



Beijing International Pharmaceutical & Chemical
INTELLECTUAL PROPERTY FORUM

2006 Forum Program
(Tentative)

April 25, 8:30 AM
Plenary Session

- 1 Opening remarks by Chunshan Zhao, Chair of CIPS, and by Brian Meadows, Chair of ACS-CHAL
- 2 Qin Zhang, Deputy Commissioner of China State Intellectual Property Office
- 3 Jingli Zhang, Deputy Commissioner of China State Food and Drug Administration
- 4 Shengchang Wang, Vice Chairman/General Secretary, China International Economics and Trade Arbitration Commission
- 5 Xikai Wen, Director, IP Strategy Department of SIPO: Principles of IP Strategy for Pharmaceutical and Chemical Industries

April 25, 1:30 PM
Plenary Session

IP Rights and Protection in a Global Economy

- 1 Qingkui Zhang, Director, Department of Invention for Pharmaceutical & Biotechnology, SIPO: Overview of Chinese Pharmaceutical & Chemical IP Systems
- 2 Introduction to IP Systems in the Rest of Asia
- 3 Patent System and Recent Trends in the United States
- 4 Patent Systems in Europe
- 5 Introduction to WIPO and PCT
- 6 Guangqing Bai, SIPO, China: Chinese Pharmaceutical IP Protection - starting from a pharmaceutical IP case

April 25, 7:00 PM, Dinner & Reception
Sponsored by ...

April 26, 8:30 AM
Panel Sessions

Conference Hall A

**Patent Prosecution and Enforcement,
Session I**

- 1 Patentability Requirements for Pharmaceutical and Chemical Inventions (speaker from China FDA)
- 2 Strategy and Tips for Drafting a Pharmaceutical/Chemical Application (Speaker from China)
- 3 Drafting a Patent That Can Withstand Litigation
- 4 How a US Law Firm Can Facilitate the Prosecution and Issuance of US Patents
- 5 Patentability: Prior Art Search Fundamentals

Conference Hall B

**IP Asset Management and Value Creation,
Session I**

- 1 Assigning Value to a Company's IP Portfolio
- 2 Avoiding Patent Litigation When Exporting a Product to the US
- 3 Preparing to Enter a Licensing and Development Agreement
- 4 IP Issues for Import/Export and Marketing in Pharmaceutical/Chemical Industry (Speaker from China)
- 5 Pioneering Drugs: Tips and Strategies for Penetrating New Markets and Protecting Market Share/Management of Pharmaceutical Lifecycle



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April 26, 1:30 PM
Panel Sessions

Conference Hall A

**Patent Prosecution and Enforcement,
Session II**

- 1 Introduction to U.S. Pharmaceutical Litigation and Global Impact
- 2 Patent Litigation from a Business Perspective
- 3 Patent Infringement and the Doctrine of Equivalents
- 4 Overview of ITC Proceedings and Importation under 35 U.S.C. 271
- 5 Resolving Patent Disputes through Mediation and Arbitration (Speaker from CIETAC, China)

Conference Hall B

**IP Asset Management and Value Creation,
Session II**

- 1 Assessing the Patent Environment for Generic Pharmaceuticals
- 2 Generic Biologics from an Innovator Company's Perspective
- 3 Tips and Strategies for Launching a Generic Drug in the US
- 4 Securing Venture Capital for a Small Molecule Start-Up
- 5 A Case Study for Building a Small Molecule Start-Up
- 6 State of the Law Concerning Claim Construction (Speaker from China)

April 26, 7:00 PM, Dinner & Reception
Sponsored by ...

April 27, 8:30 AM
Plenary Session

High-Profile Case Studies

- 1 Pfizer's Viagra Case in China (Speaker from China)
- 2 ASTRA-ZENECA's NEXIUM: Where It Came From and Where It Will Go
- 3 Lipitor: It Is Simply Hot
- 4 India's Ranbaxy Company: Impact on Western Innovator Companies
- 5 Panel Discussion
- 6 Concluding Remarks

April 27, 1:30 PM
Beijing City Tour and Networking

Tour I:
Tiananmen Square & The Forbidden City;

Tour II:
Summer Palace

April 28, starting 7:30 AM:
Networking While Touring The Great Wall and The Ming Tombs