Conference Program

Sixth IP & Innovation Researchers of Asia Conference

Foreign Trade University, Hanoi

18 – 19 January 2024

IPIRA
IP & Innovation Researchers of Asia Network

Welcome Message

Dear Colleagues,

Welcome to the Sixth IP & Innovation Researchers of Asia (IPIRA) Conference! We are very pleased to host you in Hanoi for the sixth edition of our Conference. Founded in 2019, the IPIRA Conference continues to grow stronger each year, thanks to your support. We are grateful to you all for traveling to Viet Nam and continuing to make our Annual gathering a special occasion!

Since its launch in Kuala Lumpur six years ago, the IPIRA Conference has provided a forum for intellectual exchanges between researchers interested in IP and Innovation law in Asia and beyond. These exchanges have been instrumental in building our strong IPIRA community, and we hope they will continue for many years. This year, we are again proud to welcome researchers from all nationalities and levels of seniority to meet and discuss their works-in-progress at the Sixth IPIRA Conference.

We would like to sincerely thank all of you—presenters, chairs, and participants at the Conference—for your support and commitment to the IPIRA Network. We also extend our warm gratitude to the local hosts at the Foreign Trade University and colleagues from many countries who helped organize this year's Conference. Likewise, we would like to thank the staff and students from the Foreign Trade University and our supporting institutions who have assisted us. The Conference would not be possible without their tireless work.

We trust you will find the next two days insightful and enjoy discussing IP and Innovation-related topics. Thank you again for enriching the house of knowledge with your research and works-in-progress. We are also sure you will enjoy catching up with old friends and making new ones. Thank you for being part of the IPIRA family!

The Organizers of the Sixth IPIRA Conference

Conference Program

THURSDAY, 18 JANUARY 2024 (DAY 1)

REGISTRATION
8.00 am – 9.00 am

OPENING OF THE CONFERENCE
9.00 am – 9.45 am
Auditorium D201

WELCOME REMARKS

Bui Anh Tuan, President, Foreign Trade University

INTRODUCTION BY CO-ORGANIZERS

Martha Chikowore, WIPO Academy, World Intellectual Property Organization
Antony Taubman, Intellectual Property, Government Procurement and Competition Division, World Trade Organization
Ida Madieha Abdul Ghani Azmi, Ahmad Ibrahim Kulliyyah of Laws, International Islamic University Malaysia
Agus Sardjono, Faculty of Law, Universitas Indonesia
Irene Calboli, Texas A&M University School of Law, University of Geneva, and Singapore University of Social Sciences

OPENING KEYNOTE

Nguyen Van Bay, Deputy Director General, IP Office of Viet Nam
Topic TBD

GROUP PHOTO SESSION
9.45 am – 10.00 am

Coffee Break
10.00 am – 10.30 am

PARALLEL SESSIONS (1)

10.30 am – 12.30 pm

PARALLEL SESSION 1.A
INTELLECTUAL PROPERTY AND INTERNATIONAL TRADE

Room H201

CHAIR

V.C. Vivekanandan, Hidayatullah National Law University

PRESENTERS:

Le Thi Thu Ha, **Tran Thi Thu Ha**, and **Luong Thi Dai Trang,** Foreign Trade University
Commitments on Intellectual Property in the European Union - Vietnam Free Trade Agreement (EVFTA) and Recommendations for Vietnamese Companies

Atul Jaybhaye and **Ankit Awasthi**, Hidayatullah National Law University
Plain Packaging of Tobacco Products and its Implications on Trademark Rights: A Global Perspective

Veerpal Kaur, Government Brijindra College Faridkot
Impact of Intellectual Property Rights on International Trade and Economic Development- A Case Study of India

Parvathy Kumar, SRM School of Law, SRM Institute of Science and Technology
Should India Accede to the Geneva Act 2015 to Harness its GI Windfalls?

PARALLEL SESSION 1.B
THE NEW FRONTIERS OF TRADEMARK LAW

Room H202

CHAIR

Tana Pistorius, Department of Commercial Law, University of Auckland

PRESENTERS:

Shenali Dias, University of Leicester
Trade Marks in Digital Marketplaces: Exploring the Impact of Algorithms and the Average Consumer Test in Trade Mark Law

Vinita Krishna, Shiv Nadar University
Artificial Intelligence, Brand Purchase Decision and the Trademarks Conundrum

Althaf Marsoof, Nanyang Business School, Nanyang Technological University
TPMs for Trademarks!

Ajay Kumar Sharma, IIT Kharagpur
Trademark Counterfeiting and Sale through the Internet: A Threat to Legitimate IPR Holders and Innocent Buyers

Kuhu Tiwari, CHRIST (Deemed to be) University
Exploring the Dynamic Intersections of Branding & Sports: A Comprehensive Analysis of the Use of Trademarks in the Sports Industry

PARALLEL SESSION 1.C
DEBATES ON THE PROTECTION OF GEOGRAPHICAL INDICATIONS

Room H203

CHAIR

Miranda Risang Ayu Palar, Faculty of Law, Universitas Padjadjaran

PRESENTERS:

Ms Akriti and **Pinaki Ghosh**, West Bengal National University of Juridical Sciences
Re-looking Jurisprudence of Geographical Indication in the Wake of Increasing Role of Human Factor
Hajar Al Bloushi, Sultan Qaboos University, and **Ansar Mahmood Jaspal**, City Law Solicitors
Protection and Regulation of Geographical Indications in Pakistan
Nidhi Buch, Gurujat National Law University
Twenty Years of GI Protection in India: Time to Reflect, Research, and Reform
Jayanta Ghosh, West Bengal National University of Juridical Sciences
Connecting Cultures, Creating Markets: A Strategic Policy Framework for the Promotion of Heritage and GI Products in India and the European Union

PARALLEL SESSION 1.D
ARTIFICIAL INTELLIGENCE: QUO VADIS INTELLECTUAL PROPERTY?

Room H204

CHAIR

Sovath Phin, Pannasastra University of Cambodia

PRESENTERS:

Nadia Naim, Aston University, and **Noura Almutairi**, Kuwait University
Artificial Intelligence: A Black Swan for Intellectual Property Laws in the GCC States with a Focus on ChatGPT
Avishek Chakraborty and **Shampa Dev**, CHRIST (Deemed to be) University
Navigating Copyright Challenges in Generative AI Training Datasets: A Comprehensive Analysis
Nicola Lucchi, University of Pompeu Fabra
Copyright Challenges in Generative AI: Insights from the ChatGPT Case
Ayyappan Palanissamy, Modern College of Business and Science
Analyzing Implications and Challenges of Artificial Intelligence in Copyright Law – A Study
Han Tianyu, Faculty of Law, Univesity of Macau
Adapting Compensation Models for Human Authors in the Era of AI-Generated Content

PARALLEL SESSION 1.E
TRENDS AND LEGAL ISSUES IN PATENT LAW

Room H205

CHAIR

Martin J. Adelman, The George Washington University Law School

PRESENTERS:

Zhang Naigen, Center for Intellectual Property Study, Fudan University
Analysis of Grace Period for Patent Application Related to Novelty under International Economic and Trade Agreements

Neha Jaiswal and **Indranath Gupta**, Jindal Global Law School, O.P. Jindal Global University
Trends and Patterns of Patents in Technology-Driven Sectors of India
Cheng Deli and **Shan Xiaoguang**, Shanghai School of International IP, Tongji University
The Regulation on the Abuse of Patent Infringement Warning Letters
Henny Marlyna, Faculty of Law, University of Indonesia
Legal Standing to Invalidate a Patent: Can an NGO File the Action?
Qiu Ziyan, East China University of Political Science and Law
Reconsidering the Multiplier Rule for Reasonable Royalty Patent Damages in China

PARALLEL SESSION 1.F
DIGITAL COPYRIGHT AND GAMING

Room H206

CHAIR

Federico Ferretti, Department of Sociology and Economic Law, Alma Mater University of Bologna

PRESENTERS:

Sharifah Zulia Balqish Binti S. Agil, **Rafizah Binti Abu Hassan**, **Nasreen Miza Hilmy Binti Nasrijal**, and **Hartini Binti Saripan**, Faculty of Law, Universiti Teknologi MARA
Maneuvering Legal Aspects of Technological Innovations in Online Gambling and Online Gaming on Minors
Aparrajitha Ariyadasa, Sri Lanka Intellectual Property Organization
Is Sri Lankan IP Law Sufficient to Safeguard the Owners of the Internet of Things (IoT)? An Analysis
Gururaj Devarhubli, Institute of Law, Nirma University
Balancing Contract vs. Copyright in Computer Games and Virtual Reality: A Case of Decentraland, Fortnite and Minecraft Games
Hu Jingjing, Southwest University of Political Science and Law
Copyright Infringement Liability Framework for Generative AI Platforms
Saeedeh Mazinanian, Faculty of Law, Shahid Beheshti University
Regulation of Copyright in Cyberspace within the Iranian Legal System

Lunch Break
12.30 pm – 1.30 pm

PARALLEL SESSIONS (2)
1.30 pm – 3.30 pm

PARALLEL SESSION 2.A
INTELLECTUAL PROPERTY IN THE ONLINE CONTEXT

Room H201

CHAIR

Justin Hughes, Loyola Law School, Loyola Marymount University

PRESENTERS:

Muhammad Zeeshan Ajmal, Zhongnan University of Economics and Law and School of Law, University of Management & Technology
A Comparative Study on the Copyright Protection of Computer Software between China and Pakistan

Hina Iliyas, Hidayatullah National Law University
Guarding the Digital Realm: Safeguarding Intellectual Property Rights Amidst Global Cyber Perils- An Asia-Centric Perspective
Lucius Klobucnik, Aston University
Fragmentation of Rights in European Online Music Licensing and the Ways Out
Abhinav Mehrotra and **Amit Upadhyay**, Jindal Global Law School, O.P. Jindal Global University, and **Anuradha Upadhyay**, Manav Racha University
Ex-Ante Regulation and Competition in Digital Markets in India: Issues and Challenges
Chih-Chieh Yang, National Yunlin University of Science & Technology
Do the Online Platform Content Moderation Laws Violate the Right to Editorial Judgment? Comparing the EU DSA with the US

PARALLEL SESSION 2.B
PROTECTING TRADITIONAL KNOWLEDGE, GENETIC RESOURCES, AND FOLKLORE

Room H202

CHAIR

Shambhu Prasad Chakrabarty, Department of Law, University of Engineering and Management

PRESENTERS:

Yin Qian and **Peng Zhou**, Faculty of Law, The Chinese University of Hong Kong
Protecting Traditional Folk Music as a Traditional Knowledge: From a Property Perspective
Rana Navneet Roy, Hidayatullah National Law University
Protection of Traditional Knowledge and Active Participation of Indigenous Peoples: A Critical Analysis of Environmental IP Issues
Reeta Sony, Centre for Study of Law and Governance, Jawaharlal Nehru University
Traditional Knowledge, Folklore and Intellectual Property Protection- Case of Yakshagana
Nguyen Lam-Nghi, Faculty of Economics and Law, Vietnam National University HCM, and **Tran Trieu Vy**, Apolat Legal law Firm
Protection of Traditional Knowledge on Genetic Resources in Vietnam
Rohazar Wati Zuallcobley, **Diyana Sulaiman**, and **Rohani Mohd Shah**, Faculty of Law, University of Technology MARA, and **Mohd Zawawi Awang Nik**, Business School, University Kuala Lumpur
TKGR and Access Benefit Sharing: Is a Sui Generis Legislation the Answer for Workable Protection?

PARALLEL SESSION 2.C
INTELLECTUAL PROPERTY AS A DRIVER FOR INNOVATION?

Room H203

CHAIR

Cheng Deli, Shanghai School of International IP, Tongji University

PRESENTERS:

Daniel Benoliel, University of Haifa Faculty of Law
Ecosystem Services IP: Exploiting Natural Resources for Innovation
Anindhya Tiwari, Hidayatullah National Law University
Fostering Innovation: Unravelling the Impact of R&D Tax Incentives on Intellectual Property in Asian Developing Nations

Pranav Anand Ojha and **Avin Tiwari**, School of Law (VSL), VIT-AP University, and **Priya Kumari**, Kirit P. Mehta School of Law, NMIMS
Intellectual Property in Taxation of Digital Businesses in India: Issues and Opportunities
Munmunlisa Mohanty and **KD Raju**, Rajiv Ghandi School of IP Law, IIT Kharagpur
Essentiality of Legal Regulation on Employee IP: An Effort to Protect the IP Innovation of an Employee under Employment Law

PARALLEL SESSION 2.D
THE MANY FACETS OF COPYRIGHT PROTECTION

Room H204

CHAIR

Byoung Kyu Lee, Myongji University College of Law

PRESENTERS:

Keita Sato, Chuo Law School, Chuo University
Calligraphy and Copyright—Japanese Perspectives
Viktoriia Savina, Plekhanov Russian University of Economics
Street Art and Vandalism: Rights and Responsibilities
Arul George Scaria, National Law School of India University Bengaluru
Balancing Socio-Cultural Exceptions and Copyright Protection: A Comprehensive Analysis of Sec. 52(1)(za) of the Copyright Act of 1957 in India
Tanwi Shams, National Law University, Odisha
The Marrakesh Treaty: Copyright Flexibilities for Accessibility and Reproduction of Published Works for the Visually Impaired
Li Xinmeng, Faculty of Law, Renmin University
Copyright Law Remedies for the Destruction of Unique Buildings

PARALLEL SESSION 2.E
INTELLECTUAL PROPERTY FINANCING

Room H205

CHAIR

Le Thi Thu Ha, Foreign Trade University

PRESENTERS:

Nam Dang Phuong, Foreign Trade University
Effect of Fintech in Digitalization of Baking Service Towards Customers' Experience at VietcomBank
Nadia Naim, Aston University, and **Noor Kasri**, ISRA Research Management Centre, INCEIF University
Intellectual Property, Emerging Technologies and Islamic Finance
Valeriy Lisitsa, Novosibirsk State University
Cryptocurrency, Central Bank Digital Currency and E-Money in Civil Law: Issues of Correlation
Nasiibah Ramli, Universiti Teknologi Malaysia
Shariah-Compliant IP Financing: Unlocking Intellectual Property Securitisation in Islamic Finance
Tan Yuting, Faculty of Law, University of Macau
The Synergistic Evolution of Innovation and Regulation: FinTech, Financial Market and Regulatory Sandboxes

PARALLEL SESSION 2.F
INTELLECTUAL PROPERTY THEORY
Room H206

CHAIR

Gregory N. Mandel, Temple University Beasley School of Law

PRESENTERS:

Kiyoshi Adachi, National Graduate Institute for Policy Studies

What Can We Learn from Unsuccessful Competition Challenges to IPR Abuse in Asia?

Anindita Ghosh and **KD Raju**, Rajiv Gandhi School of IP Law, IIT Kharagpur

Third-World Approaches to Intellectual Property Law ("TWAIPL"): The Colonial and Post TRIPS Story

Taorui Guan, Faculty of Law, University of Hong Kong

Collaborative Protection of Intellectual Property

Tharindu Hasantha Rathnayake, The Open University of Sri Lanka, **Chamil Viranga Rathnayake**, University of Strathclyde, and **Dilan Tharindu Rathnayake**, University of Sri Jayewardenepura,

Understanding the Social in a Digital Age: Nationalism, Religious Commitment and Online Political Engagement

Le Van Anh, Durham Law School, Durham University

Influences and Evolution: Unravelling the Fabric of Vietnam's Intellectual Property Law Through French and Soviet Legacies

Coffee Break
3.30 pm – 4.00 pm

PARALLEL SESSIONS (3)
4.00 pm – 6.00 pm

PARALLEL SESSION 3.A
MORE ABOUT ARTIFICIAL INTELLIGENCE AND INTELLECTUAL PROPERTY
Room H201

CHAIR

Arul George Scaria, National Law School of India University Bengaluru

PRESENTERS:

Vijayamalar Arumugam, Trinity College Dublin

Navigating Legal Complexities in Securing AI Patents Across Southeast Asia

Malika Shah and **Anjali Chawla,** Jindal Global Law School, O.P. Jindal Global University, and **Akanksha Singh**, Dodd & Co.

A Delicate Balance: Generative AI, Right to Privacy, and Right to Publicity in the Digital Age

Le Thi Thu Ha, **Tran Ha Thi Thu**, and **Truong Oanh Thi Minh**, Foreign Trade University, **Vu Minh Quang**, Copyright Office of Viet Nam, and **Vu Ha Thi Hong**, Hanoi Law University

Artificial Intelligence (AI)-Created Works' Protection under Copyright Law: Comparative Perspectives and Recommendations for Vietnam

Pham Hong Nhung, University of Debrecen

Artificial Intelligence and Intellectual Property Law: Recommendations for Vietnam

PARALLEL SESSION 3.B
PATENTS, GENDER, AND MORALITY

Room H202

CHAIR

Timo Minssen, Center for Advanced Studies in Biomedical Innovation Law (CeBIL), University of Copenhagen

PRESENTERS:

Latika Choudhary and **Hardik Daga**, School of Law, University of Petroleum and Energy Studies
Balancing the See-Saw of Morality and Law: An Approach to Analyze the Contours of Morality Exclusion of Patenting under the Indian Patent Law

Paul Gugliuzza, Temple University Beasley School of Law
Inequality on Appeal: The Intersection of Race and Gender in U.S. Patent Litigation

Manoj Meena, Department of Law, University of Rajasthan
Gender Parity in IP Innovation: A Comparative Study of Policies, Practices and Promotion of Patent Filing by Women Innovators in India and Japan

Dilip Sharma, ICFAI Law School, IFHE
Biotechnological Inventions and Moral Frontiers: The Patent Perplexity

Sujitha Submaranian, School of Law & Social Justice, University of Liverpool
Green Technology Patenting & Public Interest Issues in the Refrigerant Gas Industry

PARALLEL SESSION 3.C
INTELLECTUAL PROPERTY MANAGEMENT

Room H203

CHAIR

Bui Thu Hien, Foreign Trade University

PRESENTERS:

Mihai Barsan, Titu Maiorescu University
Management of Intellectual Property in Knowledge Transfer Activities

Nobuya Fukugawa, Graduate School of Engineering, Tohoku University
Science Parks and their Value-added Contributions to Commercial Success of Tenants' R&D

Mas Rahmah, Faculty of Law, Universitas Airlaanga
The Commercialization of Intellectual Property by Universities under the "Teaching Industry"

Siti Manisah Binti Mohamad Sarujee, International Islamic University Malaysia
Islamic Collaborative Elements to Power Up the Intellectual Property Strategy for Market Readiness in Technology Commercialization

Kim Tae Man, Graduate School, Chungnam National University
The Role of IP in Economic Development and Korea's Initiative for IP Education

PARALLEL SESSION 3.D
SOMETHING OLD, SOMETHING NEW, SOMETHING … IN COPYRIGHT LAW

Room H204

CHAIR

Nicola Lucchi, University of Pompeu Fabra

PRESENTERS:

Karnika Bansal, James Cook University

From Creativity to Rights: Constructing a Theoretical Argument for Stronger Performers' Rights in Copyright Law

Rima Ghosh, West Bengal National University of Juridical Sciences

Unveiling the Idea-Expression Dichotomy: Its Impact on the Entertainment Industry's Economic Landscape

Nguyen Lam-Nghi, Faculty of Economics and Law, Vietnam National University HCM

Protecting Moral Rights in Copyright Law: A Curious Case from Vietnam

Anna Pokrovskaya, Department of Civil Law and Procedure and Private International Law, RUDN University

Fan Art in the Copyright Protection System on E-Commerce Marketplaces

Kiran Sharma, ICFAI Law School, IFHE

"Please Don't Stop the Music": Ok, But Stop! If it Leads to Piracy - A Study on the Stream-Ripping Process in Music Leading to Copyright Infringement

PARALLEL SESSION 3.E
INTELLECTUAL PROPERTY AND BIODIVERSITY

Room H205

CHAIR

Laina Rafianti, Faculty of Law, Universitas Padjadjaran

PRESENTERS:

Efridani Lubis and **Median Wilestari,** Faculty of Law, Universitas Islam as-Syafi'iyah

Strengthening the Role of IPRs in the Development of Agriculture Biodiversity Towards Food Security in Indonesia

Dwi Martini, Faculty of Law, University of Mataram

Biodiversity and Biotechnology Arrangement for the Welfare Enhancement of Indigenous Communities in Indonesia

Tri Rusti Maydrawati, Faculty of Law, Hang Tuah University

Empowerment of Local Communities in The Development of a Green Economy on the Utilization of Biodiversity: Intellectual Property Rights Perspective

Digvijay Singh, Central University of South Bihar

Effectiveness of Indian Sui Generis Plant Variety Protection Law: Is Farmer at Par with Breeder?

PARALLEL SESSION 3.F
HOW TO RESOLVE INTELLECTUAL PROPERTY DISPUTES?

Room H206

CHAIR

Benjawan Tangsatapornpan, Faculty of Law, Thammasat University

PRESENTERS:

Amitesh Deshmukh, Hidayatullah National Law University

Intellectual Property Arbitration in the Asian Continent: Should Arbitrability Stand in the Way?

Vijay Kumar Singh, Faculty of Law, SRM University Sonepat

Resolving IPR Disputes through ADR: An Analysis from an Indian Perspective

Si Dingnan, National Cheng Kung University Department of Law

Juridical Practices about Public Misleading, Commercial Reputation Free-riding, False Advertising and Data Traffic under Anti-Unfair Competition Law in Mainland China in the Last Thirty Years

Nguyen Ngoc Phuong Hong, School of Law, Xiamen University, and **Tran Minh Tu,** Faculty of Economic Law, University of Economics and Law, Vietnam National University HCM

Copyright of Reward-Based Crowdfunding Outcome Products: Potential Dispute and Recommendations for Relevant Parties

Tang Yuhan, Tongji University Shanghai School of International IP

Partial Judgment in China's Civil Procedural Act: A Weapon Against Predicaments Caused by Lengthy Intellectual Property Litigation

PLENARY KEYNOTES

6.00 pm – 6.30 pm

Auditorium D201

Hasan Kleib, Deputy Director General, Development Sector, World Intellectual Property Organization

WIPO Capacity Building and Knowledge Transfer

Johanna Hill, Deputy Director General, World Trade Organization

Topic TBD

PLENARY FIRESIDE CHATS

TRADE, DEVELOPMENT, AND INNOVATION: HOW SHOULD WE RETHINK INTELLECTUAL PROPERTY FOR THE DIGITAL AGE?

6.30 pm – 7.15 pm

Auditorium D201

CHAIR:

Le Thi Thu Ha, Foreign Trade University

PRESENTERS:

Gregory N. Mandel, Temple University Beasley School of Law

Ida Madieha Abdul Ghani Azmi, Ahmad Ibrahim Kulliyyah of Laws, International Islamic University Malaysia (TBC)

Masabumi Suzuki, Faculty of Law, Waseda University

Conference Dinner

7.15 pm – 9.00 pm (SG/KL)

END OF DAY 1 OF THE CONFERENCE

(See next page for the program of Day 2)

FRIDAY, 19 JANUARY 2024 (DAY 2)

REGISTRATION
8.00 am – 9.00 am

PLENARY SESSION
INTELLECTUAL PROPERTY, SUSTAINABLE DEVELOPMENT, AND A CIRCULAR ECONOMY
9.00 am – 10.15 am

Auditorium D201

CHAIR:

Ho Thuy Ngoc, Foreign Trade University

PRESENTERS:

Antony Taubman, Intellectual Property, Government Procurement and Competition Division, World Trade Organization

Justin Hughes, Loyola Law School, Loyola Marymount University

V.C. Vivekanandan, Hidayatullah National Law University

Irene Calboli, Texas A&M University School of Law, University of Geneva, and Singapore University of

GROUP PHOTO SESSION
10.15 am – 10.30 am

Coffee Break
10.30 am – 11.00 am

PARALLEL SESSIONS (4)
11.00 am – 1.00 pm

PARALLEL SESSION 4.A
INTELLECTUAL PROPERTY FOR DEVELOPMENT AND INNOVATION

Room H201

CHAIR

Daniel Benoliel, University of Haifa Faculty of Law

PRESENTERS:

Asanka Perera and **Paul Sugden**, Monash Business School, Monash University

IP Dilemmas in SME Sector: a Sri Lankan- Australian Comparison

Lim Wee Pynn, Intellectual Property Office of Singapore

Singapore IP and Firms' Performance Study

Miranda Risang Ayu Palar, Faculty of Law, Universitas Padjadjaran
Discussing the Indonesian National Innovation System from an IP Legal Perspective
Samuel Andrews, Al Yamamah University College of Law
Intellectual Property and Tourism: Accentuating the Niche Factors of Communal Innovations and Creations for National Development-Saudi Arabia, Ethiopia & Nigeria
Ella Gorian, Manipal Law School, Manipal Academy of Higher Education
Innovation as a Soft Power: A Case Study of China's Global Influence

PARALLEL SESSION 4.B
INTELLECTUAL PROPERTY, RESEARCH, AND PUBLIC HEALTH

Room H202

CHAIR

Timo Minssen, Center for Advanced Studies in Biomedical Innovation Law (CeBIL), University of Copenhagen

PRESENTERS:

Sukanta Bhattacharya, JIS University and **Niharika Bhattacharya**, Rajiv Gandhi School of IP Law, IIT Kharagpur
Protecting Innovations in Microbiome Research in Cancer within the Current Legal Framework
Abhishek Kumar and **Padma Aparajita Parija**, Faculty of Law, University of Allahabad
Impact on Access to Medicine through Government Regulated Schemes in India
Ruchika Ghosh, West Bengal National University of Juridical Sciences
Equitable Access to Medicines: View from an Indian Public Health Perspective
Amrendra Kumar, Faculty of Law, University of Delhi
Biomedical Innovation, Gene Editing and Public Health: Examining the Exponential Use of "Order Public" and Morality Exceptions in Patent Law

PARALLEL SESSION 4.C
COPYRIGHT-RELATED ISSUES AND ARTIFICIAL INTELLIGENCE

Room H203

CHAIR

Ha Cong Anh Bao, Foreign Trade University

PRESENTERS:

Anson Jose, Inter-University Centre for IPR Research, Cochin University of Science and Technology
AI-Generated "Prompt Based Results," "Computer Generated," and "Work" in Copyright: Evaluating the Status of AI-Generated Content under Indian Copyright Act of 1957
Ratnaria Wahid, College of Law, Government, and International Studies, Universiti Utara Malaysia
Navigating AI's Educational Revolution: Copyright, Access, and Ethics
Jiang Jingying, School of Law, Renmin University of China
China's Response to Copyright Law Issues Regarding Generative Artificial Intelligence: Based on Cases and Discussions Since 2018
Salitorn Thongmeensuk, Thailand Development Research Institute
Artificial Intelligence and Copyright Law: Challenges of Authorship and Originality

PARALLEL SESSION 4.D
INTELLECTUAL PROPERTY INFRINGEMENT ONLINE

Room H204

CHAIR

KD Raju, Rajiv Gandhi School of IP Law, IIT Kharagpur

PRESENTERS:

Justin Hughes, Loyola Law School, Loyola Marymount University
Comparative Online Bad Guys
Nguyen Luong Sy, University of Law, Hue University and **Nguyen Ngoc Tram**, IPGEEKLAB
IP Infringements in Virtual Reality: Tracking IP Violations in Vietnam's Virtual Reality Landscape
Dominik Swiatkowski, University of Warsaw
Liability for Copyright Infringement for Online Content-Sharing Service Providers in EU Law and Internet Service Providers in US Law
Frank Pham, Okada Law Firm, and **Ansar Jaspal**, City Solicitors and Consultants
Expanding Courts' Jurisdiction over Foreign-Based Internet IP Infringers
Edy Santoso, University of Langlangbuana
Legal Issues on Pirated Software Through E-Commerce Business Models

PARALLEL SESSION 4.E
LEGAL ISSUES IN TRADEMARK LAW IN ASIA AND THE PACIFIC

Room H205

CHAIR

Henny Marlyna, Faculty of Law, University of Indonesia

PRESENTERS:

Bram Van Wiele, Business School, University of Auckland and **Mitchell Adams**, Swinburne University of Technology
The Registration of Certification and Pseudo-Certification Marks in New Zealand
Catharina Budiningsih, Faculty of Law, Parahyangan Catholic University
Problems of Overlapping of Copyright and Trademark Protection in Logos in Indonesia
Rakhmita Desmayanti, Faculty of Law, Trisakti University
Well Known Trade Mark vs Local Trade Mark
Chamindi Ekanayake, Faculty of Graduate Studies, University of Colombo
Understanding the Public Interest in Trademark Law
Fang Guimin, Wuhan University School of Law
Bad-faith Cancellation of Trademarks and its Regulation

PARALLEL SESSION 4.F
PROTECTING TRADITIONAL KNOWLEDGE: OLD AND NEW DEBATES

Room H206

CHAIR

Antony Taubman, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (TBC)

PRESENTERS:

Sunanda Bharti, Faculty of Law, University of Delhi
A Socio-Legal Study on IPR Protection for Indian Varieties of Millets and Allied Traditional Knowledge

Ajoy Jose, School of Law, Woxsen University
Conservation of Traditional Medicinal Knowledge: A Case Study of Implementation under the Biological Diversity Legislation in India
Shambhu Prasad Chakrabarty, Department of Law, University of Engineering and Management and **Ana Penteado**, University of Notre Dame School of Law
The Role of Traditional Knowledge in Providing Eco-system Services to Combat Climate Change Crisis: Policies to be Adopted for a Sustainable Future
Jacob George Panickasseril, School of Law, Bennett University
Through the Looking Glass - Climate Change and Traditional Knowledge in Kerala

Lunch Break
1.00 pm – 2.00 pm

PARALLEL SESSIONS (5)
2.00 pm – 4.00 pm

PARALLEL SESSION 5.A
INTELLECTUAL PROPERTY PROTECTION IN THE METAVERSE
Room H201

CHAIR

Althaf Marsoof, Nanyang Business School, Nanyang Technological University

PRESENTERS:

Stefan Papastefanou, Bucerius Law School
The Use and Non-Use of Non-Fungible Tokens ("NFTs") in Copyright Law – The Complicated Relationship of NFT Application and Copyrighted Material
Rashmi Gunawardana, University of West England
Metaverse NFT-Digital Artwork and IP Rights: Is Sri Lanka IP Law Sufficient to Safeguard IP Owners?
Sai Shiva Jayanth, Jindal School of Banking and Finance, O.P. Jindal Global University
Intellectual Property Issues in Dealing with Non-Fungible Tokens (NFT): An Indian Perspective
Harunrashid Kadri, GE Society's NB Thakur Law College
Protecting IP in the Metaverse and NFTs: Cross-Border Issues & Compatibility of IP Laws in India
Elnur Karimov, Kyushu University
Metaverse and Intellectual Property Ownership in East Asia

PARALLEL SESSION 5.B
INTELLECTUAL PROPERTY AND SUSTAINABILITY
Room H202

CHAIR

Le Van Anh, Durham Law School, Durham University

PRESENTERS:

Anurita Yadav, Army Law College Pune
Appraisal of the Role of Intellectual Property in the Amelioration of Environmental Protection

Laina Rafianti and **Nadia Astriani**, Faculty of Law, Universitas Padjadjaran
You Are What You Eat: Food Security and Communal Intellectual Property in the Perspective of a Local Food Staple
Deepak Kumar, Hidayatullah National Law University
Cultivating a Sustainable Future: Jeera-Phool Rice and Intellectual Property Protection in the Heart of Chhattisgarh
Bhupinder Singh, Sharda School of Law, Sharda University
Transformative Juncture of Intellectual Property Licensing and Patent Strategies Agile Climate Sustainability: Legal-Policy Framework Lensing Renewable Energy and Carbon Capture

PARALLEL SESSION 5.C
GEOGRAPHICAL INDICATIONS: PERSPECTIVES FROM INDIA

Room H203

CHAIR

Valeriy Lisitsa, Novosibirsk State University

PRESENTERS:

Alaknanda Singh and **Shefali Raizada**, Amity Law School, Amity University
Geographical Indications in India: Mitigating the Risk and Challenges Involved
Yogendra Jain, Narsee Monjee Institute of Management Studies and **Riti Naik**, School of Law (VSL), VIT-AP University
Intellectual Property Protection and Geographical Indications: Empowering Traditional Knowledge and Rural Economy in India
Gargi Chakrabarti, Dharmashastra National Law University
Issues and Concerns Regarding Protection of Foodstuffs under Geographical Indication in India: Critical Analysis
Jigyasa Meena, Department of History and Indian Culture, University of Rajasthan
The Role of Geographical Indications in Augmenting Livelihood and Preservation of Traditional Cultural Expressions: A Case Study of Kathputlis of Rajasthan
P Sree Sudha, Damodaram Sanjivayya National Law University
Geographical Indication (GI) as Tool for Promotion of Tourism – A Study of Policies from the EU and India

PARALLEL SESSION 5.D
PATENTS AND COMPETITION

Room H204

CHAIR

Shan Xiaoguang, Shanghai School of International IP, Tongji University

PRESENTERS:

Alexandr Svetlicinii and **Fali Xie**, Faculty of Law, University of Macau
Competing for Standard Essential Patent Disputes: A U-Turn in the Chinese Courts' Approach of Issuing Anti-suit Injunctions?
KD Raju, Rajiv Gandhi School of IP Law, IIT Kharagpur
Standard Essential Patents and the Application of FRAND Terms in Technology Licensing: Implications and Emerging Jurisprudence in India

Andrea Gideon, Faculty of Law, University of Liverpool, and **Benjawan Tangsatapornpan**, Faculty of Law, Thammasat University

Competition Law and Intellectual Property Rights: Critical Analysis to Inform the Revision of Thailand's Trade Competition Act

Tania Sebastian, School of Law, Vellore Institute of Technology and **Arul George Scaria**, National Law School of India University Bengaluru

Standard Essential Patents and its Infringement: Exploring the Need for an India-specific Jurisprudence

Tran Van Nam, Faculty of Law, National Economics University, and **Sanjaykumar Patel**, Excelon IP Law

Navigating the Global Landscape of Compulsory Licensing in Intellectual Property: An Empirical Analysis of Patent Compulsory Licensing

PARALLEL SESSION 5.E
INTELLECTUAL PROPERTY AND DATA PROTECTION

Room H205

CHAIR

Tana Pistorius, Department of Commercial Law, University of Auckland

PRESENTERS:

Le Thi Dieu Chi and **Nguyen Van Phuc**, University of Law, Hue University

Protecting Intellectual Property Rights for Pharmaceutical Test Data around the World - A New Approach in Vietnam

Alexandre Chazelle, Universite Toulouse Capitole

Fragmentation of Space Data Protection Regimes, A Challenge for Asia

Nguyen Hang, School of Law, University of Eastern Finland

Comparative Study of Trade Secrets and Personal Data Regulations: Balancing Innovation, Privacy and Protection in the EU and Vietnam

Alexander Lou, School of Law, Tsinghua University

Chinese Judicial Dominance in Data Intellectual Property

Dao Trong Khoi, University of Law, Vietnam National University Hanoi

Propertizing Data Through Intellectual Property Rights: A Piece of the "Big" Cake?

PARALLEL SESSION 5.F
ARTIFICIAL INTELLIGENCE: INTELLECTUAL PROPERTY AND OTHER CONCERNS

Room H206

CHAIR

Zhang Naigen, Center for Intellectual Property Study, Fudan University

PRESENTERS:

Ho Thuy Ngoc, Foreign Trade University

How Does IP Law in Vietnam Deam with Artificial Intelligence-Related Academic Integrity Issues?

Qu Sanqiang, Law School, Beijing Institute of Technology

On Intellectual Property and AI

Wang Wayne Wei, Faculty of Law, University of Hong Kong

Open-Source Licensing for Creative Foundation Models: The Case of China in an Era of Generative AI

Mahatab Uddin, School of Environmental Design and Rural Development, University of Guelph

Intellectual Property Laws in Advancing Innovation of AI-Based Digital Technologies for Climate-Smart Agricultural Practice

Coffee Break
4.00 pm – 4.30 pm

PARALLEL SESSIONS (6)
4.30 pm – 6.10

PARALLEL SESSION 6.A
INTELLECTUAL PROPERTY, FASHION, AND CULTURAL APPROPRIATION
Room H201

CHAIR

Martha Chikowore, WIPO Academy, World Intellectual Property Organization

PRESENTERS:

Sarmily Sarker, BGMEA University of Fashion and Technology and **Taslima Jahan**, IP for the Bangladesh Association of Pharmaceutical Industries

Scope and Challenges of Up-cycling Fashion Innovation, Intellectual Property into the Textile Industry of Bangladesh: A Back Door Waste Management Towards the Struggle of Sustainability

Divya Khurana, School of Law, CT University

IPR Protection in the Indian Fashion Industry: An Analysis

Mahua Zahur, Department of Land Management and Law, Jagannath University

Use of Copyrighted Works on Fashion Apparel in Bangladesh: Analysis from the Context of "Moral Rights"

Yasmine Lee Tadeo, Saint Louis University School of Law, **Clifford Chan**, Civil Service Commission, and **Jesabel D. Aguilar**, Aguilar Law Office

An Assessment of Whether Cultural Appropriation Can Be Sanctioned under Philippine Law

PARALLEL SESSION 6.B
CROSS BORDER ENFORCEMENT, EXHAUSTION, AND TRANSFER OF TECHNOLOGY
Room H202

CHAIRS

Martin J. Adelman, The George Washington University Law School, and **Erdenechimeg Dashpuntsag**, Law School, Otgontenger University of Mongolia

PRESENTERS:

Ma Biyu, Law School, Yunnan University

Comparative Study on Cross Border Enforcement of IPRs Based on the Practices of the EU and the ASEAN

Takeshi Maeda, Graduate School of Law, Kobe University

Exhaustion Doctrine in the Age of "Experiential Consumption": Should the Patentee Be Allowed to "Work Around" Exhaustion?

Debmita Mondal, Hidayatullah National Law University

The Dilemma of Digital Exhaustion: Exhausting Copyright Holders in Digital Markets?

Ronald Tundang, Faculty of Law, Chinese University of Hong Kong

The Role of Intellectual Property in the International Transfer of Environmentally Sound Technologies

PARALLEL SESSION 6.C
PERSONALITY RIGHTS AND CULTURE
Room H203

CHAIR

Dilip Sharma, ICFAI Law School, IFHE

PRESENTERS:

Vaibhav Chadha and **Monak Rana,** Jindal Global Law School, O.P. Jindal Global University
Personality Rights of Celebrities in the Era of Digitalization

Sunil Gladson and **P. Brinda**, School of Excellence in Law, The Tamil Nabu Dr. Ambedkar Law University
Hybridization of Cultural Property into Monopolistic Intellectual Property as a Decay of Cultural Identity of Indigenous People -A Critical Analysis

Mohammad Nizam Ashraf Khan, School of Law G D Goenka University
Guardians of Legacy: Safeguarding Architectural and Sculptural Icons through Publicity Right

Chen Yang, School of Law, City University of Hong Kong
Is Chinese Law Well-Prepared for AI Songs? A Note of Caution on the Over-Expansion of Personality Rights

PARALLEL SESSION 6.D
MANAGING INNOVATION: LOOKING AT AND BEYOND INTELLECTUAL PROPERTY
Room H204

CHAIR

Ngyyen Thi Tuong Anh, Foreign Trade University

PRESENTERS:

Fennieka Kristianto, President University
Franchising as a Tool for Accelerating the Small Medium Enterprises in Food Industry and the Economic Development of a Country

Adithya Variath, Maharashtra National Law University
Intellectual Property Protection in the Age of Space Commercialization: Territoriality in Theory and Non-Territoriality in Practice

Nguyen Hai Hong, Foreign Trade University
The Influence of Firm-Level ESG Scores on Financial Performance Under the Effect of Covid-19: Empirical Evidence from OECD Countries

M. Afzal Wani, School of Law, IILM University
Effective Universalisation of IPR: Demand for Targeted Promotion under the National Urgencies and within the Constitutional Framework

PARALLEL SESSION 6.E
COPYRIGHT, BROADCASTING, DATA, AND SOCIAL MEDIA
Room H205

CHAIR

Masabumi Suzuki, Faculty of Law, Waseda University

PRESENTERS:

Aishwarya Chaturvedi, Jindal Global Law School, O.P. Jindal Global University
Rights of Internet Broadcasters Under Indian Copyright Law

Tana Pistorius, Department of Commercial Law, University of Auckland
Has the Time Come for the Adoption of Copyright Data Ethics?
Mohd Imran, Zakir Husain College of Engineering & Technology, Aligarh Muslim University
Intellectual Property Issues Pertaining to Social Media Content Creators
Nguyen Thu Thuy, International Law Faculty, Hanoi Law University
Private International Law Challenges in Cross-Border Enforcement of Copyright in Cyberspace: Wolfoo Vietnam v. Peppa Pig UK as a Case Study

PARALLEL SESSION 6.F
INTELLECTUAL PROPERTY AND HEALTH

Room H206

CHAIR

Paul Gugliuzza, Temple University Beasley School of Law

PRESENTERS:

Lucky George, School of Excellence in Law, The Tamil Nadu Dr. Ambedkar Law University
Development of Orphan Drugs in India: Gaps and Concerns to Foster Innovation and Access to Patients
Subhash Chandra Roy, Chanakya National Law University Patna
Compulsory Licensing of Patented Drugs in India under Amended TRIPS Agreement: A Critical Review with Reference to the Doha Declaration, Generic Medicine Policy, and Ayusman Bharat Yojana
Kshitij Singh, Faculty of Law, University of Delhi
Innovation Conundrum in Antimicrobial Sector: A Curious Case for Intellectual Property Rights
Ranggalawe Sugiri, Faculty of Law, Universitas Indonesia
Drugs Patents and Public Access for Affordable Medicine: Study Case of Public Health NGO's Patent Opposition on Tuberculosis Drug Patent in Indonesia

CLOSING OF THE CONFERENCE

6.15 pm – 6.45 pm

Auditorium D201

CLOSING REMARKS BY ORGANIZERS

Dao Ngoc Tien, Foreign Trade University
Martha Chikowore, WIPO Academy, World Intellectual Property Organization
Antony Taubman, Intellectual Property, Government Procurement and Competition Division, World Trade Organization
Ida Madieha Abdul Ghani Azmi, Ahmad Ibrahim Kulliyyah of Laws, International Islamic University Malaysia
Agus Sardjono, Faculty of Law, Universitas Indonesia
Irene Calboli, Texas A&M University School of Law, University of Geneva, and Singapore University of Social Sciences

END OF THE CONFERENCE