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***http://www.asianlegalbusinessevents.com/korean-ip-conference/  
Date: Tuesday 15 October 2013, 8:50am to 5pm  
Venue: Seoul***

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Dear Sir/Madam,

Asia`s leading legal industry publication, Asian Legal Business, with the support of the **Korean Fair Trade Commission** and **the Korean Bar Association**, proudly presents the **1st ALB Korean Intellectual Property Conference** on **October 15 2013** in **Seoul** and would like extend an *exclusive invitation* for youto attend this prestigious event.  
   
This unrivalled knowledge-sharing platform offers senior-level corporate counsel, business executives, private practitioners and IP experts closed-door networking and the opportunity to get updated on the most pressing IP management matters in Korea from IP monetisation, online brand protection through to anti-trust issues and dispute resolution.

**Our Expert Speakers include**

* Yongho Han, Senior Deputy Director, Anti-Monopoly Division, **Korea Fair Trade Commission (KFTC)**
* Ki-Young Kim, Presiding Judge, **Seoul Southern** District Court
* Eric Eui-Kwon Kim, General Counsel, **Dong-A Socio Holdings (Dong-A Pharmaceutical)**
* Jeong-Joong Kim, Vice-President, LG Innotek, President, **LES Korea**
* Calvin Park, Calvin Park, Senior Director/Legal Counsel, **Qualcomm, Incorporated**
* Daniel Wooseob Shim, Senior Legal Counsel, IP Legal Team, **Samsung Electronics**
* Yun-kyung Choi, Senior Manager, Intellectual Management Division, **LG Chem Ltd**
* Hana Kim, General Counsel, **Walt Disney**
* Jay Im, Head of International Legal Affairs, **CJ E&M Corporation**
* Jun S. Park, former Vice-President/General Counsel, Intellectual Property & Legal Affairs Team, **Samsung LED Co.**

**Key Topic Highlights:**

* The latest government initiatives combining IP monetisation with competition law compliance
* Korea`s first reverse payment procedure from a leading pharmaceutical company
* Industry strategies to combat online counterfeiting and digital piracy
* IP litigation practices in a Fair, Reasonable, and Non-Discriminatory terms (FRAND) setting
* Patent troll case studies by Korea`s leading technology corporation

For more information, click [here](http://www.asianlegalbusinessevents.com/files/File/IP%20Conferences/Brochures/ALB%20Korean%20IP%20Conference%20Final%20Brochure%2023Aug2013.pdf) for the newly released conference brochure or contact Trang at +65 6870 3711!

**Why you should attend:**

* Opening GOVERNMENT KEYNOTE by the Korean Fair Trade Commission
* Take away real-life IP case studies by Korean and international healthcare, entertainment and technology conglomerates
* Enjoy networking opportunities with Korea`s top government, judicial representatives and In-House Counsel
* Be part of an interactive panel discussion on the critical role of the In-House Counsel in IP commercialisation and protection
* Join Korea`s ONLY IP Conference dedicated to addressing the crucial interaction between IP and Competition Law

The Early Bird Rate is available now! [Register](http://www.asianlegalbusinessevents.com/korean-ip-conference/register.aspx) **before 20 September, save $200** & pay only$390

**Regular Price -** $590

**Group Price** - SAVE AN ADDITIONAL 20% - [Register](http://www.asianlegalbusinessevents.com/korean-ip-conference/register.aspx) 5 participants from your organisation and the 5th person attends for free

So what are you waiting for? To take up this limited offer, [download](http://www.asianlegalbusinessevents.com/files/File/IP%20Conferences/Brochures/ALB%20Korean%20IP%20Conference%20Final%20Brochure%2023Aug2013.pdf) the registration form and send it back to [chuminh.trang@thomsonreuters.com](mailto:chuminh.trang@thomsonreuters.com) ! We look forward to welcoming you at the event!

Best wishes,

**Andrew Smart**

Managing Director

Asian Legal Business

**Thomson Reuters**



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