

International Seminar on the Legal Protection for Sports Broadcasts

Co-sponsors:

National Copyright Administration of the People's Republic of China

United States Patent and Trademark Office

June 23, 2017

Novotel Beijing Peace Hotel, Beijing, China

The program will bring together US, Chinese, and European government officials, academic leaders, and industry representatives to discuss the importance of providing legal protection for sports broadcast programs, including the role of copyright protection, how sports broadcasts are currently protected in China, the United States, and the European Union, and international perspectives on the subject.

体育赛事节目法律保护国际研讨会
International Seminar on the Legal Protection for Sports Broadcasts

主办 *Co-sponsors:*

中国国家版权局

National Copyright Administration of the People's Republic of China

美国专利商标局

United States Patent and Trademark Office

9:00 – 9:20

欢迎词 Welcome and Introductory Remarks

于慈珂, 中国国家版权局版权管理司司长

Yu Cike, Director General, Copyright Administration Department, NCAC

柯恒, 美国专利商标局高级顾问

Mark Cohen, Senior Counsel, USPTO

9:20 – 11:20

小组讨论 1: 保护体育赛事节目的经济重要性和从技术变革看版权保护的作用

Panel One: The Economic Importance of Protecting Sports Broadcasts and the Role of Copyright Protection In Light of Changing Technologies

主持人: 汤兆志, 中国国家版权局版权管理司副司长

Moderator: Tang Zhaozhi, Deputy Director General, Copyright Administration Department, NCAC

嘉宾: 杨晋, 北京市冬季奥林匹克委员会法律事务部主管

Panelists: Yang Jin, Director of Legal Affair Department, Beijing Winter Olympic Committee

郑直, 中央电视台办公室版权和法律事务室主任

Zheng Zhi, Copyright and Legal Affair Division of General Office, CCTV

马一德, 中国知识产权法学研究会副会长/体育分委主任

Ma Yide, Chinese IP Law studies Association/Sports Subcommittee

王小夏, 腾讯公司助理法务总监

Wang Xiaoxia, assistant General Counsel., Tencent

马修·德累斯顿, 哈里斯-布里肯律师事务所合伙人

Mathew Alderson, Partner, Harris Bricken, Beijing, China

- 11:20 – 11:30** **茶歇 Tea break**
- 11:30 – 12:30** **小组讨论 2: 如何在中国保护体育赛事节目**
Panel Two: How to Protect Sports Broadcast Programs in China
- 主持人: 汤兆志, 中国国家版权局版权管理司副司长
Moderator: Tang Zhaozhi, Deputy Director General, Copyright
Administration Department, NCAC
- 嘉宾: 凌宗亮, 上海知识产权法院法官
Panelists: Ling Zongliang, Judge of Shanghai IP Court
- 高思, 国家版权局政策法规司副司长
 Gao Si, Deputy Director General, Legal Department,
 NCAC
- 12:30 – 2:00** **午餐 Lunch**
- 2:00 – 3:00** **小组讨论 3: 产业视角**
Panel Three: Industry Perspectives
- 主持人: 美国专利商标局高级顾问柯恒
Moderator: Mark Cohen, Senior Counsel, USPTO
- 嘉宾: 黄雅丽, NBA 中国高级总裁兼首席法务总监
Panelists: Ella Wong, General Counsel, NBA China
- 谢耀权, 二十一世纪福克斯公司全球内容保护高级顾问
 Yew Kuin Cheah, Senior Counsel, Global Content
 Protection, 21st Century Fox
- 严波, 亚太广播联盟知识产权和法律委员会主席
 Yan Bo, Chairman of IP and Legal Committee, Asia-
 Pacific Broadcasting Union Representative
- 3:00 – 3:10** **茶歇 Tea break**

3:10 – 4:40

小组讨论 4: 国际视角

Panel Four: International Perspectives

主持人: 美国知识产权专员 薄玖龙

Moderator: Joel Blank, U.S. IP Attaché

嘉宾: 尼尔·格雷汉姆, 美国专利商标局- 美国的经验

Panelists: Neil Graham, Attorney Advisor (Copyright), Office of Policy and International Affairs, U.S. Patent and Trademark Office

陈绍玲副教授, 华东政法大学知识产权学院
Associate Prof. Chen Shaoling, Intellectual Property School, East China University of Political Science and Law

罗本诺, 欧盟驻华使团贸易处公使衔参赞
Benoît Lory, Minister Counsellor, Delegation of the EU to China, IPR and Competition

杜涛, 高级知识产权官员, 英国使馆
Tom Duke, Senior IP Officer, British Embassy, Beijing

宋海燕, 霍金路伟律师事务所高级顾问
Seagull Song, Senior Advisor, Hogan Lovells LLP

蒲睿恪, 美国俄勒冈大学法学院教授
Prof. Eric Priest, Oregon University School of Law

4:40 – 5:00

结束语 Concluding Remarks

于慈珂, 中国国家版权局版权管理司司长

Yu Cike, Director General, Copyright Administration Department, NCAC

柯恒, 美国专利商标局高级顾问

Mark Cohen, Senior Counsel, USPTO