



CHINA

2021 China-EU Conference on IPR
Protection Online & Innovation
2021 中欧互联网知识产权保护与创新大会

9 December 2021
2021 年 12 月 9 日

Seminar/Webinar
线下/线上研讨会

AGENDA
会议议程

www.ipkey.eu



Funded by the European Union
受欧盟资助



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。

9 December 2021

2021年12月9日

Location: ZOOM/Marco Polo Parkside Hotel, 78 Anli Road, Chaoyang District, Beijing

地点: 线上/北京中奥马哥亭罗大酒店

- 09:00-09:40 Registration & Publicity
签到和宣展
- 09:45-10:10 Opening ceremony and remarks.
开幕式与致辞
- Moderator: **Dr. CHAI Haitao**, Former deputy director of National Leading Group Office
柴海涛博士, 原全国双打办副主任
- Speakers: **Mr. TIAN Lipu** Chairman of the China Intellectual Property Research Association
田力普先生, 中国知识产权研究会理事长
- Ms. Helene JURAMY**, Officer at the trade section of the Delegation of the European Union to China
丘若梅女士, 欧盟驻华代表团贸易处专员
- Mr. HONG Yunfeng**, Director-General of CAASA
洪云峰先生, CAASA 理事长 [TBD]
- 10:10-11:50 [Panel A-New development of Online IP protection](#)
[论坛一: 互联网知识产权保护新发展](#)
- Moderator: **Dr. CHAI Haitao**, Former deputy director of National Leading Group Office
柴海涛博士 原全国双打办副主任
- Speakers: **Dr. WANG Xuming**, Alibaba Group, Platform, Management, Director of brand cooperation & IP research center



王旭明博士，阿里巴巴平台治理知识产权品牌保护合作总监 & 知识产权研究中心主任

Mr. Conan CHEN, Amazon, Senior Director, Public Policy Government Affairs

陈超先生, 亚马逊 中国公共政策与政府事务高级总监

Ms. CUI Xiaojing, Senior Director of Platform Governance, JD.com

崔晓静女士, 京东平台治理部负责人

Mr. Reinout van MALENSTEIN- Senior Counsel of HFG

Reinout van MALENSTEIN 先生, 资深法律顾问, HFG

Mr. ZHU Yinglong, Director of Compliance, and Intellectual Property, Pinduoduo

朱英龙先生，合规与知识产权总监, 拼多多

11:50-13:30 Lunch break
午餐休息

13:30-14:50 [Panel B- The protection of Intellectual Property Rights across the new forms of e-commerce](#)
[论坛二：电子商务新形态下的知识产权保护](#)

Moderator: **Mr. Benoit MISONNE**, EUIPO IP Attaché
米默勤先生, 知识产权专员 (欧盟知识产权局)

Speakers: **Ms Pei LYU**, Senior Associate, GEN LAW FIRM
吕沛女士, 资深律师, 己任律师事务所

Mr. Cheng FENG, Douyin E-commerce, Senior Director of Brand Cooperation
冯呈先生, 抖音电商品牌合作高级总监



Mr. CHEN Haoming, Vice President and General Manager of the Political and Legal Business Department, Zhejiang Shuqin Technology Co., Ltd.

陈豪鸣先生, 浙江数秦科技有限公司 副总裁、政法事业部总经理

Mr. Steve ZHAO, Partner/ Attorney at Law, GEN LAW FIRM

赵克峰先生, 合伙人/律师, 己任律师事务所

14:50-15:05 Coffee break

茶歇

15:05-15:25

[Extension of the Panel A](#)

[论坛一 \(延展\)](#)

Ms Mathilde PERSUY-French HADOPI, Head of international affairs

Mathilde PERSUY 女士, 法国网络著作传播与权利保护高级公署, 国际事务主管

15:15-16:00

[Panel C: Industry focus: Cosmetics & Public health \(pharma & epidemic prevention and control supplies\)](#)

[论坛三: 行业聚焦: 化妆品与公共卫生](#)

Moderator:

Mr. Benoit MISONNE, EUIPO IP Attaché

米默勤先生, 欧盟知识产权局 知识产权专员

Speakers:

Mr. Nathan WAJSMAN, Chief Economist from the EUIPO

Nathan WAJSMAN 先生, 欧盟知识产权局首席经济学家

Ms. LI Dan, Deputy Investigator of the IP Division of the General Administration of Customs

李丹女士, 海关总署综合业务司知识产权处副调研员

Ms. Soazig THEMOIN, Partner, Managing Director at VIDON

Soazig THEMOIN 女士, 合伙人, 常务董事, VIDON

16:25-16:40 Coffee break

茶歇



16:40-18:00 **Panel D - The Role of Internet Intermediaries -IP Protection Issues and Suggestions on Logistic and Express Delivery**
论坛四：互联网平台相关领域知识产权保护与合作

Moderator: **Dr. CHAI Haitao**, Former deputy director of National Leading Group Office
柴海涛博士，原全国双打办副主任

Speakers: **Mr. XU Meng**, Director of the Law Enforcement Inspection Bureau of Nanjing Municipal Market Supervision Administration
徐勔先生，南京市市场监督管理局执法稽查局局长

Ms. Sandra FISHER, Head of Global Customs & Regulatory Affairs/Senior Vice President, DHL Express
Sandra Fisher 女士，全球海关和监管事务主管/高级副总裁, DHL

Mr. JIN Renqun, Vice President and Director of Development Research Centre, ZTO Express
金任群先生，中通快递副总裁、发展研究中心主任

Mr. Koen NABER lawyer at R&P
Koen NABER 先生，律师，R&P

18:00-18:15 Closing remarks
闭幕式致辞

Speaker: **Mr. Benoit MISONNE**, EUIPO IP Attaché
米默勤先生，知识产权专员（欧盟知识产权局）

Mr. ZHENG Shuiyuan, Executive Director of CAASA
郑水园先生，CAASA 理事长

