



## Handling Intellectual Property in Corporate Transactions

Programme Code: S100621S

### Speakers

**Ms. Deanna Wong**, Partner, Hong Kong, Hogan Lovells

Ms. Wong has practised intellectual property for over 10 years and is based in the Hogan Lovells Hong Kong office. She first qualified in New Zealand (with a law degree and a science degree in biochemistry, genetics and molecular biology) and has been in Hong Kong since 1999. Her practice focuses on the international aspect of their firm's IP practice targeted at providing global advice to clients' cross-border IP strategies. With her biochemistry background, she also advises and coordinates the clients' commercial exploitation of their technology portfolio and the strategic commercialisation of clients' IP rights which covers technology transfer and/or distribution. She is a council member of the Hong Kong Institute of Trade Mark Practitioners and is the convener of their patents committee.

**Ms. Amy Zhang**, Registered Foreign Lawyer, Hong Kong, Hogan Lovells

Ms. Zhang qualified in England and Wales in 2008. She obtained a degree in Economics in the UK, and later undertook legal studies and training. She has been in Hong Kong since 2007 and is based in the Hogan Lovells Hong Kong office. She specialises in intellectual property law, advising multi-national clients on non-contentious trade mark issues, trade mark protection and related infringement issues, brand protection and portfolio management worldwide with a focus in Hong Kong and the PRC.

### Date

Monday, 21 June 2010

### Time

6:30 p.m. – 8:00 p.m.

### Venue

Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong

### Enrolment fee

HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student  
HK\$180 for online enrolment  
HK\$330 for non-member

### Language

English

### Format

Seminar including practical examples/case studies

### Competency

General Business and Professional Knowledge\*

### Rating

Foundation Level\* - General awareness of the competency. Apply the knowledge in a limited range of situations.

### Target audience

Anyone with an interest on IP issues in corporate transactions

### CPD credit

1.5 hours

## About the programme

Intellectual property (IP) rights such as trademarks, patent, design and company names are important assets of a company and issues relating to IP rights come up frequently in corporate transactions such as IPOs, M&As, transfer pricing considerations and joint ventures.

As early as at the due diligence stage, it is essential to identify all IP assets of a company, the scope and validity of such rights. To ensure validity of any changes in ownership, licence or other rights of IP assets during the corporate transactions, it is important to make sure any alterations comply with the local laws and regulations. In practice, cases of companies losing large amount of money as a result of failing to ensure effective change of IP rights during corporate transactions are not uncommon. The situation is more complicated when cross-broader IP rights and entities are involved.

This seminar will focus on the IP related issues frequently arising at the pre-transaction, transaction and post-completion stages of corporate transactions. Some focus will also be placed on the PRC aspect of the law with discussion on some of the recent PRC cases.

\* Please refer [here](#) for descriptions of other competencies and ratings.

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