INTRODUCTION

With final decisions of the European Patent Reform and the Unified Patent Court imminent, it is essential that the specifics are understood and analysed in order to adapt your strategy. The MIP European Patent Reform Forum will examine the new court and financial considerations of the unitary patent in detail. Recent developments will be evaluated, such as: the confirmed costs and fees; the selection of judges; and the impact of the UPC on the technology and life sciences sectors. In addition, the forum will help you to decide which patents to opt in and which to opt out.

By examining the final steps and most recent updates on the European Patent Reform, this forum provides an invaluable analysis of the details and specifics of the UPC, financial considerations of the Unitary patent and litigation strategies under the new court. With an in-depth analysis of the judges, this forum will help you finalise your strategies and understand how to stay one step ahead of your competitors.

The programme addresses the major issues at hand and will encourage participation and debate on all the pertinent topics and technical matters from the varied perspectives of a wide range of stakeholders. MIP brings the agenda its global expertise so as to offer multinational corporations cutting-edge guidance on handling IP portfolios under the new UPC. The MIP European Patent Reform Forum 2015 brings together leaders in corporations, industry associations and leading legal experts to discuss and impart valuable knowledge.

Register your place today.

WHO YOU WILL MEET

• IP in-house counsel
• General counsel
• Private practice lawyers
• Heads of IP
• Heads of legal
• Patent counsel

FOR MORE INFORMATION

Sponsorship: mpetch@euromoneyplc.com
Programme: natalie.canter@managingip.com
Registrations: registrations@managingip.com

BENEFITS OF ATTENDING

• Understand and determine the success and adoption of the UPC
• Analyse the selection of judges of the UPC
• Discuss the implications of the court and renewal fees on your budget and strategies to prepare for the costs
• Assess the use of opposition proceedings and alternative IP strategies
• Examine the impact of the UPC on the life sciences and IT and technology sectors
• Join debate on opting out of existing European patents and plan a strategy

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### PROGRAMME

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Registration</td>
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<tr>
<td>08:35</td>
<td>Opening remarks by MIP</td>
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<tr>
<td>08:45</td>
<td>Keynote by Pierre Véron, partner, Véron &amp; Associés, member of the Drafting Committee of the Rules of Procedure and of the Preparatory Committee of the Unified Patent Court’s Expert Panel</td>
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| 09:00 | Detailed focus on the Unified Patent Court  
- Understanding the structure of the courts  
- Analysing evidence gathering and case management under the UPC  
- Examining how the courts will apply the drafted rules and what laws will the first decisions be based on?  
- Debating the pros and cons of bifurcation  
- Will the UPC remain a system outside of the EU framework? |
| 09:50 | How to select the best litigation strategy for your business  
- Analysing the wide scope for forum shopping: risks and opportunities  
- Overcoming litigation shopping during transitional period  
- Strategies to defend yourself against forum shopping  
- Will the UPC provide a legitimate, respectable venue for patent litigation? |
| 10:40 | Coffee break |
| 10:55 | The Unitary Patent: Financial considerations  
- Overview of granting procedures and translation requirements under the Unitary Patent  
- Budgeting: how and when should you be preparing for the costs?  
- Examining the implications on your budget and strategies to prepare for any unexpected costs  
| 11:45 | FOCUS: IT & technology  
- Analysing the impact of the UPC on the IT and technology sector  
- Understanding tools for proceedings during transitional period  
- Will the UPC have a positive impact on patent filing in the IT and technology sector? |
| 12:35 | The impact of the UPC on life sciences  
- Concerns versus opportunities: understanding the risk of your patents in the transition period  
- Examining how to obtain an injunction and the scope of liability  
- Evaluating the potential costs of a wrongly granted injunction  
- How suitable is the UPC for challenging patents?  
- Considerations to opt in or out? |
| 13:25 | Lunch |
| 14:05 | Alternative IP strategies parallel to the UPC  
- Understanding the rules of arbitration under the UPC  
- Examining the WIPO arbitration and mediation centre  
- Assessing when to use opposition proceedings  
- Is arbitration an attractive option under the new court system? |
| 14:55 | Different systems: Poland & Spain  
- Understanding concerns and implications of the use of foreign languages in filing procedures and the geographical locations of proceedings  
- Challenges and opportunities for patent owners using a system outside the UPC  
- Will the decision to join/opt out of the UPC be changed?  
- Looking to the future, e.g. will there be a new Spanish Patent Act? |
| 15:45 | Coffee break |
| 16:00 | FOCUS: USA  
- Will US companies use the new system?  
- Understanding how the Unified Patent Court and Unitary Patent will link with the US system  
- Future predictions |
| 16:50 | Industry debate  
- Industry snapshot: How advanced should you be in preparing for the reform?  
- How do the costs influence decisions and potential usage of the courts?  
- Determining the success and adoption of the UPC  
- Opting out existing European Patents: pros and cons and how to plan a strategy  
- What are the likely costs – how does this change budgeting strategy? |
| 17:40 | End of forum |
### Register (Please tick one box)

<table>
<thead>
<tr>
<th>Booking fee</th>
<th>Advisers, consultants, private practitioners</th>
<th>In-house IP and patent counsel, R&amp;D professionals, academics</th>
</tr>
</thead>
</table>
| **Super early booking rate**
[until Friday 10 July] | ☐ €895 | ☐ FREE |
| **Early booking rate**
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#### Delegate 2
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- **Address:**
- **Postcode:**
- **Country:**
- **Tel:**
- **Email:**

- ☐ I cannot attend but please add me to your mailing list for future events.

### Method of payment

Payment must be received before the conference date to guarantee your place. Please tick box to select payment method and sign agreement in box.

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Please note that in completing this booking form you undertake to adhere to the cancellation and payment terms listed opposite.

### Cancellation Policy

If you cannot attend you must cancel your registration in writing by 11 August 2015 to receive a refund less a 10% administration charge.

Cancellations received after 11 August 2015, or no shows, are liable for the full conference fee (where applicable). You may send a substitute to attend in your place at no extra charge, however we must know by 4 September 2015 via email. We cannot accept verbal cancellations. If you make your booking online, by email or via the telephone, you are automatically adhering to our terms and conditions.

### Registration Fee

The registration fee includes participation in the forum, documentation material, coffee breaks and lunch. All delegates are responsible for their own accommodation and travel.

### Payment

All registration fees (where applicable) must be received in full prior to the event date.

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