Program

First IP & Innovation Researchers of Asia Conference

31 January — 1 February 2019

&

Workshop for IP Teachers and Researchers

2 February 2019

Ahmad Ibrahim Kulliyyah of Laws
International Islamic University Malaysia
Welcome Message

Dear Colleagues,

Welcome to the First IP & Innovation Researchers of Asia Conference (IPIRA) and the Workshop for IP Teachers and Researchers held at the International Islamic University Malaysia!

IPIRA has been created to provide a forum for intellectual exchanges for researchers interested in IP law and related issues in Asia (including IP and Competition law, International Trade and IP, Information Technology and Internet law, and so forth), and beyond Asia. At IPIRA, researchers of all national origins and seniority levels can meet to discuss their works-in-progress. In addition to the Conference, the IPIRA Organizers have planned a Workshop to discuss Research Topics and Methodologies with the IP Teachers and Researchers. This additional initiative hopes to provide some useful information and continue in the future also in smaller settings across universities in Asia.

The Organizers would like to take the opportunity to extend their sincere thanks to the presenters, chairs, and participants to the Conference and Workshop, many of whom have travelled long distances. IPIRA will be graced by several distinguished speakers. In addition, we are very honored that the Minister of Domestic Trade and Consumer Affairs will serve as our distinguished Keynote Speaker, and that the Chairman and the Director General of the Malaysian Intellectual Property Office will be our Distinguished Guests at the Conference.

A heartfelt thank you goes to our colleagues, staff, and student assistants, without whom these events would not be possible. We are especially grateful to the colleagues at International Islamic University Malaysia for hosting the inaugural edition of IPIRA and Workshop. We also thank Petroniim Nasional Berhad (Petronas) for sponsoring the Conference Dinner and Musical Performance on the first day, and the Chief Executive Officer of Petronas Research Sdn. Bhd. for being our Distinguished Speaker at the Dinner. We are also honored that Senator Yusmandi Yusoff of the Upper House of the Parliament of Malaysia will be our Distinguished Guest at the Dinner. The Closing Reception on the second day of the Conference will be sponsored by the International Trademark Association (INTA).

We trust that you will find the next three days insightful, and will enjoy discussing IP-related topics, seeing old friends, and meeting new ones. Thank you for making these days special and for enriching the discussion about IP & Innovation with your research and works-in-progress.

*The Organizers of the First IP & Innovation Researchers of Asia Conference and the Workshop for IP Teachers and Researchers*
Conference Program

THURSDAY, 31 JANUARY 2019 (DAY 1)

8.00am – 9.00am  REGISTRATION
Foyer Moot Court

OPENING OF THE DAY
Moot Court

9.00am – 9.05am  SINGING OF NATIONAL ANTHEMS: NEGARAKU
RECITATION OF QURANIC VERSES & DO’A

9.05am – 9.15am  Welcome Remarks
PROFESSOR EMERITUS TAN SRI DATO DZULKIFLI ABDUL RAZAK
RECTOR, INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

9.15am – 9.30am  PHOTO SESSION

9.30am – 9.45 am  Introduction by Organizers
IDA MADIEHA ABDUL GHANI AZMI, AHMAD IBRAHIM KULLIYYAH OF LAWS,
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
SHERIF SAADALLAH, WIPO ACADEMY, WORLD INTELLECTUAL PROPERTY
ORGANIZATION
ANTONY TAUBMAN, INTELLECTUAL PROPERTY, GOVERNMENT PROCUREMENT AND
COMPETITION DIVISION, WORLD TRADE ORGANIZATION
JACQUES DE WERRA, SCHOOL OF LAW, UNIVERSITY OF GENEVA
IRENE CALBOLI, TEXAS A&M UNIVERSITY SCHOOL OF LAW AND SCHOOL OF LAW,
UNIVERSITY OF GENEVA

PLENARY SESSION
Moot Court

9:45am – 11.00 am  THE IMPACT OF ACADEMIC TEACHING AND RESEARCH ON POLICY MAKING
CHAIR
IDA MADIEHA ABDUL GHANI AZMI, AHMAD IBRAHIM KULLIYYAH OF LAWS,
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
SPEAKER
ANTONY TAUBMAN, INTELLECTUAL PROPERTY, GOVERNMENT PROCUREMENT AND
COMPETITION DIVISION, WORLD TRADE ORGANIZATION
**PANELLISTS**

**MIRANDA RISANG AYU**, FACULTY OF LAW, UNIVERSITAS PADJADJARAN  
**BRYAN MERCURIO**, FACULTY OF LAW, CHINESE UNIVERSITY OF HONG KONG  
**JUSTIN HUGHES**, LOYOLA LAW SCHOOL, LOS ANGELES  
**BASSEM AWAD**, IP AND INNOVATION, CENTER FOR INTERNATIONAL GOVERNANCE INNOVATION

**Morning Tea Break** *(Foyer Moot Court)*

**PARALLEL SESSIONS (1)**

**11.15am – 1.20pm PARALLEL SESSION 1.A: TRADEMARKS**  
**CHAIR**  
**ALISON FIRTH**, FACULTY OF LAW, SURREY UNIVERSITY  
**PRESENTERS**  
**TAY PEK SAN**, FACULTY OF LAW, UNIVERSITY OF MALAYA  
*Recent Developments in the Protection of Registered Trade Marks in Malaysia*  
**LI JING**, SCHOOL OF LAW, JINAN UNIVERSITY  
*Protection of GI Trademark and Innovation of National Rural Vitalization Strategy in China: Linxiang Fishing Floats Certification Trademark Case*  
**SURENDRAN SUBRAMANIAM**, FACULTY OF LAW, QUEENSLAND UNIVERSITY OF TECHNOLOGY  
*Trademarks in the Digital Environment: Identifying a Parameter Relevant for Online Trademark Infringement*  
**WINNER SITORIUS**, FACULTY OF LAW, HASANUDDIN UNIVERSITY  
*An Analysis of the Object of Geographical Indication Protection under Indonesian Trademark and Geographical Indication Law*  
**HENNY MARLYNA**, FACULTY OF LAW, UNIVERSITAS INDONESIA  
*The New Provisions of Trademark Deletion Under Indonesia’s Trademark Law (Law No. 20 of 2016): Some Critical Comments*  

**11.15am – 1.20pm PARALLEL SESSION 1.B: PATENTS, AI & NEW TECHNOLOGIES**  
**CHAIR**  
**HUANG WUSHUANG**, EAST CHINA UNIVERSITY OF POLITICAL SCIENCE AND LAW  
**PRESENTERS**  
**CHUNG-LUN SHEN**, NATIONAL CHENCHI UNIVERSITY COLLEGE OF LAW  
**AARTHI PRIYA SUBRAMANI**, VIT UNIVERSITY  
*Utilisation of Artificial Intelligence in Determination of Patentability of an Invention: The Way Forward*
ABHINAV KUMAR MISHRA, LLOYD LAW COLLEGES NOIDA
Blockchain and IP Law: The Yin and Yen from Technology to IP world

KAVITA SHARMA, RAJIV GANDHI SCHOOL OF INTELLECTUAL PROPERTY LAW, INDIAN INSTITUTE OF TECHNOLOGY
Artificial Intelligence and Patents in Indian Healthcare Sector: Legal Issues and Challenges

PRAGYA CHATURVEDI, NATIONAL LAW UNIVERSITY DELHI (co-author Yogesh Pai)
IP in Big Data: Towards a Sui Generis Legislation in India

11.15am – 1.20pm
PARALLEL SESSION I.C: COPYRIGHTS

CHAIR
JUSTIN HUGHES, LOYOLA LAW SCHOOL, LOS ANGELES

PRESENTERS
RANJIT OOMMEN ABRAHAM, TAMIL NADU DR. AMBEDKAR LAW UNIVERSITY
Interface Between Digital Rights Management and Fair Use for Access to Information

KAROLINA SZTOBRYN, UNIVERSITY OF LODZ
The Clash Between Intellectual Property Law and Human Rights – Some Reflections from the Marrakesh Treaty Perspective

SAMUEL ANDREWS, ALBANY STATE UNIVERSITY
Developing Indigenous Creative Industries of Asia and Africa: Bollywood, Nollywood & Afrollywood Copyright Conundrum

LAINA RAFIANTI, FACULTY OF LAW, UNIVERSITAS PADJADJARAN (co-author Miranda Risang Ayu)
National Collective Management System of Songs and Music in Indonesia

VANDANA MAHALWAR, FACULTY OF LAW, UNIVERSITY OF DELHI
Copyright and Academic Course Packs: How Congruous?

11.15am – 1.20pm
PARALLEL SESSION I.D: GEOGRAPHICAL INDICATIONS

CHAIR
MIRANDA RISANG AYU, FACULTY OF LAW, UNIVERSITAS PADJADJARAN

PRESENTERS
MAHUA ZAHUR, DEPARTMENT OF LAW, EAST WEST UNIVERSITY
The Myth and Reality of Geographical Indication in Bangladesh: A Case Study of Jamdani

MONIQUE BAGAL, FOOD AND AGRICULTURE ORGANIZATION (CONSULTANT)
The Feasibility of a Human-Rights Friendly Regime for Geographical Indications

OK SAIDIN, FACULTY OF LAW, UNIVERSITY OF NORTH SUMATRA
Products with Geographical Indication and Indication of Origin (Study in North Sumatera)

NOBUYA FUKUGAWA, GRADUATE SCHOOL OF ENGINEERING, TOHOKU UNIVERSITY
Determinants and Impacts of Public Agricultural Research: Product-level Evidence from Agricultural Kohsetsushi in Japan
DAO THI MAI QUYEN, CIRAD (co-author Ha Le Thi Thu)  
Geographical Indications in the EU-Vietnam Free Trade Agreement: What Stands Beyond the “Geographical” Essence?

11.15am – 1.20pm  PARALLEL SESSION 1.E: IPRs AND TRADE  
MM 2.6  
CHAIR  
BASSEM AWAD, IP AND INNOVATION, CENTER FOR INTERNATIONAL GOVERNANCE INNOVATION  
PRESENTERS  
JEREMY DE BEER, FACULTY OF LAW, UNIVERSITY OF OTTAWA  
Intellectual Property in Mega-Regional Agreements: Lessons from Canada’s Role in CETA, (CP)TPP, and USMCA  
MOHAMMAD ATAUL KARIM, DEPARTMENT OF LAW, EAST WEST UNIVERSITY  
Geographical Indications at Bilateralism: Exploring EU-China Agreement on Geographical Indications  
PRATYUSH NATH UPRETI, SCIENCES PO, PARIS  
Intellectual Property in Friendship, Commerce, and Navigation Treaties: An Historical Account  
NOOR ASYIKEEN MOHD SALLEH, FACULTY OF LAW, UNIVERSITY OF MALAYA  
Worldwide Challenges Impairing Enforcement of Trade Secret Protection  
VALERIE SELVIE SINAGA, FACULTY OF LAW, ATMA JAYA CATHOLIC UNIVERSITY OF INDONESIA (co-author Jessica Restiana)  
Patent System in the ASEAN Member Countries: In Search of Effective Ways to Develop a Better Patent System in the Region

11.15am – 1.20pm  PARALLEL SESSION 1.F: PERSPECTIVES IN IP LAW  
MM 2.7  
CHAIR  
NARI LEE, DEPARTMENT OF ACCOUNTING AND COMMERCIAL LAW, HANKEN SCHOOL OF ECONOMICS  
PRESENTERS  
GREGORY N. MANDEL, BEASLEY SCHOOL OF LAW, TEMPLE UNIVERSITY  
The Role of Public Perception in the Rule of Law: Experiments on Cross-Cultural Attitudes towards Property and Intellectual Property  
ZHANG NAIGEN, SCHOOL OF LAW FUDAN UNIVERSITY  
“Belt & Road”-Related IPR Customs Enforcement: China-EAEU, China-EU Cooperation  
BRYAN MERCURIO, FACULTY OF LAW, CHINESE UNIVERSITY OF HONG KONG  
Keep Calm and Carry On: Counter-intuitive Lessons from the Jurisprudence on Fair and Equitable Treatment and Intellectual Property Rights  
ROSTAM J. NEUWIRTH, FACULTY OF LAW, UNIVERSITY OF MACAU  
OWAIS HASSAN SHAIKH, SHAHEED ZULFIQAR ALI BHUTTO UNIVERSITY OF LAW (co-author Ashish Bharadway)
Strategic Actions Speak Louder than Words? A Framework for National IP Policy Making

11.15am – 1.20pm PARALLEL SESSION 1.G: IPRs AND INNOVATION

CHAIR
MA LE, EAST CHINA UNIVERSITY OF POLITICAL SCIENCE AND LAW

PRESENTERS
BASHAR H. MALKAWI, COLLEGE OF LAW, UNIVERSITY OF SHARJAH
Enacting Patent Legislation in Jordan and Its Impact on Innovation

EDY SANTOSO, FACULTY OF LAW, NUSANTARA ISLAMIC UNIVERSITY
Computer Software Protection on Social Innovation in Supporting the Creative Industry

NOVIANA DWI HARSWI, MINISTRY OF RESEARCH TECHNOLOGY AND HIGHER EDUCATION, REPUBLIC OF INDONESIA
Innovation and Infringement in the Era of Online Market and How It Affects Developing Country’s Economic Growth

Y.V.S. LAKSHMI, MARKETING & KNOWLEDGE MANAGEMENT GROUP, CENTRE FOR DEVELOPMENT OF TELEMATICS (C-DOT)
IP Trends in 5G Technologies

MANVEEN SINGH, JINDAL GLOBAL LAW SCHOOL
Tracing the Evolution of Standards and Standards-Setting Organizations in the ICT Era

1.20pm – 2.30pm Lunch (Foyer Moot Court)

PARALLEL SESSIONS (2)

2:30pm – 4.35pm PARALLEL SESSION 2.A: PATENTS AND MEDICINES

CHAIR
BRYAN MERCURIO, FACULTY OF LAW, CHINESE UNIVERSITY OF HONG KONG

PRESENTERS
VU VAN ANH LE, DURHAM LAW SCHOOL, DURHAM UNIVERSITY
Compulsory Licensing for Patented Pharmaceuticals: A Comparative Analysis of India, Brazil, and Thailand

MAZHARUL ISLAM, FACULTY OF LEGAL STUDIES, SOUTH ASIAN UNIVERSITY
Pharmaceutical Industry of Bangladesh: Opportunities and Concerns in Conformity with IP Regime
**2:30pm – 4.35pm  PARALLEL SESSION 2.B: COPYRIGHT IN THE DIGITAL WORLD**

**MM 2.3**

**CHAIR**

**JACQUES DE WERRA, SCHOOL OF LAW, UNIVERSITY OF GENEVA**

**PRESENTERS**

**DAI YOKOMIZO, FACULTY OF LAW, NAGOYA UNIVERSITY**

Internet Intermediaries and Conflict of Laws with Regard to IP Infringement

**JOOST POORT AND JOÃO PEDRO QUINTAIS, FACULTY OF LAW, UNIVERSITY OF AMSTERDAM**

Global Online Piracy Study

**ROBINA AHMED AND AYYAPPAN PALANISSAMY, MODERN COLLEGE OF BUSINESS AND SCIENCE**

Digital Environment and Copyright Piracy in the GCC – A Review

**DAYANANDA MURTHY, DAMODARAN SANJIVAYYA NATIONAL LAW UNIVERSITY**

Copyright Issues in the Digital Media - Way Forward

**SUMIT SONKAR, FACULTY OF LAW, CHINESE UNIVERSITY OF HONG KONG**

Enforcing Copyright through Website Blocking: Emerging Trends in UK and India

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**2:30pm – 4.35pm  PARALLEL SESSION 2.C: TRADEMARKS AND GEOGRAPHICAL INDICATIONS**

**MM 2.4**

**CHAIR**

**TAY PEK SAN, FACULTY OF LAW, UNIVERSITY OF MALAYA**

**PRESENTERS**

**RAHMI JENED, FACULTY OF LAW, AIRLANGGA UNIVERSITY (co-authors Agung Sujatmiko and Irene Calboli)**

Geographical Indication Protection for Batunese Tropical Apple

**RANGGALawe Suryasaladin Sugiri, Faculty of Law, University Of INDONESIA**

The Utilization of the IP System as a Tool to Enhance Production and Promotion of Traditional Hand Weaving in Indonesia: Collective Mark Protection or Geographical Indications?

**GLYNN LUNNEY, TEXAS A&M UNIVERSITY SCHOOL OF LAW**

Trade Dress: De Facto Functional is De Jure Functional
SITI BAQIURATUL ZAHRAA, INTI INTERNATIONAL UNIVERSITIES AND COLLEGES
Protection of Well-Known Trademarks: A Paradigm Shift from Likelihood of Confusion of Trademark Infringement to Anti-Dilution under Malaysian Trademark Law

SACHIN SATHYARAIAN, FORUM FOR LAW, ENVIRONMENT, DEVELOPMENT AND GOVERNANCE
Protecting Geographical Indications in the “Old World” Developing Countries: The Cases of Basmati Rice, Jinhua Ham and Ethiopian Heritage Coffees

2:30pm – 4.35pm
PARALLEL SESSION 2.D: AI, 3D PRINTING, AND INNOVATION
CHAIR
GREGORY N. MANDEL, BEASLEY SCHOOL OF LAW, TEMPLE UNIVERSITY
PRESENTERS
ANGELA DALY, FACULTY OF LAW, CHINESE UNIVERSITY OF HONG KONG
3D Printing and Intellectual Property Futures in Asia

THOMAS MARGONI, CREATE, SCHOOL OF LAW, UNIVERSITY OF GLASGOW
Artificial Intelligence, Machine Learning and EU Copyright Law

JAYANTA GHOSH, SCHOOL OF LAW, AMITY UNIVERSITY
Artificial Intelligence and Market Competition in Shaping Future for Intellectual Property Domain

MAJID BASHIR, AHMER BILAL SOOFI & CO.
Public-Private Partnership in Intellectual Property Innovation: Role of Academies

AL-HANISHAM BIN MOHD KHALID, SCHOOL OF LAW, UNIVERSITI UTARA MALAYSIA (co-authors Rohaida Nordin and Safinaz Mohd Hussien)
Edge of Industrial Revolution 4.0, Intellectual Property Rights and the Butterfly Effect Towards Orang Asli in Malaysia

2:30pm – 4.35pm
PARALLEL SESSION 2.E: PATENTS AND STANDARDS
CHAIR
LAVINIA BRANCUSI, POLISH ACADEMY OF SCIENCES
PRESENTERS
PIERGIUSEPPE PUSCEDDU, LAW AND ECONOMICS CENTER, UNIVERSITY OF TILBURG
Hic Sunt Dracones? Mapping the Legal Framework Assisting China’s Technology Standards Policy

VISHWAS DEVAIAH, JINDAL GLOBAL LAW SCHOOL
Evolving Huawei v. ZTE Framework and its Influence on SEP Litigation in India and China

M. MAHINDRA PRABU, TAMIL NADU NATIONAL LAW UNIVERSITY (co-author Royal Raj Subburaj)
Standard Essential Patent and Competition Law: An Analysis on Recent Trends and Developments in India
**MA LE, EAST CHINA UNIVERSITY OF POLITICAL SCIENCE AND LAW**  
*Standard Essential Patents Dispute Adjudication in China: A Case Study*

**SUBHOSREER SIL AND MUDIT TAYAL, IP LITIGATION, HIGH COURT OF DELHI**  
*Standard Essential Patent: Judicial Determination of Essentiality and Dynamics of Arriving at FRAND*

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### 2.30pm – 4.35pm

**PARALLEL SESSION 2.F: GENETIC RESOURCES AND TK**  
**CHAIR**

**MAEGAN MCCANN, INTELLIGENCE PROPERTY, GOVERNMENT PROCUREMENT AND COMPETITION DIVISION, WORLD TRADE ORGANIZATION**

**PRESENTERS**

**NURUL BARIZAH, FACULTY OF LAW, AIRLANGGA UNIVERSITY**  
*Preventing Biopiracy in Indonesia through Disclosure Requirement and Access Permit: Will Such Approaches be Adequate?*

**SONG XIAOTING, SHANGHAI INTERNATIONAL COLLEGE OF INTELLECTUAL PROPERTY, TONGJI UNIVERSITY**  
*Fairly Protect Innovations Associated with Traditional Knowledge: The Experience From China*

**P. SREE SUDHA, DAMODARAM SANJIVAYYA NATIONAL LAW UNIVERSITY**  
*IPR a Key tool in Protection and Commercialization of Traditional Cultural Expressions (TCEs) – Developing Countries Perspective*

**MAS RAHAM, FACULTY OF LAW, AIRLANGGA UNIVERSITY**  
*Disclosure of Origin and Benefit Sharing in the Case of Genetic Resources’ Problem and Solution to prevent Biopiracy in Indonesia*

**KHUSHBU KUMARI, NATIONAL LAW UNIVERSITY DELHI (co-author Y. Pai)**  
*Competition Law in the Agri-Biotech Industry in India*

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### 4.35pm – 5.00pm

**Afternoon Tea Break (Foyer Moot Court)**

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**PLENARY SESSION**  
*Moot Court*

### 5.00pm – 6.30 pm

**CHALLENGES AND OPPORTUNITIES FOR IP TEACHING AND RESEARCH IN THE XXI CENTURY**  
**CHAIR**

**IRENE CALBOLI, TEXAS A&M UNIVERSITY SCHOOL OF LAW AND SCHOOL OF LAW, UNIVERSITY OF GENEVA**

**SPEAKER**

**SHERIF SAADALLAH, WIPO ACADEMY, WORLD INTELLECTUAL PROPERTY ORGANIZATION**

**PANELLISTS**

**JACQUES DE WERRA, SCHOOL OF LAW, UNIVERSITY OF GENEVA**
SUSANNA LEONG, NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE
ANDREW MITCHELL, UNIVERSITY OF MELBOURNE LAW SCHOOL
ALISON FIRTH, FACULTY OF LAW, SURREY UNIVERSITY
JEREMY DE BEER, FACULTY OF LAW, UNIVERSITY OF OTTAWA

6.30pm – 7.30pm  
Time for Informal Discussion and Review of Books

6.30pm – 7.30pm  
Time for Prayer

7.30pm  
Dinner and Cultural Performance
Wadi Budi Multipurpose Hall of IIUM
Sponsored by Petroliam Nasional Berhad (Petronas)

DISTINGUISHED GUEST SPEAKER
DR. SHAHIDAH BT SHARIFF, CHIEF EXECUTIVE OFFICER, PETROLIAM NASIONAL BERHAD (PETRONAS) RESEARCH SDN. BHD.

DISTINGUISHED GUEST
YUSMADI YUSOFF, SENATOR OF THE UPPER HOUSE, PARLIAMENT OF MALAYSIA

END OF DAY 1 OF THE CONFERENCE
(See next page for the program of Day 2 of the Conference)
FRIDAY, 1 FEBRUARY 2019 (DAY 2)

8.00am – 9.00am  REGISTRATION
Foyer Moot Court

OPENING OF THE DAY
Moot Court

9.00am – 9.05am  SINGING OF NATIONAL ANTHEMS: NEGAHAKU
RECITATION OF QURANIC VERSES & DO’A

KEYNOTE PRESENTATION
Moot Court

9.05am – 9.45am  YB DATUK SERI SAIFUDDIN NASUTION BIN ISMAIL
MINISTER OF DOMESTIC TRADE AND CONSUMER AFFAIRS

9.45am – 10.15am  CORPORATE VIDEO, PRESENTATION OF SOUVENIRS, AND PHOTO SESSION
SPECIAL GUESTS
YBRS. DR. ROZHAN OTMAN
CHAIRMAN, MALAYSIA INTELLECTUAL PROPERTY OFFICE
DATO MOHD. ROSLAN MAHAYUDIN
DIRECTOR GENERAL, MALAYSIAN INTELLECTUAL PROPERTY OFFICE

10.15am – 10.45am  Morning Tea Break (Foyer Moot Court)

PARALLEL SESSIONS (3)

10:45am – 12.50pm  PARALLEL SESSION 3.A: COMMERCIALIZATION OF IPRs
MM 2.2  CHAIR
TANA PISTORIUS, COLLEGE OF LAW, UNIVERSITY OF SOUTH AFRICA
PRESENTERS
GARGI CHAKRABARTI, NATIONAL LAW UNIVERSITY JODHPUR
Transfer of Technology - Analysis of Current Status in India
ERDENECHIMEG DASHPUNTSAG, OTGONTENGEN UNIVERSITY OF MONGOLIA
Using Intellectual Property as Collateral: An International Experience and a
Mongolian Perspective
RANJEET KUMAR, MADANPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE
IP Innovation, Valuation, Technology Transfer and Commercialization Issues
AISHWARYA DHANCHOLIA, RAHUL, CHAUDHRY & PARTNERS

Using Intellectual Property Assets as Collateral in Financial Institutes: Scenario in a Developing Country “India”

TRAN VAN NAM, FACULTY OF LAW, NATIONAL ECONOMICS UNIVERSITY

Technology Transfer Valuation Services: Opportunities and Challenges in Vietnam

10:45am – 12.50pm

PARALLEL SESSION 3.B: IPRs, INNOVATION AND COMPETITION

CHAIR

MASABUMI SUZUKI, FACULTY OF LAW, NAGOYA UNIVERSITY

PRESENTERS

RUIJITA SHENOY, NATIONAL LAW UNIVERSITY ODISHA

Lessons from U.S. Hatch Waxman Act and BPCIA: Really Regulating Competition?

ALEXANDR SVETLICINII, FACULTY OF LAW, UNIVERSITY OF MACAU

The Gene Patenting Dilemma: An Antitrust Perspective

HUANG WUSHUANG, EAST CHINA UNIVERSITY OF POLITICAL SCIENCE AND LAW

On Regulating the Online Unfair Competitions

PHAN QUOC NGUYEN, SCHOOL OF LAW, VIETNAM NATIONAL UNIVERSITY

Legal Regulations on University-Industry Technology Transfer from Comparative Perspective between Vietnam and the USA

VALERY LISITSA, NOVOSIBIRSK STATE UNIVERSITY

IP, Innovation and Other Digital Assets in Business Transactions: Issues of Correlation and Due Legal Regulation

10:45am – 12.50pm

PARALLEL SESSION 3.C: GEOGRAPHICAL INDICATIONS

CHAIR

SUSANNA LEONG, NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE

PRESENTERS

TOWHIDUL ISLAM, DEPARTMENT OF LAW, UNIVERSITY OF DHAKA AND TASLIMA JAHAN, UNITED INTERNATIONAL UNIVERSITY

Legal Framework & Scope of Protection of Plant Varieties: A Tool for Agro-Economic Development of Bangladesh

BHUMINDR BUTR-INDR, FACULTY OF LAW, THAMMASAT UNIVERSITY

The Development of Geographical Indications Protection in Thailand: A Case Study of Klong Thom Coffee in Krabi province and Khao Talu Coffee in Chumphon Province

DJULAEKA DJOERO, FACULTY OF LAW, UNIVERSITY OF TRUNOJOYO MADURA (co-authors Dyah Ayu Sulistyo Rini, Makhmud Zulkifli, and Santi Rima Melati)

Strengthening of Local Institution as a Protection of Geographical Indication of Camplong Water Guava

LIM VEASNA, SOKSIPHANA & ASSOCIATE (MEMBER OF ZICO LAW)

Current Status on Legal Protection for GI Products in Cambodia
10:45am – 12.50pm  PARALLEL SESSION 3.D: PATENTS

**CHAIR**

**MARTY ADELMAN, GEORGE WASHINGTON UNIVERSITY LAW SCHOOL**

**PRESENTERS**

**SHAMBU PRASAD CHAKRABARTY, SCHOOL OF LAW, AMITY UNIVERSITY**

The Relevance of PCT as a Tool to Protect Patent Rights beyond Boundaries

**QIU ZIYAN, NAGoya UNIVERSITY GRADUATE SCHOOL OF LAW**


**NAINA KHANNA, EUROPEAN INTELLECTUAL PROPERTY INSTITUTES NETWORK INNOVATIVE SOCIETY (EIPIN-IS)**

Comparative Analysis of the Patent Quality Concerns in Europe and the U.S.A.

**HU JINGJING, SOUTHWEST UNIVERSITY OF POLITICAL SCIENCE AND LAW**

China's Patent Distribution and Strategy in the Countries along the “Belt and Road”

**VIJAY KUMAR MAKYAM, I-WIN SERVICES**

Unintentional Abandonment of Patent Applications: Need for Harmonization around the World

10:45am – 12.50pm  PARALLEL SESSION 3.E: NATIONAL IMPLEMENTATION OF IPRs

**CHAIR**

**SAURABH VISHNUBHAKAT, TEXAS A&M UNIVERSITY SCHOOL OF LAW**

**PRESENTERS**

**A.B.M. ABU NOMAN, FACULTY OF LAW, UNIVERSITY OF CHITTAGONG**

Implementation of Intellectual Property Rights in Bangladesh: A Critical Analysis

**SHIRIN SYED, NORTH MAHARASHTRA UNIVERSITY**

Indian Scenario of IP and Innovation: Role of Competition Law

**RUDRA SHARMA, NATIONAL LAW COLLEGE, TRIBHUVAN UNIVERSITY**

Intellectual Property Policy of Nepal

**MADINA TURSUNOVA, TASHKENT STATE UNIVERSITY OF LAW**

Implementing Innovations in Uzbekistan: Current Problems and Possible Solutions

**NAAZIMA KAMARDEEN, FACULTY OF LAW, UNIVERSITY OF COLOMBO**

The Use of Pre or Post Grant Opposition to Refine the Patent System in Sri Lanka—A Critical Analysis

10:45am – 12.50pm  PARALLEL SESSION 3.F: COPYRIGHT LIMITATIONS & FAIR USE

**CHAIR**

**SONG XIAOTING, SHANGHAI INTERNATIONAL COLLEGE OF INTELLECTUAL PROPERTY, TONGJI UNIVERSITY**

**PRESENTERS**

**KEITA SATO, CHUO LAW SCHOOL, CHUO UNIVERSITY**

Droit de Suite in Japan—Pessimistic Long Road to Get New Legislation
RATNARIA WAHID, COLLEGE OF LAW, GOVERNMENT AND INTERNATIONAL STUDIES, UNIVERSITI UTARA MALAYSIA
Considering Copyright Law in Open Educational Resources Development
DENNIS KHONG, FACULTY OF LAW, MULTIMEDIA UNIVERSITY (co-author Shubha Ghosh)
The Law and Economics of Database Protection: A Theoretical and Comparative Analysis
MINI SRIVASTAVA, SCHOOL OF LAW, AMITY UNIVERSITY
Marrakesh Treaty for Persons with Print Disability – A Comparative Legal Discourse in Asia
JUSTIN HUGHES, LOYOLA LAW SCHOOL, LOS ANGELES
Fair Use and Politics--At Home and Abroad

10:45am – 12.50pm  PARALLEL SESSION 3.G: TRADE SECRETS

CHAIR
HISHINUMA TAKESHI, FACULTY OF LAW, NAGOYA GAKUIN UNIVERSITY

PRESENTERS
NARI LEE, DEPARTMENT OF ACCOUNTING AND COMMERCIAL LAW, HANKEN SCHOOL OF ECONOMICS (co-author Ulla-Maija Mylly)
Third Party Liability in Trade Secrets
RICCARDO VECCELLIO SEGATE, FACULTY OF LAW, UNIVERSITY OF MACAU
SANUSI BINTANG, FACULTY OF LAW, SYIAH KUALA UNIVERSITY (co-authors Mujibussaliml and Mahfud)
A Balanced Confidentiality Clause of International Investment Contracts for Effective Protection of Trade Secrets in Indonesia
EMMY LATIFAH, FACULTY OF LAW, UNIVERSITAS SEBELAS MARET (co-author Moch Najib Imanullah)
Legal Protection of Trade Secret Through Employment Contract in Indonesia
JURIAH ABD JALIL, AHMAD IBRAHIM KULLIYYAH OF LAWS, INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
Criminalizing Theft of Trade Secret in Malaysia: Legal issues and Challenges

12.50pm – 2.55pm  Lunch (Foyer Moot Court) & Time for Friday Prayer
PARALLEL SESSIONS (4)

2:55pm – 5.00pm  PARALLEL SESSION 4.A: IPRs AND GREEN TECHNOLOGY
MM 2.2

CHAIR
ANDREW MITCHELL, UNIVERSITY OF MELBOURNE LAW SCHOOL

PRESENTERS
JOY XIANG, PEKING UNIVERSITY SCHOOL OF TRANSNATIONAL LAW
Domestic Innovation of Clean Technologies by Developing Countries?

SUNIL GLADSON DEVASAHAYAM MATHIAS, SCHOOL OF EXCELLENCE IN LAW,
TAMIL NADU DR. AMBEDKAR LAW UNIVERSITY
Patent on Green Technology and its Impact on Environmental Protection: With
Particular Reference to Technology Transfer Mandate

Michele Chew, James Cook University Singapore
What Are “Soft Innovation Resources”?

SAAD NUSRULLAH, PUNJAB UNIVERSITY COLLEGE OF LAW
Green Technology-Role of Patent Law In Protection Of Environment. Law, Practice
and Way Forward

KONG WEIJIA (MARINA), SHANGHAI INTERNATIONAL COLLEGE OF INTELLECTUAL
PROPERTY, TONGJI UNIVERSITY (co-author Cheng Dali)
The Role of Patent System in Hi-Tech Entrepreneurship: An Empirical Study from
Shanghai

2:55pm – 5.00pm  PARALLEL SESSION 4.B: TRADEMARKS & RIGHT OF PUBLICITY
MM 2.3

CHAIR
SETH HAYS, INTERNATIONAL TRADEMARK ASSOCIATION, ASIA-PACIFIC OFFICE

PRESENTERS
PHIN SOVATH, FACULTY OF LAW, PANNASAstra UNIVERSITY OF CAMBODIA
Joint Ownership of Trademark in Cambodia from Comparative Perspective

ALTHAF MARSOOF, NANYANG BUSINESS SCHOOL, NANYANG TECHNOLOGICAL
UNIVERSITY
Two Sides of a Dot: Challenges in Enforcing Trademarks in a World of ‘New gTLDs’

ZHANG HUAIIYN, SHANGHAI INTERNATIONAL COLLEGE OF INTELLECTUAL
PROPERTY, TONGJI UNIVERSITY
The Protection of Celebrity Name in China: After the ‘乔丹’ Case by the Supreme
People’s Court of China

HELITHA NOVIAMTY MUCHTER, FACULTY OF LAW, UNIVERSITAS PADJAJARAN
Protection of Indication of Source of Creative and Innovative Works in West Java to
improve the Economy of Small and Medium Businesses

AAKANsKA KUMAR, SCHOOL OF LAW, AMITY UNIVERSITY
Publicity as a Fundamental Right in India: A Re-look at the Privacy Roots of
Personality Protection
2:55pm – 5.00pm  PARALLEL SESSION 4.C: COMMERCIALIZATION OF IPRs

**MM 2.4**

**CHAIR**

DAI YOKOMIZO, FACULTY OF LAW, NAGOYA UNIVERSITY

**PRESENTERS**

NORAIN BINTI ISMAIL, UNIVERSITI TEKNIKAL MALAYSIA MELAKA (co-author Khadijah Mohamed)

*IP Rights Aspects for Commercialising Research Products in the University*

ZAHIRA MOHD IshAN, FACULTY OF ECONOMICS AND MANAGEMENT, UNIVERSITY PUTRA MALAYSIA

*University’s IP Management Challenges*

TANA PISTORIUS, COLLEGE OF LAW, UNIVERSITY OF SOUTH AFRICA

*An Intellectual Property Management Perspective on Data Driven Regulation*

KHADIJAH MOHAMED, SCHOOL OF LAW, UNIVERSITY UTARA MALAYSIA (co-author Norain Binti Ismail)

*Intellectual Property Ownership Allocation in Commercialisation of University Research Output*

SUBHASH CHANDRA ROY, CHANAKYA NATIONAL LAW UNIVERSITY

*Academia-Industry Collaboration for Commercialisation of Intellectual Property: Problems and Prospects in Asian Region*

2:55pm – 5.00pm  PARALLEL SESSION 4.F: PATENTS

**MM 2.7**

**CHAIR**

VALERY LISITSA, NOVOSIBIRSK STATE UNIVERSITY

**PRESENTERS**

LAVINIA BRANCUSI, POLISH ACADEMY OF SCIENCES

*Interfaces between Patents and Designs of Graphical User Interfaces—Enhancing or Cross-blocking Means of Protection?*

TABREZ Y. EBRAHIM, CALIFORNIA WESTERN SCHOOL OF LAW

*Is There “Patent” in Sharia? Implications for Innovation in the Muslim World*

STEFAN PAPASTAFANOU, BUCERIUS LAW SCHOOL


PAWEE JENWEERANON, FACULTY OF LAW, THAMMASAT UNIVERSITY

*Implication of Software Patenting on the Rise of Financial Technology in Thailand*

SAURABH VISHNUBHAKAT, TEXAS A&M UNIVERSITY SCHOOL OF LAW

*The Patent Landscape of the U.S. International Trade Commission*

2:55pm – 5.00pm  PARALLEL SESSION 4.D: PLANT VARIETIES

**MM 2.5**

**CHAIR**

GARGI CHAKRABARTY, NATIONAL LAW UNIVERSITY JODHPUR

**PRESENTERS**

MURSHAMSHUL KAMARIAH MUSA, UNIVERSITY SULTAN ZAINAL ABDIN

*Finding the Voice for Farmers under the PVP Law of Malaysia*
2:55pm – 5.00pm  PARALLEL SESSION 4.E: COPYRIGHTS AND INNOVATION

CHAIR

GLYNN LUNNEY, TEXAS A&M UNIVERSITY SCHOOL OF LAW

PRESENTERS

MARK PERRY, SCHOOL OF LAW UNIVERSITY OF NEW ENGLAND (CO-AUTHOR PAUL MARTIN)
Australian Innovation Policy and Alignment with Intellectual Property Framework

DIPESH JAIN, BOMBAY HIGH COURT AND AMEYA PANT, WTS DHARVA ADVISORS
The Situation of Orphan Works in India: A Critical Analysis

PREETI MUHAMMED SRIVASTAVA, MUSCAT COLLEGE (CO-AUTHOR NITHA SIJU)
Attitude, Awareness and Perception of Intellectual Property Rights (IPR) among College Students in Oman

MAHYUDDIN DAUD, AHMAD IBRAHIM KULLIYYAH OF LAWS, IIUM
Reduction of Internet Pricing in Malaysia and its Relationship to the Evolution of Digital Content

GUAN WENWEI, FACULTY OF LAW, CITY UNIVERSITY OF HONG KONG
Technology, Innovation, and Copyright

2:55pm – 5.00pm  PARALLEL SESSION 4.G: ENFORCEMENT OF IPRs

CHAIR

ZINATUL ASHIQIN ZANOIL, FACULTY OF LAW, UNIVERSITY KEBANGSAAM MALAYSIA

PRESENTERS

THARINDU H. RATHNAYAKE, THE OPEN UNIVERSITY OF SRI LANKA & DILAN T. RATHNAYAKE, UNIVERSITY OF SRI JAYAWARDENEPURA
An Investigation of Social Media Users’ Awareness on IP Rights and IP Violations: A Case of Sri Lankan Facebook Users

DEMITA MONDAL, HIDAYATULLAH NATIONAL LAW UNIVERSITY
Arbitration as an Alternate Remedy to IP Disputes: An Indian Perspective
CATHARINA RIA BUDININGSIH, FACULTY OF LAW, PARAHYANGAN CATHOLIC UNIVERSITY
Legal Issues of IPR Litigation Procedure in Indonesia: Problems for Small Entrepreneurs

WANG WEI, FACULTY OF LAW, THE UNIVERSITY OF HONG KONG
Copyright and Net Neutrality in Cross-Border China: Ethical, Legal and Social Implications in the Balance of Rights

KWONG QI JUN, GRADUATE SCHOOL OF LAW, NAGOYA UNIVERSITY
Resolving Cross-border Patent Disputes in ASEAN through the Application of Conflict-of-law Model Laws

5.00pm – 5.30pm Afternoon Tea Break (Foyer Moot Court)

THE FUTURE AND CLOSING REMARKS
Moot Court

5.30pm – 6.00pm IDA MADEHIA ABDUL GHANI AZMI, AHMAD IBRAHIM KULLIYYAH OF LAWS, INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
SHERIF SAADALLAH, WIPO ACADEMY, WORLD INTELLECTUAL PROPERTY ORGANIZATION
MAEGAN MCCANN, INTELLECTUAL PROPERTY, GOVERNMENT PROCUREMENT AND COMPETITION DIVISION, WORLD TRADE ORGANIZATION
JACQUES DE WERRA, SCHOOL OF LAW, UNIVERSITY OF GENEVA
IRENE CALBOLI, TEXAS A&M UNIVERSITY SCHOOL OF LAW AND SCHOOL OF LAW, UNIVERSITY OF GENEVA

6.00pm – 7.30pm Reception (Foyer Moot Court)
Sponsored by International Trademark Association (INTA)

CONCLUSION OF THE CONFERENCE (See next page for the program of the Workshop)
Workshop Program

SATURDAY, 2 FEBRUARY 2019

8.00am – 9.00am  REGISTRATION  
Foyer Moot Court

INTRODUCTION AND WELCOME  
Moot Court

9.00am – 9.15 am  IDA MADEHA ABDUL GHANI AZMI, AHMAD IBRAHIM KULLIYYAH OF LAWS, INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
SHERIF SAADALLAH, WIPO ACADEMY, WORLD INTELLECTUAL PROPERTY ORGANIZATION  
JACQUES DE WERRA, SCHOOL OF LAW, UNIVERSITY OF GENEVA  
IRENE CALBOLI, TEXAS A&M UNIVERSITY SCHOOL OF LAW AND SCHOOL OF LAW, UNIVERSITY OF GENEVA

FIRST SESSION  
Moot Court

9:15am –11:00am  HOT, IMPACTFUL, AND IMPORTANT RESEARCH TOPICS: WHAT AND HOW TO CHOOSE?  
CHAIR  
JACQUES DE WERRA, SCHOOL OF LAW, UNIVERSITY OF GENEVA  
PANELLISTS  
SUSANNA LEONG, NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE  
NARI LEE, DEPARTMENT OF ACCOUNTING AND COMMERCIAL LAW, HANKEN SCHOOL OF ECONOMICS  
TANA PISTORIUS, COLLEGE OF LAW, UNIVERSITY OF SOUTH AFRICA  
JUSTIN HUGHES, LOYOLA LAW SCHOOL, LOS ANGELES  
MASABUMI SUZUKI, FACULTY OF LAW, NAGOYA UNIVERSITY  
JEREMY DE BEER, FACULTY OF LAW, UNIVERSITY OF OTTAWA

11.00am – 11.15am  Tea Break (Foyer Moot Court)
SECOND SESSION
Moot Court

11:15am – 1:00pm  A CONVERSATION ON RESEARCH METHODOLOGIES

CHAIR
IDA MADIEHA ABDUL GHANI AZMI, AHMAD IBRAHIM KULLIYYAH OF LAW, INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

PANELISTS
IRENE CALBOLI, TEXAS A&M UNIVERSITY SCHOOL OF LAW AND SCHOOL OF LAW, UNIVERSITY OF GENEVA
MIRANDA RISANG AYU, FACULTY OF LAW, UNIVERSITAS PADAJARAN
GREGORY N. MANDEL, BEASLEY SCHOOL OF LAW, TEMPLE UNIVERSITY
ALISON FIRTH, FACULTY OF LAW, SURREY UNIVERSITY
GLYNN LUNNEY, TEXAS A&M UNIVERSITY SCHOOL OF LAW

1.00pm – 2.00pm  Lunch (Foyer Moot Court)

CONCLUSION OF THE WORKSHOP