

# **Intellectual Property Rights in the New Media Environment**

## **Workshop Program**

**Friday, November 13, 2009**

Beijing

### **9:00: Welcoming Remarks**

Prof. Sylvia Kierkegaard on behalf of the European partners

Prof. Li, Mingde on behalf of Intellectual Property Center, China Academy of Social Science

### **9:15: Session One**

Prof. Lloyd (UK) (30 minutes)

Mr. Xu, Chao (National Copyright Administration of China, Beijing) (20 minutes)

Mr. Sun Lei (National Peoples Congress) (20 minutes)

Q & A, or discussion (10 minutes)

### **10:45: Coffee Break**

### **11:00: Session Two**

Prof. Wolfgang Schultz (Germany) (30 minutes)

Prof. Wu, Weiguang (School of Law, Qinghua University) (20 minutes)

Prof. Zhang Jin (Chinese University of the Law and Political Sciences) (20 minutes)

Q & A, or discussion (10 minutes)

### **12:20: Lunch**

### **2:00: Session Three**

Prof. Andreas Wiebe (Austria) (30 minutes)

Judge Ma Xiurong (Intellectual Property Tribunal, Supreme Court of China, Beijing) (20 minutes)

Judge Zhang Xiaojin (Intellectual Property Tribunal, Secondary Intermediate Court of Beijing) (20 minutes)

Q & A, and discussion (10 minutes)

### **3:30: Coffee Break**

### **3:45: Session Four**

Prof. Willem Grosheide (30 minutes)

Mr. Xu Jiali (Partner of Long An Law Firm, Beijing) (20 minutes)

Miss Ma, Lixia (head of legal branch, Yahoo China) (20 minutes)

Q & A, and discussion (10 minutes)

**5:05: Closing Remarks**

Prof. Sylvia Kierkegaard

Prof. LI, Mingde

**5:20: End of the Workshop**