

DAY 1. October 16 (Wednesday)

09:30 - 09:40	Opening Remarks	Bomsu (Francis) Yeh President, KINPA (Vice President, KT)
09:40 - 09:45	Congratulatory Remarks	Kwanghyung Lee Chairman, Presidential Council on Intellectual Property
09:45 - 09:50	Congratulatory Remarks	Wanki Kim Commissioner, KIPO(Korean Intellectual Property Office)
09:50 - 10:20	Corporate IP Awards 2024	
10:20 - 10:40	Presentation	Current Status and Policy Direction of Presidential Council on Intellectual Property Jisu Kim Secretary-General, IP Strategy & Planning of Presidential Council on Intellectual Property
10:40 - 11:00	Keynote Speech	Current Status of Battery Industry & LG Energy Solution's IP Strategy Jeyoung Kim CTO, LG Energy Solution
11:00 - 13:00	Luncheon & Coffee Break	

Session 1. IP Intelligence

When exploring new technologies or new business opportunities, it has been common practice to use IP intelligence to develop R&D pipelines and shape corporate IP strategies. Analyzing global IP trends and comparing the competitive landscape by industry and country has proven to help derive competitive advantage strategies that are critical to business success. Leading domestic and international IP service platforms have long provided excellent tools that integrate techniques such as machine learning and data mining to enable easier, faster, and more accurate analysis. The advent of artificial intelligence (AI) has further improved the speed, accuracy, affordability, and accessibility of such analysis. The considerable amount of data accumulated since the inception of the patent system, coupled with the emergence of large language models (LLMs) and generative AI technologies, is giving rise to an ever-expanding ecosystem of IP-based AI. As a result, users involved in generating, using, examining, and institutionalizing IP are competing fiercely to gain strategic advantage and uncover business opportunities in shorter timeframes. It is becoming increasingly important to have clear judgment and sharp execution skills to decide how to build barriers to entry through the most effective use of various tools.

This session will explore the benefits of AI-based service platforms built so far; it will also provide an opportunity to hear the opinions and perspectives of industry experts representing various IP on the trajectory of IP ecosystem expansion and response strategies from the perspective of users who utilize them. It will help participants gain insight and knowledge on the appropriate tools and how best to use them.

13:00 - 13:30	Expert Speech	IP Intelligence Innovation: Corporate Global Competitiveness Redefined by Big data and Large-Scale-AI Dukhyung Choi Head of IP Intelligence Department, Wert Intelligence
13:30 - 14:00	KINPA Unique Speech	AI Roadmap for Patent Practice Yongsup Yi AI Consultant, LG AI Research
14:00 - 15:00	Panel Discussion	Strategy for Selecting and Utilizing AI-based IP Platforms: Why Should we Make use of AI for Intellectual Property Optimization? Moderator Heok Son Director, Kakao Enterprise Panelist Jihoon Kim Principal Consultant, Clarivate Janghyun Yoo CEO, IPACTORY Jeongho Yun CEO, Wert Intelligence Donghyun Kim Senior Consultant, LexisNexis
15:00 - 15:30	Coffee Break	

Session 2. IP Dispute

The objective of this session is to promote the exchange of information on the latest trends and issues in patent litigation and dispute resolution strategies. In addition, through the analysis of some successful cases, some of the ways to prevent technology misappropriation and related legal issues will be thoroughly explored. This session will provide attendees with the opportunity to gain practical knowledge and strategies from industry-specific experts and legal professionals, thereby enabling them to improve their own company's patent management practices and dispute resolution strategies.

15:30 - 16:00	Expert Speech	Emerging Paradigms in Patent Trials: Key Transformations and Challenges Sunyoung Yoon Patent Attorney, Kim & Chang (Former Chief Presiding Administrative Judge, Korean Intellectual Property Trial and Appeal Board (KIPTAB))
16:00 - 16:30	KINPA Unique Speech	Trends in Patent Disputes and Strategies for Utilizing Patent Rights to Achieve a Fair Environment and Sustainable Growth in Advanced Industries: A Case Study of the Battery Industry Hansun Lee Head of Center/Vice President, LG Energy Solution
16:30 - 17:30	Panel Discussion	Prevention and Countermeasures Against Technology Theft: Legal Insights and Practical Approaches Moderator Hyejin Lee High Court Presiding Judge, Intellectual Property High Court Panelist Chinsu Lee CIPO (Chief Intellectual Property Officer), HUROM Insik Jeong Director General, KIPO(Korean Intellectual Property Office) Kwangnam Kim High Court Judge, Seoul High Court Bomsu(Francis) Yeh Vice President, KT (President, KINPA)
17:30 - 19:30	Welcome Reception	

DAY 2. October 17 (Thursday)

Session 3. Brand with AI

This session will provide an opportunity to hear about the IP management experiences and challenges of Company S, which has been actively protecting its IP due to the high incidence of imitation and counterfeiting abroad for its popular "Buldak Bokkeum Myun" (Hot Chicken Flavor Ramen) brand. There will also be an in-depth discussion on protecting trademarks, designs, and copyrights online with representatives from large companies, business-to-consumer marketplaces, and infringement monitoring service providers.

09:30 - 10:00	Expert Speech	Trademark Legal Issues and Guidance on Use of AI Tools in Practice before the USPTO Steve Jaeyoun Kim Managing Partner, NKL Law
10:00 - 10:30	KINPA Unique Speech	International Protection of the 'Buldak' Brand /IP of Samyang Foods Jiuk Choi Manager(Patent Attorney), Samyang Foods
10:30 - 11:30	Panel Discussion	Protecting Trademarks, Designs, and Copyrights Online Moderator Jiwoo Jeong Partner Patent Attorney, Lee & Ko IP Panelist Taerae Kim Leader of Intellectual Property Team, LG H&H Mizi Park Senior Leader, Alibaba International Digital Commerce Group Insup Lee CEO, Marq Vision Korea
11:30 - 13:00	Luncheon	

Special Session

13:00 - 14:00	Special Speech	Rapid and Epochal Shift Surrounding Mobility "We Everyday Encounter New Mobility" Dongkyu Lee Executive Vice President, Kakao Mobility
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Session 4. Trade Secret

IP and trade secrets have become the two pillars protecting advanced corporate technologies in an era of fierce technological competition. Trade secrets are no longer something that corporate IP experts can ignore; rather, they have become a concept that must be considered when formulating IP strategies. The first step in protecting trade secrets is for the corporate IP department to clearly define the targets and scope of trade secrets that need protection. An academic expert will help establish this conceptual framework. Following this, attorneys specializing in IP litigation from IP departments of domestic companies will provide practical guidance on how trade secrets can potentially be leaked and how to protect them. Finally, experts from law firms who handle cases in the field will explain recent court judgment criteria and common mistakes made by companies, focusing on actual cases and precedents. This session will offer participants the chance to gain insight into the various perspectives on trade secret protection from academic, industrial, and legal sources, as well as to learn how to apply this knowledge in practice.

14:00 - 14:30	Expert Speech	Dispute Response and Management Method According to Changes in Trade Secret Protection System Seungwoo Son President, Korea Institute of Intellectual Property
14:30 - 15:00	KINPA Unique Speech	Trade Secret Protection Hayeon Chang Legal Counsel, IP Legal Group Samsung Display
15:00 - 15:30	Coffee Break	
15:30 - 16:30	Panel Discussion	U.S Trade Secrets Act, Recent Developments and What Korean Companies Need to Know Moderator Yeah-Sil Moon Partner Lawyer, Jones Day Panelist Anthony M. Insogna IP Practice Group Leader, Jones Day Julie Shin Of counsel, Jones Day Hong-Jun Ha Associate Lawyer, Jones Day
17:30 - 19:30	Farewell Reception	

DAY 1

Trends and Examination of AI-related inventions in Japan, Korea and China.

Venue	Emerald, Yeong Bin Gwan
Date	October 16 (Wednesday) 16:00 - 17:00 (KST)
Host	Sonoda & Kobashi IP Law & YOU ME Patent Law Firm
Introduction	Join us for a presentation on the latest trends in AI-related inventions. We'll delve into the patent examination standards for these innovations, highlighting several examples from real-life patent applications. The attorneys from Sonoda & Kobayashi will cover the jurisdictions of Japan and China, while the attorney from YOU ME will provide the insights on Korea.

DAY 2

Challenging Patents & Clearance Actions in Europe

Venue	Emerald, Yeong Bin Gwan
Date	October 17 (Thursday) 16:00 - 17:00 (KST)
Host	Mewburn Ellis
Introduction	This seminar provides key strategies for challenging patents and executing clearance actions in Europe, offering essential guidance for IP professionals to navigate potential obstacles when entering the European market.