Getting To Grips With China: A Business Imperative For The 21st Century

May 19, 2006
Dr. Gao worked for many years in public office in the field of intellectual property protection in China and has been very active in the intellectual property and information technology areas. During the course of his career he has held the positions of Commissioner of the Chinese Patent Office and the founding Commissioner of State Intellectual Property Office, China. He was a senior advisor to the World Intellectual Property Organization (WIPO) in Geneva for roughly two years. Dr. Gao is currently the President of All-China Patent Attorneys Association (ACPAA), Vice Chairman of the China Internet Society (ISC) and a member of the Steering Committee of the China Internet Network Information Center (CNNIC).

Dr. Gao has headed numerous delegations for the Chinese government at many international forums and diplomatic conferences on intellectual property. He has also held the Chair of the Paris Union Assembly and the WIPO General Assembly. In 1995, he was given the Grand Star Cross by the German government for his remarkable contributions to the field of IP protection and international cooperation and in that same year, the European Patent Office awarded him the International Cooperation Medal for his contributions to the IP field. He helped founded the Intellectual Property Institution at Peking University and has published numerous works on patent prosecution and litigation, licensing, IPR protection, TRIPS Agreement and domain names. He was invited to teach IP Law by many universities including Peking University.

Dr. Gao is not only an intellectual property expert, but also has strong technology backgrounds. His first degree, a Bachelors of Science, was in prospecting technology and he earned a Ph.D in the same area from one of the top schools in the former Soviet Union. For many years, he worked in research institutes, ministries, at the State Planning Commission and the State Economic Planning Commission as a head of license and Technology Department, as well as one of the top technology specialist and although in later years the major thrust of his career shifted to IP issues. He has remained active in the field and founded a IP specialized firm (East IP) in Beijing in 2002, which was awarded by Asia Law and Practice as one of the leading IP firms in Mainland China in 2004. He is currently PRC lawyer and patent attorney, senior engineer, professor and elected as Fellow at the Russian International Academy of Engineering. Dr. Gao speaks Chinese (native), English and Russian.
Alex Montagu

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Alex Montagu is the General Counsel of Lipper Inc, a subsidiary of Reuters Group PLC in New York. Alex handles Lipper’s domestic and international legal work, and is also responsible for the management of the Reuters Group PLC’s trademark portfolio globally. Alex previously worked for Sullivan & Cromwell. Alex is also an arbitrator for the International Chamber of Commerce.

Education:
• Princeton University (summa cum laude)
• University of Cambridge in England (double first class honors, B.A. law)
• Harvard Law School (cum laude)
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Richard Mosher has 25 years experience with manufacturing joint ventures, strategic business alliances, intellectual property licensing and export-distribution agreements in the P.R.C. with Maytag, Hoover and Ball Corporations. He was the lead business negotiator for multi-million dollar ventures throughout Asia, including the P.R.C., Japan, Korea and Thailand.

Current positions:
• Chairman, Association of Corporate Counsel, Council of Committees; Past Chairman, International Legal Affairs Committee
• Partner and Member of Management Team, First Law International
• CLO Engenex Technologies LLC
• Consultant, employment litigation, United States Postal Service
• Special Assistant United States Attorney, Identify Theft Task Force
• Director, Tacoma, WA Chamber of Commerce Entrepreneurial Network
• Faculty, University of Phoenix, Graduate School of Business
• Speaker, ACCA, ABA, HSBA, various global corporations and international law firms on international law-customs, cross-cultural negotiations, business transactions and strategic alliances, litigation management, crises management and law firm marketing.
Richard C. Mosher Continued

**Previous experience:**
• Director-Legal Counsel, Absolute Business, Inc.
• Assistant General Counsel, Ball Corporation
• Associate General Counsel - Assistant Corporate Secretary, Maytag-Hoover Corporations,
• Attorney, Fujiyama, Duffy & Fujiyama

**Education:**
• Augustana College (B.A.)
• Northwestern University Law School (JD)
• Colorado Center for Creative Leadership
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Jaime Siegel is currently the Senior Intellectual Property Counsel for Sony Corporation of America. His responsibilities include the worldwide licensing of technology in and out of Sony and the enforcement of Sony’s patent rights. Jaime is an expert in patent pools and has been a key contributor to the creation of several patent pools managed by MPEG LA. Jaime has been very active on projects in China including as a member of the AVS ad hoc IPR Experts group and the representative for Sony on the AVS Patent Pool Administration Executive Committee. Jaime has extensive experience with commercializing intellectual property and licensing patented technology and has negotiated significant numbers of licensing arrangements during his tenure with Sony Corporation of America in the US and abroad. Prior to joining Sony more than 8 years ago, Jaime was an IP litigation associate at the US intellectual property law firms of Kenyon & Kenyon and Fish & Neave and holds a degree in Law and an undergraduate degree in Mechanical Engineering. He is regularly invited as speaker at legal and licensing professional meetings on the subjects of licensing practices, patent pools and strategic alliances.
Wayne H. Elowe

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Wayne Elowe is a partner in the firm's Corporate Department where he concentrates his practice on international business transactions in the areas of mergers and acquisitions, private equity investments, joint ventures, multinational outsourcing projects and strategic alliances involving various combinations of equity/debt investments, project development, licensing of intellectual property and joint technology development. He has represented multinational corporations and financial investors in over 25 countries across Europe, Asia and Latin America.

Mr. Elowe also serves as outside corporate and transaction counsel to both publicly traded and privately held multinational corporations providing counsel on issues ranging from corporate governance and director liability matters to structuring and implementing the global expansion of their traditional and technology-based businesses.
Wayne H. Elowe Continued

Selected Experience

• Represented international food conglomerate in the $573 million sale of its food distribution group located in France.
• Represented international food conglomerate in the $190 million sale of its ice cream business located in Spain.
• Represented international food conglomerate in the $120 million sale of snack food business located in Ireland.
• Represented international food conglomerate in the $146 million sale of its holding companies located in the Netherlands.
• Represented a Swedish private equity fund in a $400 million leveraged buyout of a U.S. based specialty chemical business.
• Represented private equity investors in a $280 million leveraged buyout of a U.S. based wholesale food distribution business.
• Represented private equity investors in a $100 million leveraged buyout of a U.S. based retail food business.
• Represented a special committee of the boards of directors of two telecommunications service providers in connection with the $120 million merger of the two companies.
• Represented publicly traded health care company in connection with the international aspects of a $1 billion joint venture with an international media company.
• Represented Fortune 500 and other publicly traded and private companies in connection with the expansion of their businesses into China and related joint ventures and acquisitions.
• Represented publicly traded and private companies in connection with outsourcing of various services to providers located in India and in connection with acquisitions of companies located in India.

Background

• J.D., Case Western Reserve, 1992; B.A. Connecticut College, 1986
• Member of the State Bar of Georgia (1997) and Illinois (1992).
• Notes Editor for Case Western University Law Review.
• AV® rated by Martindale-Hubbell*
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Chris Woods is a partner in the Intellectual Property Practice Group in the firm’s New York office. He has worked and practiced in Europe, Asia, and the U.S. focusing his practice on international intellectual property disputes—from cross border litigation to mediation; the acquisition of IP rights—both as standalone transactions and as part of more complex corporate acquisitions; the creation, marketing, and protection of global brands (often requiring a knowledge of cultural and economic issues as well as the likely legal issues), and extensive counseling and strategic advice on a broad range of worldwide IP issues.

He has extensive experience in the Asian market, particularly in China, having represented U.S. clients over the past 15 years in this most dynamic of markets. Chris has worked with clients who are new to China as well as corporations, which have been in China for many years, but are seeking advice and help on novel or complex issues (both IP related and general).
Christopher J. Woods Continued

Selected Experience

- Litigation and advice in China in respect of IP rights and trade secrets for a range of goods including computer hardware and software, chemicals, and audio equipment.
- International IP rights audit and advice.
- Litigation in Europe in respect of mechanical patents.
- Litigation in Greater China in respect of electronic patents.
- Anti-counterfeiting work in China in respect of electronic goods, outerwear, motion pictures, foodstuffs and recorded music.
- Musical copyright litigation in Hong Kong and the U.S.
- Coordinating multi-jurisdictional trademark litigation in respect of handheld PDA’s.
- International trademark portfolio advice and management.
- Commercial advice including technology transfer and the setting up of businesses in the PRC.

Background

- Admitted to practice in the U.K., Hong Kong, and New York.
- Active committee member of the International Trademark Association (INTA) since 1991.
- Appointed to INTA’s Panel of International Mediators in 2003.