

IPR CONFERENCE

DATE

**MON
11
NOVEMBER**

2024

Intellectual Property Rights (IPR)
in the Digital Environment

VENUE

**FOUR
SEASONS
HOTEL,
SEOUL**



HOSTED BY



EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소



특허청
Korean Intellectual Property Office



EU-RoK IPA
EU - Republic of Korea
Intellectual Property Action



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

INVITATION

IPR

CONFERENCE

2024

For an impression of last year's IPR Conference, please click [here](#).

The IPR Conference 2024 has been organized to explore the evolving role of intellectual property rights and new protective measures in the digital environment. As the digital era accelerates, protecting IPR has become increasingly complex, particularly with the rise of challenges such as online counterfeiting and unauthorized copying. Recognizing that safeguarding IPR is a core element of economic growth and technological innovation, Korea is actively collaborating with nations and relevant parties to develop an IP protection framework suited for the digital age. This conference provides a platform to share updates on IP laws and policy changes, examine advanced technology applications like AI, and discuss online IP enforcement strategies through global cooperation.

Jointly hosted by the European Union Intellectual Property Office (EUIPO), the Korean Intellectual Property Office (KIPO), and the European Chamber of Commerce in Korea (ECCK), this event gathers government bodies, businesses, and legal experts from around the world to discuss effective IPR protection strategies for the digital age.

In the first session, participants will review policy efforts and technology trends aimed at strengthening IPR protection in response to digital transformations, underscoring the critical balance between enhanced IP protection technology and legal regulations to manage growing risks. The second session will examine the need for public-private collaboration to combat the increase in online counterfeiting by discussing strengthened IP protection regulations for e-commerce, along with cooperation examples between law enforcement agencies and brand owners. The final session will introduce technological approaches for online IP protection, including AI-based innovation, and cover major challenges, regulatory frameworks, and legal considerations in online enforcement.

Through IPR Conference 2024, we aim to reinforce international channels for resolving IP disputes and support the ongoing expansion of IP protection efforts in the digital sphere using advanced technologies like AI. Furthermore, we hope this conference will provide a foundation for establishing new standards in global IP protection, setting the stage for sustainable brand value creation and consumer protection.

Date Monday, November 11, 2024

Time 8:30 - 15:00 (Seoul time)
(registration from 8:00 Seoul time)

Venue Tuesday, Nuri Ballroom (6F)
Four Seasons Hotel Seoul

Date Member: 30,000 KRW
Non-member: 50,000 KRW

Korean patent attorneys participating for the whole day will receive 4 hours of educational credit by the Korean Patent Attorneys Association (KPAA).

PROGRAM

IPR CONFERENCE 2024

Simultaneous translation
provided for all sessions

Co-Host & Organizer



EU-RoK IPA
EU - Republic of Korea
Intellectual Property Action



특허청

Korean Intellectual Property Office



**EUROPEAN CHAMBER OF
COMMERCE IN KOREA**
주한유럽상공회의소

Partners

Qualcomm

FAiKERZ

08:30 - 09:00 Registration

09:00 - 09:20 Opening Remarks

• EU Ambassador

H.E. Maria Castillo-Fernandez

Welcome Remarks

• KIPO Commissioner (Vice Minister at MOTIE)

Wan Ki KIM

• ECCK Chairperson

Philippe Van Hoof

SESSION 1

Digital IPR in the EU and Republic of Korea:
Latest Developments

09:20 - 09:45 • Latest Developments of the EU IP Legal Framework

Dr. Jorg WEBERNDORFER
EUD
Minister Counsellor

09:45 - 10:10 • The Digital Age and Latest IP Trends in Korea

In Sik JEONG
KIPO
Director General, IP Protection &
International Cooperation Bureau

10:10 - 10:35 • Fostering Innovation and IP Protection
in the AI Age

Christina QI
Qualcomm
Patent Counsel, Senior

10:35 - 10:55 Break & Networking

SESSION 2

Collaborative Efforts to Combat Counterfeiting

10:55 - 11:20 • Enhancing IP protection on E-commerce
Marketplaces in Europe

Rahul BHARTIYA
EUIPO
AI Coordinator

11:20 - 11:45 • Coupang's Collaboration with Enforcement
Authorities and Brand Owners

Sven-Erik BATENBURG
Coupang
Associate General Counsel-
IP Brand Protection

11:45 - 12:10 • KIPO's Anti-Counterfeit Activities

Vin LIM
KIPO
Trademark Police Division

12:10 - 13:10 Lunch

SESSION 3

Emerging Technologies in Support to IPR online enforcement

13:10 - 13:35 • Overview of Latest Developments
in Digital IP Law

Susan PARK
Bae, Kim & Lee
Senior Foreign Attorney

13:35 - 14:00 • AI Applied to the Fight Against
Counterfeiting in Korea

Jaekyu Lee
FAIKERZ
CSO

14:00 - 14:25 • The Anti-Counterfeiting and Anti-Piracy
Technology (ACAPT) Guide for EU businesses

Rahul BHARTIYA
EUIPO
AI Coordinator

14:25 - 14:50 • International Cooperation and the
Challenges in Online Enforcement

Felix AVELLAN
INTERPOL
Operations Coordinator,
IP Crime and Digital Piracy
Unit, Illicit Goods and
Global Health Programme

14:50 - 15:00 Closing Remarks

• ECCK President

Stefan Ernst