

“University Intellectual Property Management”

ISTA Knowledge Transfer Management Forum Series

Organized by: International Strategic Technology Alliance (ISTA)

Hosted by: Sichuan University

25 October 2013

(2:00 p.m. – 5:30 p.m.)

Background

In this knowledge economy era, universities are playing an increasingly important role not only in nurturing students and advancing knowledge, but also as hubs for generating advanced technologies and innovations to drive for sustainable development of economy and society for betterment of human beings.

Those technologies and innovations, capturing the intelligence, intellect and inventions from researchers, should be properly protected and managed before they can be readily transferred and commercialized to deliver application value to industries and society at large. In this respect, developing robust IP policies and strategies is crucial for universities to better safeguard and manage their IPs and technology portfolio. However, university administrators face many challenges: evaluating commercial potential before patent filing, escalating costs for filing and maintaining patents, valuation of the IPs for commercial negotiation, incentivizing inventors to encourage further commercialization of IPs, etc.

The Forum

In this context, the theme for ISTA KT Management Forum series in this year is “University Intellectual Property Management”, which will be held in conjunction with its Annual General Meeting on 25 October 2013. The Forum aims to bring together institutional administrators and IP experts / practitioners from the region to share the latest trend, practices and approaches in the management, transfer, commercialization and trading of intellectual properties. In addition, a special extended session to be organized on 26 October will explore topical issues of intellectual property protection and management for herbal-based products.

Participants of the Forum will include representatives from ISTA members who are mostly top executives with institutional portfolio covering R&D and knowledge/technology transfer, senior staff at directorate level overseeing commercialization, officers and stakeholders actively involved in university-industry technology transfer.

The Programme:

| Time | Program | Speaker |
|-----------|---|---|
| 2:00 p.m. | <p>Sharing of latest trend and best practices on IP Strategy, Policies, Management and Trading (30 minutes each, including 5 minutes Q&A)</p> <ul style="list-style-type: none"> <p>IP Trading – Development Opportunities in China (Presentation file)</p> <p>IP Trading – Potential for Collaboration between China and Hong Kong (Presentation file)</p> <p>Commercialization of University IP (Presentation file)</p> <p>IP Portfolio Management - From University Perspective (Presentation file)</p> | <p>Prof. HU Min-qiang Deputy Chairman, ISTA Executive Vice President Southeast University</p> <p>Mr Peter KF CHEUNG Director, Intellectual Property Department, Hong Kong SAR Government</p> <p>Dr Jasmine KWAY Executive Vice President Business Development Transpacific IP Group Limited</p> <p>Prof. CHEN Dong-min Director, Office of Science & Technology Development Peking University</p> |
| 4:00 p.m. | Tea Break | |
| 4:15 p.m. | <p>Panel Discussion</p> <p>Panel : Mr Peter KF CHEUNG Dr Jasmine KWAY Prof. CHEN Dong-min</p> | |
| 5:15 p.m. | Closing Remarks | |

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ISTA Knowledge Transfer Management Forum Series

**“IP Protection & Management for Herbal-based Products
/ Traditional Chinese Medicine (TCM)”**

Organized by: International Strategic Technology Alliance (ISTA)

Hosted by: Sichuan University

Date: 26 October, 2013

Venue: Conference Room, 401 Administration Building, Sichuan University

Background

Knowledge of traditional Chinese medicines (TCM) / natural herbal medicines, accumulated over the years, is a valuable asset to human beings. Recent years has seen exponential market growth of herbal-based products / TCM in many countries with TCM modernization. In this regards, Intellectual property (IP) management has become an important issue. As modernization of TCM involves tremendous investment, a good IP management for TCM / herbal medicinal products becomes essential to protect the research outcomes and encourage continued efforts with positive impacts on related scientific research, business practice and advancement of the TCM industry. Moreover, as trading of ICT/Engineering related IP matures, herbal-based medicine / TCM IP trading has started to sprout. However, the IP protection and evaluation framework for TCM/herbal-based products (including non-medicinal botanicals) are still far from established.

The Forum

It is in this context that ISTA dedicates this year's KT Management Forum series with the theme: "IP Protection & Management for Herbal-based Products / Traditional Chinese Medicine (TCM)" to be held in conjunction with its Annual General Meeting on 26 October 21, 2013. Experienced herbal researchers, IP administrators and technology transfer experts are invited to share the latest development in herbal-based products/TCM IP management and trading. Through interactive discussion with participants, the Forum aims to further explore ways to enhance IP protection and to cast insights on evaluation principles and trading strategies of intellectual property for herbal-based medicine/TCM.

Programme:

| Time | Topic | Speaker(s) |
|------------------|---|--|
| 9:00 — 10:30 | <p><u>Session 1</u> :</p> <p>Current Practice of IP protection for herbal-based products/TCM; (Presentation 1) (Presentation 2)</p> <p>Concerns and challenges faced by researchers/industry practitioners in seeking IP protection or knowledge transfer in this area. (Presentation 1) (Presentation 2)</p> | <p>1. Mr Peter KF CHEUNG Director Intellectual Property Department Hong Kong Special Administrative Region Government</p> <p>2. Dr Terence LAU Director, Innovation and Technology Development Office The Hong Kong Polytechnic University</p> <p>3. Mr ZHANG, Yi Director Chinese Drug New Drug Research Chongqing Academy of Chinese Materia Medica</p> |
| | <p><u>Session 2</u> :</p> <p>Latest update on TCM patent application and assessment; Importance of patent protection for TCM (Presentation)</p> | <p>Ms. CHEN, Shao-jun Examiner, Patent Affairs Administration Department, State Intellectual Property Office</p> |
| 10:30 — 10:45 | Refreshments | |
| 10:45 — 11:45 | <p><u>Interactive Panel Discussions</u> :</p> <p><i>Moderator:</i> Dr Terence LAU, Director of Innovation and Technology Development Office, The Hong Kong Polytechnic University</p> <p><i>Guests:</i> Mr Peter KF CHEUNG, Director of Intellectual Property Department, Hong Kong Special Administrative Region Government Mr ZHANG, Yi, Director of Chinese Drug New Drug Research, Chongqing Academy of Chinese Materia Medica Ms CHEN, Shao-jun, Examiner of Patent Affairs Administration Department, State Intellectual Property Office</p> | |
| 11:45 — 12:00 | Conclusion | |

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About ISTA (www.ista-net.net)

Founded in 1995, International Strategic Technology Alliance (ISTA) is the only higher education network in China on technology transfer with strong international orientation and participation. As a unique platform for 24 renowned universities in China and the world, ISTA aims to foster cross cultural R&D collaborations, promote international networking and high-impact knowledge transfer for the sustainable development of society.

Members of ISTA:

| CHINA / HONG KONG | |
|---|--|
| Fudan University | Harbin Institute of Technology |
| Hong Kong Polytechnic University | Huazhong University of Science and Technology |
| Nanjing University | Nanjing University of Aeronautics and Astronautics |
| Northwestern Polytechnical University | Peking University |
| Renmin University of China | Shanghai Jiaotong University |
| Sichuan University | South China University of Technology |
| Southeast University | Sun Yat-sen University |
| Tongji University | Tsinghua University |
| University of Science and Technology of China | University of Shanghai for Science and Technology |
| Wuhan University of Technology | Xian Jiaotong University |
| Zhejiang University | |
| UNITED KINGDOM | |
| Cardiff University | University of Warwick |
| UNITED STATES | |
| Purdue University | |

About Sichuan University (www.scu.edu.cn)

As one of the higher education institutions in southwest China, Sichuan University is a first-class comprehensive research-oriented university with a faculty of 4,000 and over 60,000 students. Committed to promote both national and regional development, Sichuan University takes a proactive approach to knowledge management. The University is one of the six national technology transferring centers and one of China's 10 pilot universities in intellectual property rights protection. The Science and Technology Park of Sichuan University, one of the first national college science and technology trial parks, has incubated over 50 enterprises including one listed company. Sichuan University has also established 23 university-enterprise platforms and undertaken 3,068 KT related projects for over 1000 enterprises in China, one of which was the Sichuan Post-Disaster Reconstruction Support and Research Center after 2008 earthquake with Hong Kong Polytechnic University.