



AUTOMOTIVE INDUSTRY ELECTRIFICATION



North America's Drive Towards Electrification: How East Asia Factors into the Equation

北美的电动化进程： 东亚因素在其中的作用

Wednesday, October 20, 2021

12:00 p.m. ET

2021 年 10 月 20 日 星期三

美国东部时间 12 点

Moderator: Robert Weiss, Of Counsel

Speaker: Mark Heusel, Member

主持人：鲍勃·魏斯 顾问律师

主讲人：马克汉 合伙人

The global transition from internal combustion engines (ICE) to battery electric vehicles (BEV) will be transformative and disruptive, if not existential, for many segments of the automotive industry. All direct and indirect participants in the automotive supply chain will be affected to some degree. With President Biden's call to embrace electrification in the U.S. and North American OEMs investing hundreds of billions of dollars in new infrastructure and R&D, the North American automotive industry is on a frantic pace to adapt.

从内燃机 (ICE) 到电池电动汽车 (BEV) 的全球转型，对汽车行业的许多部门来说，即使不是生存问题，也将是变革和颠覆性的。汽车供应链中的所有直接和间接参与者都将受到一定程度的影响。随着拜登总统呼吁美国积极推动电气化，以及北美主机厂在新的基础设施和研发方面投资数千亿美元，北美汽车业正以难以想象的速度在适应进程。

All segments of the supply chain need to proceed today to adjust their business model to anticipate and take advantage of this shift. Dickinson Wright has established a cross-disciplinary team representing multiple practice specialties to advise clients as they address the many and variable aspects of this transition.

今天，供应链所涉及的方方面面都需要着手调整他们的商业模式，以预测和利用这种转变。迪克森律所建立了一个代表多种领域的跨专业团队，为客户提供咨询，因为他们要解决在这一转变中出现的许多问题和可变的因素。

This webinar will explore the current US – China relationship, the dynamics of Japan, Korea and the ASEAN region, and how these relationships may evolve under the Biden Administration and their importance for success in the North American EV transformation.

本次网络研讨会将探讨当前的中美关系、日本、韩国和东盟地区的动态，以及这些关系在拜登政府领导下可能如何发展及其对北美电动汽车转型成功的重要性。

Importantly, our discussion will focus on the following areas and how they influence electrification in the mobility sector both in North America and East Asia:

- The current status of the 2020 US-China Phase 1 Trade Agreement
- The US's continuing imposition of additional 301 tariffs on Chinese goods and expansion of national security concerns related to foreign investment and shifting supply chains

- The Asian-Pacific region's role in the US-China conundrum and how this impacts the global supply chain
- Challenges for OEMs and suppliers doing business in the Asian-Pacific region: New rules and regulations that affect international suppliers and what you need to know
- How USMCA factors into shifting supply chains with Asian suppliers

我们的讨论将集中在以下几个重要领域，以及它们如何影响北美和东亚的交通领域的电气化：

- 2020 年中美第一阶段贸易协定的现状
- 美国继续对中国商品征收额外的 301 关税，并扩大与外国投资和供应链转移有关的国家安全问题
- 亚太地区在中美难题中的作用以及这对全球供应链的影响
- 在亚太地区开展业务的 OEM 和供应商所面临的挑战。影响国际供应商的新规则和法规以及你需要了解的情况
- 美墨加协议 (USMCA) 的供应链转移如何影响亚洲供应商

This webinar will be of interest to mobility professionals who are engaged in understanding what impact the US/East Asia dynamic may have on the NA mobility market as it transitions to electric and alternative propulsion drive systems.

本次研讨会欢迎从事了解美国/东亚动态对北美机动车市场过渡到电动和替代推进驱动系统可能产生的影响的专业和对此议题有情趣的人士参加。

This webinar is complimentary, but registration is required. We're looking forward to your participation!

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Can't attend at this date/time? Register anyway and we'll send you the recording.

如在这个日期和时间不能参加，请点击以下链接注册，我们会把录音发给你。

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AUTOMOTIVE INDUSTRY ELECTRIFICATION



Protecting Software Intellectual Property in Electric and Autonomous Vehicle Technologies

保护电动和自动驾驶汽车技术中的软件知识产权

电动和自动驾驶汽车技术的知识产权

Wednesday, November 3, 2021

12:00 p.m. ET

2021年11月3日 星期三

美东时间 12 点

Moderator: Robert Weiss, Of Counsel

Speakers: Mark Heusel, Member

主持人：鲍勃·魏斯 顾问律师

主讲人：马克汉 合伙人

Technical advancements, in both vehicle electrification and automation, are increasingly focused on software innovations, while the focus on hardware innovations appears to be somewhat diminished. Protecting intellectual property associated with software innovations can be a daunting and, sometimes, a confusing task. In fact, many owners of software intellectual property believe that software intellectual property is not patentable or not practically enforceable.

汽车电动化和自动化方面的技术进步越来越注重软件创新，而对硬件创新的关注似乎有所减弱。保护与软件创新相关的知识产权可能是一项艰巨的任务，有时甚至是一项令人困惑的任务。事实上，许多软件知识产权的拥有者认为，软件知识产权是不能申请专利的，或者是不能实际执行的。

This webinar will explore the various mechanisms for protecting software intellectual property for vehicle electrification and automation technologies, including various pitfalls and best practices.

本次网络研讨会将探讨保护汽车电动化和自动化技术的软件知识产权的各种机制，包括各种陷阱和最佳实践。

Importantly, our discussion will focus on the following areas and how they relate to the protection of intellectual property associated with software innovations:

- Protecting Software - Algorithm protection vs. code protection (including a discussion on copyright protection and patent protection and further discussion on trade secret protection requirements and considerations presented by John Krieger)
- Software Patentability threshold (e.g., 101)
- Patents as a defensive mechanism against infringement claims
- Patent disclosures as a mechanism for preventing others from securing rights
- Software Infringement detection

- Employee mobility considerations for Intellectual Property (e.g., keeping trade secret valid as employees leave the company)

我们的讨论将集中在以下几个重要领域, 以及它们如何与软件创新相关的知识产权保护相关联:

- 保护软件 - 算法保护与代码保护 (包括对版权保护和专利保护的讨论, 以及对 John Krieger 提出的商业秘密保护要求和考虑的进一步讨论)
- 软件可专利性的门槛 (如 101)。
- 专利作为针对侵权索赔的一种防御机制
- 专利公开作为防止他人获得权利的机制
- 软件侵权检测
- 雇员流动对知识产权的考虑 (例如, 在雇员离开公司时保持商业秘密的有效性)。

This webinar will be of interest to mobility professionals who are engaged in understanding what impact protecting, or failing to protect, intellectual property associated with software innovations for vehicle electrification and automation technologies

本次网络研讨会欢迎致力于了解保护或未能保护与汽车车电动化和自动化技术的软件创新相关的知识产权的影响的专业或对此议题感兴趣的人士参加。

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