



5 + 6 November 2010 East China University
of Political Science and Law, Shanghai, China

Second International Conference on Content
Industries and Intellectual Property

Second Forum of the Sino-Australian Intellectual
Property Research Collaboration

300 Years of Copyright: From Statute of Anne to Digital Copyright 2010

An initiative of the ECUPL-QUT Sino-Australian Intellectual Property Research Collaboration +
the National Institute for Digital Copyright Research

Convenors: Prof Brian Fitzgerald (QUT) + Prof Gao Fuping (ECUPL) + Prof Zhang Ping (Peking University)

Overview

East China University of Political Science and Law (ECUPL), Queensland University of Technology (QUT) and the National Institute for Digital Copyright Research are pleased to announce the Second International Conference on Content Industries and Intellectual Property, hosted by the Intellectual Property School of ECUPL and the Intellectual Property School of Peking University, to be held at ECUPL in Shanghai, China, from 5 to 6 November 2010.

2010 marks the 300th anniversary of the Statute of Anne (UK, 1709) which is widely regarded as the template for modern copyright law. It is also the 20th anniversary of Copyright Law of China. This provides a unique opportunity to investigate and examine the historical development and future role of copyright law especially in the context of the

challenges and opportunities raised by the emergent networked information society.

A key theme will be considering the way in which copyright law can and should function in order to promote the creative economy of the 21st century. Examining the historical foundations of copyright will provide a platform from which to build proposals for the future. This is all the more urgent in a world increasingly "going digital" and in which copyright is now a key policy and economic issue.

As part of the intellectual property research collaboration program established by ECUPL and QUT, this Forum will bring together leading academics, judges, government agencies and industry stakeholders from China, Australia and beyond to discuss the key issues, challenges and opportunities for copyright in the Internet age.

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Proposed Key Topics

Day 1: History and the Digital Age

- **Historical Development:** Copyright Law in the East and West
- **Copyright and Digital Challenges:** Knowledge Economy, Creativity and Innovation and Networked Information Societies
- **Copyright Law and Industry Development:** Creative Industries, Copyright Industries and Content Industries in the Digital Age
- **Copyright Liability** in Networked Information Societies: Challenges and the Future

Day 2: Copyright Dilemma

- **Incentives and Public Interests:** Protection for Private Rights, Enforcement and Remedies, Public Policy and Economy
- **Emergent Application of Copyright in Industries:** Digital Libraries, Search Engines, Online Publishing, Video, Music, Video Games, Streaming Media, Web 2.0 & Innovation
- **The Future:** New Business Models, Open Access to Knowledge and Research

Invited Key Speakers

- CJ Kong Xiangjun: Chief Justice, IP Tribunal, People's Supreme Court
- Dr Francis Gurry, Director-General, World Intellectual Property Organization (WIPO)
- John Howkins, author of *Creative Economy*
- Professor Julie Cohen, Georgetown University
- Dr Jiang Zhipei, Former Chief Justice, Supreme People's Court of China
- Mr Xu Chao, Copyright Management Department, National Copyright Administration
- Professor Wu Handong, Professor of IP Law and President of Zhongnan University of Economics and Law
- Mozelle Thompson, Distinguished New York based attorney (former Federal Trade Commissioner (USA)) and now Advisory Board Member and Consultant to Facebook
- Professor Brian Fitzgerald, Queensland University of Technology
- Professor Wang Qian, East China University of Political Science and Law
- Peter Coroneos, Australia Internet Industry Association
- MA Jichao, Associate Director General, Music Copyright Society of China
- GUO Biao, Chief Representative for China, International Federation of the Phonographic Industry (IFPI); or
- YU Jun, Chief Representative for China, Motion Picture Association of America (MPAA)
- Professor TANG Guangliang, China Social Science Institute
- CHENG Jinchuan, Chief Judge, IP Tribunal, Beijing High People's Court; or
- ZHANG Dongmei, Judge, IP Tribunal, Beijing High People's Court
- DING Wenlian, Judge, IP Tribunal, Shanghai High People's Court; or
- CHENG Huizhen, Chief Judge, IP Tribunal, Shanghai Puduong District People's Court
- and many more.

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Introduction to Convenors

Brian Fitzgerald

Professor of Intellectual Property Law and Innovation
Queensland University of Technology

Professor Brian Fitzgerald holds postgraduate law degrees from Oxford University and Harvard University. He is the professor of Intellectual Property Law and Innovation at the Faculty of Law of Queensland University of Technology, Australia. Brian has published numerous articles and books on these topics in Australia, the United States, Europe and Japan. Professor Fitzgerald has delivered seminars throughout Australia, Canada, New Zealand, the United States, Nepal, India, China, Japan, Malaysia, Singapore, Norway and the Netherlands. His most recent book is *Internet and e-Commerce Law: Technology, Law and Policy* (published by Thomson Australia), and *Copyright Law, Digital Content and the Internet in the Asia-Pacific* (published by Sydney University Press).

Gao Fuping

Professor of Law
Dean of Intellectual Property School
East China University of Political Science and Law

Professor Gao is one of the leading academics in China on real property, E-Commerce and intellectual property law. He is the Dean of the Intellectual Property School at the East China University of Political Science and Law (ECUPL) and the Director of the Institute of E-Commerce Law. Professor Gao was also a Fulbright Scholar, serving as a Visiting Scholar with the Institute for International Law and Public Policy at Temple University, Beasley School of Law. Professor Gao is also a member of the E-Commerce Expert Committee of the Ministry of Foreign Trade and Economic Cooperation of PRC and a Legislation Consultant for the Shanghai Informatisation Office.

Zhang Ping

Professor of Law
Executive Dean of Intellectual Property School
Peking University

Professor Zhang's primary research area is intellectual property law and legal issues related to the Internet. Her recent research outcomes have included "Technological Innovation and National Intellectual Property Strategy", "Intellectual Property Protection and Exploitation in the Context of Technological Standards", "Commercialisation Model of Universities' Patents and Policy Issues", and "Copyright Law in the Digital Environment". Professor Zhang has chaired over ten national research projects and she was also involved extensively in digital copyright research and law-making events. In addition, she is the chief editor of the *Internet Law Review* and also presides over the Peking University Internet Law Forum.

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Introduction to Organisers

East China University of Political Science and Law (ECUPL)

Founded in 1952, East China University of Political Science and Law (ECUPL) is one of the first groups of higher learning institutions of politics and law established by the new People's Republic of China and has two campuses respectively in Changning District and Songjiang District. Through the efforts of several generations, ECUPL has gradually developed into a multidisciplinary university of economics, management, finance, foreign languages, etc. with focus on law.

The library in the university has a collection of over 600,000 books and maintains over 1,200 Chinese and foreign journals and magazines. ECUPL has established cooperative relationship with more than 100 overseas colleges and universities, research institutions and legal institutions in the country. There are about 800 faculty members, among whom more than 400 are teaching and research staff and more than 160 are professors or associate professors teaching over 10,000 students.

Queensland University of Technology (QUT)

Queensland University of Technology (QUT) is a leading Australian university with an applied emphasis in courses and research. Based in Brisbane with a global outlook, the University has 40,000 students, including 6,800 international students from around 90 countries.

QUT is known as a university for the real world, with courses that are in high demand and our graduate employment rate is well above the national average for Australian universities. QUT is also one of Australia's leading universities for end-user inspired research. The key aim of QUT is to produce job-ready graduates with the skills and abilities to work anywhere in the world. Our commitment to this outcome is demonstrated by a strong presence in key international rankings and ratings. QUT is located in Brisbane, the state capital of Queensland. With nearly 1.8 million people, it's Australia's third largest and fastest growing city, and a hub of education innovation and research excellence.

National Institute for Digital Copyright Research (NIDC)

The National Institute for Digital Copyright Research (NIDC), with substantial support from the General Administration of Press and Publication of the PRC (GAPP), the National Copyright Administration of China (NCAC) and Peking University, was officially founded on June 29th, 2009. At the same time, Beijing Haidian People's Government and Peking University reached an agreement to encourage the growth of the NIDC. The NIDC, located in Zhongguancun's Western Zone which is a "State Innovation Demonstration Area", is dedicated to supporting the community with its expertise on intellectual property law and policy studies.

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Introduction to Hosts & Key Supporters

ECUPL Intellectual Property School

Intellectual Property School of East China University of Political and Science (ECUPL) was founded in November 2003, with the aim of fostering Intellectual Property (IP) professionals with a multi-disciplinary knowledge of law, management and technology. With the approval of the Ministry of Education, ECUPL started to enroll IP undergraduate students in 2004. From 2007, ECUPL has been qualified to confer Masters and Doctorate degrees with an IP major, and has started a postdoctoral research program. Among the 15 faculties in the IP School, there are 5 professors and 2 associate professors. All of the professors have a doctorate degree. In addition, there are part-time professors from all levels of legislative, administrative, judicial authorities and relative research institutes. There are 6 research institutes: IP Research Center (<http://www.cniplaw.net>), E-Commerce Law Institute (<http://www.chinacyberlaw.com>), Culture and Creative Industry Institute, Copyright Institute, IP Management Institute, Trademark and Brand Management Institute, with a serial publication “Intellectual Property Law Research”.

Peking University Intellectual Property School

In December 1986, the Intellectual Property Teaching and Research Center, a cross disciplinary research institution, was founded in Peking University. As one of the earliest institutions specialising in intellectual property law research in China, the Center lays a solid foundation for the future training of intellectual property experts in Peking University. In 1993, in order to meet the massive demand for intellectual property experts, under the proposal of Professor Luo Haocai, Deputy President of Peking University at the time, and with the generous sponsorship of Mr. Huang Jinfu, former President of Hong Kong Star Communication Group, Peking University Intellectual Property School was founded. It was the first school established in China specialising in intellectual property law. The school was under the supervision of Peking University, linked to the Law School and managed and supervised by the Board of Directors. In October 2009, according to the board's decision, the board of directors has been changed to the Council of the school. Accordingly, the school has been administered by the Council and managed by the Dean. Currently, Professor Zhu Suli, Dean of Peking University Law School, is acting as Dean of the school and Professor Zhang Ping as Executive Deputy Dean in charge of daily administration.

ARC Centre of Excellence for Creative Industries & Innovation

The ARC Centre of Excellence for Creative Industries and Innovation (CCI) was established in 2005 to focus research and development on the contribution that the creative industries and their contributing disciplines can make to a more dynamic and inclusive innovation system. Block funded by the Australian Research Council from 2005-13, it is acknowledged as a global leader in this emerging field. It is a broadly-based, cross-disciplinary, internationally focused Centre embracing both fundamental theoretical and highly applied research in media, cultural and communication studies, law, education, economics and business and information technology, addressing key problems and opportunities arising for Australia, the Asian region, and for the wider world, from innovation in both the creative economy and the broader service economy. It addresses the nature of the field as rapidly-moving and internationally-focused, with extensive research links and international nodes established or planned in Britain, Singapore and China.

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Outcomes of the 2007 Conference

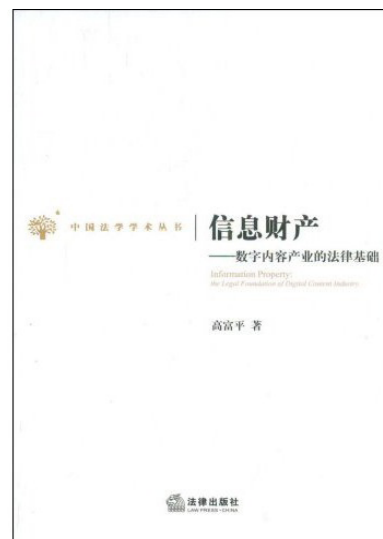
Media Coverage



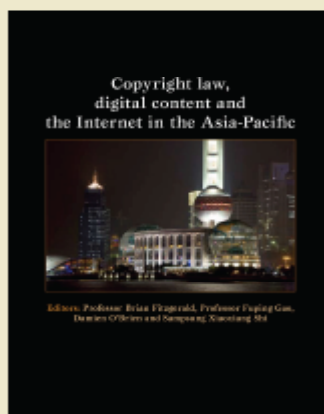
The First International Conference on Content Industries and Intellectual Property & the First Forum of Sino-Australian Intellectual Property Collaboration Program was successfully held in ECUPL from 28 to 29 May 2007. The Conference was broadcasted live by NETEASE (www.163.com) a leading site in China, and was also reported by a number of newspapers including the Intellectual Property News. The Conference attracted over 150 scholars, experts, government officers, lawyers and industry representatives from within and outside China. The Conference was also supported and sponsored by a number of companies and firms.

Publications

Information Property: the Legal Foundation of Digital Content Industry authored by Professor Gao was one of the outcomes of the conference. The book was published by the Law Press China in 2009. The book investigates the relationship between intellectual property and information, exploring the legal foundations for the trade of information that is not protected by copyright law.



Copyright Law, Digital Content and the Internet in the Asia Pacific edited by Professor Brian Fitzgerald et al is another important achievement of the Conference. The book has been published by the Sydney University Press in 2008 and it can be purchased from the Press or downloaded as an eBook online: [Http://eprints.qut.edu.au/13598/1/13598.pdf](http://eprints.qut.edu.au/13598/1/13598.pdf)



Copyright law, digital content and the Internet in the Asia Pacific

Edited by Brian Fitzgerald, Fuping Gao, Damien O'Brien and Sampung Xiaoxiang Shi

ISBN 978-1-920888-72-4

This collection of scholarly papers will prove to be a valuable resource for students, practitioners, judges and anyone interested in understanding some of the challenging issues which new technologies have created for the law. It brings together a wide range of experts in their respective fields from across the Asia-Pacific region, which helps to make it a truly diverse collection.

The book provides a unique insight into the key issues facing copyright law and digital content policy in a networked information world. It emanated from a landmark conference - The First International Forum on the Content Industry and Intellectual Property, with authors from Australia, the People's Republic of China, Singapore, Hong Kong and Indonesia. It presents a timely and scholarly appraisal of the legal and policy considerations facing anyone trying to regulate, sponsor or utilise the vast array of new media and content platforms now available.

Available print on demand from www.aup.usyd.edu.au

SYDNEY UNIVERSITY PRESS



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Registration

Registration for the Conference is essential as numbers are limited. Please complete the 'Registration Form' below and email or send it to us before 31 August 2010.

For registration inquiries, please contact our conference coordinators Mr. Samsung Xiaoxiang Shi & Mr. Qin Weijun.

Email: xiaoxiang.shi@qut.edu.au
ipschool@ecupl.edu.cn

Phone: +0086 021 67790083

Address: Intellectual Property Research Centre,
East China University of Political Science and Law, 1575
Wanhangdu Road, Shanghai, China (200042)

For any updated information about the Conference, please visit conference websites at:

<http://www.ipschool.net>

<http://www.ip.qut.edu.au>

<http://www.iplaw.pku.edu.cn>

Registration forms are also available at the above sites.

For international attendees an official invitation from ECUPL for PRC visa purposes will be issued after the receipt of your registration.

Registration Form

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Registration Forms must be emailed to Mr. Samsung Xiaoxiang Shi & Mr. Qin Weijun (xiaoxiang.shi@qut.edu.au & ipschool@ecupl.edu.cn) before 31 August 2010. Please telephone +0086 21 67790083 should you need assistance.

Particulars

Title:

Surname: Given Name:

Organisation:

Position:

Mailing Address:

City: Province:

Post Code:

Telephone: Email:

Fax:

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