

財團法人磐安智慧財產教育基金會 函

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附件：文宣、議程

主旨：本會等於4月9日至4月11日舉辦亞洲最大智財高峰會「AUTM Asia 2014 Taipei」，敬請公告廣為宣傳並推薦同仁報名。

說明：

- 一、本會與財團法人工業技術研究院、國立政治大學科技管理與智慧財產研究所及社團法人台灣技術經理人協會等4單位，預定於今（103）年4月9日至11日假台北君悅大飯店舉辦「AUTM Asia 2014 Taipei」國際會議，邀請歐美及亞洲之各界專家針對國際重要智慧財產相關議題進行探討，為亞洲最大智財高峰會，大會並設有技術展示交流區。
- 二、美國大學技術經理人協會（Association of University Technology Managers，簡稱AUTM）為美國大學研究機構與企業界間重要之技術移轉與資訊交流平台，為國際性智慧財產權領域極具權威性的組織之一，全球成員網絡來自於超過350家的大學、研究機構、教學醫院和政府機關，以及數以百計從事管理和授權之學術或非營利組織研發成果之創新公司。

- 三、AUTM Asia 國際研討會為 AUTM 在亞洲區域之學研機構、產業界、技術移轉專業人士與企業家等交流的重要平台，自 2011 年至 2013 年已陸續在北京、新加坡與京都舉辦，今年則由台北取得主辦權。除美國 AUTM 總會董事會成員將帶團出席外，日本、韓國、新加坡、澳洲、中國大陸及其他東南亞國家均會派員組團與會。
- 四、會議議題包括：無形資產評價、談判與行銷、智慧財產爭端解決、產學機構研發成果之經濟影響、創新的價值創造、產學合作、新創公司/創業投資、國際與亞洲經驗交流、國際智慧財產與產業策略最新趨勢、智慧財產戰略、以及亞洲生技、資通訊、農產業/文化創意等產業的最新發展等。
- 五、大會各場次會議提供台灣報名者優惠報名費用，並可申請登錄公務人員終身學習時數，詳見線上報名網址：
<http://www.autm-taipei.tw/>，報名截止日期：103 年 3 月 10 日，額滿提前關閉報名系統。
- 六、檢附大會議程與文宣各乙份，電子檔請至上述網站瀏覽與下載。
- 七、聯絡人：(02)89112003 轉 206 周小姐。

正本：虎尾科技大學研究發展處
副本：

財團法人磐安智慧財產教育基金會

亞洲最大 智財 高峰會 在台北!

AUTM Asia 2014 Taipei

亞洲新興市場的機會與挑戰 - 從創新到創業

會議時間 › 2014年4月9日至4月11日
 會議地點 › 台北君悅酒店(台北市信義區松壽路2號)
 會議內容 › Pre-conference Workshops (April 9th)
 2-Day Conference (April 10th-11th)

台灣報名者獨享優惠

- AUTM Asia 2014為亞洲最大的學研機構、產業界、智財技轉專家與企業家的交流平台。4月10日-11日研討會提供**台灣報名者優惠報名費用**！名額有限，馬上報名！
- 認證時數申請：公務人員終身學習時數；美國律師Continuing Legal Education (CLE) Credit、Registered Technology Transfer Professional (RTTP) Hours。

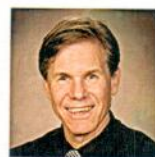
國際重量級大師匯聚台北

- AUTM Asia 2014將有來自歐美及亞洲的專家大師針對**創新與創業**、**智慧財產的保護**、**管理與商業化**，以及**產業最新發展趨勢**等重要議題進行深入探討。

- ▶ 專業的進修課程-2014年4月9日“Pre-conference Workshops”：
 國際重量級大師主講，名額有限，機會難得！

場次	主題	講師
Workshop A	無形資產評價、談判與行銷	<ul style="list-style-type: none"> • Ashley J. Stevens President, Focus IP Group, LLC • Jane Muir AUTM 2014 President / Director, University of Florida
Workshop B	智慧財產爭端解決—訴訟、仲裁與調解	<ul style="list-style-type: none"> • Honorable Randall Ray Rader Chief Judge, the United States Court of Appeals for the Federal Circuit • John R. Alison Partner, Winston & Strawn LLP <p><small>* (此場次將提供美國律師Continuing Legal Education (CLE) credit 時數)</small></p>

*名額有限，酌收**研習費用**



Honorable Randall Ray Rader

Chief Judge, the United States Court of Appeals for the Federal Circuit, USA

Jane Muir

AUTM 2014 President / Director, University of Florida, USA



Michael K. Young

President, University of Washington, USA

Joseph Straus

Professor of Law, Director Emeritus, Max Planck Institute for Innovation and Competition, Germany



Tom Hockaday

Managing Director, Isis Innovation Limited, The University of Oxford, UK

Chi-Huey Wong

President, Academia Sinica, Taiwan



財團法人智慧財產教育基金會
 Cornerstone Intellectual Property Foundation



- 精彩內容與更多講師名單詳見官方網站：
<http://www.autm-taipei.tw/>
- 洽詢電話：(02) 8911-2003 # 206

AUTM Asia 2014 Taipei - Schedule at a Glance (DRAFT)

Opportunities and Challenges for Asia Emerging Market-From Innovation to Start-up

9 April 2014 (Wednesday)		
Pre-conference Workshops		
Time	Workshop A	Workshop B
1:00 p.m.	Marketing, Negotiation and Valuation of Intangibles	Resolution of Intellectual Property Disputes—Litigation, Arbitration and Mediation
	Registration	Registration
1:30 p.m.	Topic:	Topic:
	Instructor: (100 min.) • Ashley J. Stevens , D.Phil. (Oxon), CLP RTTP President President, Focus IP Group, LLC Past President, AUTM, USA	Instructor: (100 min.) • Honorable Randall Ray Rader , Chief Judge, the United States Court of Appeals for the Federal Circuit, USA
3:10 p.m.	Tea Break (10 min.)	
3:20 p.m.	Topic:	Topic:
	Instructor: (100 min.) • Jane Muir , President-elect, AUTM, USA	Instructor: (100 min.) • John R. Alison , Partner, Winston & Strawn LLP., USA
5:00 p.m.		

Day 1		10 April 2014 (Thursday)	
Time	Description		
8:15 a.m.	Registration		
9:00 a.m.	Opening Remark (20 min.)		
	<ul style="list-style-type: none"> • Paul C.B. Liu (劉江彬), Chairman, Cornerstone Intellectual Property Foundation (CIPF), Taiwan Professor Emeritus, National Chengchi University, Taiwan • Jane Muir, President-elect, AUTM, USA • Government Official [to be invited] 		
9:20 a.m.	Keynote speech: Economic Impact of Universities/Research Institutes R&D Results Moderator: <ul style="list-style-type: none"> • Paul C.B. Liu (劉江彬), Chairman, Cornerstone Intellectual Property Foundation (CIPF), Taiwan Professor Emeritus, National Chengchi University, Taiwan Speaker: <ul style="list-style-type: none"> • Chi-Huey Wong (翁啟惠), President, Academia Sinica, Taiwan (25 min.) • Michael K. Young, President, University of Washington, USA (25 min.) 		
10:10 a.m.	Tea Break (20 min.)		
10:30 a.m.	Plenary Session I (100 min.) Theme: Value Creation of Innovation Moderator: <ul style="list-style-type: none"> • Paul S. P. Hsu (徐小波), President, LES Chinese Taipei, Taiwan • Honorable Randall Ray Rader, Chief Judge, the United States Court of Appeals for the Federal Circuit, USA Keynote Panelist : <ul style="list-style-type: none"> • Steve Chan (詹啟賢), Chairman, Adimmune Corporation, Taiwan (15min.) • Dongmin Chen (陳東敏), Dean of School of Innovation and Entrepreneurship, Peking University, Mainland China (15min.) • Teck Seng Low, Chief Executive Officer, National Research Foundation, Prime Minister's Office (NRF), Singapore (15min.) • Hisamitsu Arai, Senior Corporate Adviser, Tokyo Small and Medium Business Investment & Consultation Co.Ltd. Former Commissioner, Japan Patent Office, Japan (15min.) • Jyuo-Min Shyu (徐爵民), [to be confirmed] President, Industry Technology Research Institute(ITRI), Taiwan (15min.) 		
12:10 p.m.	Buffet Lunch (90 min.)		
1:40 p.m.	Industry-Academia Collaboration Session II (90 min.) Theme(I): Industry-Academia Collaboration Moderator: <ul style="list-style-type: none"> • Keisuke Makino, Vice President, Advanced Scientific Technology & Management Research Institute of Kyoto, Japan • Liang-Gee Chen (陳良基), Vice President for Academic Affairs, National Taiwan University, Taiwan Speaker: <ul style="list-style-type: none"> • Kathleen A Denis, Associate Vice President, Office of Technology Transfer, The Rockefeller University, USA (20min.) • TBD, [to be confirmed] National Cheng Kung University, Taiwan (20min.) • Yongping Zheng (鄭永平), Vice Dean, The Department of Scientific Research and Development (DSRD), Tsinghua University, Mainland China (20min.) Panelist : <ul style="list-style-type: none"> • Yita Lee (李易達), Chief Scientific Officer, Sinphar Group, Taiwan • Jeff Chen (陳費鴻), Sr. Vice President & Chief Technology Officer, Advantech Co., Ltd., Taiwan 	Start-up/New Venture Session III (90 min.) Theme(I): Entrepreneurship & Start-up Moderator: <ul style="list-style-type: none"> • Sean P. Flanigan, B.A., LL.B., RTTP President, AUTM Assistant Director, Technology Partnerships University of Ottawa, Canada • Linden Rhoads, Vice Provost, UW Center for Commercialization, USA Speaker: <ul style="list-style-type: none"> • Florian Kirschenhofer, Start-up & Portfolio Manager, Max-Planck-Innovation GmbH, Germany (20min.) • Ling-Mei Wang (王玲美), Chief Operating Officer, Supra Integration and Incubation Center (Si2C), Taiwan (20min.) • Robert Chalmers, Managing Director, Adelaide Research & Innovation Pty Ltd ("ARI"), The University of Adelaide, Australia Panelist : <ul style="list-style-type: none"> • Michael M. Avedesian, Senior Associate and Advisor, McGill University, Canada • TBD, [to be confirmed] 	Session IV (90 min.) Theme(I): Essential Moderator: <ul style="list-style-type: none"> • Yvonne Chua, President, Licensing Executiv • Keith K. H. Chan Senior Advisor, Cornerstone Intelle Speaker: <ul style="list-style-type: none"> • Guy L. Proulx, Chairman & CEO, Transpacific IP Gr • John R. Alison, Partner, Winston & Strawr • John F. Ritter, J.I Director, Office of Princeton Universi Panelist : <ul style="list-style-type: none"> • Benjamin Wang (General Director, I Industry Technolog • TBD, [to be confir
3:10 p.m.	Tea Break (20 min.)		
3:30 p.m.	Session II (90 min.)	Session III (90 min.)	Session IV (90 min.)

AUTM Asia 2014 Taipei - Schedule at a Glance (DRAFT)

Day 2		11 April 2014 (Friday)	
Time	Description		
8:15a.m.	Registration		
9:00a.m.	Latest Trends in International IPR & Industrial Strategy	Life Science	
	<p>Session V (90 min.) Theme(I): <u>Recent Development of IPR</u> Moderator:</p> <ul style="list-style-type: none"> • Joseph Straus, Professor of Law, Director Emeritus, Max Planck Institute for Innovation and Competition, Germany • TBD, [to be confirmed] <p>Speaker:</p> <ul style="list-style-type: none"> • Martin Adelman, Theodore and James Pedas Family Professor of Intellectual Property and Technology Law; Co-Director of the Intellectual Property Law Program; Co-Director of the Dean Dinwoodey Center for Intellectual Property Studies, The George Washington University Law School, USA (20min.) • Heinz Goddar, Partner, Boehmert & Boehmert, Germany Former President, Licensing Executives Society International (LESI), Germany (20min.) • Katsuya Tamai, Professor, Department of Intellectual Property, Research Center for Advanced Science and Technology (RCAST), University of Tokyo, Japan (20min.) <p>Panelist:</p> <ul style="list-style-type: none"> • James Yuan (阮啟殷), [to be confirmed] Vice President and General Counsel, MiTAC International Corporation, Taiwan • Hong-Dar Lin (林鴻達), [to be confirmed] Lawyer, Sovereign Law Office, Taiwan 	<p>Session VI (90 min.) Theme(I): <u>Recent Breakthroughs in Asia</u> Moderator:</p> <ul style="list-style-type: none"> • Chia-Lin Jeff Wang (汪嘉林), President, Development Center for Biotechnology (DCB), Taiwan • Lung-Sen Kao (高閻仙), Vice President, National Yang-Ming University, Taiwan <p>Speaker:</p> <ul style="list-style-type: none"> • Stanley Chang (張世忠), Chairman / Chief Executive Officer, Medigen Biotechnology Corp., Taiwan (20min.) • Jie Zhou, Partner, Patent Practice Group, Morrison & Foerster LLP, USA (20min.) • Grace Yeh (葉常菁), President & Chief Executive Officer, PharmaEngine, Inc., Taiwan (20min.) <p>Panelist:</p> <ul style="list-style-type: none"> • George Chin-Sheng Chou (周錦生), General Manager & CSO, AsiaGen Corporation, Taiwan • Mutsuaki Suzuki, Director, Intellectual Property Unit, National Institute of Genetics, Japan Vice Chair, International Committee of The Japan Association of University Intellectual Property and Technology Management (UNITT) 	<p>Session V (90 min.) Theme(II): <u>Disputes Resolution & Litigation</u> Moderator:</p> <ul style="list-style-type: none"> • Sughrue Mion, PLLC [to be confirmed] • TBD, [to be confirmed] <p>Speaker:</p> <ul style="list-style-type: none"> • Thomas L. Jarvis, Partner, Winston & Strawn LLP., USA (20min.) • Andrew T. Serafini, Partner
10:30a.m.	Tea Break (20 min.)		
10:50a.m.	IPR Disputes Resolution	Agriculture Technology & Creative Industry	
	<p>Session V (90 min.) Theme(II): <u>Disputes Resolution & Litigation</u> Moderator:</p> <ul style="list-style-type: none"> • Sughrue Mion, PLLC [to be confirmed] • TBD, [to be confirmed] <p>Speaker:</p> <ul style="list-style-type: none"> • Thomas L. Jarvis, Partner, Winston & Strawn LLP., USA (20min.) • Andrew T. Serafini, Partner 	<p>Session VI (90 min.) Theme(II): <u>Issues & Strategies in Agriculture & Creative Industry</u> Moderator:</p> <ul style="list-style-type: none"> • Chao-Tung Wen (溫肇東), [to be confirmed] Professor, Graduate Institute of Technology, Innovation & Intellectual Property Management, National Chengchi University, Taiwan • TBD, [to be confirmed] <p>Speaker:</p> <ul style="list-style-type: none"> • Keith Jones, Partner, Kijani., USA (20min.) • William T.H. Chang (張天鴻), President 	<p>Session V (90 min.) Theme(II): <u>Disputes Resolution & Litigation</u> Moderator:</p> <ul style="list-style-type: none"> • Sughrue Mion, PLLC [to be confirmed] • TBD, [to be confirmed] <p>Speaker:</p> <ul style="list-style-type: none"> • Thomas L. Jarvis, Partner, Winston & Strawn LLP., USA (20min.) • Andrew T. Serafini, Partner