

## **Intellectual Property Rights in the New Media Environment**

### **Final Workshop**

**European Partners**  
**Intellectual Property Center, CASS**

**Tuesday, October 18, 2011, Beijing**

#### **9:00: Welcoming Remarks**

**Prof. Sylvia Kierkegaard** on behalf of the European partners

**Yingxiang Liu, Program Officer** from CASS, on behalf of Co-Reach Project

**Prof. Lin Li**, Director of Institute of Law, Cass

**Prof. Li, Mingde**, Director of Intellectual Property Center, CASS

#### **9:20 Session One: Yuying Guan**

9:20-9:40 Prof. Sylvia Kierkegaard, School of Law, Southampton University, UK  
New Copyright Developments in the UK

9:40-10:00 Allard Ringnalda Utrecht University (CIER), Netherlands  
The New Orphan Works Directive: Solutions for Mass Digitisation?'

10:00-10:20 Stefan Heilmann Hans Bredow Institute, University of Hamburg, Germany  
The Enquete Commission's Report on Copyright Policy

10:20-10:30 Q&A

#### **10:30-10:40: Coffee break**

#### **10:40 Session Two Prof. Mingde Li**

10:40-11:00 Dr. Roman Heidinger University of Göttingen, Austria  
The Threshold of Originality under EU Copyright Law

11:00-11:20 Dr. Clemens Appl University of Vienna Economics, Austria  
ICT-Standardization, Intellectual Property and Market Power

11:20-11:40 Dr. Angela Adrian Southern Cross University, UK  
Digital Economy 2010 - The Role of ISPs

11:40-12:00 Q&A

#### **12:00-13:30 Lunch**

#### **13:30 Session Three: Professor Sylvia Kierkegaard**

13:30-13:50 Reinout van Malenstein Utrecht University (CIER), Netherlands

Copyright law in China and the EU: different conceptions, mutual benefit

13:50-14:10 Prof. Yuying Guan, China Academy of Social Sciences

The Protection of Traditional Culture Express: China's Legislative Approach

14:10-14:30 Judge Xiaojin Zhang

New Developments of IP Cases in Cyberspace in Chinese Courts

14:30-14:50 Mingde Li, China Academy of Social Sciences

Some Proposals for the Amendment of the Copyright Law of China

14:50-15:00 Q&A

**15:00-15:20 Coffee Break**

**15:20 Round Table Discussion: Prof. Kierkegaard**

**17:20 Closing Remarks**

Prof. Kierkegaard

Prof. LI, Mingde

**17:30: End of the Workshop**