

2023 TIPA 國際研討會：商標布局與訴訟攻防

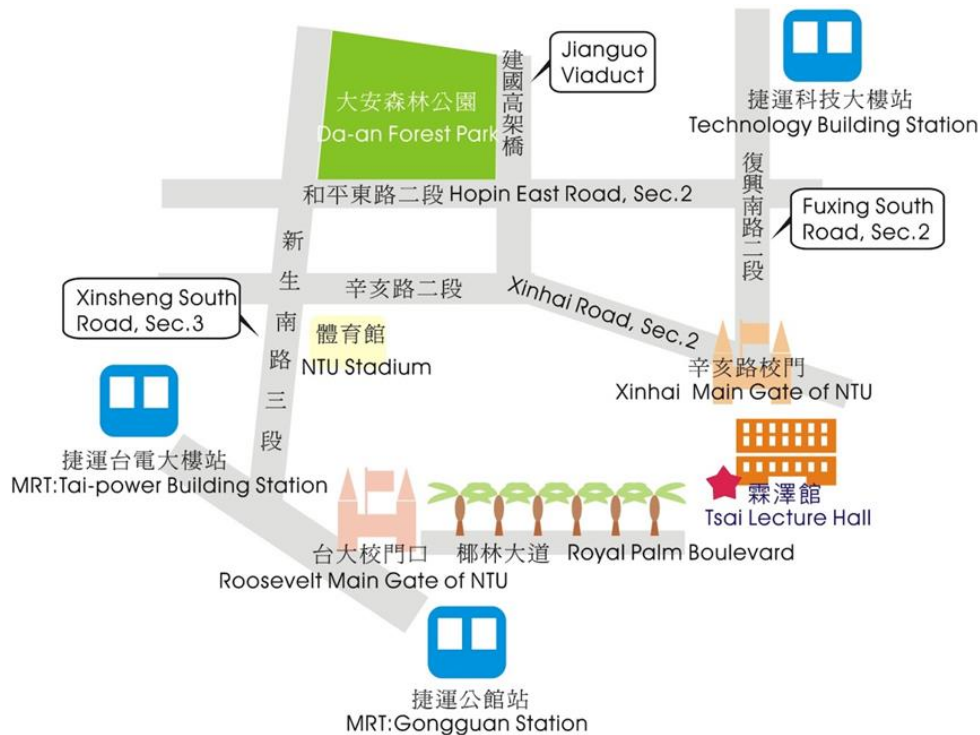
2023 TIPA International Symposium on Trademark Protection and Litigation

【日期/Date】2023 年 11 月 17 日(星期五)November 17th (Friday), 2023

【地點/Venue】國立臺灣大學法律學院霖澤館 1 樓國際會議廳

【位置與交通】辛亥、復興南路口，近捷運科技大樓站 <https://reurl.cc/1mRjED>

【Map and Directions】No.1, Sec. 4, Roosevelt Road, Taipei City, Taiwan <https://reurl.cc/nDXmMI>



【主辦單位/Organized by】

經濟部智慧財產局 Intellectual Property Office, Ministry of Economic Affairs

智慧財產及商業法院 Intellectual Property and Commercial Court

【執行單位/Executed by】

智慧財產培訓學院 Taiwan Intellectual Property Training Academy

【協辦單位/Co-organized by】

台灣智慧財產法學會 Taiwan Intellectual Property Law Association

台灣商標協會 Taiwan Trademark Association

【策劃單位/Arranged by】

國立臺灣大學法律學院科際整合法律學研究所 Graduate Institute of Interdisciplinary Legal Studies, National Taiwan University

研討會簡介

任何商品或服務均離不開商標；藉由商品或服務上之商標，潛在消費者或交易相對人能別商品或服務來源，確保交易之商品或服務具有一定品質。對於企業而言，商品或服務上之商標能彰顯商譽及發揮行銷目的，創造經濟價值與提升競爭力。

鑑於商標制度在現代商業活動之重要性，企業不能僅著重於商標註冊事宜，更應將商標權視為無價資產而提供必要的保護措施。對於企業經營者而言，在開始規劃及思考新商品或新服務推出之際，即應將商標布局與管理納入考量；若於商業成功後始思及他國之商標布局，將大大減損企業之國際競爭力。

為促進我國企業之商標布局意識與國際競爭力，本次研討會聚焦於商標權保護與訴訟之布局及策略，並以美國及歐洲國家為主，邀請美國、德國之頂尖及最有經驗律師分享其經驗。本次研討會也邀請有跨國商標布局與訴訟經驗之業界代表與智慧財產及商業法院法官、實務律師對話，期能提升我國企業對於商標權之重視。

Symposium Introduction

Trademarks are everywhere and virtually every product or service includes at least one trademark. The mechanism of trademark protection is designed to inform potential buyers who makes the goods or provides the services. Knowledge of origin may convey information about the attributes and quality of the goods and services. Without a way to know who makes what, reputations cannot be created and evaluated, and the process of competition will be less effective.

Given the importance of trademark today, business should not only seek for registration, but also to protect trademarks as invaluable properties. Furthermore, trademark portfolio management is no longer an afterthought in business. For many businesses, it should be the starting point. Strategic registration, maintenance and management of trademarks in the desired jurisdictions are essential to the competitiveness of business.

To raise awareness about the importance of trademark and to strengthen the competitiveness of local business at the international level, this conference will focus on the strategies for trademark protection and litigation in the USA and Europe. The best and the most experienced lawyers from the USA and Germany have been invited to share their experiences. We have also invited the legal counsels of local business and judges of the Intellectual Property and Commercial Court to join the conversation with the lawyers.

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※本研討會備有中英文同步翻譯 Simultaneous translation into Chinese/English is available

時間 Time	內容 Subject	主持人 Moderator / 主講人 Speaker/ 與談人 Discussant
08:30-09:00	報到 Registration (30 mins)	
09:00-09:10	開幕致詞 Opening Remark	<p>廖承威，經濟部智慧財產局局長 Cheng-Wei Liao, Director General, Intellectual Property Office, Ministry of Economic Affairs</p> <p>陳駿璧，智慧財產及商業法院院長 Chun-Pi Chen, President, IPCC</p> <p>陳聰富，國立臺灣大學法律學院教授/智慧財產培訓學院計畫主持人 Tsung-Fu Chen, Professor, College of Law, National Taiwan University</p>
Session 1 09:10-10:45 (95 mins.)	美國商標布局與訴訟 攻防 Trademark Protection and Litigation Strategy in the USA	<p>【主持人 Moderator】 (5 mins.)</p> <p>陳駿璧，智慧財產及商業法院院長 Chun-Pi Chen, President, IPCC</p> <p>【主講人 Speaker】 (60 mins.)</p> <p>(1) 馬宗聖，飛翰外國法事務律師事務所合夥人 Gary Ma, Partner Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</p> <p>(2) Mark Sommers, Partner Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</p> <p>【與談人 Discussant】 (10 mins. each)</p> <p>(1) 王敏銓，國立中興大學法律系教授 Min-Chiuan Wang, College of Law, National Chung Hsing University</p> <p>(2) 吳俊龍，智慧財產及商業法院法官 Chun-Lung Wu, Judge, IPCC</p> <p>(3) 邵瓊慧，國際通商法律事務所執行合夥律師/台灣商標協會理事長 Grace Shao, Partner, Baker & McKenzie /President, Taiwan Trademark Association</p>
10:45-11:00	現場問答及綜合討論 Q&A (15 mins.)	
11:00-11:10	休息時間 Break (10 mins.)	

<p>Session 2 11:10-12:45 (95 mins.)</p>	<p>歐洲商標布局與訴訟 攻防 Trademark Protection and Litigation Strategy in Europe</p>	<p>【主持人 Moderator】 (5 mins.) 廖承威，經濟部智慧財產局局長 Cheng-Wei Liao, Director General, Intellectual Property Office, Ministry of Economic Affairs</p> <p>【主講人 Speaker】 (60 mins.)</p> <p>(1) Prof. Dr. Heinz Goddar, Partner, BOEHMERT & BOEHMERT / Honorary Professor for Intellectual Property, Bremen University</p> <p>(2) Dr. Sebastian Engels, Attorney at Law, BOEHMERT & BOEHMERT</p> <p>【與談人 Discussant】 (10 mins. each)</p> <p>(1) 許曉芬，國立成功大學法律系教授 Hsiao-Fen Hsu, Professor, Department of Law, National Cheng Kung University</p> <p>(2) 曾啟謀，智慧財產及商業法院法官 Chii-Mou Tseng, Judge, IPCC</p> <p>(3) 劉倫仕，理律法律事務所資深律師 Lawrence Liu, Senior Attorney, Lee and Li Attorneys-at- Law</p>
<p>12:45-13:00</p>	<p>現場問答及綜合討論 Q&A (15 mins.)</p>	
<p>13:00-14:00</p>	<p>午餐時間 Lunch (60 mins.)</p>	
<p>Session 3 14:00-15:15 (75 mins.)</p>	<p>商標法修正後之臺灣 商標布局與訴訟攻防 Trademark Protection and Litigation Strategy in Taiwan after the Amendments to the Taiwan Trademark Act has passed</p>	<p>【主持人 Moderator】 (5 mins.) 謝銘洋，司法院大法官 Ming-Yan Shieh, Justice of the Constitutional Court</p> <p>【主講人 Speaker】 (20 mins. each)</p> <p>(1) 臺灣商標法修法方向與展望 王德博，經濟部智慧財產局商標權組副組長 David Wang, Deputy Director of Trademark Division, Intellectual Property Office, Ministry of Economic Affairs</p> <p>(2) 臺灣商標布局與訴訟攻防 林佳瑩，恒達法律事務所資深合夥律師 Chiaying Lin, Senior Partner, Tomodachi Attorneys-at- Law</p> <p>【與談人 Discussant】 (10 mins. each)</p> <p>(1) 沈宗倫，國立政治大學法學院教授 Chung-Lun Shen, Professor, College of Law, National Chengchi University</p> <p>(2) 蔡惠如，智慧財產及商業法院庭長 Huei-Ju Tsai, Division-Chief Judge, IPCC</p>

		(3) 鍾亦琳，萬國專利商標事務所顧問律師 Yih-Lin Chung, Counsel, Louis International Patent Office
15:15-15:30	現場問答及綜合討論 Q&A (15 mins.)	
15:30-15:45	休息時間 Break (15 mins.)	
Session 4 15:45-17:30 (105 mins.)	<p>跨國企業之品牌經營 與智慧財產權布局經 驗分享 Experiences Sharing on Brand Management and IPR Strategy of A Multinational Corporations</p>	<p>【主持人 Moderator】 (5 mins) 馮震宇，國立政治大學法學院教授 Jerry G. Fong, Professor, College of Law, National Chengchi University</p> <p>【主講人 Speaker】 (20 mins. each)</p> <p>(1) 高培桓，巨大集團法務長 Ben Kao, General Counsel, Giant Group</p> <p>(2) 吳麗娟，宏碁股份有限公司法務長 Lydia Wu, General Counsel, Acer Incorporated</p> <p>(3) 許綾殷，博仲法律事務所合夥律師 Ling-ying Hsu, Partner, Winkler Partners</p> <p>【與談人 Discussant】 (10 mins. each)</p> <p>(1) 鍾文岳，萬國法律事務所資深合夥律師 Wen-Yueh Chung, Senior Partner, Formosa Transnational Attorneys-at-Law</p> <p>(2) 張哲倫，理律法律事務所合夥律師 Roger Chang, Partner, Lee and Li Attorneys-at-Law</p> <p>(3) Mark Sommers, Partner Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</p> <p>(4) Prof. Dr. Heinz Goddar, Partner, BOEHMERT & BOEHMERT / Honorary Professor for Intellectual Property, Bremen University</p>
17:30-17:45	現場問答及綜合討論 Q&A (15 mins.)	
17:45-17:50	<p>國際研討會閉幕 Closing Remark</p>	<p>【致詞人 Speaker】 廖承威，經濟部智慧財產局局長 Cheng-Wei Liao, Director General, Intellectual Property Office, Ministry of Economic Affairs</p> <p>李素華，國立臺灣大學法律學院教授/智慧財產培訓學院 計畫共同主持人 Su-Hua Lee, Professor, College of Law, National Taiwan University</p>