



CHINA

IP Key 中国闭幕答谢会  
IP Key China Closing Event

2022年7月7日  
7 July 2022

会议议程  
AGENDA

[www.ipkey.eu](http://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。

**2022年7月7日 / 7<sup>th</sup> July 2022**

地点: 线上线下结合会议 / Location: Hybrid

15:00 – 15:05 **签到 Registration**

15:05 – 15:15 **开幕致辞 Introductory remarks**

发言人 / Speakers :

*Ignacio DE MEDRANO, 欧盟知识产权局国际合作服务  
司主任 / Ignacio DE MEDRANO, Head of International  
Cooperation Service of EUIPO*

*李明, 中国商务部条约法律司副司长 / LI Ming, Deputy  
Director General at the Ministry of Commerce of the  
People's Republic of China*

*Agata GERBA, 欧委会贸易总司投资和知识产权部副主任  
/ Agata GERBA Deputy Head of Unit, Investment and  
Intellectual Property, DG TRADE, European Commission*

15:15 – 15:35 **IP Key 项目——过往成绩和未来挑战 / IP Key project –  
past achievements and future challenges**

发言人 / Speaker :

*Daniela Di Virgilio, IP Key 中国项目管理团队 / Daniela  
Di Virgilio, IP Key China project management team*

15:35 - 15:40 **问答及讨论 / Q and A session/Discussion**



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15:40 - 16:20

**圆桌讨论：中欧知识产权未来合作重点——执法 / Panel on the future priorities for EU-China IP cooperation: enforcement**

主持人：米默勤，欧盟驻华代表团知识产权专员 / Moderator: Benoit MISONNE IP Attaché to the EU Delegation to China

发言人 / Speakers:

康保罗，万慧达合伙人 / Paul Ranjard, Partner, WAN HUI DA

Reinout van Malenstein, 恒方知识产权事务所合伙人 / Reinout Van Malenstein, Partner, HFG Law & Intellectual Property

潘安略，高林睿阁律师事务所合伙人 / Elliot Papageorgiou, Partner, Gowling

吕沛，己任律师事务所合伙人 / Ms Pei LYU, Partner, GEN LAW FIRM

贺钊，北京反侵权假冒联盟秘书长 / Ms HE Zhao, Secretary General, Beijing Anti-Infringement and Anti-Counterfeiting Alliance CAASA

16:20 - 16:30

**中欧知识产权领域未来合作展望 / Outlook: Future Cooperation in the Field of Intellectual Property between EU and China**

发言人 / Speaker :

丘若梅，欧盟驻华代表团贸易处专员 / Helene JURAMY, Trade Officer at the EU Delegation to China



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## 演讲嘉宾与主持人 Speakers & Moderator



**H el ene 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.

**丘若梅**在欧盟驻华代表团贸易处负责知识产权事务。

在北京就职前，于布鲁塞尔欧盟委员会工作 8 年，负责贸易防御、并购控制和反垄断调查。



**Reinout van Malenstein** is partner and head of APAC at HFG Law & Intellectual Property. He has more than 15 years of experience in IP and China. He advises companies across all aspects of

intellectual property rights, data protection, and market entry in China. Reinout has successfully been leading IP actions and litigations from CNIPA to the courts, high courts and the Supreme Court.

Having graduated from leading law schools in Europe and China, followed by extensive litigation experience in both jurisdictions, Reinout effectively helps his global clients establish a strong business strategy for China. Reinout is IP expert for the European Commission, secretary of MARQUES China team, and twice-elected National Vice-Chair of the IPR Working Group of the European Union Chamber of Commerce in China. Reinout is fluent in Chinese, Dutch, English and German.



**Benoit Misonne** – IP Attach e to the Delegation of the European Union to China assigned by the European Union Intellectual Property Office (EUIPO)

Prior to taking office as IP Attach e for the EUIPO, Benoit has led initiatives for 15 years supporting the EU-China IP Dialogue (legislative reform, administration of IP rights, civil and criminal enforcement). He has covered cross-sectorial issues (from ICT to consumer products, through creative and cultural industries). Inter alia:

IP Expert and Coordinator for the European Patent Office (EPO) – EU-China Project on the Protection of IPRs (IPR2)  
Project Leader for the EUIPO – IP Key China

Benoit holds Master degrees in International Business Studies (E.M.B.Sc., Edinburgh) and Public Administration (College of Europe).

**米默勤**，欧盟驻华代表团欧盟知识产权局知识产权专员。

在此之前 15 年，主导各项活动，为中欧知识产权对话提供支持，涉及司法改革、知识产权管理、民事和司法执法领域。他的工作还涵盖跨行业议题，从信息通讯技术到消费产品，再到创意和文化产业。此外，他还担任以下职位：

欧洲专利局中欧知识产权保护项目 (IPR2)  
知识产权专家与协调员

IP Key 中国项目欧盟知识产权局项目负责人

米默勤是爱丁堡赫里奥特-瓦特大学国际商学硕士、欧洲学院公共管理硕士。



**Reinout van Malenstein**, 恒方知识产权咨询有限公司合伙人、亚太区主管。在知识产权和中国事务领域具有 15 年以上经验, 在中国知识产权、数据保护和市场进入等领域为企业咨询服务。曾成功主导从国家知识产权局到中级法院、高级法院和最高法院的各项知识产权诉讼。

毕业于欧洲和中国顶尖法学院, 在两地拥有丰富的诉讼经验。有效地帮助全球客户制定有效的对华业务战略。欧委会知识产权专家, 马尔盖斯中国团队秘书, 两次当选欧洲在华商会知识产权工作组全国副主席。汉语、荷兰语、英语和德语流利。



**Pei LYU**  
Partner at GEN LAW  
**吕沛**  
己任律师事务所合  
伙人

Ms. Pei LYU's practice areas cover major intellectual property (IP) and unfair competition disputes and non-contentious

matters, cybersecurity and data protection, antitrust compliance counseling, etc.

In-depth exposure and hands-on experience in various aspects of IP work equips her with comprehensive strategic thinking and sharpness in handling the most challenging disputes. Ms. LYU is the key litigator and strategist in various landmark cases. She represented ARRI in an unfair competition case and secured protection as unique trade dress for its distinctive color combination, which has been selected as one of 2020-2021 QBPC Annual Top Ten Cases. Ms. LYU continues to provide effective strategies and secure good results for clients on the most cutting-edge and complex legal issues,



**Paul Ranjard**  
Partner at WAN HUI DA  
**康保罗**  
万慧达合伙人

Paul Ranjard is a French lawyer based in China since 1997. Since that date, Mr.

Ranjard has devoted most of his time to IPR related cases, acting on behalf of French companies to help protect their intellectual property rights, as well as representing the French association Unifab, and contributing to the IPR Working Group of the European Chamber of Commerce. In this capacity, he has been involved in the drafting of all the EUCCC Position Papers on IPR and all the comments submitted by the Chamber concerning drafts of IP legislation. He is a Partner in WAN HUI DA Intellectual Property Agency and Law firm.

康保罗, 法国律师, 1997 年起常驻中国。主攻知识产权案件, 为法国企业、法国制造商协会提供代理服务, 保护其知识产权, 并参与欧洲商会知识产权工作组工作。参与制订中国欧盟商会知识产权意见书及商会关于知识产权立法草案的建议。康保罗是万慧达知识产权代理、万慧达律师事务所合伙人。



**Elliot Papageorgiou** is the Head of IP Strategy – China at Gowling WLG. Elliot has practised intellectual property law on several continents since 1995 – first in Australia, then Europe, and since 2005 (almost 17 years) in China. From Gowling WLG's China offices in Beijing, Shanghai and Guangzhou, Mr. Papageorgiou and his Team advise clients on contentious and non-contentious IP matters, with a focus on strategic protection, exploitation, and enforcement of patents, trademarks, copyright as well as trade secrets – both for international companies looking to increase their intellectual property strengths in China, and for Chinese companies projecting to Europe, the UK, and North America. Mr. Papageorgiou advises on



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including helping clients obtain well-known trademark recognition and high punitive damages.

Ms. LYU is admitted to both the Chinese bar and the State Bar of New York and has received CIPP-E certification from International Association of Privacy Professionals (IAPP).

吕沛律师的执业领域涵盖知识产权诉讼和不正当竞争相关重大复杂诉讼和咨询、网络安全和数据保护、反垄断合规咨询等。

吕沛律师在知识产权领域各方面均有深入接触和实践经验，使她在处理最具挑战性的纠纷时具有战略思维和极高敏锐度。吕律师是已任多个标志性案件的主要诉讼律师，她在某不正当竞争案件中协助 ARRI 成功认定其蓝银颜色组合为独特商品包装装潢，获得 2021 年 QBPC 2020–2021 年度知识产权保护十佳案例。她持续为客户在最前沿、最复杂的法律问题上提供有效策略和赢得佳绩，包括帮助客户获得驰名商标认定及高额惩罚性赔偿。

吕沛律师持有中国及美国纽约州律师执业资格，同时获得国际隐私认证协会 (IAPP) 的 CIPP-E 认证。



**Ms HE Zhao**  
Beijing Anti-Infringement  
and Anti-Counterfeiting  
Alliance CAASA Secretary  
General

**贺钊**  
北京反侵权假冒联盟  
CAASA 秘书长

Ms He has been in the field of intellectual property rights related business for 12 years,

strategies for optimizing IP portfolios globally, as well as cross-border patent, trademark and copyright disputes.

Mr. Papageorgiou is the immediate past National Chair of the European Union Chamber of Commerce in China's Intellectual Property Rights (IPR) Working Group.

Mr. Papageorgiou is a native speaker of a number of European languages including German, Serbian, Hungarian, Croatian, and English. He is a Solicitor (England & Wales), an Attorney-at-Law (NY), a Barrister & Solicitor (Vic), and a Registered Foreign Lawyer (Hong Kong), with a B.Com. and B.Ec.(Murdoch University, 1991, 1992) L.L.B. Honours (Monash University, 1994) and B.C.L. Honours (University of Oxford, 1998).

**潘安略**，高林睿阁中国地区知识产权策略负责人。1995 年以来，先后在地（澳洲、欧洲、中国）从事知识产权法律工作，2005 年以来在中国执业。与其在高林睿阁北京、上海和广州办公室的团队就诉讼和非诉知识产权事务为客户提供建议，主要涉及专利、商标、版权以及商业秘密的战略保护、使用和执，服务在中国寻求加强知识产权保护的国际企业以及在欧洲大陆、英国和北美地区寻求发展的中国企业，就优化全球知识产权布局以及跨境专利、商标和版权纠纷提供战略性建议。

潘安略先生是中国欧盟商会知识产权工作组前任主席。

潘安略先生的母语包括德语、塞尔维亚语、匈牙利语、克罗地亚语、英语等多种欧洲语言。他是商学学士和经济学学士（默多克大学，1991 年、1992 年），法学荣誉学士（莫纳什大学，1994 年）和民法学荣誉硕士（牛津大学，1998 年），具备英格兰和



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she is familiar with trademark protection planning, intellectual property custody operation services and brand strategic operation and related businesses, and has rich experience in promoting intellectual property societal Co-governance, industry governance and intellectual property disputes. Ms. He current position at CAASA as Secretary General, is responsible for coordinating and promoting, and establish a professional committee of antitrust and anti -unfair competition. Ms. He has served many large enterprises such as Alibaba, JD, Xiaomi, Huawei, Lenovo, and Byte Dance.

贺钊，从业知识产权相关业务领域 12 年，熟悉商标保护规划、知识产权整体托管运营服务及品牌战略运营相关业务，在促进知识产权社会共治、行业治理和知识产权纠纷协调工作中具备丰富经验。现任职反侵权假冒联盟秘书长一职，负责联盟协调促进相关工作，期间参与编写《2020 年中国电商平台反侵权假冒趋势报告》、《外国企业入驻中国电商平台知识产权指南手册》，并成立反垄断反不正当竞争专业委员会。服务过阿里、京东、小米、华为、联想、字节跳动等多家大型企业。

威尔士律师、纽约州律师、维多利亚州大律师和律师以及香港注册外国律师等资质。



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