programs, partnerships, and initiatives in support of IP protection.

Before Amazon, he was in charge of IP protection for a few multinational companies like L Brands, Estee Lauder, General Motors, Robert Bosch as well as IP consulting agencies leading his team to develop an IP protection strategy and direct external & internal resources to deploy a cost-effective IP protection program in China and APAC. Conan serves as the Chair of Best Practice and Enforcement Committee of Quality Brands Protection Committee (QBPC) under China Association of Enterprises with Foreign Investment.



吴迪先生目前担任京东集团品牌保护部顾问，为平台和平台内经营者提供专业咨询和建议。

Wu Di currently serves as the Advisor of Brand Protection Department of JD.com., offering professional suggestions to the platforms and operators on the platform.

朱英龙先生目前担任拼多多高级合规和知识产权律师，为公司合规事务和知识产权事务提供重要咨询和建议。

Michael Chu now serves as the Senior Counsel of Compliance and Intellectual Property, delivering consultations in the fields of intellectual property and compliance to the company.

