



Tickets
from
€245

16. Europe's Largest IP Convention & Trade Fair

Three days. Two focused areas. One IP marketplace.

PATENT & IP STRATEGY

Monitor, Protect, Monetize —
From Patent Intelligence to Portfolio Strategy

23–24 November 2026
Patent & IP Strategy

25 November 2026
Deep Dive Workshops

TRADEMARK & BRAND PROTECTION

Protect, Enforce, Grow — From Brand Identity to Market Power

NEW

25 November 2026
Trademark & Brand Protection

Listen to excellent speakers like



Edita Simanaviciute
Zalando



Florian Schleifer
Henkel AG & Co. KGaA



Dr Henning Lütjens
Bayer Intellectual
Property GmbH



Dr Eberhard Heinz
Mercedes-Benz Group



Tim Alexander Oelmann
Telekom



Prof Dr Kristin Shi-Kupfer
University of Trier

1,400+
Attendees

100+
Speakers

55+
Nationalities

30h+
Networking

100+
Exhibitors

Platinum Supporters



Gold Supporters



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www.ipserviceworld.com

Where IP strategy turns into decisions.

Make better IP decisions

IP Service World is where IP professionals move from information to action. Compare solutions, benchmark strategies and gain practical insights that support real-world IP decisions — in one place, in three days.

Meet the entire IP marketplace

Meet the companies shaping the future of intellectual property — from AI innovators and IP software providers to law firms, search specialists, brand protection experts and global service partners.

100+ Exhibitors

100+ Speakers

1,400+ Attendees

55+ Nationalities



Learn from real-world experience

Discover how leading organizations are using AI, automation, search technologies and protection strategies to improve efficiency, reduce risk and create business value, not theory, but practice.

Ultimate Tool Check

3 Years From Now

Solutions in Practice

New Tools for the Trademark Lifecycle

Case Law Update

High Profile Expert Discussions

Explore the full IP lifecycle

PATENT & IP STRATEGY DAYS

23 & 24 November 2026

Patent intelligence, IP operations, AI, software, search and portfolio strategy.

TRADEMARK & BRAND PROTECTION DAY

25 November 2026

Trademark clearance, monitoring, enforcement, governance and brand protection.

NEW



„IP Service World is the unique event where it is possible to get a quick overview of the latest developments and trends in the IP service sector and to talk to all major IP service providers.“

Michael Kiel, Siemens AG



Elena Backhaus

Team Lead Sales & Project Lead IPSW
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elena.backhaus@managementcircle.de



Daniela Bopp

Senior Conference Manager
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daniela.bopp@managementcircle.de

PROGRAMME HIGHLIGHTS

One Event. More Perspectives. One Stronger IP Community.

From future-focused keynotes to hands-on tool comparisons, designed for professionals who want practical answers, not just inspiration.

PATENT & IP STRATEGY

Ultimate Tool Check

Search · Drafting & Prosecution · IP Management — leading tools compared live on stage.

PATENT & IP STRATEGY

3 Years From Now

A moderated future-focused discussion between two senior IP experts on one key thesis shaping the industry.

PATENT & IP STRATEGY

Solutions in Practice

Real use cases, lessons learned and concrete approaches from IP leaders.

TRADEMARK & BRAND PROTECTION

New Tools for the Trademark Lifecycle

Compare and benchmark: From search & clearance to monitoring, enforcement and portfolio management.

TRADEMARK & BRAND PROTECTION

Case Law Update

Latest CJEU rulings, EU Trademark Directive updates and practical takeaways for your daily work.

TRADEMARK & BRAND PROTECTION

High Profile Expert Discussions

Provocative panel debates on automation, human expertise and the future of the profession.

SIDE EVENTS — DON'T MISS THESE

Three days. Three moments to connect.



22 NOV · FROM 21.00

Pre-Evening Reception

Relax with food, drinks and networking in the Trafalgar Square exhibition area — before the conference begins.



23 NOV · FROM 19.00

Main Evening Reception

Bavarian food, drinks and networking at Munich's Augustiner Stammhaus — the highlight of the week.



NEW

24 NOV · FROM 21.00

Trademark Networking Event

Connect with trademark and brand protection professionals in a focused setting — new in 2026.

Who you will meet



Heads of IP
Leading intellectual property and IP strategy



Patent & Trademark Counsel
Protecting and defending intellectual assets



Legal Operations Leaders
Optimising IP processes and workflows



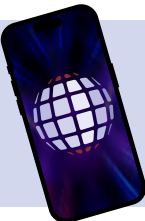
Licensing Executives
Driving IP monetisation and technology transfer



Innovation and R&D Experts
Researching and managing innovation



Digital IP Stakeholders
Implementing legal tech and digital transformation



IP Service World App

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IP Software



IP Strategy & Management



IP Information & Searching Services



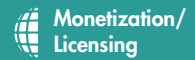
IP Law Services



IP Valuation & Exploitation



Trademark Mgmt. & Protection



Monetization/Licensing

Content categories: Each session is colour-coded by category to help you quickly find the topics most relevant to your interests.

8.30 Registration and Opening of the Trade Fair

9.30 **Agentic AI Worldwide: Emerging Use Cases, Global Trends, Future Impact (AT)**

Keynote

Prof Dr Peter Gentsch, Founding Partner, **AICONIQ GmbH**, Professor of Business Informatics, **Aalen University**



10.20 **Between Self-Inflicted Risks and Uncharted Territory**

Good AI requires good data — How both must work together



Ricardo Cali,
Customer Success
Manager Europe,
Questel

Turning Ideas into Decision-Ready IP

In-house AI search for better filing Decisions



Gargee Patankar,
VP - Sales and Strategic
Partnerships, **PatSeer**



Fabian Losch,
European Patent
Attorney, **LOSCH IP**

Next-Gen IP Management Meets Predictive Cost Intelligence

Shaping the future of cost forecasting in smart IPMS



Ambroise Diaconu,
Product Manager DIAMS
Infinity, **Dennemeyer Group**



Brice Bastian,
Head of Unterwriting,
Dennemeyer Group

10.50 International Networking & Coffee Break | *Recharge & connect. Meeting & Relaxing Zone* hosted by LexisNexis

11.20 **From Filing to Foresight**

The new role of the IP professionals



Anthony Brennand,
Head of Innovation,
RWS

Agentic IP: From Insight to Action

How embedded intelligence is transforming IP



François Neuville, SVP,
Product Management, IP,
Clarivate

IP Law Firms Must Become IP Operating Companies

Insights, automations & expertise, all at AI speed



Antonio Marsico,
CEO,
Zacco Group



Karin Kärving Søholt,
CMO,
Zacco Group

11.55 **Going Agentic, Staying Human**

What the AI era means for IP professionals

www.jochenlennhof.com



Jochen Lennhof,
Director,
Minesoft GmbH

CLEVERpat: Easy to Use with AI for IP, Search, Rating

STEEL and POLYMER: searchable ranges and units



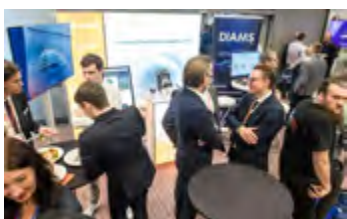
Sascha Kamhuber,
CEO,
infoapps GmbH

The Partnership of Professional Patent Examiners and AI

Enhancing quality with intelligent assistance



Gabriel Fabbri, MSc,
Patent Examiner,
Danish Patent and Trademark Office

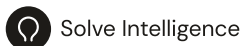


12.30	Patent Intelligence in the Age of AI Research, monitoring, and innovation in a time of change  Michael Stenger, Manager of Sales, IP7 Technologies GmbH	More Time for Assessment, Less Time on Hit Lists A case study on how AI improves patent workflows  Bernd Wolter, Patent Information Professional, Siemens  Nils Omland, CEO, Zito AI	New Era of IP Search: AI Employees, Human Managers What is the new human role in the agents era of search  Massyl Mallem, CEO and Co-founder, PatentPlusAI, Inc
13.30	AI-based Automated Research From boolean search to report generation  Dr Uwe Crenze, CEO, INTERGATOR	Beyond the System of Records AI-driven platform of intelligence  Jan Witt, Sales Director DACH, Anaqua	Continuous Infringement Monitoring with AG-HAIL Deep Research + Human Augmentation for EOU  Peter Fischer, Managing Director, TT Consultants GmbH
14.05	From Insights to Impact – Let's Take the Next Step More information will follow soon.  Lukas Kappelsberger, CEO, PATOffice	AI: The End of Passive IP Management What happens when IP systems start doing the work?  Pierina Sanna, Head of Sales & Marketing, GSI Office Management GmbH  Vladimir Juric, CEO, TIVITY GmbH	AI and the Future of Patent Practice How patent work is rapidly changing  Wiem Gharbi, Co-Founder, Ankar AI
14.40	AI to Support Patent Strategy A deep dive into claim charting workflows  Dr Chris Parsonson, Founder and CEO, Solve Intelligence	New Markets. New Projects. Better Decisions. What business units need to succeed?  Joni Sayeler, CEO & Information specialist, Uppdragshuset AB	The Operational AI-Layer for Modern IP Management Connecting search, monitoring, prompting and actions in one secure platform  Daniel Holzner, CEO, uptoIP GmbH
15.15	From IPMS to Ecosystem Advantage Enabling smarter, faster IP operations  Joachim Kräuter, Vice President, Product Management, Clarivate	From IP Tools to Decision Platforms Why AI alone won't fix patent workflows  Dimitris Giannoccaro, Chief Executive Officer & Co-founder, IamIP	AI Adoption is not an Advantage Customisation and trust decide AI's value in patent work  Sumair Riyaz, Vice President of Business Development, IP Author

15.50	From IP Email Chaos to AI Coordination Real cases from daily IP practice  Alex Levkin, Founder & CEO, iPNOTE	The Future of IP Data Exchange How to move away from emails and custom web portals  Yannick Biron, Co-Founder and CEO, Welqin	The AI-Native Patent Lifecycle Lessons from 500+ conversations with IP leaders  Jon Liu, CEO & Founder, ArcPrime
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16.20 International Networking & Coffee Break | *Enjoy freshly brewed barista specialties. Coffee Bike hosted by *

16.45 **The Ultimate Tool Check** — First, decide on one of the following three topics: Search Tools, Drafting and Prosecution Tools, or IP Management Tools. You will then get to know the leading providers and their advanced solutions for your chosen topic.

 Search				 
 Drafting & Prosecution				
 Management				

17.35

Keynote

The Three Musketeers – Team Organization and Inventor Culture
Tim Alexander Oelmann, VP, Head of Competence Center Business IPR Management, **Deutsche Telekom AG**


18.15 Closing Remarks and Transfer to the Evening Event at “Zum Augustiner Munich” (Neuhauser Str. 27, Munich)

19.00

Evening Event

Join us at the Augustiner Stammhaus in Central Munich!
Enjoy a hearty Bavarian buffet, drinks, a DJ and a relaxed setting to network and celebrate.



8.45 Opening of the Trade Fair

9.00 **IP in the Age of AI – Risks, Transformation, and the Future of Innovation**

Keynote

Prof Dr Sevim Süzeroglu-Melchior, Programme Director Digital Entrepreneurship and Intellectual Property, **OTH Regensburg**



9.35 **The Future of Collaborative Patent**

Workflows

Where AI meets teamwork and execution



Viktor Rudolf,
Chief Product Officer,
IamIP

How to Get the Most out of Patent

Search – with and without AI

The transformation of search strategies



Dr Peter Bruns, Head
Commercial Services,
**ip-search, Swiss Federal
Institute of Intellectual
Property**

Who will challenge your business

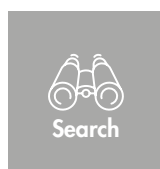
by 2030?

Patent insights from China's five-year plan



Marco Richter, Managing
Director and Chief
Commercial Officer,
LexisNexis IP

10.10 **The Ultimate Tool Check** – Now you will get to know the leading providers for your chosen topic!



10.55 International Networking & Coffee Break | *Recharge & connect.* **Meeting & Relaxing Zone** hosted by LexisNexis®

11.25 **Lecture Session and Parallel Roundtables** – Now you can choose between a lecture session and our roundtables on **IP Strategy and Management** and **IP Software**!

Augmented, Not Automated

What AI Native Actually Means
for Patent Teams



Vasheharan Kasesarajah
Managing Director,
Patlytics

Reducing Cost of Obtaining US Patents by Optimizing European Claims



Hussein Akhavannik,
US Patent Attorney and Patent and
Technology Group Leader,
Blank Rome LLP

Rightsizing an IP Portfolio: Useful Tips & Tricks



Magnus Ljungdahl, CCO,
and Betina Hellemann, Director IP
Operations, **Zacco Group**



ExplorerX: AI-native R&D Intelligence from Patents & NPL



Rohit Joshi, Customer Success
Manager and Gargee Patankar,
VP - Sales and Strategic Partnerships,
PatSeer



From AI to Insight: The Scientist in the Loop



Srinivas Achanta, Ph.D.,
Managing Director and Manoj K.
Pandey, VP, Client Relations,
SciTech Patent Art Services



IP Forecasting in the Age of Technology



André Andrade,
Vice President EMEA, Sales &
Account Management, Protect
RWS

When CAD Models & 3D Objects Speak Patent Language



Mateo Primorac,
Founder and CEO
scopri.ai

Beyond Patent Search: Connected IP Intelligence Workflow to Accelerate IP Delivery



Umar Ikhlaiq, AVP - Global Sales
and Rohit Kumar, CEO,
Qube by Researchwire



12.00

Keynote

When AI Helps—and When it Doesn't—in Increasing Quality of Invention Disclosures

Dr Eberhard Heinz, Manager IP-Intelligence / IP-Analyse, and
Nilesh Sakpal, Patentanalyst, IP-Intelligence,
Mercedes-Benz Intellectual Property GmbH & Co. KG



12.30

Expert
Panel

LUNCH

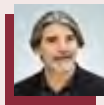
3 Years From Now – An interactive discussion format in which renowned industry experts explore and debate a pre-defined thesis from different perspectives over the course of 30 minutes. The focus is on exchanging ideas around forward-looking topics that are expected to shape the business landscape over the next three years.

Listen to insights from leading experts and innovative companies driving tomorrow's developments. Gain exclusive behind-the-scenes perspectives, benefit from practical real-world experiences, and discover the trends and challenges that lie ahead.

What will matter most to IP leaders three years from now? Among the topics we will explore are:

- **How will IP Management be Organised in 2030: Platform, Network or Integrated Enterprise Solution?**
- **Turning Patent Data into Business-Critical Insight: How will IP Intelligence Reshape Decisions, Roles and Collaboration by 2029?**
- **AI Agents Will Run Patent Workflows – IP Professionals Will Manage the Agents**

Expertly moderated by:



Bernd Wolter, Patent Information Professional,
Siemens AG and Board Member,
Patent Documentation Group (PDG)



Dr Lisa Sprenger,
Head of IP Management,
Viessmann Climate Solutions



Dr Lena Köhler,
Head of IP, European Patent Attorney,
Festo

Join the conversation with experts from organizations including:



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13.30	 The Promise of Agentic Search as a Patent Professional When, where, and how to trust agentic search agents  Brad Buehler, Chief Operating Officer, Ensemble IP  Jonathan Skovholt, VP Search Operations, Ensemble IP	 The Reliable R&D Buddy: Making Patent Knowledge Accessible to Engineers  Stefan Brehm, Managing Director, predori GmbH  Dr Christoph Waloch, Head of Strategic IP Management, Henkel AG	 Beyond the Report Rebuilding FTO with workflow-native AI  Gabe Sukman, Founder & CEO, ClearstoneIP
14.05	 The Sunset of Drafting in the Dark Prior-art-aware agents, from theory to practice  Sakari Arvela, CPO and Co-founder, IPRally	 Non-Patent Literature Searching in the AI Age What AI can and cannot deliver  Michael Felbinger, Senior Patent Searcher, IPnovation GmbH	 The Tech Quietly Rewriting IP Budgeting The MCP revolution in IP financial planning  Phillip Henderson, Founder & CEO, Prokurio
14.40	 The Human-in-the-Loop Imperative: Navigating AI's Transformation of IP Data  Jannis Christodoulou, Snr Account Consultant, CAS	 Beyond the AI Search Applying Human Intelligence in High-Stakes Matters for Invalidity Success  Benedikt Biechele, Group Leader, Global Prior Art, Inc.	 AI Can Find the Patent. It Still Can't Close the Deal. From one-off wins to a monetization pipeline  Matthias Ulrich, Senior Director, Transactions, ClearViewIP
15.10	International Networking & Coffee Break <i>Enjoy freshly brewed barista specialties.</i> Coffee Bike hosted by 		
15.40	Prompt, Pray, Patent: How Bayer IP Works with AI Keynote Dr Henning Lütjens, Senior Patent Counsel, and Dr Nadine Hätscher, Patent Counsel, Bayer Intellectual Property GmbH  		
16.10	How China's Young(er) Generation is Viewing and Shaping Digitization Keynote Prof Dr Kristin Shi-Kupfer, Professor for Contemporary China Studies, University of Trier 		
17.00	Closing Remarks and End of the Convention & Trade Fair		



9.15 Beginning of the Workshop

16.30 End of the Workshop

Making the Shift to Agentic IP

Hosted by



Is your IP team ready for agentic? Join this interactive workshop led by our team of AI experts to explore:

- How agents can help strengthen decision-making
- Where to embed intelligence to deliver the most value
- How to manage risk with transparency and control



François Neuville,
SVP, Product Management, IP,
Clarivate



Nathan Westgarth,
Senior Director, Product
Management, **Clarivate**

Qthena: Boost Patent & Trademark Efficiency with AI

Hosted by



Join this interactive workshop to experience Qthena in action. Explore how Qthena enhances patent and trademark workflows, saves time, improves quality, and helps teams work more efficiently. Real cases, hands-on guidance - bring your laptop and get ready to level up your efficiency!



Tony Afram,
Founder & CEO, European
Patent Attorney, **ipQuants**

IP Management Reimagined: From Filing to Foresight

Hosted by



See the tools reshaping IP management in action. From foreign filing to renewals and brand protection, we'll show you how technology cuts cost, saves time and gives you the foresight to stay ahead.



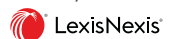
André Andrade,
Vice President EMEA, Sales &
Account Management, Protect,
RWS Group



Ketevan Weissflog,
Senior Business Development
Director, **RWS Group**

IP Expert to Strategic Advisor - How to Stay Valuable in the Age of AI?

Hosted by



AI can accelerate search, summaries, and raw analysis, but the real value of IP professionals lies in helping stakeholders make better decisions. This workshop shows how to move from delivering patent data to shaping business conversations with clear framing, interpretation, caveats, and next steps.



Dr Silvan Berg,
Head of Customer Success
EMEA, **LexisNexis**

Customising a Connected Patent Workflow – Search to Grant

Hosted by



Hands-on across one connected flow: prior-art search feeding invention harvesting and drafting, a context-aware chatbot that shapes drafts around your invention and the law, plus analysis of rejections with curated response options, and MCP. See how connection and control deliver AI you can trust.



Sumair Riyaz,
Vice President of Business
Development, **IP Author**

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The IP Group

NEW AT IP SERVICE WORLD: TRADEMARK & BRAND PROTECTION DAY

Protect Brands. Preserve Value. Shape the Future.

The new Trademark & Brand Protection Day brings together leading experts, practitioners and solution providers for a highly practical exchange on the challenges shaping trademark management and brand protection today.

Join us in Munich and discover new tools, benchmark strategies and gain practical insights to strengthen brands, reduce risks and prepare for the future!



Chairman
Dr Klaus Oppermann,
Off Counsel,
Volkswagen AG

Inspiring Keynotes

Gain fresh perspectives from leading experts and discover the trends, strategies and developments shaping the future of trademark and brand protection.

Brand Protection Beyond IP: Why Consumer Trust Is the New Battlefield



Edita Simanaviciute, Lead Brand
Protection, Partner Platform,
Zalando SE

From Traditional Brand Management to Active Risk (Asset) Management



Florian Schleifer, Corporate Senior
Trademark Counsel, **Henkel AG &
Co. KGaA**

History of Trade Mark Squatting in East and West



Christopher Heath,
Member of the Board of Appeal,
European Patent Office
and Professor, **Maastricht University**

New Tools for the Trademark Lifecycle

Find, explore and benchmark cutting-edge tools driving efficiency and impact across the trademark lifecycle!

Search, Monitor and Collaborate presented by

 **IP7 technologies**

Manage and Optimize presented by

 **Questel**

Stay tuned! More tool checks coming.

Solutions in Practice

Explore real use cases from solution providers and see how organizations tackle today's challenges. First highlights:

Agentic AI for Trademark Teams



François Neuville,
SVP, Product Management, IP,
Clarivate

Brand Protection, Reimagined with AI



Timmi Rysgaard,
Product Owner for
Brand Protection,
Anaqua Inc.

Budgeting for Fights That May Never Happen



Phillip Henderson,
Founder & CEO
Prokurio

And there's even more to look forward to:

Additional interactive formats will bring you the latest legal insights, global trademark battles and thought-provoking discussions on AI.

Latest Case Law Updates

Stay up to date with the most relevant legal developments impacting your daily work!

Trademark Battles Around the World

Learn from high-stakes international disputes and litigation strategies. Discuss your questions with the experts on site!

The AI Panel Discussion

Discuss how AI is changing trademark work and where human expertise remains essential.

Your hub for knowledge, innovation & networking

Meet leading solution providers, legal experts and technology innovators covering the full trademark lifecycle — from search and clearance to portfolio management and enforcement.

Compare solutions, benchmark approaches and find the right partners for your strategy.

Leading partners confirmed:

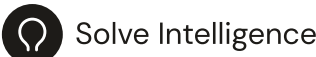


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Let's explore the right partnership setup for your organization.



Elena Backhaus

Team Lead Sales & Project Lead IPSW
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elena.backhaus@managementcircle.de

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Let's keep the conversation going!



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23–24 November 2026
Patent & IP Strategy

25 November 2026
Deep Dive Workshops

25 November 2026
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NEW

Register for the event:

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- ✓ Ask them which individual solutions they are able to offer
- ✓ Listen to inspiring keynotes
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Join for one or two days

Tickets from

Patent & IP Strategy Days | 23–24 November 2026

€395

Trademark & Brand Protection Day | 25 November 2026

€245

Deep Dive Workshops | 25 November 2026

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Or benefit from our combined event packages

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€495

Patent & IP Strategy Days + Deep Dive Workshops

€450

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