



Good Food, Good Life



Seminar on Intellectual Property for Engineers: The role of Intellectual Property in large Organizations and China's Development

Seminar Agenda

Date: March 26, 2010 (Friday)

Venue: ShunDe Building, 510, Meeting Room, Tsinghua University, Beijing, China

Organizer: Laboratory for Humans Factors and Ergonomics, Industrial Engineering Department, Tsinghua University

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| 13:30 – 13:40 | Opening |
| 13:40 – 15:00 | Understanding Intellectual Property in large organizations |
| | Speaker Dr Marcel-Alexandre JUILLIERAT, Head of Nestlé Research Center Beijing, Nestlé R&D Centre Beijing, China |
| 15:00 – 15:15 | Break |
| 15:15 – 16:45 | Understanding the role of patents in China's Development |
| | Speaker Mr. Jun QIU, Patent Attorney, Liu, Shen & Associates, China |
| 16:45 – 17:00 | Closing |

Seminar details

Speakers:

Dr. Marcel Alexander Juillerat graduated from the University of Geneva in Switzerland in 1977 and was between 1978 and 1982 a research associate at the National Institutes of Health, Bethesda, USA and then an assistant professor at the University of Geneva before joining Nestlé in Switzerland in 1985 as a research scientist. He was the deputy head of the Nestlé Plant Science research, Tours, France between 1995 and 1998 before returning to Switzerland to lead successively the Biotransformation group, the Bioscience department and finally the Food-Consumer interaction Department from 2003 to 2008. Since January 2009 Dr. Juillerat is heading the NRC-Beijing at the Nestlé R&D Center Beijing. His scientific background is protein chemistry and biophysics, enzymology, food science, plant science, flavor (bio) chemistry and nutrition. He was author of more than 50 papers and also directed many PhD students in several European universities.

邱军，今年 38 岁，北京人。1995 年本科毕业于清华大学材料科学和工程系。1998 年材料系的无机非金属材料专业获得硕士学位，师从李龙土和桂治轮教授。而后在美国密歇根大学留学五年许，师从 John Holloran 教授，主要从事陶瓷成型工艺的研发。2004 年回国，并于 2005 年始在北京柳沈律师事务所从事专利代理人的工作至今。

Companies:

Nestlé is the world's leading Nutrition, Health and Wellness company. Nestlé is committed to increasing the nutritional value of its products while improving the taste. The company achieves this through its brands and with initiatives like the Nutritional Compass and 60/40+.



Since Henri Nestlé developed the first milk food for infants in 1867, and saved the life of a neighbor's child, the Nestlé Company has aimed to build a business as the world's leading nutrition, health and wellness company based on sound human values and principles.

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Abstracts:

In this seminar we will cover the meaning of protection strategies for companies in the food area, world wide and on a national level. We will briefly describe what patents are, what alternative strategies exist, what are the main point to pay attention to. We will also based on practical examples see how a patent is structured, what is a claim, where are the limitations of a claim.

We will also review what is the main input and output in a protection strategy, what will be the documents and facts that can strengthen a patent and what are key facts that can destroy patent applications. This seminar is expected to be interactive.

IP 律师有机会与世界上最聪明的一类工程师工作。

柳沈律师事务所的客户主要是欧美日韩的公司，包括了许多知名企业，包括 IBM、Microsoft、Siemens、Sony、Hitachi、Samsung 等等。随着中国政府和企业日益重视知识产权的投入，我们也帮助许多国内企业和大学在欧美日韩申请专利。

中国的 IP 发展迅速，以往每年专利、商标等申请量、知识产权诉讼案件的数量都逐步递增，即使在金融危机的情况下也保持了相对稳定。

中国的改法主要目的是进一步使得中国法适应 Trips 的规定并进一步完善中国知识产权制度。修改后的中国专利法是集合了欧洲和美国专利法的一部先进的法律。

律所在专利撰写和审理过程以及商标申请过程中为企业提供专业的服务，可以为企业获得高质量的知识产权，并进行专利资产布局方面提供咨询服务，是形成企业核心竞争力的重要方面。

知识产权律师在从业之前最好有研发的经验，需要掌握中国专利法，并了解欧美日等国家的知识产权制度，对于知识产权所涉及的技术和专业知识有较深入的了解。IP 律师可以在律所工作，也可以在企业中作 In House 律师。