

IF YOU WANT TO SETUP YOUR OWN BUSINESS

And know more about how...
Please come



ENTREPRENEURSHIP SEMINAR SERIES

For ALL students, alumni, faculties and staff

Time: 5:30 – 6:50 pm – via Zoom Platform

Meeting ID: 984 6286 6882

Link: <https://hku.zoom.us/j/98462866882>

DATE	TITLE	SPEAKER
22 Feb 2022	How to protect your business by having a "good" patent	Ms Jennifer Che Vice President and Principal, EAGLE IP Limited

Abstract

Whether for a start-up or a large company, one of the most crucial elements - one that can greatly impact your ultimate value - is how well you have protected your IP. Having "good" IP protection is much more than making sure you have "filed a patent" on your core technology. Good IP protection involves complex layers of analysis based on the timing of various business activities and decisions, R&D progress, and the current state of the law globally. Devising a proper strategy in view of all of these factors is crucial for success.

This seminar will explore the fundamental concepts behind patent law, exploring what are the requirements needed in order to obtain an issued patent, and what makes a "good" patent. We will briefly touch upon the differences between patents, copyrights, trademarks, and trade secrets. We will also discuss how to develop a strong IP strategy and portfolio, why proper inventorship is important, how publications can impact a patent, and common mistakes that inventors make when pursuing patent rights.



About the Speaker

Jennifer Che is Vice President and Principal at Eagle IP, a patent firm with offices in Hong Kong, Shenzhen, and Macau. She is a US qualified patent attorney with over 20 years' experience working in Boston (US), one of the most vibrant technology hubs in the world.

Jennifer built her career at Vertex Pharmaceuticals, a 56 billion USD S&P 500 pharmaceutical company, for over a decade overseeing IP for all ex-US sites (UK, Canada), before jumping into the start-up world. Most notably, Jennifer served as Vice President of IP and legal affairs at Axcella, a portfolio company birthed from Flagship Pioneering (together with Moderna). She has a deep appreciation for how to devise smart, fluid IP strategies that continually consider both the technical and business needs of an organization.

Jennifer is based in Hong Kong and works with many local and international companies and universities to devise and execute global patent strategies to protect their inventions around the world. Jennifer received her degree in chemistry from the Massachusetts Institute of Technology (MIT) and her law qualifications from Suffolk Law in Boston (US).