



**2018 中国国际商标品牌节日程（草案）**  
**2018 China Trademark Festival Agenda (Draft)**

**主办单位：中华商标协会**  
**河北省工商行政管理局**  
**唐山市人民政府**

**Organized by: China Trademark Association**  
**Hebei Administration for Industry and Commerce**  
**Tangshan People's Government**

**总协办单位：国美酒业集团股份有限公司**  
**Sponsored by: Guomei Liquor Group**

**2018年8月31日至9月3日**  
**August 31<sup>st</sup> to September 3<sup>rd</sup>, 2018**  
**中国 唐山**

**8月31日 星期五 Friday, August 31st**

**08:30-21:00**

**报到注册**  
**地点：唐山南湖国际会展中心一层中央大厅**

**Registration**

**Venue: Central Hall, First Floor, Tangshan Southlake  
Convention and Exhibition Center**

15:30-17:00	中华商标协会第四届理事会第二次会议 主持人: 中华商标协会副秘书长吴东平 地 点: 唐山南湖国际会展中心二层济众厅	CTA's 2nd Session of the 4th Council Meeting Moderator: Wu Dongping, Secretary General, CTA Venue: Jizhong Hall, Second Floor, Tangshan Southlake International Convention & Exhibition Hotel
17:30-18:00	2018 中国国际商标品牌节外事会见 (受邀者参加) 地 点: 唐山南湖国际会展中心一层世园厅	Protocol Meeting (By Invitation) Venue: Shiyuan Hall, First Floor, Tangshan Southlake International Convention & Exhibition Hotel
18:00-20:00	2018 中国国际商标品牌节欢迎招待会 主持人: 中华商标协会会长马夫 地 点: 唐山南湖国际会展中心一层凤凰厅+三层朝阳厅	Welcome Dinner Moderator: Ma Fu, President, CTA Venue: Phoenix Hall, First Floor & Chaoyang Hall, third Floor, Tangshan Southlake International Convention & Exhibition Hotel

9月1日 上午星期六   Saturday, September 1st		
08:20-09:10	2018 中华品牌商标博览会领导巡展 地点: 唐山南湖国际会展中心 A1、A2、A3 馆	Exhibition Preview Venue: A1, A2, A3 Hall, Tangshan Southlake Convention and Exhibition Center
9月1日 上午星期六   Saturday, September 1st		
2018 中国国际商标品牌节开幕式: 创造 保护 运用 (同声传译) Opening Ceremony: Creation, Protection & Application (Simultaneous Interpretation) 协办单位: 国美酒业集团股份有限公司 Sponsor: Guomei Liquor Group		
09:20-10:00	主持人: 中华商标协会会长马夫   Moderator: Ma Fu, President, CTA 地点: 唐山南湖国际会展中心一层凤凰厅+三层朝阳厅 Venue: Phoenix Hall, First Floor & Chaoyang Hall, third Floor, Tangshan Southlake International Convention & Exhibition Hotel	
09:20-09:35	2018 中国国际商标品牌节宣传片	2018 CTF PROGAGANDA
09:35-09:40	国家知识产权局领导致辞	Speaker: State Intellectual Property Office
09:40-09:45	河北省领导致辞	Speaker: Hebei Provincial Government
09:45-09:50	世界知识产权组织代表致辞	Speaker: World Intellectual Property Organization (WIPO)
09:50-09:55	国美酒业集团股份有限公司董事长武玉杰致辞	Speaker: Wu Yujie, Chairman, Guomei Liquor Group
09:55-10:00	第十一届全国人大常委会副委员长周铁农宣布开幕	Announcer of the opening: Zhou Tienong, Vice Chairman of the Eleventh Standing Committee of the National People's Congress
10:00-10:05	休息	Break time
9月1日上午 星期六   Saturday, September 1st		

10:05-12:00	<p>主论坛：第五届中国品牌经济高峰论坛（同声传译）  MAIN FORUM: The 5th China Brand Economy Summit Forum (Simultaneous Interpretation) 主 题：创造 保护 运用 Theme: Creation, Protection &amp; Application 协办单位：国美酒业集团股份有限公司 Sponsor: Guomei Liquor Group 主 持 人：中华商标协会会长马夫 Moderator: Ma Fu, President, CTA 地 点：唐山南湖国际会展酒店一层凤凰厅+三层朝阳厅 Venue:Phoenix Hall, First Floor &amp; Chaoyang Hall, third Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</p>	
10:05-10:25	国家市场监管总局党组成员，国家知识产权局党组书记、副局长刘俊臣主旨演讲	Keynote Speaker:Liu Junchen, Member of the Party Committee of the State Administration for Market Regulation, and Secretary of Party Committee,Deputy Director of the State Intellectual Property Office (SIPO)
10:25-10:45	河北省领导	Speaker: Hebei government
10:45-11:05	唐山市人民政府领导	Speaker:People's Government of Tangshan
11:05-11:25	中国工程院院士、中科院地理科学与资源研究所研究员、一带一路国际科学家联盟主席孙九林	Speaker:Sun Jiulin, Academician of the Chinese Academy of Engineering, Research fellow of the Institute of Geography and Resources of the Chinese Academy of Sciences, Chairman of the International Scientists Union of “One belt and one road”
11:25-11:45	著名经济学家	Speaker:Economist
11:45-12:00	外资企业 CEO	Speaker: CEO of foreign-funded enterprises
12:00-12:15	2019 中国国际商标品牌节签约仪式	The Signing Ceremony of CTF 2019
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9月1日 下午 星期六  Saturday, September 1st		
平行会议一：国际商标法律动态论坛（同声传译） Parallel Meeting 1: Forum on the Practices of International Trademark Law (Simultaneous Interpretation)		
13:30-16:30	<p>主持人： Moderator: 地点：唐山南湖国际会展酒店一层世园厅 Venue: Shiyuan Hall, First Floor, Tangshan Southlake International Convention &amp; Exhibition Hotel</p>	
13:30-13:50	国家知识产权局商标局代表	Speaker: CTMO, SIPO
13:50-14:10	WIPO 代表	Speaker:WIPO, Geneva, Switzerland
14:10-14:30	美国专利商标局知识产权专员 Duncan Willson	Speaker: Duncan Willson, Intellectual Property Attaché, U.S. Embassy in Beijing, China
14:30-14:50	茶歇	Tea Break
14:50-15:10	欧盟知识产权局知识产权专员 Günther Marten	Speaker: Günther Marten, European Union Intellectual Property Office(EUIPO)

15:10-15:30	日本特许厅审查业务部商标课商标审查企划官 <b>Kazuyuki TAKANO</b>	Speaker: <b>Kazuyuki TAKANO</b> , Director for Trademark Examination Planning, Trademark Division, JPO
15:30-15:50	韩国特许厅代表 <b>JI Sang hoon</b>	Speaker: <b>JI Sang hoon</b> , Trademark Examiner, Korean IP Office (KIPO)
15:50-16:10	英国知识产权局代表	Speaker: UK Intellectual Property Office
16:10-16:30	互动交流	Q & A
<b>9月1日下午 星期六   Saturday, September 1st</b>		
平行会议二：商标典型案例评析论坛-商标法修改之恶意注册的规制（同声传译） <b>Parallel Meeting 2: Typical Trademark Cases Review and Analysis-The Regulation of Bad-faith Registration in the Revision of Trademark Law (Simultaneous Interpretation)</b> 协办单位：北京正理商标事务所有限公司+广药集团 Sponsor: Beijing Janlea Trademark Agency Co., Ltd & Guangzhou Pharmaceutical Holdings Limited (GPHL)		
<b>13:30-17:30</b>	主持人：北京正理商标事务所有限公司副总经理张宏 <b>Moderator: Zhang Hong, Vice President, Beijing Janlea Trademark Agency Co., Ltd</b> 地点：唐山南湖国际会展中心三层朝阳厅 Venue:Chaoyang Hall, third Floor,Tangshan Southlake International Convention & Exhibition Hotel	
13:30-13:50	国家知识产权局商标局代表	Speaker: CTMO, SIPO
13:50-14:10	最高人民法院知识产权庭法官	Speaker: IP Division, Supreme High People's Court
14:10-14:30	全国人大法工委代表	Speaker:Legislative Affairs Commission
14:30-14:50	广药集团代表	Speaker:GPHL
14:50-15:10	优秀商标代理案例发布及点评(一) 主持人：中华商标协会副秘书长臧宝清	<b>Releasing and Commenting the Results of Excellent Cases Selection (I)</b> <b>Moderator: Zang Baoqing, Deputy Secretary General, CTA</b>
15:10-15:30	茶歇	Tea Break
15:30-15:50	北京市高级人民法院法官	Speaker:Beijing Higher People's Court
15:50-16:10	北京知识产权法院法官	Speaker:Beijing Intellectual Property Court
16:10-16:30	国家知识产权局商标评审委员会代表	Speaker: TRAB, SIPO
16:30-16:50	学者代表	Speaker:Scholar
16:50-17:10	互动交流	Q & A
17:10-17:30	优秀商标代理案例发布及点评(二) 主持人：中华商标协会副秘书长臧宝清	<b>Releasing and Commenting the Results of Excellent Cases Selection (II)</b> <b>Moderator: Zang Baoqing, Deputy Secretary General, CTA</b>
<b>9月1日下午 星期六   Saturday, September 1st</b>		
平行会议三：INTA 论坛--非传统商标的重要性及其发展所受到的限制（同声传译） <b>Parallel Meeting 3: INTA Forum -Brand Restriction V.S. Non-Traditional Trademark (Simultaneous Interpretation)</b> 协办单位：国际商标协会  Sponsor: INTA		
<b>13:30-15:30</b>	主持人：元和律师事务所 刘贵增   <b>Moderator: Wayne Liu, Yuanhe United Intellectual Property Partners</b> 地点：唐山南湖国际会展中心三层庆成厅 Venue: Qingcheng Hall, third Floor,Tangshan Southlake International	

	<b>Convention &amp; Exhibition Hotel</b>	
13:30-13:40	开场及嘉宾介绍	Welcome Remarks
13:40-13:50	INTA 2019 年候任主席、山德士国际有限公司商标主管 <b>David Lossignol</b>	<b>David Lossignol</b> , INTA 2019 Selected President, Sandoz International GmbH, Head of Trademark
13:50-14:20	Adams & Adams 合伙人 <b>Simon Brown</b>	<b>Simon Brown</b> , Adams & Adams, Partner
14:20-14:50	爱彼迎知识产权与市场营销首席顾问 <b>Alica Del Valle</b>	<b>Alica Del Valle</b> , Airbnb, Inc. Lead Counsel - IP & Marketing
14:50-15:10	ZICO IP (ZICO Law (Thailand) Limited) 合伙人 <b>Nuttaphol Arammuang</b>	<b>Nuttaphol Arammuang</b> , ZICO IP (ZICO Law (Thailand) Limited), Partner
15:10-15:25	互动交流	Q & A
15:25-15:30	闭幕致辞	Closing Remarks
<b>9月1日下午 星期六   Saturday, September 1st</b>		
<b>平行会议四：超凡沙龙--商标量激增的影响与应对（同声传译）</b> <b>Parallel Meeting4:CHOFN Salon-The Influence and Countermeasures of the Surge of Trademark Volume(Simultaneous Interpretation)</b>		
<b>13:30-16:30</b>	<b>主持人：  Moderator:</b> <b>地点：唐山南湖国际会展酒店三层和通厅 Venue: Hetong Hall, third Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
13:30-13:50	国家知识产权局商标局代表	Speaker: CTMO, SIPO
13:50-14:10	国家知识产权局商标评审委员会代表	Speaker: TRAB, SIPO
14:10-14:30	北京市高级人民法院知识产权庭代表	Speaker:IP Division, Beijing High People's Court
14:30-14:50	茶歇	Tea Break
14:50-15:10	超凡股份 <b>杨静安</b>	Speaker: Yang Jingan, CHOFN SHARE
15:10-15:30	广东省高级人民法院知识产权庭代表	Speaker:IP Division, Guangdong High People's Court
15:30-15:50	内蒙古伊利实业集团股份有限公司 <b>徐立群</b>	Speaker: <b>Xu Liqun</b> , Inner Mongolia Yili Industrial Group Co., Ltd.
15:50-16:10	中粮集团有限公司高级法律顾问、知识产权事务负责人 <b>周多</b>	Speaker: <b>Zhou Duo</b> , Senior legal adviser (intellectual property leading official), COFCO
16:10-16:30	互动交流	Q & A
<b>9月1日下午 星期六   Saturday, September 1st</b>		
<b>平行会议五：集佳沙龙--商标行政案件中的法律适用问题（同声传译）</b> <b>Parallel Meeting5:Unitalen Salon-The Application of Law in Standard Administrative Cases(Simultaneous Interpretation)</b>		
<b>13:30-16:30</b>	<b>主持人：  Moderator:</b> <b>地点：唐山南湖国际会展酒店二层济众厅 Venue: Jizhong Hall, Second Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
<b>9月1日晚 星期六   Saturday, September 1st</b>		

<b>汇诚之路招待会  C &amp; H Reception</b> <b>时间: 18:00-21:00 Time: 18:00-21:00</b> <b>地点: 铂尔曼大酒店金碧厅 2+3 厅  Venue:Jinbi Hall 2+3, Pullman Hotel</b>
<b>“对话 IPR 超凡英雄会”——2018 超凡答谢晚宴暨企业 IP 管理系统“知产岛”产品体验会(受邀者参加)  2018 Chofn Dinner Reception &amp; Introduction of IP-Island (by Invitation)</b> <b>时间: 18:00-21:00 Time:18:00-21:00</b> <b>地点: 铂尔曼大酒店金碧厅 1 厅  Venue:Jinbi Hall 1, Pullman Hotel</b>
<b>点商标之夜招待酒会   Dot Trademark Event</b> <b>时间: 18:00-21:00 Time: 18:00-21:00</b> <b>地点: 铂尔曼大酒店一层 辉煌 1 厅 Venue: HuiHuang Hall 1, Pullman Hotel</b>

<b>9 月 2 日上午 星期日   Sunday, September 2nd</b>		
<b>平行会议一: 工商和市场监管局长论坛 (同声传译)</b> <b>Parallel Meeting 1: Forum on Directors of Commerce, Industry and Market Regulation (Simultaneous Interpretation)</b> <b>主办单位: 中华商标协会、中国工商报社、河北省工商行政管理局</b> <b>Organizer: CTA, China Industry and Commerce News, Hebei AIC</b>		
<b>9:00-12:00</b>	<b>主持人: 中华商标协会副秘书长吴东平 Moderator: Wu Dongping, Deputy Secretary General, CTA</b> <b>地点: 唐山南湖国际会展中心三层朝阳厅 Venue:Chaoyang Hall, third Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
09:00-09:05	主持人开场	Opening
09:05-09:20	国家知识产权局商标局代表	Speaker: CTMO, SIPO
09:20-09:30	中国工商报社代表	Speaker: China Industry and Commerce News
09:30-09:45	河北省工商行政管理局代表	Speaker: Hebei AIC
09:45-10:40	获评“2017 年工商和市场监管部门查处商标侵权典型案例”的省市工商和市场监管部门代表	Speaker: Representatives of the industrial, commercial and market regulators that have been rewarded as "Typical Cases of Investigating and Punishing Trademarks Infringement in 2017"
10:40-10:50	专家点评	Expert comments
10:50-11:00	茶歇	Tea Break
11:00-11:45	获评“2017 年工商和市场监管部门查处商标侵权典型案例”的省市工商和市场监管部门代表	Speaker: Representatives of the industrial, commercial and market regulators that have been rewarded as "Typical Cases of Investigating and Punishing Trademarks Infringement in 2017"
11:45-12:05	专家点评	Expert comments

<b>9 月 2 日上午 星期日   Sunday, September 2nd</b>		
<b>平行会议二: 发现地标之美论坛 (同声传译)</b> <b>Parallel Meeting 2: Forum on Finding the Beauty of Geographical Indication Trademarks (Simultaneous Interpretation)</b> <b>主办单位: 中华商标协会  Organizer: China Trademark Association</b> <b>承办单位: 中华商标协会地理标志分会  Undertaking: Geographic indication Branch, CTA</b>		

09:00-12:00	主持人: 北京黄金智慧知识产权代理有限公司总经理杨永岗   Moderator: Yang Yonggang, Chairman, Beijing Golden Wisdom Intellectual Property Agency Co., Ltd. 地点: 唐山南湖国际会展中心一层凤凰厅 Venue:Phoenix Hall, First Floor, Tangshan Southlake International Convention & Exhibition Hotel	
09:00-09:05	主持人开场	Opening
09:05-09:25	国家知识产权局商标局代表	Speaker: CTMO, SIPO
09:25-09:45	中国工商出版社领导	Speaker: China Industry and Commerce Press
09:45-10:05	皋兰县领导	Speaker: Leader of Gaolan County
10:05-10:25	阿里巴巴领导介绍电商扶贫	Alibaba leader introduces the significance of e-commerce in poverty alleviation
10:25-10:40	茶歇	Tea Break
10:40-11:00	地理标志企业代表	Speaker: Geographical indication enterprise
11:00-11:20	地理标志企业代表	Speaker: Geographical indication enterprise
11:20-11:40	中国政法大学教授、博导, 中国政法大学知识产权研究中心主任张楚	Speaker: Zhang Chu, Professor, Ph.D. supervisor, Director of Intellectual Property Research Center, China University of Political Science and Law
11:40-12:00	地理标志品牌价值评价体系发布	Issuance of Evaluation System of Geographical Indication Brands

9月2日上午 星期日 | Sunday, September 2nd

平行会议三: MARQUES 论坛 (同声传译)

Parallel Meeting3: MARQUES Forum (Simultaneous Interpretation)

09:00-12:00	主持人:   Moderator: 地点: 唐山南湖国际会展中心三层和通厅 Venue: Hetong Hall, third Floor, Tangshan Southlake International Convention & Exhibition Hotel	
09:00-09:15	开幕致辞	Opening remarks
09:00-09:05	中华商标协会领导	Speaker: CTA
09:05-09:10	欧盟知识产权局领导	Speaker: EUIPO
09:10-09:15	MARQUES 领导	Speaker: MARQUES
09:15-10:45	<b>第一节</b>	
09:15-10:30	主持人: MARQUES 外联官员亚历山德拉·罗密欧	Moderator: Alessandra Romeo, ARQUES External Officer
	阿诺德·司德玛事务所卡琳·贝克斯	Speaker: Karin Becks, Arnold & Siedsma
	朗标公司创意总监王涵	Speaker: Han Wang, Labbrand
	MARQUES 中国委员会委员、腾讯公司商标法律负责人望娟	Speaker: Betty Wang, Tencent and MARQUES China Team
	互动交流	Q & A
10:30-10:45	茶歇	Tea Break
10:45-12:00	<b>第二节</b>	
	主持人: MARQUES 中国区主席、北京律盟知识产权代理公司副总经理钟红波	Moderator: Julia Hongbo ZHONG, Vice General Manager, Lee and Li-Leaven IPR Agency, Chair of MARQUES China Team

	MARQUES 主席、宝洁公司全球法律顾问格雷戈尔·沃森特博士	Speaker: <b>Dr Gregor Versoondert</b> , Global Legal Counsel, Procter & Gamble and Chair of MARQUES Council
	(待定)	Speaker: (tbc)
	MARQUES 中国委员会、本齐-布鲁恩事务所克劳斯·巴瑞特·克里斯迪纳森	Speaker: <b>Claus Barrett Christiansen</b> , Bech-Bruun and MARQUES China Team
	互动交流	Q & A
12:00	闭幕总结	Summation and Closure

**9月2日上午 星期日 | Sunday, September 2nd**

平行会议四：君策论坛——规制商标恶意注册民行程序的交叉与优化（同声传译）

**Parallel Meeting 4: Justra Forum: Leveraging civil, administrative and the combination of both procedures in discouraging bad faith trademark filings (Simultaneous Interpretation)**

承办单位：北京君策知识产权发展中心 | **Organizer: Beijing Justra Intellectual Property Center**

协办单位：万慧达北翔知识产权集团 | **Sponsor: Wanhuida Peksung IP Group**

09:00-12:00	主持人：北京君策知识产权发展中心主任 汪泽   <b>Wang Ze, Director, Beijing Justra Intellectual Property Center</b> 地点：唐山南湖国际会展中心一层世园厅   <b>Venue: Shiyuan Hall, First Floor, Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
09:00-09:20	国家知识产权局商标评审委员会代表	Speaker: TRAB, SIPO
09:20-09:40	北京知识产权法院法官	Speaker: Beijing Intellectual Property Court
09:40-10:00	深圳知识产权法庭法官	Speaker: Shenzhen Intellectual Property Tribunal
10:00-10:20	美国飞翰律师事务所律师 <b>B. Brett Heavner</b>	Speaker: <b>B. Brett Heavner</b> , Lawyer, Finnegan
10:20-10:40	茶歇	Tea Break
10:40-11:00	北京市高级人民法院知识产权庭法官	Speaker: Intellectual Property Tribunal, Beijing High People's Court
11:00-11:20	上海市高级人民法院知识产权庭法官	Speaker: Intellectual Property Tribunal, Shanghai High People's Court
11:20-11:40	最高人民法院知识产权庭法官	Speaker: Intellectual Property Tribunal, Supreme People's Court
11:40-12:00	万慧达北翔知识产权集团高级合伙人 <b>黄晖</b>	Speaker: <b>Huang Hui</b> , Senior Partner, Wanhuida Peksung IP Group

**9月2日上午 星期日 | Sunday, September 2nd**

平行会议五：商标品牌价值评价论坛（同声传译）

**Parallel Meeting 5: Forum on Trademarks & Brands Evaluation (Simultaneous Interpretation)**

主办单位：中华商标协会 | **Host: CTA**

协办单位：中国商标品牌研究院 | **Organizer: China Trademark & Brand Institute**

09:00-12:30	主持人：中华商标协会副秘书长南平   <b>Moderator: Nan Ping, Deputy Secretary General, CTA</b> 地点：唐山南湖国际会展中心二层济众厅   <b>Venue: Jizhong Hall, Second Floor, Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
09:00-09:05	主持人开场	Opening



09:05-09:10	国家知识产权局商标局领导	Speaker: CTMO, SIPO
09:10-09:25	中国人民大学商学院院长、中国商标品牌研究院联席院长 <b>毛基业</b>	Speaker: <b>Mao Jiye</b> , Co-president of CTBI
09:25-09:35	《地理标志商标品牌价值评价体系和标准》发布	Releasing of the Evaluation System and Standard of Geographical Indication Trademarks and Brands Value
09:35-09:45	地理标志商标品牌价值排行榜发布活动	Releasing activity of Brand Value List of Geographical Indication Trademarks
<b>10:05-12:30</b>	<b>《商标品牌价值评价》主题分享</b>	<b>Value Evaluation of Trademarks &amp; Brands</b>
09:45-10:05	中国资产评估协会领导	Speaker:China Appraisal Society
10:05-10:25	中国商标品牌研究院首席专家、中国人民大学商学院市场营销系教授 <b>陈冠</b>	Speaker: <b>Chen Guan</b> , Chief Expert of CTBI and Professor of Marketing Department, Business School, Renmin University of China
10:25-10:35	茶歇	Tea Break
10:35-10:55	政协北京市第十三届常务委员会委员、龙信数据创始人 <b>李钰</b>	Speaker: <b>Li Yu</b> , Member of the 13th Standing Committee of the Beijing Municipal Committee of the Chinese People's Political Consultative Conference (CPPCC), founder of Long Credit
10:55-11:15	沃民高新科技股份有限公司董事长 <b>齐中祥</b>	Speaker: <b>Qi Zhongxiang</b> , Chairman of Wo Min Hi-tech Technology Co., Ltd.
11:15-11:35	北京希煜品牌咨询管理公司董事长 <b>王超</b>	Speaker: <b>Wang Chao</b> , Chairman of Beijing Xi Yu Brand Consulting Management Company
11:35-12:00	闭幕及总结	Closing and concluding remarks

9月2日上午 星期日 | Sunday, September 2nd

平行会议六：三友沙龙--非常规商标的注册和保护（同声传译）

**Parallel Meeting6:Sanyou Salon-Registration and Protection of Unconventional Trademarks (Simultaneous Interpretation)**

09:00-11:30	主持人：中华商标协会副秘书长 <b>臧宝清</b> Moderator: <b>Zang Baoqing</b> , Deputy Secretary General, CTA 地点：唐山南湖国际会展中心三层庆成厅 Venue: <b>Qingcheng Hall, third Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
09:00-09:05	开幕致辞：三友总经理 <b>党晓林</b>	Opening Remarks: <b>Dang Xiaolin</b> , General Manager of Beijing Sanyou Intellectual Property Agency Ltd.
09:05-09:35	三友商标部副部长/商标代理人 <b>孙庆华</b>	Speaker: <b>Sun Qinghua</b> , Deputy Manager of TM Dept., Beijing Sanyou Intellectual Property Agency Ltd.
09:35-10:05	国家知识产权局商标局代表	Speaker: CTMO, SIPO
10:05-10:20	交流	<b>Q &amp; A</b>
10:20-10:40	茶歇	Tea Break

10:40-11:10	三友法律部副部长/律师石亚凯	Speaker: <b>Shi Yakai</b> , Beijing Sanyou Intellectual Property Agency Ltd
11:10-11:40	北京高级人民法院法官	Speaker:Beijing High People's Court
11:40-11:55	交流	Q & A
11:55-12:00	闭幕致辞: 中华商标协会副秘书长 <b>臧宝清</b>	Closing Remarks: <b>Zang Baoqing</b> , Deputy Secretary General, CTA
<b>9月2日下午 星期日   Sunday, September 2nd</b>		
平行会议一: 商标审查实务论坛(同声传译) <b>Parallel Meeting 1: Forum on China Trademark Examination Practice (Simultaneous Interpretation)</b> 协办单位:   Sponsor:		
13:30-16:30	主持人:   Moderator: 地点: 唐山南湖国际会展中心一层世园厅 Venue: <b>Shiyuan Hall, First Floor, Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
<b>9月2日下午 星期日   Sunday, September 2nd</b>		
平行会议二: 老字号商标品牌创新与发展论坛(同声传译) <b>Parallel Meeting 2: Forum on Innovation and Development of Time-honored Trademarks &amp; Brands (Simultaneous Interpretation)</b> 协办单位: 中国北京同仁堂(集团)股份有限公司  Principal Sponsor: <b>Beijing Tong Ren Tang (Group) Lit. Corp, China</b>		
13:30-17:00	主持人:   Moderator: 地点: 唐山南湖国际会展中心一层凤凰厅 Venue: <b>Phoenix Hall, First Floor, Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
13:30-14:50	商务部流通发展司代表	Speaker: Department of Circulation Industry Development, Ministry of Commerce of the People's Republic of China
14:00-14:20	中华商标协会老字号商标分会会长、中国北京同仁堂(集团)股份有限公司领导	Speaker:President of Time-Honored Brand Branch of CTA,Beijing Tong Ren Tang (Group) Lit. Corp, China
14:20-14:50	国家知识产权局商标局代表	Speaker: CTMO, SIPO
14:50-15:20	国家知识产权局商标评审委员会代表	Speaker:TRAB, SIPO
15:20-15:40	茶歇	Tea Break
15:40-16:10	北京知识产权法院法官	Speaker:Beijing Intellectual Property Court
14:20-14:50	国家商务部中华老字号专家委员会成员、中华老字号品牌委员会主任 <b>丁惠敏</b>	Speaker: <b>Ding Huimin</b> , Member of the Expert Committee of China Time-honored Brand, the Ministry of Commerce of China and Director of the Brand Committee of the China Time-honored Brand
16:40-17:00	广东商标基地负责人 IP时代, 如何激活老字号品牌的新价值	Speaker:Responsible person of Guangdong Trademark Base How to Activate the New value of Time-honored Brands in IP Age

9月2日下午 星期日   Sunday, September 2nd		
平行会议三: 马德里商标国际注册圆桌会议 (同声传译) Parallel Meeting3:WIPO Roundtable on the Madrid System for Trademark International Registration (Simultaneous Interpretation) 协办单位:   Sponsor:		
14:00-17:00	主持人:   Moderator: 地点: 唐山南湖国际会展中心酒店二层济众厅 Venue: Jizhong Hall, Second Floor,Tangshan Southlake International Convention & Exhibition Hotel	
9月2日下午 星期日   Sunday, September 2nd		
平行会议四: 区域品牌发展县市长论坛 (同声传译) Parallel Meeting 4: Forum on County Mayors-Regional Brands Development (Simultaneous Interpretation) 协办单位:   Sponsor:		
13:30-16:30	主持人:   Moderator: 地点: 唐山南湖国际会展中心酒店三层朝阳厅 Venue:Chaoyang Hall, third Floor,Tangshan Southlake International Convention & Exhibition Hotel	
9月2日下午 星期日   Sunday, September 2nd		
平行会议五: 经典商标案例律师代理实务分享 (同声传译) Parallel Meeting5: Practice Sharing of Lawyer's Procuration in Classical Trademark Cases (Simultaneous Interpretation) 协办单位:   Sponsor:北京市律师协会商标法律专业委员会 The Trademark Law Committee of Beijing Lawyers Association		
13:30-16:30	主持人: 北京市律师协会商标法律专业委员会主任、北京东卫律师事务所高级合伙人刘晓飞,   Moderator: Liu Xiaofei, Director,  The Trademark Law Committee of Beijing Lawyers Association, Senior Partner of Beijing Dongwei Law Firm 地点: 唐山南湖国际会展中心酒店三层庆成厅 Venue: Qingcheng Hall, third Floor,Tangshan Southlake International Convention & Exhibition Hotel	
13:30-14:00	最高人民法院东风商标侵权案(定牌加工中的商标侵权问题)-北京中知律师事务所合伙人徐春江	Speaker: Xu Chunjiang, partner of Beijing Zhongzhi Law firm-Dongfeng Trademark infringement case of the Supreme people's Court (trademark infringement in the process of licensing)
14:00-14:30	腾讯科技QQ提示音商标驳回复审案(首例声音商标诉讼案)-北京观永律师事务所合伙人黄义彪	Speaker: Huang Yibiao, partner, Beijing Guanyong law firm - Tencent Science and Technology QQ voice trademark review case (the first voice trademark lawsuit case)
14:30-15:00	商标侵权诉讼赔偿的计算方法(比例、份额原则的适用)-北京高文律师事务所合伙人商家泉	Speaker: Shang Jiaquan, partner of Beijing Gaowen Law firm-Calculation method of compensation in Trademark infringement lawsuit (Application of the principle of proportion and share)
15:00-15:30	酷狗商标无效宣告案(驰名商标认定的必要性原则)-北京万慧达律师事务所合伙人明星楠	Speaker: Ming Xingnan, Partner, Wanhuida Peksung-KuGou trademark invalidation case (the necessity principle of well-known trademark recognition)
15:30-16:00		
16:00-16:30		

<b>9月2日下午 星期日   Sunday, September 2nd</b>		
<b>平行会议六：天策沙龙：《商标法》修法热点——在引入惩罚性赔偿机制的前提下商标近似审查取消与否对行业的影响</b> <b>Parallel meeting 6: Tiance Salon: the hotspot of the revision of "trademark law"——the influence caused by the cancellation of the trademark identical and similarity examination on the premise of the punitive compensation mechanism</b>		
<b>13:30-16:30</b>	<b>主持人：  Moderator:</b> <b>地点：唐山南湖国际会展中心三层和通厅 Venue: Hetong Hall, third Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
<b>13:30-14:20</b>	<b>主题辩论：</b> I) 基于现行商标法，是否需要引入惩罚性赔偿机制 II) 基于惩罚性赔偿机制，是否取消商标近似审查	<b>Debate</b> Topic 1: Based on the current "Trademark Law", is it necessary to execute the punitive compensation mechanism? Topic 2: Based on the punitive compensation mechanism, is it necessary to cancel the trademark identical and similarity examination?
<b>14:20-14:40</b>	<b>品牌（商标）健康评价体系的发布</b>	<b>Publication of brand (trademark) sound evaluation system</b>
<b>14:40-14:50</b>	<b>针对嘉宾双方观点的投票</b>	<b>Voting</b>
<b>14:50-15:00</b>	<b>茶歇</b>	<b>Tea Break</b>
<b>15:00-15:30</b>	<b>专家点评：基于惩罚性赔偿机制下，是否取消商标相同近似审查</b>	<b>Expert Comments</b>
<b>15:30-16:00</b>	<b>如何利用商标数据帮助机构或企业管理商标</b> <b>-----知擎者软件介绍</b>	<b>How can the trademark data help the organizations or enterprises manage their trademarks?</b> <b>Introduction of the IPDTF</b>
<b>16:00-16:30</b>	<b>投票分析及参会人员与嘉宾互动时间</b>	<b>Voting analysis and interactive time</b>
<b>9月2日晚 星期日   Sunday, September 2nd</b>		
<b>澳门凯旋之夜招待会  Macao Victory Reception</b> <b>时间：18:00-21:00  Time: 18:00-21:00</b> <b>地点：铂尔曼大酒店金碧厅  Venue:Jinbi Hall, Pullman Hotel</b>		

<b>9月3日上午星期一   Monday, September 3rd</b>		
<b>平行会议一：中国企业海外维权论坛--商标局（同声传译）</b> <b>Parallel Meeting 1: Forum on the Practices of International Trademark Law (Simultaneous Interpretation)</b>		
<b>协办单位：  Sponsor: INTA</b>		
<b>9:00-12:00</b>	<b>主持人：  Moderator:</b> <b>地 点：唐山南湖国际会展中心三层朝阳厅 Venue:Chaoyang Hall, third Floor,Tangshan Southlake International Convention &amp; Exhibition Hotel</b>	
<b>9月3日上午 星期一   Monday, September 3rd</b>		
<b>平行会议二：国际商标律师论坛（同声传译）</b> <b>Parallel Meeting 2: Forum on the International Trademark Lawyers (Simultaneous Interpretation)</b>		
<b>09:00-11:30</b>	<b>主持人：  Moderator:</b> <b>地点：唐山南湖国际会展中心三层和通厅 Venue: Hetong Hall, third Floor,Tangshan Southlake International</b>	

	<b>Convention &amp; Exhibition Hotel</b>	
09:00-09:20	Tarter LLP, <b>Mark Rosenberg</b> (美国)	Speaker: <b>Mark Rosenberg</b> , Tarter LLP (The United States)
09:20-09:40	Bircham Dyson Bell LLP, <b>Dennis Lee</b> (英国)	Speaker: <b>Dennis Lee</b> , Bircham Dyson Bell LLP (The Great Britain)
09:40-10:00	Baldwins Intellectual Property, <b>Penelope Catley</b> (新西兰)	Speaker: <b>Penelope Catley</b> , Baldwins Intellectual Property (New Zealand)
10:00-10:20	Spoor & Fisher, <b>Juliana Hopf</b> (南非)	Speaker: <b>Juliana Hopf</b> , Spoor & Fisher (South Africa)
10:20-10:50	茶歇	Tea Break
10:50-11:10	BOEHMERT & BOEHMERT, <b>Peter Gross</b> (德国)	Speaker: <b>Peter Gross</b> , BOEHMERT & BOEHMERT (Germany)
11:10-11:30	ABRO Industries, INC. <b>William Mansfield</b> (美国)	Speaker: <b>William Mansfield</b> , ABRO Industries, INC. (The United States)
	互动交流	Q & A

**9月3日下午星期一 | Monday, September 3rd**

平行会议一：商标口审论坛（同声传译）

**Parallel Meeting 1: Forum on the Trademark Oral Trial (Simultaneous Interpretation)**

协办单位：| Sponsor:

13:30-15:30	主持人：  Moderator:中华商标协会副秘书长 臧宝清  Moderator: Zang Baoqing, Deputy Secretary General, CTA 地点：唐山南湖国际会展中心三层朝阳厅 Venue:Chaoyang Hall, third Floor,Tangshan Southlake International Convention & Exhibition Hotel
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**9月3日下午 星期一 | Monday, September 3rd**

平行会议二：商标审查评审疑难问题答疑（同声传译）

**Parallel Meeting 2:Q&A with CTMO& TRAB(Simultaneous Interpretation)**

15:50-17:00	主持人：  Moderator:中华商标协会副秘书长 臧宝清  Moderator: Zang Baoqing, Deputy Secretary General, CTA 地点：唐山南湖国际会展中心三层朝阳厅 Venue:Chaoyang Hall, third Floor,Tangshan Southlake International Convention & Exhibition Hotel
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**9月3日下午 星期一 | Monday, September 3rd**

平行会议三：中日商标交流会（交传）

**Parallel Meeting 3:CTA-JPAA Meeting (Consecutive Interpretation)**

13:30-16:30	主持人：魏 炜 北京集佳知识产权代理有限公司合伙人  Moderator:Wei Wei, Partner, Unitalen Attorneys at Law 翻 译：王雅芳 北京金杜律师事务所商标代理人  Translator: Wang Yafang, Trademark Agent, King & Wood
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	<b>Mallesons</b> 地点: 唐山南湖国际会展中心三层和通厅 Venue: Hetong Hall, third Floor,Tangshan Southlake International Convention & Exhibition Hotel	
13:30-14:00	日本弁理士会代表	Speaker: JPAA International Activities Center
14:00-14:30	中华商标协会副会长单位代表、万慧达北翔知识产权集团高级合伙人 <b>李斌</b>	Speaker: <b>Li Bin</b> , Senior Partner, Wanhuida Peksung, representative of Vice President of CTA
14:30-15:00	日本弁理士会代表	Speaker: <b>TASHIROShigeo</b> , Patent Attorney, JPAA International Activities Center
15:00-15:30	中华商标协会副会长单位代表、中国国际贸易促进委员会专利商标事务所商标业务一处处长 <b>胡刚</b>	Speaker: <b>Hu Gang</b> , Director of Trademark Sector I, CCPIT PATENT AND TRADEMARK LAW OFFICE, representative of Vice President of CTA
15:30-16:00	日本弁理士会代表	Speaker: <b>TANAKAHideki</b> , Patent Attorney, JPAA International Activities Center
16:00-16:30	中华商标协会副会长单位代表、超凡知识产权服务股份有限公司涉外商标代理部经理 <b>冯浩雨</b>	Speaker: <b>Feng Haoyu</b> , Manager, Foreign Trademark Department, CHOFN, representative of Vice President of CTA
<b>2018 中国国际商标品牌节闭幕招待会  Closing Ceremony</b>		
18:00-20:00	主持人: 中华商标协会会长 <b>马夫</b>   Moderator: <b>Ma Fu</b> , President, CTA 地点: 唐山南湖国际会展中心一层凤凰厅 Venue:Phoenix Hall, First Floor, Tangshan Southlake International Convention & Exhibition Hotel	

<b>9月1日-3日 September 1 to 3</b>		
09:00- 17:00	<b>2018 中国国际商标品牌节交流区 (提供茶水)  Exchange Area (Tea Provided)</b> 地点: 唐山南湖国际会展中心一层大厅和二层连廊 Central Hall, First Floor& Corridor, Second Floor, Tangshan Southlake International Convention & Exhibition Hotel	
	会议代表交流	Exchange among Conference Representatives
<b>9月1日-3日 September 1 to 3</b>		
09:00- 17:00	<b>2018 中华品牌商标博览会  China Brand &amp; Trademark Exposition</b> 地点: 唐山南湖国际会展中心 A1、A2、A3 馆  Venue: A1, A2, A3Hall, Tangshan Southlake Convention and Exhibition Center	

以上活动内容, 主办方有修改的权利, 日程持续更新中, 敬请关注。

**The speakers, venues and time will be adjusted by organizers in accordance with the situation.**