



CHINA

**2023 EU-China Conference on IPR Protection
Online & Innovation**

2023中欧互联网知识产权保护与创新大会

May 26, 2023

2023 年 05 月 26 日

Hybrid

线上/线下, 杭州/Online Zoom

AGENDA

会议议程

Jointly organised by:

**Beijing Anti-Infringement and Anti-Counterfeiting Alliance (CAASA)
IP Key China**

由北京反侵权假冒联盟CAASA和IP Key中国联合主办

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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。

26 May 2023

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Location: Hangzhou
地点: 杭州

08:30- 09:00	签到 Registration
09:00-10:00	<p>开幕致辞 Opening Ceremony and Remarks</p> <p>主持人Moderator: 柴海涛 Dr. CAI Haitao 原司长, 商务部 原副主任, 全国打击侵权假冒工作领导小组办公室 Former Director, Ministry of Commerce Former Deputy Director, Office of the National Leading Group for Combating Infringement and Counterfeiting</p> <p>发言嘉宾Speakers:</p> <p>田力普 TIAN Lipu 原党组书记、局长, 国家知识产权局 Former Party Secretary and Director of China National Intellectual Property Administration</p> <p>米默勤 Benoit MISONNE (线上 Online) 知识产权专员, 欧盟知识产权局 IP Attaché, Delegation of the European Union to China</p> <p>冯叶成 FENG Yecheng 副院长, 浙江清华长三角研究院 Vice President, Zhejiang Tsinghua Yangtze River Delta Research Institute</p> <p>林霄 LIN Xiao 党委委员、副局长, 杭州市市场监督管理局(知识产权局) Member of the Party Committee and Deputy Director, Hangzhou Market Supervision and Administration Bureau (Intellectual Property Office)</p> <p>白霖珊 Gyta BERASNEVIČIŪTĖ-SINGH 项目负责人, IP Key 中国 Project Leader, IP Key China</p> <p>洪云峰 HONG Yunfeng 创始人、理事长, 北京反侵权假冒联盟CAASA Founder and Chairman of Beijing Anti-Infringement and Anti-Counterfeiting Alliance</p>



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	<p>徐士青 XU Shiqing 中国区总法律顾问，天丝集团 General Legal Advisor for China, TCP Group China Region (Red Bull)</p> <p>郭颖 GUO Ying 知识产权及品牌合作运营总监，淘天集团 IP Protection and Brand Cooperation, TAOBAO & TMALL GROUP</p> <p>陈威 CHEN Wei 副总裁、安全调查部负责人，京东集团 Vice President of Security and Investigation Department, JD.com,</p> <p>马磊 MA Lei 平台治理负责人，抖音电商 Head of Platform Governance, Douyin E-Commerce</p>
10:00-10:30	<p>茶歇 Coffee Break</p>
10:30-12:40	<p>论坛一 “科技赋能+多元共治”助力新消费 Panel A “Technology Empowerment + Diversified Co-governance” to Support New Consumption</p> <p>主持人Moderator: 姜泉泉 Delilah JIANG 国际部平台治理总监，北京反侵权假冒联盟CAASA IP Platform Governance Department Director of International Department, Beijing Anit-Infringement and Anti-Counterfeiting Alliance</p> <p>发言嘉宾 Speakers: 主题一 Topic 1 数据时代开启打击侵权假冒保护消费者多元共治新格局 Opening the Era of Data: Combating Infringement and Counterfeiting to Establish a New Landscape of Consumer Protection through Co-Governance 郭颖 GUO Ying 知识产权及品牌合作运营总监，淘天集团 IP Protection and Brand Cooperation, Taobao & Tmall Group</p> <p>主题二 Topic 2 超级人工智能时代的知识产权保护 Protecting Intellectual Property in the Era of Super Artificial Intelligence 刘兆辉 LIU Zhaohui 副总裁、总编辑，360集团 Vice President and Chief Editor, 360 Group</p> <p>主题三 Topic 3 正道成功，合作共赢—京东集团商品安全共建合作机制介绍 The Right Path to Success: Collaboration for Win-Win Results - Introduction to JD Group's Collaborative Mechanism for Product Safety 张诺 Nora ZHANG</p>



	<p>安全调查部品牌保护合作负责人，京东集团 Deputy Director of Brand Protection, Security Investigation Department JD.com</p> <p>议题四 Topic 4 公安+行政”视域下知识产权协同共治中的衔接机制 The Connection Mechanism in the Collaborative Governance of Intellectual Property Rights from the Perspective of Public Security and Administration 孙树光 SUN Shuguang 学院刑法教研室教师、刑法学博士，中国人民公安大学 Teacher of the Criminal Law Teaching and Research Department of the college, Doctor of Criminal Law, People's Public Security University of China</p> <p>议题五 Topic 5 创意资产价值链的社会共治 王浩天WANG Haotian 常务副主席兼秘书长 中关村环球时尚创意产业联盟 Executive Vice Chairman and Secretary-General of Zhongguancun Global Fashion Creative Industry Union</p>
<p>10:30-12:40</p>	<p>圆桌讨论 Round-table Discussion</p> <p>主持人Moderator: 姜泉泉 Delilah JIANG 国际部平台治理总监，北京反侵权假冒联盟CAASA IP Platform Governance Department Director of International Department, Beijing Anit-Infringement and Anti-Counterfeiting Alliance</p> <p>发言嘉宾 Speakers: 张诺 Nora ZHANG 安全调查部品牌保护合作负责人 京东集团 Deputy Director of Brand Protection, Security Investigation Department JD.com</p> <p>刘兆辉 LIU Zhaohui 总编辑、副总裁 360集团 Vice President and Chief Editor at 360 Group</p> <p>郭颖 GUO Ying 知识产权及品牌合作运营总监 淘天集团 IP Protection and Brand Cooperation at Taobao & Tmall Group</p> <p>周永馨 ZHOU Yongxin 职能中心总经理 北京小罐茶业有限公司 General Manager of the Functional Center, Beijing Xiaoguan Cha</p> <p>瞿卫军 QU Weijun 副总裁 路浩知识产权集团 Vice President of CN-KnowHow Intellectual Property Group</p>



<p>10:30-12:40</p>	<p>论坛二 电商平台执法实践 Panel B E-commerce Platform Law Enforcement Practice</p> <p>主持人Moderator: 艾罗博士 Dr. Roberto ESCARRE 活动协调员, IP Key 中国 Activity Coordinator, IP Key China</p> <p>发言嘉宾 Speakers: 主题一 Topic 1 电商新业态下的维权合作与创新保护 The Cooperation in IP Rights Protection and Innovative Protection in the New E-commerce Format 韩志鹏 HAN Zhipeng 知识产权保护维权合作总监 抖音电商 Brand Enforcement Director of IP Protection Douyin E-Commerce</p> <p>主题二 Topic 2 红牛品牌保护在行动: 行政维权救济的快捷性 Red Bull Brand Protection in Action: The Expediency of Administrative Remedies for Safeguarding Rights 胡小东 HU Xiaodong 法律部副部长 普盛集团 Legal Department Deputy Director, Pu Sheng Group</p> <p>主题三 Topic 3 亚马逊跨境知识产权保护司法实际和探索 IP Protection Judicial Practice and Exploration 倪丽薇 NI Liwei 法务部资深法律顾问 亚马逊中国 Legal Department Senior Consultant Amazon China</p> <p>主题四 Topic 4 电商平台在打击假冒中的作用 The Role of Platforms in Fight Against Counterfeiting 康保罗 Paul RANJARD 中国欧盟商会知识产权工作组 IPR Working Group of the EUCCC</p>
<p>10:30-12:40</p>	<p>圆桌论坛 Round-table Discussion</p> <p>主持人Moderator: 朱剑锋 ZHU Jianfeng 创始人、总经理 上海品维知识产权服务有限公司 Founder and General Manager, Shanghai Pinwei Intellectual Property Services</p> <p>发言嘉宾Speakers: 韩志鹏 HAN Zhipeng 知识产权保护维权合作总监 抖音电商 Brand Enforcement Director of IP Protection, Douyin E-Commerce</p>



	<p>胡小东 HU Xiaodong 法律部副部长 普盛集团 Legal Department Deputy Director, Pu Sheng Group</p> <p>杨茹 YANG Ru 法务总监 蓝月亮（中国）有限公司 Legal Director, Blue Moon (China)</p> <p>康保罗 Paul RANJARD 中国欧盟商会知识产权工作组 IPR Working Group of the EUCCC</p> <p>齐春风 QI Chunfeng 合规管理部总监，绿叶科技集团 Director of Compliance Management Department, Green Leaf Technology Group</p>
<p>12:40-14:00</p>	<p>Lunch Break 午餐休息</p>
<p>14:00-16:50</p>	<p>论坛三 互联网与线下知识产权保护实践与经验分享 Panel C Best practice of IPR Enforcement Online and Offline</p> <p>主持人Moderator: 白霁珊 Gyta BERASNEVIČIŪTĖ-SINGH IP Key 中国 项目负责人 Project Leader IP Key China</p> <p>发言嘉宾Speakers: 主题一Topic 1 互联网品牌维权的路径和商业价值 The Path and Commercial Value of Internet Brand Rights Protection 陈一夫CHEN Yifu 法务部高级法务总监 小米集团 Senior Legal Director of the Legal Department, Xiaomi Group</p> <p>主题二 Topic 2 新形势下网络游戏维权之路：实践与挑战 The Road to Defending Rights in Online Games under the New Situation: Practice and Challenges 戚斯慧QI Sihui 法务维权中心法务总监、资深法务专家，网易游戏 Legal Director,Senior Legal Expert, NetEase Games</p> <p>主题三 Topic 3 电商领域中关于视听作品的知识产权保护 Intellectual Property Protection of Audiovisual Works in the E-commerce Field 王志豪 WANG Zhihao 法务部维权负责人、法务经理，上海哔哩哔哩科技有限公司 Legal department Rights Protection, Manager of Legal Department, Shanghai Bilibili Technology</p>



	<p>Coffee break 茶歇</p> <p>主题四 Topic 4 中国知识产权线上及线下执法的主要优先事项和挑战 Main priorities and challenges for IPR Enforcement and Offline in China Reinout VAN MALENSTEIN (线上 Online) 合伙人 恒方律师事务所 Partner, HFG</p> <p>主题五 Topic 5 侵权假冒查处与维权合理边界的思考 Reflections on the Reasonable Boundaries of Combating Infringement and Counterfeiting Investigations and Rights Protection 郭晨辉GUO Chenhui 合伙人, 英特普罗知识产权集团 Partner, Intellectpro Intellectual Property Agency</p>
14:00-16:50	<p>圆桌讨论Round-table Discussion</p> <p>主持人Moderator: 王晨光 WANG Chenguang 副总经理, 英特普罗知识产权集团 Deputy General Manager, Intepro Intellectual Property Group</p> <p>发言嘉宾Speakers: 郑健ZHENG Jian 审计监察部总监兼法务部总监, 香飘飘食品股份有限公司 Director of Audit and Supervision Department and Director of Legal Affairs Department, Xiangpiaopiao Food</p> <p>陈一夫CHEN Yifu 法务部高级法务总监 小米集团 Senior Legal Director of the Legal Department, Xiaomi Group</p> <p>王志豪 WANG Zhihao 法务部维权负责人、法务经理, 上海哔哩哔哩科技有限公司 Legal department Rights Protection, Manager of Legal Department, Shanghai Bilibili Technology</p> <p>庆海涛 QING Haitao 教授、博士、硕导, 南京森林警察学院 Professor, Master's Supervisor, Nanjing Forest Police College</p> <p>郭晨辉GUO Chenhui 合伙人, 英特普罗知识产权集团 Partner, Intellectpro Intellectual Property Agency</p> <p>Reinout VAN MALENSTEIN (线上Online)</p>



	<p>合伙人, 恒方律师事务所 Partner, HFG</p>
<p>14:00-16:50</p>	<p>论坛四 互联网侵权假冒最佳案例分享与分析 Panel D Sharing and Analysis of the Infringement and Counterfeit Cases on E-commerce Platforms</p> <p>主持人Moderator: 姜泉泉 Delilah JIANG 国际部平台治理总监, 北京反侵权假冒联盟CAASA IP Platform Governance Department Director of International Department, Beijing Anti-Infringement and Anti-Counterfeiting Alliance</p> <p>发言嘉宾Speakers: 主题一 Topic 1 跨境电商知识产权海关保护 Customs Protection of Intellectual Property Rights in Cross border E-commerce 俞卉YU Hui 科长, 中华人民共和国杭州海关 Section Chief, Hangzhou Customs of the People's Republic of China</p> <p>主题二 Topic 2 微信品牌保护机制及最新实践分享 WeChat Brand Protection Mechanism and Share of Latest Practice 陈淑茹CHEN Shuru (线上Online) 高级法律顾问、微信品牌保护工作负责人, 腾讯公司 Senior Legal Advisor, Head of WeChat Brand Protection, Tencent Corporation</p> <p>主题三 Topic 3 理解侵犯知识产权商业模式的方法: 欧盟知识产权局第5阶段研究结果 Methodologies for understanding Business models infringing intellectual property: Results from EUIPO's Phase 5 Study Natasha MANGAL (线上 Online) 教授助理, 世界知识产权研究中心 Associate Professor, CEIPI (Center for International IP Studies)</p> <p>茶歇Coffee Break</p> <p>主题四 Topic 4 互联网侵权民事诉讼案例—联合利华诉成都忆丝芸包装装潢不正当竞争纠纷 Online infringement civil lawsuit case: Unilever v. Chengdu Yisiyun Packaging and Decoration unfair competition Dispute 于帮清 YU Bangqing 北亚区品牌保护负责人, 联合利华 North Asia Brand Protection Director of UNILEVER</p> <p>主题五 Topic 5 当我们说企业数据权益保护, 我们在说什么</p>



	<p>What Are We Talking About When We Say "Protection of Corporate Data Rights and Interests" 赵克峰 ZHAO Kefeng 高级合伙人，北京己任律师事务所 Senior Partner, Gen Law Firm</p>
<p>14:00-16:50</p>	<p>圆桌讨论 Round-table Discussion</p> <p>主持人Moderator: 焦萌萌JIAO Mengmeng 副总经理，中致联合知识产权代理有限公司 Deputy General Manager, Zhongzhi United Intellectual Property Agency</p> <p>发言嘉宾Speakers:</p> <p>蒲军 PU Jun 风控中心打假维权部总监，舍得酒业股份有限公司 Director of the Anti-Counterfeiting and Rights Protection Department of Risk Control Center, Shede Spirits</p> <p>陈卓CHEN Zhuo 法律顾问，彼悦（北京）科技有限公司 Legal Advisor, Biyue (Beijing) Technology</p> <p>俞卉YU Hui 科长，中华人民共和国杭州海关 Section Chief, Hangzhou Customs of the People's Republic of China</p> <p>王映 WANG Ying 公共政策与政府事务总监，亚马逊中国 Public Policy Director, Amazon China</p> <p>马旭霞 MA Xuxia 副教授，浙江财经大学法学院 Associate Professor, School of Law, Law School of Zhejiang University of Finance and Economics</p> <p>Natasha MANGAL (线上Online) 教授助理，世界知识产权研究中心 Associate Professor, CEIPI (Center for International Intellectual Property Studies)</p>
<p>16:50-17:00</p>	<p>闭幕致辞 Closing Remark</p> <p>发言嘉宾 Speakers: 白雾珊 Gyta BERASNEVIČIŪTĒ-SINGH 项目负责人，IP Key 中国 Project Leader, IP Key China</p> <p>贺钊 HE Zhao 秘书长，北京反侵权假冒联盟CAASA</p>

