

World IP Day Event 2024

Event title: Intellectual Property in the Era of Generative AI

Date and Time: April 15, 2024 (Monday), 4:30pm – 5:30pm

Venue: Multi-purpose area, 2/F, Main Library, HKU

Language: English

Registration links: [For HKU members](#) / [For non-HKU members](#)

Summary:

In connection with the World IP Day (April 26), the event is to celebrate the importance of Intellectual Property (IP).

Intellectual property (IP) plays a crucial role in fostering innovation and creativity. With rapid technological advancements, the emergence of generative AI has created a new path for innovation and many business applications but also presents unique challenges to IP rights protection. Join us in this upcoming panel discussion as we delve into the impacts of generative AI, as well as its relationship with IP rights in different sectors.

This event is jointly organized by HKU BASc(Applied AI) program, the US Consulate, CUHK Centre for Legal Innovation and Digital Society (CLINDS) and the HKU Artificial Intelligence Society.

Speakers:

Mr. Ian Liu, Partner at Deacons



Ian is a Partner of Deacons' Intellectual Property Department. He is admitted as a solicitor in Hong Kong and is also a UK Chartered patent attorney and Chinese patent attorney. In addition, Ian has obtained the Legal Professional Qualification Certificate Examination of the People's Republic of China and is a registered GBA lawyer making him qualified in both common law and civil law jurisdictions. Ian has been advising on

cross-border IP litigation and enforcement, and commercial matters with a focus on China and new technology, for over a decade. In particular, drawing on his computer science and electronic engineering background, Ian advises on cutting edge IT issues including blockchain, digital and virtual assets, cryptos, tokenization, NFTs, web3, metaverse, artificial intelligence, generative AI and gaming. Ian is also a frequent speaker and contributor on IP issues on trending technologies, such as blockchain and AI, including seminars organised by HKTDC, other leading multinational companies and international organisations.

Dr. Terry Lam, Senior Lecturer of Digital Screen Design and academy research board member at the Hong Kong Academy of Performing Arts (School of Film and TV)



Dr Terry Lam is a scholar-practitioner engaging in film narrative, screen production design, and digital media technology. Since 2007, Dr Lam has participated in the game industry and led industry research projects in immersive media and interaction for creative practice research projects during his time in the meaningful game research centre PlayLab at the School of Design at the Hong Kong Polytechnic. Dr Lam has been involved in several prominent Hong Kong and international film productions, including Legend of Zu, Old Master Q, The Wesley's Mysterious File, Heroes, The Park, The Twins Effect, Infernal Affairs, Fearless, Stool Pigeon, Viral Factor, and more. In recent years, he focused on scriptwriting and finished his fifth screenplay. His most recent screenwriting work is A Guilty Conscience, which reached the number one box office in Hong Kong's history. Dr Lam is the former vice-chairman of the Hong Kong Designers Association and external examiner of HKDI, THEi and HKAPA for film schools, and he also participates in the curriculum development of the creative media programmes in several higher education institutes. He is now the Senior Lecturer of Digital Screen Design and academy research board member at the Hong Kong Academy of Performing Arts, School of Film and TV.

Ms. Jennifer Che, President and Managing Director of Eagle IP



Jennifer is a US Patent Attorney with a deep, multi-faceted understanding of the biopharmaceutical industry. She has a strong track record of driving creative and unique global IP strategies for various types of products, research collaborations and business development deals. Having worked as a scientist, patent attorney, and executive over her 20-year career, Jennifer has a deep appreciation and understanding for how to devise IP strategies that take into account both the technical as well as the long-range business needs of an organization.

Jennifer spent over ten years at Vertex Pharmaceuticals, building up and overseeing global patent portfolios for small molecules developed at the company's UK and Canada R&D sites in oncology and GI diseases. Jennifer has a strong scientific foundation, from her chemistry degree at MIT to her six years working as a medicinal chemist in drug discovery at Takeda Oncology (formerly Millennium Pharmaceuticals). Jennifer advises clients on IP and global patent strategy, patent preparation and prosecution, drug protection strategies, IP ownership, and more. Her expertise covers a wide range of areas such as pharmaceuticals, biotechnology, drug discovery and development, biochemistry, medicine, drug-delivery systems, and nanotechnology-based therapeutics in a broad range of disease areas.