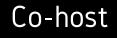


Host & Organizer



EUROPEAN CHAMBER OF COMMERCE IN KOREA 주한유럽상공회의소



Korean Intellectual Property Office

Partners





INVITATION IPR CONFERENCE 2021

For an impression of last year's IPR Conference, please click <u>here</u>.

Intellectual property rights (IPR), which mainly include copyrights, trademarks, patents, and industrial designs, refer to the rights to intangible creations of the human intellect. Among these, trademark is a crucial right in that it can protect the brand identity and gain consumer credit by distinguishing one's unique trademark from others. Nonetheless, many counterfeit goods are produced in order to get a free ride and benefit from this long-standing brand reputation, which not only significantly undermines the brand value, but also deceives consumers by misleading them to believe that counterfeit products are genuine.

According to studies jointly conducted by EUIPO and OECD, the global trade in counterfeit products reached EUR 414 billion in 2019, which accounts for 2.5% of the total world trade. The distribution of counterfeit goods not only hinders economic development, but also leads the public and consumers to a false perception, as providing them low quality products can create confusion and threaten their safety. Due to the pandemic situation, the number of virtual transactions has increased, notably through the Internet and online platforms. Therefore, many trademark owners and online platforms are striving to prevent the transactions of counterfeit products through ecommerce platforms, social media, and fraudulent web domains.

For this year's IPR Conference, numerous IPR experts from Korea and overseas are invited to introduce the current situation, the new trends of counterfeit goods, and the efforts to prevent counterfeit products in public and private sectors, and to discuss constructive and practical ways of anti-counterfeiting in the future.

The IPR Conference is co-hosted by the European Chamber of Commerce in Korea (ECCK) and the Korean Intellectual Property Office (KIPO), and supported by NAM & NAM and Hoffmann Eitle.

Date	Monday, October 18, 2021
Time (waiting	15:00 – 17:45 Seoul time room opens from 14:45 Seoul time)
Venue	Online through Zoom
Admission	Free of charge



PROGRAM IPR CONFERENCE 2021

Simultaneous translation is provided for all sessions.

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14:45~15:00	Registration
15:00~15:05	Welcome Remarks Mr. Dirk LUKAT
Chairperson, Euro	opean Chamber of Commerce in Korea
EU Ai Delega Director	Opening Remarks H.E. Maria CASTILLO-FERNANDEZ mbassador to the Republic of Korea Mr. Benoît MISONNE EUIPO IP Attaché tion of the European Union to China Mr. Samsup MOON General of the Intellectual Property & International Cooperation Bureau
	Korean Intellectual Property Office
	Recent Trends of Counterfeit on and Crackdown Cases in Korea Mr. Wonseong PARK Branch of Trademark Police Division Korean Intellectual Property Office
	Illegal Content Online and the Role of Intermediaries Mr. Benoit LORY Ilor at the Trade & Economy Section Delegation to the Republic of Korea
	IP Infringement on Social Media Mr. Antoine AUBERT IP Digital Specialist vatory on Infringements of IP Rights an Union Intellectual Property Office
	an onion intellectual Froperty Office

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Since 1952 **IP Specialized Law Firm in Seoul**



Legal Officer, World Intellectual Property Office Arbitration and Mediation Center

16:35~16:50 Coupang's Measures Against **Counterfeit Products** Mr. Sven-Erik BATENBURG IP – Brand Protection Counsel of Trademarks Coupang

16:50~17:05 Modernizing Anti-Counterfeiting with Artificial Intelligence Mr. Dokyung (DK) LEE Co-Founder & CBO, Marqvision

17:05~17:20 Dyson Electronic Products' Import Status and Consumer Damage Cases Ms. Seungyeon HUR Counterfeit Analyst, Dyson

17:20~17:40 What does an Entertainment Software App have to do with a Fitness Club? Ms. Ersilia CALÓ Italian and E.U. Trademark & Design Attorney **Current Overview of Practical Legal Instruments** in the field of Anti-counterfeiting in the EU Luis José SORIANO ALBERT Lawyer, IP LLM Hoffmann Eitle

17:40~17:45 Closing Remarks Mr. Christoph HEIDER President, European Chamber of Commerce in Korea