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| **[International](http://cpd.hk/evt000000107/)**  **[Intellectual Property Law](http://cpd.hk/evt000000107/)**  **[Update:](http://cpd.hk/evt000000107/)**  **[Trendspotting From Recent](http://cpd.hk/evt000000107/)**  **[Free Trade Agreements](http://cpd.hk/evt000000107/)**  *by*  [Prof. Bryan Mercurio](http://www.profectional.com/presenters/idl000011525/),  Professor,  Vice Chancellor’s Outstanding Fellow  of the Faculty of Law,  The Chinese University of Hong Kong |  |

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|  | Bryan Mercurio is Professor and Vice Chancellor’s Outstanding Fellow of the Faculty of Law at the Chinese University of Hong Kong (CUHK), having served as Associate Dean (Research) from 2010-14. Specializing in international economic law, Professor Mercurio is a leading expert in the intersection between trade law and intellectual property rights. His work also frequently deals with free trade agreements, dispute settlement and increasingly international investment law. Professor Mercurio is the author of one of the most widely used case books on WTO law (Hart Publishing, 2012, 2nd ed, with S. Lester) and editor of the leading collection on bilateral and regional trade agreements (Cambridge University Press, 2015, 2nd ed, with S. Lester and L. Bartels). Prior to academia, Professor Mercurio worked in government and in the private sector practicing international trade, intellectual property and commercial law and he continues to advise law firms, NGOs and governments on a wide range of trade and investment issues. |

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| International standards in intellectual property law are rapidly changing with every new free trade agreement (FTA). Focusing on copyright, trademark and patent law this seminar will provide an update on the latest movements with specific reference to latest US and EU agreements, as well as the recently concluded Trans-Pacific Partnership. The seminar will discuss how Hong Kong rights holders can take advantage of these legal shifts, and the likelihood of Hong Kong itself adopting the new standards in the future. | |
| **The course will cover the following:** | |
| * How and why FTAs extend intellectual property protection and rights * The evolution of intellectual property protection in FTAs * **Copyright** - term extensions and technical protection measures * **Trademark** - differing approaches between the US and EU * **Patents** - patent term extension, protection of test data, linkage with health authorities and compulsory licencing * Enforcement procedures * Intellectual property rights as an investment |  |

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| Code: | **EVT000000107** | | Level: | **Update** | |
| Date: | **26 January 2016 (Tuesday)**  **(Amended)** | | Language: | **English** | |
| Time: | **14:30 - 17:45 (Amended)**  (Reception starts at 14:00) | | Accreditation(s): | **LSHK 3.0 CPD Points**  (LSHK Allocated Number: 20154630) | |
| Venue: | **[Kornerstone Institute](http://goo.gl/maps/DKYQ1)**  [15/F, Hip Shing Hong Centre](http://goo.gl/maps/DKYQ1)  [55 Des Voeux Road Central](http://goo.gl/maps/DKYQ1)  [Central, Hong Kong](http://goo.gl/maps/DKYQ1) |  | Request for  Rerun: | **Please** [**Contact Us**](mailto:marketing@profectional.com)  **for Details** |  |