

Seminar: Using Blue Ocean Strategy to create new market space, new inventions and patents



Hong Kong 香港科技園
Science & Technology Parks



Blue Ocean Strategy was first introduced in 2005 by W Chan Kim and Renée Mauborgne of The Blue Ocean Strategy Institute. With the tools and methodologies like The Strategy Canvas, Eliminate-Reduce-Raise-Create Grid, Four Key Organisational Hurdles and 3E principles of Fair Process, the strategy highlights the vision where the organisation can earn more through creating new demand in an uncontested market space, i.e. "Blue Ocean", than by directly confronting with other suppliers for known customers in an existing industry, i.e. "Red Ocean". This seminar addresses the overview to Blue Ocean Strategy and the practical issue of getting patents fast in US.

Date	13 April 2011, Wednesday
Time	2:45pm – 5:00pm
Venue	Conference Hall 3, 1/F, Core Building 1, Hong Kong Science Park
Speaker	Mr Daniel CHUN , Founder, Art Group Limited (An affiliate partner for UCSI Blue Ocean Strategy Consulting in Greater China) Mr Charles HO , US Patent Attorney, Barron & Young Intellectual Property Limited
Language	English
Who should attend	SME Entrepreneurs, Patent/IP-related Executives and anyone interested in the topic
Fee	Free of charge
Registration	Please register at http://www.hkstp.org/HKSTPC/onlineRegistration.jsp?lan=en&formId=OF_0000174 On of before 11 April 2011, Monday

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Agenda

Time	Programme	Speaker
2:45pm – 3:00pm	Sign-up session	
3:00pm – 3:45pm	An Introduction to Adopting Blue Ocean Strategy	Mr Daniel CHUN
3:45pm – 4:00pm	Break	
4:00pm – 4:45pm	Get Your US Patent Allowed within 12 Months	Mr Charles HO
4:45pm – 5:00pm	Q & A	

1. An Introduction to Adopting Blue Ocean Strategy

Using a case study approach, the presenter will introduce the use of Blue Ocean Strategy to create uncontested market space in the high technology industry. The presentation covers:

- Identify the Key Competing Factors (KCF) for new product vs competition
- Unfold the use of Strategy Canvas and value curve
- Introduce how Blue Ocean Strategy ERRC (Eliminate-Reduce-Raise-Create) approach has helped create new demands for a new product or invention
- Case studies presented include reference to the game console industry and the software industry

Reference:

www.blueoceanstrategy.com

www.ucsiblueoceanstrategy.com

2. Get Your US Patent Allowed within 12 Months

By way of protecting your new inventions, this session presents a pragmatic way to obtain faster first filing date at USPTO (United States Patent and Trademark Office) - obtaining a US Patent allowed within a short time. This section presents you with:

- Introduction to Accelerated US Patent Examination Program
- Patent Filing Requirements
- Processing and Examining Procedures
- Benefits for Applicants

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About the Speakers

Mr Daniel CHUN is the founder of Art Group Limited - an affiliate partner for UCSI Blue Ocean Strategy Consulting in Greater China. Art Group Limited develops applications, training and consultancy in knowledge industries and offers Blue Ocean Strategy Training and Consulting in Hong Kong and Greater China. Before founding Art Group Limited, he held senior management positions at Siliconezone and managed over 70 patents and trademarks worldwide; before that he was at a North America toy company as their product and licensing director. He successfully helped companies create new market space and strategy including winning many awards in innovations, e.g. world-renowned RedDot Design, HK Consumer Product Design, HK Stationery Award, Dr Toy, etc. Currently Art Group is also named one of the prestigious Red Herring Asia 100 innovative start-ups and recognised by Asia Pacific Mobile Learning & Edutainment award in 2010. Daniel is a Certified Blue Ocean Strategy Practitioner.

Mr Charles HO is a licensed US patent attorney at Barron & Young Intellectual Property Limited. Charles obtained his Bachelor's and Master's degrees in Engineering in 1988 and 1993, respectively. In 2001, he obtained his Juris Doctor degree (law degree in the US) and has been working as a US patent attorney. Prior to going to law school, Charles had worked as an engineer for seven years. There are only several licensed US patent attorneys working in Hong Kong and Mainland China, and Charles is one of them. Located at Hong Kong Science Park, Barron & Young has assisted a number of Science Park-based companies to manage their IP assets, design around competitors' patents, conduct patent searches, and prepare patent and trademark applications in the US, European Union, Mainland China, Hong Kong, Taiwan, Japan, Korea, Australia, and Canada.

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