

**28-30 January 2007, Sydney Australia**

NETWORK INFLUENCE KNOWLEDGE LEARN

**SESSION NUMBER 3**

**NAME OF SESSION** *Key Challenges Facing the IP  
Profession in the Asia - Pacific Region*

**PRESENTER** **Barry Yen**



**trading ideas**

**THE FUTURE OF IP IN ASIA PACIFIC**

## *Key Challenges Facing the IP Profession*

- # Time**
- # Education**
- # Competition**
- # Keeping up**
- # Globalization**



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## *Key Challenges Facing the IP Profession*

### *# TIME - Legal Issues*

- statutes*
- practices*
- case law*

*(Aust., China, Vietnam)*



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## *Key Challenges Facing the IP Profession*

### # EDUCATION

- public
- authorities  
(Aust., Indonesia, JP, Viet.)



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## *Key Challenges Facing the IP Profession*

- # COMPETITION for business
  - lawyers (external/internal)
  - non-lawyers



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## *Key Challenges Facing the IP Profession*

### # COMPETITION for business

- registries
- governments  
(Madrid Protocol)



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## *Key Challenges Facing the IP Profession*

### # KEEPING UP

- infringers  
(material/virtual)
- claims to rights



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## *Key Challenges Facing the IP Profession*

### # GLOBALIZATION

- backlash
- pharmaceuticals
- stance?



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## *Key Challenges Facing the IP Profession*

- Thank You !



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