

Mr. Davide Follador

“Enforcement of Well Known Trademarks in China”

“Recent changes in Chinese Trademark Law”

“Protection of IP for Creative Industry in China”

August 1, 2014
Starting at 2.00 pm

Location: Peking University School of Government,
Center for European Studies



SPEAKERS

Mr. Davide Follador

Expert, Intellectual Property: A Key to Sustainable Competitiveness (IP Key - An EU project implemented and co-financed by OHIM in partnership with the EPO)

AGENDA

Introduction

Prof. Paolo Davide Farah

4.00 pm - 5.00 pm

“Enforcement of Well Known Trademarks in China”

Mr. Davide Follador

Questions and Answers

5.00 pm - 6.00 pm

“Recent changes in Chinese Trademark Law”

Mr. Davide Follador

Questions and Answers

6.00 pm - 7.00 pm

“Protection of IP for Creative Industry in China”

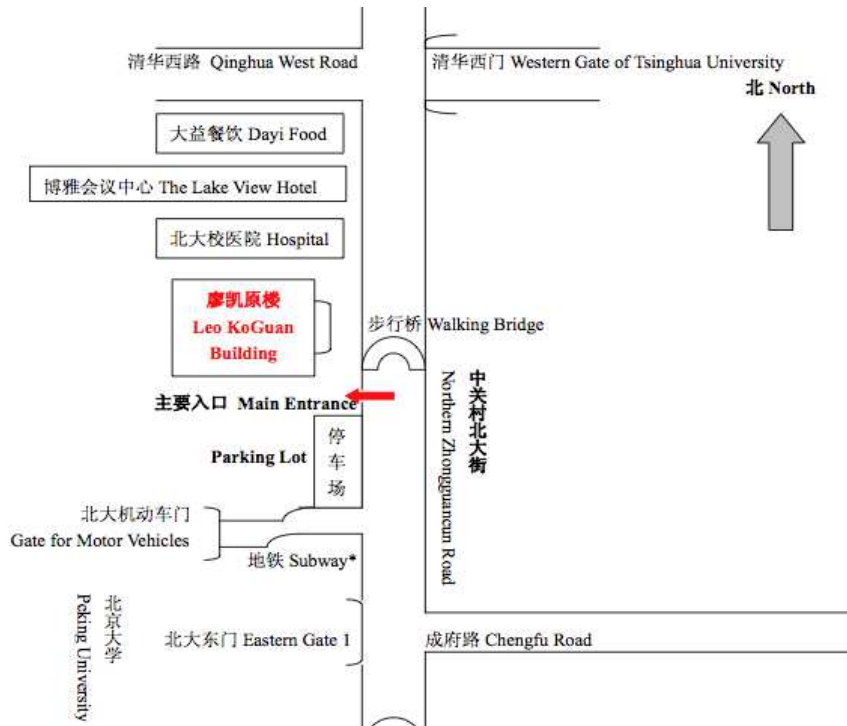
Mr. Davide Follador

Questions and Answers

Introduction and Comments:

Prof. Paolo Davide Farah

West Virginia University (WV, USA), gLAWcal - Global Law Initiatives For Sustainable Development (United Kingdom), University Institute of European Studies, IUSE (Turin, Italy)



The School of Government of the Peking University is located in the **Leo KoGuan Building** 廖凯原楼.

The **address** is Northern Zhongguancun Road 中关村北大街. Take the subway Line 4 to East Gate of Peking University, Exit A.

The lecture will be held in Room 515 at the 5th Floor of the Leo Koguan Building

In partnership with:



The event is organized by gLAWcal - Global Law Initiatives for Sustainable Development (United Kingdom) in collaboration with the following beneficiaries and partner institutions of the European Union Research Executive Agency IRSES Project "Liberalism in Between Europe And China" (LIBEAC) coordinated by Aix-Marseille University (CEPERC): University Institute of European Studies (IUSE) in Turin, Italy and the University of Piemonte Orientale, Novara (Italy), Peking University, School of Government, Center for European Studies (China), Workpackages 2 and 4.