

Toward A Sustainable Environment for Service Innovation

Registration Form (Free of Charge)

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by May 23, 2011 *

Mr. Mrs. Miss Dr. Prof.

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** Seats are limited and will be made available on a first-come-first-serve basis.*

An Open Forum

Toward A Sustainable Environment for Service Innovation

May 27, 2011 (Friday)

9:00 am -12:30 pm

LT5, Cheng Yu Tung Building, CUHK, Shatin

(Free of Charge)

Synergistically combining Hong Kong firms' capabilities in services with PRD firms' strength in manufacturing to gain strategic competitiveness in the market place is basically the essence of the framework agreement on Guangdong-Hong Kong Co-operation. Cost advantage is diminishing due to appreciation of Renminbi, increased wages, shortage of labor, and stringent environmental regulation. Companies in the PRD area will have to turn these great challenges into opportunities by changing their business model by offering high value added services. They have to expand their competency in services and innovation. Hong Kong firms on the other hand, have world class capabilities in services and therefore should collaborate with firms in the PRD to co-create value for customers.

Modern services are applications of knowledge and skill that benefit business. Management know-how, business models and service innovations, such as airport and MTR management, Octopus for business and community as well as advanced logistics and supply chain services are some of the key services Hong Kong firms can bring to the cross border Co-operation. These modern services are proven to have great economic values as firms in the Mainland and overseas are paying to contract these services or to learn the know-how. However, for sustainable development, Hong Kong will have to create and provide an environment where service innovation can flourish and be rewarded. Working toward this goal, we have proudly invited Dr. James C. Spohrer, founding director of IBM's first service research group, to present the recent progress and directions for service science and how a holistic service system may accelerate learning and service innovation. In the forum, we have also invited senior legal professionals, Mr. Bruce Dearling and Mr. Hans Lee to share with us the latest development of intellectual property rights for business models methods and software-based applications and how service-based innovations may be protected on a global playing field.

Co-Sponsors: Department of Decision Sciences and Managerial Economics, CUHK
Hong Kong Information Technology Joint Council
Hong Kong Institute of Patent Attorneys
IBM China / Hong Kong Limited

Forum Agenda

Time	Events
9:00 - 9:30 a.m.	Registration
9:30 - 9:45 a.m.	Welcome Remarks <i>Waiman Cheung</i> , Chairman, Department of Decision Sciences and Managerial Economics, CUHK
9:45 - 10:30 a.m.	Service Science Progress and Directions <i>James C. Spohrer</i> , Innovation Champion and Director, University Programs World Wide, IBM
10:30 - 11:00 a.m.	<i>Coffee Break</i>
11:00 - 11:25 a.m.	The Point of Patentability: When Inventions Make a Technical Contribution <i>Bruce Dearing</i> , European Patent Attorney, Partner at Hepworth Browne
11:25 - 11:50 a.m.	IPR for Hong Kong's Service Exporting Industry <i>Hans Lee</i> , Head of the IP and Technology Practice, ONC Lawyers
11:50 a.m. - 12:30 p.m.	Panel Discussion <i>Moderator:</i> Edmond Yeung, Partner, Benny Kong & Yeung <i>Panelists:</i> Waiman Cheung James C. Spohrer Bruce Dearing Hans Lee

Talks & Speakers

Service Science Progress and Directions

Economists report the growth of the service sector globally. This trend is likely to continue, as technological advances improve productivity, lower transaction costs, and increase outsourcing opportunities. Service-Dominant Logic (Vargo & Lusch), service science (Spohrer & Maglio), and service network theory (Gummesson) are all research directions that shift the focus away from service versus manufacturing and towards a view of networks of entities interacting. Service system entities are complex systems with customers and other stakeholders (e.g., workers, investors, etc.). In this view, modern farms and factories are nodes in the global network of interconnected service system entities. Others complain that this view is overly general. In this talk, I will debate their view, arguing that generalizing "customer" to "stakeholder" is required in the practical design and management of all real-world processes and systems. Furthermore, sustainable innovation may require a focus on holistic service systems (e.g., cities, universities, luxury conference hotels, etc.). I will argue for the design of "ideal or reference" holistic service systems to accelerate learning and transfer of innovation between complex real-world system of systems that include transportation, water, food, energy, communications, buildings, retail, finance, health, education, and governance (security, development, laws). The focus is on improving quality of life: quality of service to customers, quality of jobs for workers, and quality of new opportunities for investors and other stakeholders.



Dr. James C. Spohrer IBM Innovation Champion and Director of IBM University Programs World Wide, Jim works to align IBM and universities in regional innovation ecosystems globally. Previously, Jim helped found IBM's first Service Research group, the global Service Science community, and was founding CTO of IBM's Venture Capital Relations Group in Silicon Valley. During the 1990's while at Apple Computer, he was awarded Apple's Distinguished Engineer Scientist and Technology title for his work on next generation learning platforms. Jim has a PhD in Computer Science/Artificial Intelligence from Yale, and BS in Physics from MIT. His current research priorities include applying service science to create smarter (less waste and more capabilities) universities and cities, also known as tightly-coupled holistic service systems that provide "whole service" to the people within them. He has published more than 90 articles, received 5 patents, and is a Fellow of the Service Research and Innovation Institute.

The Point of Patentability: When Inventions Make a Technical Contribution

In the areas of business methods, games and computer-implemented inventions (“CIIs”), Applicants and Patent Examiners alike experience difficulties in identifying the point when a good idea becomes protectable under patent statute. Often, international patent systems (such as the European Patent Convention) want to see some form of “technical contribution” that promotes a good idea into something worthy of patent rights, but when does the tipping point occur?

Computer-Implemented Inventions are acknowledged to be extremely valuable to business, so it is unsurprising that patent offices and senior judges appear reluctant to “grab the tiger by its tail” in case an overly rigid or too lenient approach to assessing “non-inventions” is settled. No common international view and the resulting uncertainty in prosecution lead to higher costs for Applicants or missed opportunities. The presentation identifies frailties and inconsistencies within the decisions of the Examining Divisions and Boards of Appeal of the EPO, before identifying opportunities for securing patent rights by “making the case” for the point when a “technical contribution” is present and sufficient. The presentation finishes with posing some questions that require consideration when drafting patent application for international prosecution.



Mr. Bruce Dearling European Patent Attorney and Partner at Hepworth Browne, a law firm specialized innovative protection. Bruce worked as IP counsel for a multi-national business having a global market presence, prior to joining Hepworth Browne. He has supported both major telecommunication companies and SMEs. Bruce has extensive experience in patent prosecution in business methods software and telecommunications and also in IP litigation, including controlling responsibility for enforcement of leading-edge cases in trade secret theft and database rights. Bruce holds an honors degree in Physics. Following graduation from Portsmouth, he worked within Motorola's in-house IP department and qualified as a European Patent Attorney in 1996. Bruce is also a professional representative before the Office of Harmonization for the Internal Market and is recognized as Conseil en Propriété Industrielle in Luxembourg. He has held elected positions at the EPI on the European Patent Practice Committee, the Standing Advisory Committee to the President of the European Patent Office and the Disciplinary Committee.



IPR for Hong Kong's Service Exporting Industry

Hong Kong has emerged from an OEM manufacturing base into a service exporting base. Examples of mainstream services being exported include financial services, legal services, and medical and technology management services. The success of Hong Kong as a service exporter is largely due to Hong Kong's unique ability of innovation to apply western style service for application in China.

With no more substantive manufacturing in Hong Kong and the continued high regard on of the excellence of Hong Kong services, the export of services from Hong Kong will almost without doubt determine Hong Kong's future as a 'world class city'.

In this seminar, Hans Lee will discuss the availability and effectiveness of various forms of intellectual property rights for the protection of the service industries, the outstanding issues, potential pitfalls, and possible future development in IPR to enhance the sustainability of Hong Kong's competitiveness as a service and knowhow export centre.



Mr. Hans Lee Solicitor, Registered Patent Attorney (UK) and Head of the IP and Technology Practice at ONC Lawyers. He has over 18 years of substantial experience practicing IP in the Greater China Region and over 5 years of engineering experience in the electronics and telecommunications industry in Hong Kong, China and Germany before joining the IP field. His practice focuses primarily on technology related IP matters such as drafting of patent specifications, prosecution of patent applications, enforcing and invalidating patent rights, complex international patent litigation, technology advisory, IP portfolio management, IP licensing, IP & technology due diligence and transaction, customs actions, anti-counterfeiting and anti-squatting. His clients included universities, investment funds, research institutes, and industries based in the Greater China Region as well as multinational technology companies.