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研討會

International Conference on Innovation and Sustainable Development in Intellectual Property

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議程 AGENDA (Tentative)

Time 時間	Topics and Speakers 主題及報告人
	08:30 am ~ 09:00 am (30 min.) Registration 報 到
	09:00 am ~ 09:15 am (15 min.) Opening Ceremony 開 幕 式
09:00~09:05 (05 min.)	Opening Remarks : Paul C. B. Liu, Chairman, Cornerstone Intellectual Property Foundation; Professor Emeritus, National Chengchi University 歡迎詞：劉江彬，磐安智慧財產教育基金會董事長/政治大學名譽教授
09:05 ~ 09:15 (10 min.)	VIP Remarks : EVOLUTIVE LABS CO., LTD. / RHINOSHIELD PTE. LTD. Kenny Cheng , President and Chief Executive Officer, Wonderland Nurserygoods Co., Ltd. 貴賓致詞： ■ 鄭欽明，明門實業股份有限公司董事長
09:15 ~ 09:20 (5 min.)	Speakers and VIP Group Photos 貴賓合照
	09:20 am ~ 10:20 am (60 min.) Keynote Speech 專 題 演 講
09:20 am 09:50 am (30 min.)	Topic : The Latest Trends in the Development of EU Design Patents Speaker : Prof. Dr. Heinz Goddar, Honorary Professor for Intellectual Property Law, Bremen University; Partner, Boehmert & Boehmert, Germany 講題：歐盟（EU）設計專利最新發展趨勢 講者：葛漢斯，德國布萊梅大學智慧財產權法榮譽教授 德國博默特專利律師事務所合夥人
09:50 am 10:20 am (30 min.)	Topic : Strengthening of patent rights in introducing a new damages system Speaker : Katsuya TAMAI, Center for Advanced Science Research, University of Tokyo 講題：日本設計專利最新發展趨勢 講者：玉井克哉，日本東京大學知的產權研究所先端科技研究中心教授
	10:20 am ~ 10:35 am (15 min.) Break 休 息
	10:35 am~12:35 pm (120 min.) Business Model, Intellectual Property Strategy and Deployment 商業模式、智慧財產的戰略與布局
	10:35 am ~10:40 am (5 min.) Moderator : Keith K. H. Chan , Vice President, IP and RA Center, Novascope Diagnostics Inc.; Executive Supervisor, Licensing Executives Society (LES) Chinese Taipei 主持人：陳桂恒，長典生物科技股份有限公司法規與智財中心副總經理/ 國際技術授權主管總會中華臺北分會常務監事
10:40 am 11:05 am (25 min.)	Topic : The Latest Development Trends in Taiwan's Design Patents Speaker : Yun KEN, Professor, Graduate Institute of Patent, National Taiwan University of Science and Technology (NTUST); President, Association of Technology Managers in Taiwan (ATMT) 講題：台灣設計專利的最新發展趨勢 講者：耿筠，台灣科技大學專利研究所教授/台灣技術經理人協會理事長
11:05 am 11:30 am (25 min.)	Topic : Latest Development Trends in Trade Secrets Speaker : Wei-Lin Wang, Professor, College of Law, Chinese Culture University; Senior Chief Strategy Officer, Technology Transfer and Law Center, Industrial Technology Research Institute (ITRI) 講題：營業秘密的最新發展趨勢 講者：王偉霖，文化大學法學院教授/工業技術研究院技術移轉與法律中心資深策略長
11:30 am 11:55 am (25 min.)	Topic : Latest Development Trends in Fair Competition: Cutting-Edge Technologies, Digital Industries, Emerging Issues Speaker : Hung-Yu (Luke) Chuang, Director & Associate Professor, Graduate Institute of Technology, Innovation & Intellectual Property Management, National Chengchi University 講題：公平交易的最新發展趨勢：前瞻科技、數位產業、新興議題 講者：莊弘鈺，政治大學科技管理與智慧財產研究所副教授兼所長
11:55 am 12:20 am (25 min.)	Topic : Intellectual Property Due Diligence Speaker : Rico Cho, President, Innovation and Intellectual Property Operations Center, National Central University; Senior Director, Wispro Technology Consulting Corporation 講題：智慧財產的盡職調查智慧財產的盡職調查 講者：卓立庭，中央大學創新與智財營運中心執行長/ 世博科技顧問股份有限公司資深副總經理
12:20 am 12:35 am (15 min.)	Discussants : ■ Sammy Huang，Global Lighting Technologies, Inc. ■ Sophie Lin, Vice chairman of the Hsinchu Bar Association and Chairperson of the Technology Lawyers Committee 討論人： ■ 黃偉倫，茂林光電科技股份有限公司智慧財產專案課長 ■ 林姿伶，新竹律師公會副理事長兼科技律師委員會主任委員
	12:35 pm ~ 01:30 pm (60 min.) Break 休息
	01:30 pm ~ 03:05 pm (85 min.) Intellectual Property and Brand Management Strategies for Startups in the Age of AI 人工智慧時代新創公司智慧財產與品牌經營管理策略

	01:30 pm ~ 01:35 pm (5 min.) Moderator : David W. Su , Corporate Senior Vice President and General Counsel, Mediatek Inc.; Chairman, Licensing Executives Society Chinese Taipei 主 持 人：宿文堂，聯發科技(股)公司資深副總經理暨法務長/ 國際技術授權主管總會中華臺北分會理事長
01:35 pm 02:00 pm (25 min.)	Topic : The latest development trend of intellectual property in the era of Artificial Intelligence Speaker : George C.C. Chen, President, Taiwan Association of Information Technology & Intellectual Property 講題：人工智慧時代智慧財產的最新發展趨勢 講者：陳家駿，臺灣資訊智慧財產權協會理事長
02:00 pm 02:25 pm (25 min.)	Topic : IP Protection and Management Strategies for Startups Speaker : Tim Liu, Manager, Legal Affairs Dept., Evolutive Labs Co., Ltd. (RHINOSHIELD) 講題：新創公司智慧財產保護與管理策略 講者：劉嘉彥，愛進化科技股份有限公司(犀牛盾) 法務部經理
02:25 pm 02:50 pm (25 min.)	Topic : Operation and Management Strategies for Proprietary Brands Speaker : Mark Lin, Legal Affairs and Compliance department, Associate Vice President, Wonderland Nurserygoods Co., Ltd. 講題：企業自有品牌經營與管理策略 講者：林立紘，明門實業股份有限公司法務暨合規部法務總監
02:50 pm 03:05 pm (15 min.)	Discussants : ■ Shigeharu Tomotoshi, Founder & CEO, SOLVFX ■ Matt C.F. Feng, Advisor, Cornerstone Intellectual Property Foundation 討論人： ■ 王重治，SOLVFX負責人 ■ 馮志峯，磐安智慧財產教育基金會顧問
	03:05 pm ~ 03:20 pm (15 min.) Break 休 息
	03:20 pm ~ 05:00 pm (100 min.) Panel Discussion: Taiwan's Strategies 綜合討論：台灣因應策略
	03:20 pm ~ 03:30 pm (10 min.) Moderator : Paul C. B. Liu , Chairman, Cornerstone Intellectual Property Foundation / Professor Emeritus, National Chengchi University Keith K. H. Chan , Former Deputy Director, Taiwan Intellectual Property Office, Ministry of Economic Affairs; Senior Advisor, Cornerstone Intellectual Property Foundation 主持人：劉江彬，磐安智慧財產教育基金會董事長/政治大學名譽教授 盧文祥，前經濟部智慧財產局副局長/律師/磐安智慧財產教育基金會資深顧問
03:30 pm 03:55 pm (25 min.)	Topic : Intellectual Property – The Dual Engine of Innovation and Sustainable Development Panelist : Jackson C.S. Lin, Chairman and Chief Executive Officer, Wispro Technology Consulting Corporation 主題：智慧財產-創新與永續發展的雙引擎 探討如何通過專利、商標、著作權和營業秘密來保護創新設計與永續技術，這直接關係到消費電子、運動戶外、時尚等相關產業的核心競爭力。涉及永續發展與智慧財產的結合，切中目前 ESG（環境、社會、治理）議題下企業的發展需求。提供成功案例分享，幫助公司了解如何通過 IP 策略提升品牌價值和市場份額。 Explore how patents, trademarks, copyrights, and trade secrets can be leveraged to protect innovative designs and sustainable technologies, which are directly linked to the core competitiveness of industries such as consumer electronics, sports & outdoor, and fashion. This discussion focuses on the integration of sustainable development and intellectual property, addressing the current corporate needs under ESG (Environmental, Social, and Governance) considerations. Successful case studies will be shared to help companies understand how IP strategies can enhance brand value and market share. 引言：林家聖，世博科技顧問股份有限公司董事長暨執行長
03:45 pm 05:00 pm (75 min.)	Discussants / 討論人 1. Prof. Dr. Heinz Goddar, Honorary Professor for Intellectual Property Law, Bremen University; Partner, Boehmert & Boehmert, Germany 葛漢斯，德國布萊梅大學智慧財產權法榮譽教授/德國博默特專利律師事務所合夥人 2. Katsuya TAMAI, Professor, Center for Advanced Science Research, University of Tokyo 玉井克哉，日本東京大學知的產權研究所先端科技研究中心教授 3. Alex Fan, President, Taiwan Intellectual Property Operation Association 樊治齊，台灣智慧財產運營協會理事長 4. Tim Liu, Manager, Legal Affairs Dept., Evolutive Labs Co., Ltd. (RHINOSHIELD) 劉嘉彥，愛進化科技股份有限公司(犀牛盾) 法務部經理 5. Kuang-Wei Chueh, Partner, EY Attorneys-at-Law 關光威，安永圓方國際法律事務所合夥律師