

Intellectual Property Rights in the New Media Environment

Final Workshop

European Partners
Intellectual Property Center, CASS

Tuesday, October 18, 2011, Beijing

9:00: Welcoming Remarks

Prof. Sylvia Kierkegaard on behalf of the European partners

Yingxiang Liu, Program Officer from CASS, on behalf of Co-Reach Project

Prof. Lin Li, Director of Institute of Law, Cass

Prof. Li, Mingde, Director of Intellectual Property Center, CASS

9:20 Session One: Yuying Guan

9:20-9:40 Prof. Sylvia Kierkegaard, School of Law, Southampton University, UK
New Copyright Developments in the UK

9:40-10:00 Allard Ringnalda Utrecht University (CIER), Netherlands
The New Orphan Works Directive: Solutions for Mass Digitisation?'

10:00-10:20 Stefan Heilmann Hans Bredow Institute, University of Hamburg, Germany
The Enquete Commission's Report on Copyright Policy

10:20-10:30 Q&A

10:30-10:40: Coffee break

10:40 Session Two Prof. Mingde Li

10:40-11:00 Dr. Roman Heidinger University of Göttingen, Austria
The Threshold of Originality under EU Copyright Law

11:00-11:20 Dr. Clemens Appl University of Vienna Economics, Austria
ICT-Standardization, Intellectual Property and Market Power

11:20-11:40 Dr. Angela Adrian Southern Cross University, UK
Digital Economy 2010 - The Role of ISPs

11:40-12:00 Q&A

12:00-13:30 Lunch

13:30 Session Three: Professor Sylvia Kierkegaard

13:30-13:50 Reinout van Malenstein Utrecht University (CIER), Netherlands

Copyright law in China and the EU: different conceptions, mutual benefit

13:50-14:10 Prof. Yuying Guan, China Academy of Social Sciences

The Protection of Traditional Culture Express: China's Legislative Approach

14:10-14:30 Judge Xiaojin Zhang

New Developments of IP Cases in Cyberspace in Chinese Courts

14:30-14:50 Mingde Li, China Academy of Social Sciences

Some Proposals for the Amendment of the Copyright Law of China

14:50-15:00 Q&A

15:00-15:20 Coffee Break

15:20 Round Table Discussion: Prof. Kierkegaard

17:20 Closing Remarks

Prof. Kierkegaard

Prof. LI, Mingde

17:30: End of the Workshop