

## **Information & Electronics Industry - IPR Policy Forum**

**July 7, 2007**

**Shangri-La Hotel**

**9:00am – 12:15pm**

**Qiangdao, China**

As policymakers and business leaders around the world develop strategies for combating commercial piracy and counterfeiting, industry is seeking a leadership role by establishing relationships with governments to help formulate intellectual property rights (IPR) legislation for the 21<sup>st</sup> Century, share best practices in IPR enforcement, and keep abreast of the most effective enforcement methods and procedures. With globalization strongly influencing the development of trade-related IPR enforcement, legislative decision making, and anti-counterfeit policies, industry must be aware of how legal regimes differ around the world. Coordination with governments on IPR issues is therefore key for the IT and electronics industry in order to successfully deliver the finest, safest products to consumers.

The Consumer Electronics Association (CEA), together with the China Electronic Chamber of Commerce (CECC) and IP Development & Research Center, State Intellectual Property Office of the PRC (SIPO), is pleased to sponsor the U.S. – China Intellectual Property Rights Policy Forum on July 7<sup>th</sup> in Qingdao, China in conjunction with SINOCES. This event provides a unique opportunity for Chinese and U.S. government and high-tech industry leaders to discuss China's new National IP Strategy; the evolution of IPR rules and licensing policies in the United States, China, and around the world; the relationship between manufacturing and chain of supply security; and how best to cooperate and enforce against global IPR infringing activities.

In addition, an historic Memorandum of Understanding will be signed between CEA, CECC and IP Development & Research Center of SIPO with commitments to cooperate and exchange information related to the development of IPR policies, laws, and enforcement strategies, particularly in light of ongoing IPR legislative reforms occurring in both China and the United States, recent cooperative enforcement efforts by both governments, and the future implementation of the new Chinese National IP Strategy.

Panelists at the U.S. – China Intellectual Property Rights Policy Forum include Mr. Deng Jun, Director-General for IP Research and Development at SIPO; Mr. Ma Lianyuan, former Deputy Commissioner of SIPO and President of the All China Patent Agents Association; and Mr. Timothy Browning, Attorney-Advisor at the U.S. Patent and Trademark Office, Office of Enforcement. Other government officials and private sector representatives have also been invited.

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