Subject: Online IP Protection (E-Commerce) - Discussing Business Solutions between Korea and the EU

Dear Sir/Madam,

The EU Delegation to the Republic of Korea is pleased to invite you to a seminar on intellectual property protection in e-commerce, which will take place on 27 March 2019 in Seoul. The event is co-organised with the Korean Intellectual Property Office and receives the support of EU Member States and the European Chamber of Commerce in Korea. It will focus on legal, operational and business solutions to tackle Intellectual Property infringements in e-commerce.

Online counterfeiting is a major issue for both EU and Korean intellectual property right-holders, and affects various industry sectors. Tracking down sources of infringement requires costly and burdensome procedures for Korean and European companies. This was specifically highlighted in the EU Watch List published by the European Commission in December 2018.

The European Commission is committed to work together with the Korean authorities to find sustainable solutions to the problem, discuss enforcement remedies and support business oriented approaches.

The EU Ambassador to the Republic of Korea, Mr. Michael REITERER and Director General Sungho MOK from KIPO will be the guests of honour and provide opening remarks.

The half-day, closed门, event will mainly consist of a business to business exchange, with panellists from leading EU and Korean industries, to draw practical key messages and propose solutions.

We would be very grateful if you could accept this invitation and provide participants with your insight on the achievements, witnessed changes and pending challenges concerning the online IP protection and enforcement.

Upon receipt of your confirmation, we will be pleased to share with you information on the agenda, venue and other relevant details.

Yours sincerely,

Nicholas BURGE