



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FEDERATION
VON PATENTANWÄLTEN

FICPI Korea Symposium

December 1-2, 2011
Seoul, Korea



The FICPI Korea Symposium 2011 welcomes you to Seoul, one of the world's most fascinating cities, located at the foot of Han River. A unique Confucian and Buddhist heritage flourished here over six centuries, offering visitors a distinctive charm of oriental traditions. Seoul is the capital of the Republic of Korea with a population in excess of 13 million, constituting about a quarter of the total population of Korea. All mainstream political, economic and cultural activities run into and out of Seoul, making it a very colourful city encompassing a variety of diverse elements for you to sample and enjoy.

CLE credit

may be claimed for
participants from UK
and Japan, at least.

PROGRAMME HIGHLIGHTS

The intellectual property system is facing an increasing number of challenges. For example, there is the eternal problem of technical advances outstripping developments in IP law. This is nowhere more apparent than in the mobile communications industry, where the protection of software and graphical user interfaces is becoming ever more important to innovators but is not always fully supported by existing laws. Other challenges facing legitimate users of the IP system involve counterfeiting and the activities of non-practising entities, often referred to as "Patent Trolls".

Another persistent problem is the pressure on patent offices to carry out search and examination in a timely manner; and the avoidance of duplication of work would clearly contribute to the reduction of backlogs. Patent Prosecution Highways are an attempt to address this by promoting work-sharing and avoiding duplication.

All of these issues will be addressed by international panels of speakers, and for the sake of continuity most of the sessions will utilise a FICPI-designed "smartphone" as a working example, being especially appropriate to Korea as a global leader in mobile communications technology.

The FICPI Korea Symposium 2011 will open with a discussion by a panel of senior IP professionals from leading Korean companies, who will review the most pressing IP issues facing them today.

Thursday, December 1, 2011

09:00 - 09:10	Welcome Address
09:10 - 10:30	Panel Discussion - IP Issues Facing Korean Industry Today
10:30 - 11:00	Coffee Break
11:00 - 12:30	Patent Protection in the Mobile World
12:30 - 14:00	Lunch
14:00 - 15:30	Drafting Patent Claims for User Interfaces / User Functionality
15:30 - 15:45	Coffee Break
15:45 - 17:15	Patent Prosecution Highways
17:30 - 20:30	Welcome Reception & Korean Night

Friday, December 2, 2011

09:00 - 10:30	Non-practising Entities (aka Patent Trolls) in the US and Beyond?
10:30 - 11:00	Coffee Break
11:00 - 12:30	Protection of the Virtual World, Including Virtual Designs
12:30 - 13:45	Lunch
13:45 - 15:00	Counterfeiting and Criminal Sanctions
15:00 - 15:20	Coffee Break
15:20 - 16:50	Recent Trends in Patent Enforcement
16:50 - 17:15	Introduction to FICPI
19:00 - 20:30	Gala Dinner

SYMPOSIUM VENUE

KOREA

Korea is a nation that boasts a fast growing economy and a lifestyle that perfectly combines the old and the new. Once known as a quiet nation in the East, the peninsula now hardly rests, pulsating with life and commerce. Subsidiaries of numerous international corporations and businesses as well as most western franchises can be found nationwide. Even in the face of modernity, however, Koreans still greatly value their 5 millennia of culture, history and Confucian philosophy that guided the lives of their ancestors. Its natural beauty, combined with a unique cultural heritage preserved for thousands of years and its amiable people, makes Korea an even more attractive place to visit. Many global events take place here annually, including the G20 Seoul Summit 2010, the 2002 FIFA Football World Cup and the APEC Summit 2005, to name but a few.

THE SHILLA SEOUL

The official venue for the FICPI Korea Symposium 2011 is The Shilla Seoul. Hosting numerous state visits and international events, The Shilla Seoul is consistently voted South Korea's top hotel by influential publications, most recently ranked among the 'World's Best Hotels' by Institutional Investor and the 'World's Top 500 Hotels' by Travel + Leisure. In addition, it is a member of The Leading Hotels of the World. With stunning views of Mt. Namsan from a private 23-acre sculpture park in the heart of Seoul, The Shilla Seoul remains one of Asia's most admired hotels, renowned for its luxurious accommodation with state-of-the-art facilities. For more details, please visit the hotel website (www.shilla.net).





THE PROGRAMME IN DETAIL

Master of Ceremonies : Young-Wook Ha

■ Thursday, December 1, 2011

09:00 - 09:10

Welcome Address

Peter Huntsman (President of FICPI),
Yong-In Kim (President of FICPI-Korea)

09:10 - 10:30

Panel Discussion - IP Issues Facing Korean Industry Today

Moderators

Peter Huntsman (AU),
Young-Wook Ha (KR)

Speakers will include

Joo-Sup Kim (VP of LG IP Center),
Seung-Ho Ahn
(Senior VP Samsung IP Center)

A panel of senior IP professionals from Korean industry will debate the burning issues facing them today. Comments and questions from the delegates will be welcome.

10:30 - 11:00

Coffee Break

11:00 - 12:30

Patent Protection in the Mobile World

Moderator
Speakers

Alexander Esslinger (DE)
Eric Le Forestier (FR),
Essenese Obhan (IN), Nick Wallin (UK)

Innovation more and more shifts from hardware to software and from stand-alone to decentralised functionality distributed over the internet. Starting with the landmark US Supreme Court decision "Bilski" the presenters analyse how legislators, courts and patent authorities in different countries cope with the challenges they face in view of rapid technological development.

12:30 - 14:00

Lunch

14:00 - 15:30

Drafting Patent Claims for User Interfaces / User Functionality

Moderator

Steve Krouzecky (AU)

Speakers will include

Alexandra Daoud (CA),
John-Paul Rooney (UK)

Drafting Apps! - Having regard to an example of an invention in the field of smartphones, the presenters will discuss the different approaches and claim formats that can be used in different jurisdictions around the world for protecting user interfaces and user functionality, especially in the light of modern distribution models and techniques being used for online delivery of new functional software applications, known as "Apps".

15:30 - 15:45

Coffee Break

15:45 - 17:15

Patent Prosecution Highways

Moderator

Alastair Neill (UK)

Speakers will include

Jan Modin (SE), Speaker from KIPO,
Speaker from WIPO

Existing PPHs are all bilateral arrangements, and there is a view that these are not being used as much as might have been expected. What is the reason for this? Would a fully-international system be the way to go in the future?

17:30 - 20:30

Welcome Reception & Korean Night

Delegates and accompanying persons will have an opportunity for networking with a cocktail reception at the Shilla Seoul Hotel immediately after the last working session of the day before departing via bus transfer to the restaurant Samwon Garden for the Korean Night.

** Buses will depart from the Shilla Seoul Hotel from the lobby of Yeong Bin Gwan.

■ Friday, December 2, 2011

09:00 - 10:30

Non-practising Entities (aka Patent Trolls) in the US and Beyond?

Moderator
Speakers

Dan Collopy (US)
Danny Huntington (US), Jay Sha (CN),
Won H. Cho (KR)

In the USA an ever-growing number of patent lawsuits are filed by non-practising entities. How do courts and legislation cope with this challenge to the patent system? What defence strategies are available to defendants? Is a similar situation to be expected in Asia and Europe?

10:30 - 11:00

Coffee Break

11:00 - 12:30

Protection of the Virtual World, Including Virtual Designs

Moderator
Speakers

Hiroimichi Aoki (JP)
Robert Katz (US), Coleen Morrison (CA)

Virtual Design theft - Can it be stopped?

The speakers will consider how to protect and enforce rights associated with a novel design such as for a smartphone. Unauthorised parties create and sell digital CAD model files for use in the virtual world, video game and movie industries. CAD files used with 3D printers allow third parties to reproduce some articles. Speakers will consider how unauthorised sale and use of CAD models can be stopped. Also discussed will be any need for IP reform in order to combat virtual design theft.

12:30 - 13:45

Lunch

13:45 - 15:00

Counterfeiting and Criminal Sanctions

Moderator
Speakers will include

Leo Jessen (NL)
Ho-Hyun Nahm (KR)

Counterfeiting is an increasing problem throughout the world. The panelists will discuss measures that can be taken against counterfeiting and whether criminal sanctions are a suitable weapon against international counterfeiting. The speakers will discuss differences and similarities in the various jurisdictions.

15:00 - 15:20

Coffee Break

15:20 - 16:50

Recent Trends in Patent Enforcement

Moderator
Speakers

Daniel Alge (AT)
Judge Michael Fysh (UK),
Mac Waldbaum (US),
Yoshikazu Tani (JP), Markus Hössle (DE)

The panelists highlight the most recent developments in international patent litigation including the experience with the new IP courts in Japan and the latest status of the plans for an EU-wide patent litigation system in Europe. Mediation as an alternative to litigation will also be discussed.

16:50 - 17:15

Introduction to FICPI

Senior officials from FICPI-International and FICPI-Korea will explain what those organisations are and what they do. FICPI is the only world-wide professional association exclusively for high-quality patent attorneys in private practice. The panel will explain how FICPI studies and develops positions on IP legislation, both existing and proposed, and how it seeks to influence the relevant official bodies with the object of benefiting all users of the IP systems.

19:00 - 20:30

Gala Dinner

The FICPI Korea Symposium 2011 will close with a special Gala Dinner in the Topaz Room at the Shilla Seoul Hotel.

REGISTRATION FOR THE SYMPOSIUM

Registration for the symposium should be made separately from the hotel reservation. Registrants must register before September 30, 2011 to benefit from the early bird discount.

Send your registration from by e-mail (ficpi2011@intercom.co.kr) or fax (+82-2-3452-7292) to the FICPI Korea Symposium 2011 Secretariat no later than November 15, 2011.

[Registration Fee]

		Early Bird Registration (Until September 30, 2011)	Standard/Onsite Registration (From October 1, 2011)
Participant		KRW 1,650,000	KRW 1,750,000
Industrial Participant		KRW 650,000	KRW 750,000
Accompanying Person		KRW 850,000	KRW 950,000
One-day Ticket	Symposium	KRW 350,000	KRW 450,000
	Welcome Reception	KRW 50,000	KRW 50,000
	Dinner	KRW 250,000	KRW 250,000

** KRW 1,650,000 is approximately USD 1,500 Subject to the exchange rate.

■ Registration Fee for Participants includes :

All sessions, Welcome Cocktail, Korean Night and Gala Dinner, lunch and coffee breaks.

The One-day Ticket includes the working sessions only for the day on which the participant is registered. Only one One-day Ticket per delegate may be purchased.

- The fee for the Welcome Cocktail Reception on December 1 does not include dinner at the Samwon Garden or bus transfers.
- The Dinner Ticket for December 1 includes the Welcome Cocktail Reception, the Korean Night and bus transfers.
- The Dinner Ticket for December 2 includes the Gala Dinner.

■ Registration Fee for Accompanying Persons includes :

Accompanying persons' programme, Welcome Cocktail, Korean Night and Gala Dinner. Accompanying persons are not entitled to attend the symposium sessions, working lunches or coffee breaks.

■ Registration Fee for Industrial Participants includes :

Symposium sessions, lunch and coffee breaks.

[Method of Payment]

Registration without appropriate payment will not be honoured until full payment is received. Registration confirmation will be emailed to you within three weeks of confirming appropriate payment.

Bank transfers should be made to the account below.

- Bank Name : WOORI BANK (SEOCHORO BR.)
- Account Number : 1005-600-306786
- Account Holder : FICPI Korea
- SWIFT Code : HVBKRXSEXXX

A copy of your bank remittance receipt should be sent to the FICPI Korea Symposium 2011 Secretariat by fax (+82-2-3452-7292) or e-mail (ficpi2011@intercom.co.kr). Please note that the fee must be transferred under the registrant's name and the name must be stated on the receipt. (*All bank charges for remittance should be paid by the registrant.)

[Cancellation & Refund Policy]

Cancellation must be notified to the FICPI Korea Symposium 2011 Secretariat in writing by e-mail (ficpi2011@intercom.co.kr) or by fax (+82-2-3452-7292) **by November 20, 2011**. For administrative reasons, all refunds will be made after the close of the symposium. Please note that bank services charges and administrative fees will be deducted from all refundable amounts.

- Until October 31, 2011 : 20% of the amount paid, plus bank charges will be deducted.
- From November 15, 2011 : 100% of the amount paid will be deducted (no refund).



ACCOMMODATION

Special discount rates for symposium participants have been arranged at the venue (THE SHILLA SEOUL). Hotel reservations can be made only after completing your registration. Rooms will be allocated on a first-come, first-served basis. To secure a room, credit card information will be required.

Room Type	Room Rate	Notes
Superior	KRW 230,000	- All room rates are inclusive of breakfast. - 10% tax and 11% service charge will be added to all room rates.
Deluxe Double	KRW 250,000	- For early check-in (before 15:00) & late check-out (after 12:00), an extra charge will be made. - Any personal expenses (such as phone, room service, Internet, etc.) will be charged when checking out.
Executive Deluxe	KRW 300,000	- Executive Deluxe: Complimentary use of Executive Lounge

[Hotel Reservation and Payment]

Please note that applications for hotel reservations and registration for the symposium are to be made separately. Send your hotel registration form by e-mail (ficpi2011@intercom.co.kr) or fax (+82-2-3452-7292) to the FICPI Korea Symposium 2011 Secretariat **no later than November 15, 2011**.

[Cancellation of Hotel Reservation & Terms and Conditions]

- Participants are urged to book their hotel rooms as soon as possible. Bookings received after November 15, 2011 will be confirmed subject to availability.
- To secure rooms, all reservations must be guaranteed by the given credit card information. Credit card information will be used to guarantee your room reservation only.
- Cancellations made on or before November 15 will incur a fee equal to 50% of the total charge for your stay. Cancellations made after November 15 will incur a fee equal to 100% of the total charge for your stay.

ACCOMPANYING PERSONS' PROGRAMME

All registered accompanying persons are welcome to join the tours below. These tours include the services of an English-speaking guide, transportation and entry fees.

■ AP-01. Seoul City Tour

09:00-17:00, December 1, 2011

A rare chance to learn about the Korean royal family's life. As the capital of Korea for more than 600 years, Seoul preserves a number of historic palaces and temples along with traditional markets. This tour will take you to the city's two most famous palaces, a temple and a traditional market.

■ AP-02. Korean Culture

09:00-17:00, December 2, 2011

Bring yourself one step closer to Korean culture by making Kimchi and wearing traditional Korean clothing - Hanbok. Kimchi, fermented vegetables that are considered by many to be Korea's "national food", has earned praise for its amazing health properties. Meanwhile, Hanbok has recently been gaining huge popularity worldwide : the French call it the "colour of mystique" or "fantasy". Eat Kimchi you have just made yourself, and do not miss the experience of wearing the beautiful Hanbok!





POST SYMPOSIUM TOURS

All participants are welcome to join the following tour programmes. Take this opportunity to enjoy Seoul and Korea's history and cultural beauty.

Tour 01. Demilitarized Zone (DMZ) Tour

08:00-16:00, December 3, 2011 (1 Day)

The Demilitarized Zone (DMZ) tour will reveal the stark reality of Korea - the world's only divided country. The DMZ, designated in 1953 when the Armistice Agreement was signed, marks the site of the division. A very special tour destination which offers a vivid experience of the Korean War and a dramatic sense of the tragedy of the separated family members between the two Koreas from the division of the peninsula.

Tour 02. Korean Wave (Daejanggeum Theme Park)

08:00-12:30, December 3, 2011 (Half Day)

The Daejanggeum Theme Park is a replica of the film set of the TV drama 'Daejanggeum', which is based on the story of a historical figure called Janggeum - the first and only woman to serve as head physician to the King in the hierarchical, male-dominated social structure of the Joseon Dynasty. You may feel like becoming a principal member of the cast while taking a leisurely stroll here. A park filled with adventures, events and fun activities, you will have a special inside look at the sets or become immersed in reproduced scenes from the drama. Explore the props, royal dishes and costumes created for the show.

Tour 03. Korean Antique Art & Culture

09:00-17:00, December 3, 2011 (1 Day)

Samsung Leeum, overlooking the Han River, is located at the foot of Namsan and is easily accessible from Itaewon. Samsung Leeum is divided into Museum 1 and Museum 2, displaying Korea's traditional art and modern contemporary art, respectively. Museum 1 holds approximately 120 pieces of art including some national treasures. Museum 2 holds approximately 70 modern works from all over the world. Built with diverse materials and progressive technology, the museum buildings themselves are works of art. N Seoul Tower rises 237m above the summit of Mt. Namsan at the heart of Seoul. You can take in a panoramic view of the entire city here.

Tour 04. Historic Sites in Andong & Gyeongju

December 3-5, 2011 (3 Days)

This tour takes you to Gyeongju and Andong, the two most popular destinations in the traditional sphere of Korean tourism, which are located in the south east of Korea. These historic cities are a 5-hour drive away from Seoul. The capital of the Silla Kingdom for almost a thousand years, Gyeongju still maintains a variety of significant historical heritage sites. Highlights of this tour include visits to the Gyeongju National Museum as well as Bulguksa Temple and Seokguram Grotto, both of which are UNESCO-designated World Heritage sites. Also included are visits to the Andong Hahoe Village, preserving the housing architecture and village structure of the Joseon Dynasty, and the Andong Folk Museum, the

home of Confucianism.

Tour 05. Seoraksan National Park

December 3-5, 2011 (3 Days)

This tour features the spectacular scenery of the Seoraksan National Park with an area of 398,539 km², nearby cities and the ocean. The National Park offers amazing scenic views throughout all four seasons. Daecheongbong (1,708m) is the highest peak in the park and the third highest peak in Korea. Daecheongbong offers expansive views of Mt. Seorak. On your way back from the Seoraksan National Park, you will visit the coastal city of Sokcho. You will go to Naksansa Temple boasting a 1,300-year long history and Sokcho Beach boasting a beautiful view of its clear waters, white sands and pine forests. On the return journey you will visit the Goseong Unification Observatory, the closest location to North Korea, where you can have a glimpse of various peaks of Mt. Geumgang.

Tour 06. Jeju Island

December 3-5, 2011 (3 Days)

Fly one hour from Seoul to Jeju, Korea's largest island. Created by volcanic eruptions, Jeju Island is considered the most popular travel destination amongst tourists from abroad. It has a temperate climate, warmer than the Korean mainland. The tour includes visits to Cheonjeyeon Waterfalls, named 'the pond of God', and Jusangjeolli Cliff, stone pillars piled up along the coast.

On Day 2, you will go to the lava tunnel of the Manjang Cave and Jeju Stone Park, where you can learn about the volcanic/geological history of the island.

Day 3 includes Seongsan Ilchulbong (Peak), one of the most fascinating tourist spots of the island. Seongsan Ilchulbong rose from under the sea in a volcanic eruption over 100,000 years ago. You will see a huge crater, 600m in diameter and 90m in height, from the top of the Peak. Jeju's natural environment has been preserved in excellent condition. The fantastically shaped rocks decorating the seashores, the hundreds of Oreums (secondary volcanoes) and the rarest species of flora around the Island are all treasures waiting to be discovered.

Please note :

1. The tour programmes will be allocated on a first-come, first-served basis.
2. If the minimum number of required persons is not reached, tours may be subject to change or cancelled.
3. Post-symposium tours include the services of an English-speaking guide, transportation, entry fees, meals and accommodation for two people sharing a double room. (If you wish to stay in a single room, a supplement will be charged.)

TRANSPORTATION

■ Distance Information

From Venue to Main Destinations	Distance	Travelling Time
The Shilla Seoul - Incheon International Airport (IIA)	62 km	90 min.
The Shilla Seoul - Gimpo International Airport (GIA)	21 km	60 min.
The Shilla Seoul - City Hall (in central downtown)	4 km	10 min.

*Travelling time based on no traffic congestion

■ Deluxe Airport Limousine Buses

Incheon International Airport (IIA)	Gimpo International Airport (GIA)
<ul style="list-style-type: none"> - Bus Number : 6702 - Bus Stop : IIA (1F), Platform 4B and 11A - Running Hours : 04:45 - 22:25 (every 30 min.) - Travelling Time : Approximately 90 min. - Single Fare : KRW 15,000 	<p>No direct limousine bus route available from Gimpo International Airport to The Shilla Seoul. We recommend that you take taxis, as the subway requires you to make a number of transfers.</p>

■ Standard and Deluxe Taxis

Taxis are another way to get into Seoul from the airports. There are standard taxis and black deluxe taxis. Deluxe taxis have a higher base fare and can cost almost double the standard taxi rates, but provide a more luxurious ride. Credit cards are widely accepted in taxis throughout Seoul, but you are advised to exchange currency for the Korean Won at the airport before taking taxis (tipping is not customary).

■ Table of Taxi Fares

- Standard : Base fare KRW 2,400 (about USD 2.40), increasing by KRW 100 every 144 meters
- Deluxe (Black) : Base fare KRW 4,500, increasing by KRW 200 every 164 meters
- Note : A 20% surcharge is applied in all taxis between 12:00AM and 4:00AM.
- Metered fares do not include tolls which must be paid by passengers.
(Approximately KRW 7,400 for Incheon Bridge Toll)



GENERAL INFORMATION



Climate

The average temperature in Seoul in the month of December is about -1°C - 7°C or 30°F - 45°F. Please bring warm clothes and carry a jacket or coat.



Local Time

Korean Time is 9 hours ahead of Greenwich Mean Time (GMT+9).



ATM

Travellers who carry internationally recognised credit cards can obtain a cash advance in local currency at ATMs.



Business Hours

Government office hours are usually from 09:00 to 18:00 on weekdays and closed at weekends. Banks are open from 09:00 to 16:00 from Mondays to Fridays and closed on Saturdays and Sundays. Most stores are open every day from 10:30 to 20:00, including Sundays.



Official language

All working sessions will be held in English.



Tip & Tax

Service charges are included in your bill for rooms, meals and other services at hotels and upscale restaurants. Koreans occasionally do tip when they are especially pleased with the service they receive. Foreign tourists can receive nearly 10% VAT refunds for purchases at Duty Free shops. Goods must be taken out of Korea within three months of purchase to be eligible for a tax refund. Visitors can receive a refund on a receipt for a minimum purchase of KRW 50,000 (around USD 50). To receive this refund, present receipts with the purchased goods at the customs clearance desk at Incheon International Airport when departing.



Currency & Exchange

The unit of the Korean currency is the Korean Won. Various notes and coins are used : notes include KRW 1,000, KRW 5,000, KRW 10,000 and KRW 50,000 denominations, while coins include KRW 10, KRW 50, KRW 100 and KRW 500 denominations. Foreign bank notes and traveller's checks can be converted into the Korean Won at foreign exchange banks and other authorised money exchange outlets. The exchange rate is subject to market fluctuations. As of May 2011, USD 1 is approximately KRW 1,000.



Dietary Requirement

Requests for vegetarian meals can be accommodated as well as other dietary requirements : please direct any special requests to the Secretariat.



Electricity

The standard electricity supply is 220 volts 60 Hz. The Shilla Seoul hotel provides outlet converters for 110 and 220 volts.



Dress Code

- Working Sessions : Business attire
- APs' tours : Casual clothing
- Social Programme :
 - * Welcome Reception and Korean Night (December 1) : Casual clothing (no tie required)
 - * Gala dinner (December 2) : Business attire



Mobile Phone Rental

You may rent a mobile phone at the Incheon international Airport or Gimpo international Airport. Users can rent a handset and pay rental and call charges upon returning the phone. Applicants are required to provide identification, a credit card and a service contract (available at the booth). For more information, please refer to the website of each service provider.

- Olleh KT : <http://roaming.kt.com/>
- SK Telecom : <http://www.skroaming.com/>

PRIVATE FUNCTIONS

We take this opportunity respectfully to bring to everybody's attention Rule 11 of the FICPI code of conduct which provides that the organising of business-related receptions or private functions during official meetings of FICPI is contrary to the tradition and spirit of the Federation and is not permitted by the Federation.

FICPI Korea Symposium 2011 Secretariat

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