

Implementation of the Madrid Protocol in Hong Kong

Date & Time: 08 June 2018 (Friday) 16:00-17:30

Venue: Room 1501-02, 15/F Hong Kong Club Building, 3A Chater Road, Central, Hong Kong

This event is FREE! Online registration https://events.aail.org/en/event/2018_June_08/

The Talk

This talk is the third course of AAIL's 2018 series on Investment Law. The Madrid Protocol is a treaty administered by the International Bureau of the World Intellectual Property Organization in Geneva, giving trade mark owners the possibility of having their trade marks protected in several countries by simply filing one application directly with their own national or regional trademark office. Elsie Tse will illustrate its proposed application to Hong Kong and elaborate on some key features of implementation arrangements; while Theresa Mak will shed light on how legal professionals in Hong Kong could help local businesses in light of its implementation. The talk will be moderated by Benny Lo.

The Speakers

Dr Benny Lo – Barrister and Arbitrator, Des Voeux Chambers. Benny is a barrister and arbitrator based in Hong Kong. He currently focuses on civil, commercial, companies and intellectual property (IP) litigation and arbitration. Before becoming a barrister, Benny had been engaged in pharmaceutical and biotech research in the UK. His IP practice is focused on trade marks, patents, copyright and licensing disputes. Apart from acting as an advocate, Benny also receives regular appointments to sit as an arbitrator for commercial and intellectual property disputes. He is a Panel Arbitrator of leading arbitral institutions and is a Visiting Lecturer of Tsinghua University teaching international arbitration. Benny is also active in public service. He has been appointed by the Chief Justice of Hong Kong to sit as a Temporary Deputy Registrar of the High Court and a Deputy District Judge. He also serves on various statutory and non-statutory boards and tribunals of the HKSAR government.

Ms Elsie Tse – Assistant Director of Intellectual Property (Trade Marks), Intellectual Property Department, Government of the HKSAR. Elsie joined the Intellectual Property Department (IPD) in May 2014 as an Assistant Principal Solicitor and took up the role of a Hearing Officer. She issued a number of decisions on both registrability and inter partes trade mark proceedings. In January 2017, Elsie assumed her current role as Assistant Director (Trade Marks). A major part of her portfolio is to oversee the project to implement the international trade mark registration system under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks in Hong Kong. Before IPD, Elsie practised in civil litigation matters including those in personal injuries, asset recovery and judicial review with the Department of Justice for almost two decades.

Ms Theresa Mak – Executive, Rouse & Co International (Overseas) Limited. Theresa is an Executive in Rouse & Co International (Overseas) Limited, a member of the Rouse Network, working on a wide range of IP matters, both contentious and non-contentious. Before joining Rouse, Theresa trained with the Hong Kong law firm, Wilkinson & Grist. She then moved to London to study for a Master of Laws degree at University College London. After graduating, she practised as a litigation solicitor in a local law firm and then worked as a solicitor in the Intellectual Property Department of the Hong Kong Government, where her duties included acting as a hearing officer for ex-parte and inter partes interlocutory hearings on trade mark matters. Theresa has experience in both non-contentious and contentious matters, including the filing and prosecution of trade mark applications and the provision of advice on a range of IP issues. She also advises on consumer safety and general trade promotion and advertisements on social media and conventional advertising platforms.

The Organiser

The Asian Academy of International Law Ltd (AAIL) is an independent and non-profit making body set up in Hong Kong with a view to further the studies, research and development of international law in Asia. It is the vision of AAIL to provide a platform for discussions on international law issues and to research in developing areas of international law, aiming to enhance and reinforce Asia's role and participation in the formulation of international law and international relations. AAIL has been providing specialised training to practitioners, national judges, students and government officials in areas of international law as well as organising conferences and seminars on topical issues.