

Managing Intellectual Property™

FREE FOR
IN-HOUSE COUNSEL

EUROPEAN PATENT REFORM FORUM USA

IDENTIFYING THE ADVANTAGES OF FILING AND ENFORCING IN EUROPE

DECEMBER 8 NEW YORK | CONVENE TIMES SQUARE



SPONSORS

ALLEN & OVERY

CASALONGA
PARIS - MUNICH - ALICANTE

Dechert
LLP

FINNEGAN

Freshfields Bruckhaus Deringer

Marks&Clerk

Powell
Gilbert

VÉRON
& ASSOCIÉS
A V O C A T S

withers
& rogers
European & Chartered Patent Attorneys
Trade Mark Attorneys

Wragge
Lawrence
Graham
& Co

www.managingip.com/eupatentusa15

#EUPatentUSA

INTRODUCTION

With final decisions of the European Patent Reform and the Unified Patent Court imminent, it is essential that the specifics are understood in order to make the necessary adjustments to your strategy. The MIP European Patent Reform USA event is tailored to a US audience and will examine the new court and financial considerations of the unitary patent in detail. In addition, the forum will take an in-depth look at the most pressing issues for US companies such as; deciding on your patent strategy in Europe; why you should embrace bifurcation; litigation and forum shopping in the European Unified Patent Court; licensing essential standard patents; and alternative cost saving IP strategies.

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 unified patent and patent enforcement strategies. With an in-depth analysis of global litigation under the new court 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 USA 2015 brings together leaders in corporations, industry associations and leading legal experts to discuss and impart valuable knowledge.

Register your place today.

FOR MORE INFORMATION

Sponsorship: mpetch@euromoneyplc.com

Programme: natalie.canter@managingip.com

Registrations: registrations@managingip.com

#EUPatentUSA

Website: www.managingip.com/EUPatentUSA15

Email: registrations@managingip.com

Call: +44 207 779 8740

BENEFITS OF ATTENDING

Delegates are invited to attend a full day of training and discussions to hear from, and network with, leading experts on the European Patent Reform. All delegates will be party to important debates about the most significant changes in the European patent system and will have the opportunity to contribute as well as learn.

- Understand and determine the specifics of the UPC and Unitary Patent
- 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 cost saving alternative IP strategies
- Join analysis on litigation planning and forum shopping in the Unified Patent Court
- Listen to patent enforcement strategies to determine what is right for your business
- Examine the impact of the UPC on the life sciences, pharma and IT and technology sectors

WHO YOU WILL MEET

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

PROGRAMME

8.15	Registration	
8.50	Opening remarks by Managing IP	
9.00	The Unitary Patent and Unified Patent Court: An update <ul style="list-style-type: none"> • What is the Unitary Patent and Unified Patent Court? • A practical guide to making best use of the courts and mitigating costs • Understanding procedures: From starting proceedings through to trial • Cost overview: fees of the Unitary Patent and implications on your budget 	Kevin Curran , global patent counsel, Bayer Corporation Tim Whitfield , partner, Powell Gilbert Alex Wilson , partner, Powell Gilbert Sabine Agé , partner, Véron & Associés Philip Strassburger , vice president, general counsel, Purdue Pharma
9.50	Patent enforcement in Europe: Deciding on your strategy <ul style="list-style-type: none"> • What jurisdictions are available to litigate? • Cost focus: what are the average costs and procedural advantages of each strategy? • Strategies to accelerate your patent applications and enforcement • Best global litigation practices on limited budgets 	Ian MacKinnon , counsel, IBM Caroline Casalonga , partner, Casalonga Jürgen Neugebauer , partner, Casalonga Russ Merbeth , chief policy counsel, Intellectual Ventures
10.40	Coffee break and networking	
11.00	Frاند: Licensing and litigating standard essential patents in Europe <ul style="list-style-type: none"> • The current state of the law following the decisions of the Court of Justice in the European Union in <i>Huawei v ZTE</i> and the European Commission in <i>Motorola</i> • A practical guide to successful licensing and litigating of standard essential patents • The consequences of getting it wrong - as a licensee or as licensor 	David Cohen , chief legal & IP counsel, Vringo David Barron , partner, Wragge Lawrence Graham & Co
11.50	Litigation planning and forum shopping in Europe <ul style="list-style-type: none"> • Litigation planning and strategy under the new UPC • Risks and opportunities of forum shopping in Europe • Strategies to defend yourself against forum shopping • Do the benefits of litigating in the UPC outweigh the increased costs and risks? 	David Por , partner, Allen & Overy Joachim Feldges , partner, Allen & Overy Clemens Heusch , head of European litigation, Nokia James Harrington , senior vice president, chief IP counsel, Shire Pharmaceuticals
12.40	Working with your European Patent Attorney <ul style="list-style-type: none"> • Forward planning • Alternative filing strategies • Assessing different prosecution decisions and approaches 	Rosie Hardy , UK and European Patent Attorney, Withers & Rogers
13.10	Lunch and networking	
14.00	Opposition proceedings before the UPC <ul style="list-style-type: none"> • Exploring revocation actions under the UPC: how does it work? • Are revocation actions an additional threat to patent owners in Europe? • What can be learned from the first experiences with the PTAB oppositions in the US? 	Paul Coletti , associate patent counsel, Johnson & Johnson Leythem Wall , European patent attorney, Finnegan
14.50	The impact of the UPC on IT & technology <ul style="list-style-type: none"> • Analysing the impact of the UPC on the IT and technology sector • Understanding tools for proceedings and claimant costs • Contrasting software patent protection in the US vs. Europe 	Graham Burnett-Hall , partner, Marks & Clerk Maureen Kinsler , partner, Marks & Clerk Matt Levy , patent counsel, Computer & Communications Industry Association
15.40	Coffee break and networking	
16.00	FOCUS: Life sciences & pharma <ul style="list-style-type: none"> • Concerns versus opportunities: understanding the risk of your patents in the transitional period • Examining how to obtain an injunction and the scope of liability • How suitable is the UPC for challenging patents? 	Siu Lo , chief IP counsel, Genesis Biotechnology Group Marianne Schaffner , partner, Dechert Rutger Kleemans , partner, Freshfields Bruckhaus Deringer
16.50	Alternative dispute resolution strategies <ul style="list-style-type: none"> • Alternatives to litigation within and outside the UPC • When is arbitration a good alternative to court proceedings? - the telecoms industry experience • What makes a successful dispute resolution system? 	Allison Hobbs , legal counsel, Big Tent Entertainment Matthew Golden , chief counsel, global patents, Mondelēz Global Alex Wilson , partner, Powell Gilbert Sabine Agé , partner, Véron & Associés
17.40	Close of conference	

1 | Register (Please tick one box)

Booking fee	Academics, in-house IP counsel, in-house patent counsel and R&D professionals	Private practitioners, consultants, advisers and solution providers
Early booking rate <small>(until Friday 31 October 2015)</small>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$695
Standard booking rate <small>(after Friday 31 October 2014)</small>	<input type="checkbox"/> FREE	<input type="checkbox"/> \$895
TOTAL REMITTANCE		

2 | Your details for registration (Please print)

Delegate 1	Delegate 2
Name: _____	Name: _____
Job title: _____	Job title: _____
Company: _____	Company: _____
Address: _____ _____	Address: _____ _____
Postcode: _____	Postcode: _____
Country: _____	Country: _____
Tel: _____	Tel: _____
Email: _____	Email: _____

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

3 | 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

Bank transfer quoting reference number

£ Account – 01043191; Sort code – 30-00-02
IBAN no – GB 97 LOYD 300002 01043191
Lloyds Bank TSB Plc, City Office, PO Box 72, Bailey Drive,
Gillingham Business Park, Gillingham, Kent, ME8 0LS, UK
\$ Account – 11512129; Sort code – 30-12-18
IBAN no – GB 29 LOYD 301218 11512129
€ Account – 59008833; Sort code – 30-12-18
IBAN no – GB 25 LOYD 301218 59008833
SWIFT address: LOYD GB2 LCTY

Please find cheque enclosed (please make payable to Euromoney Institutional Investor PLC)

**To make a payment by credit card, please register and pay online at:
www.managingip.com/EUPatentUSA15 or call +44 207 779 8740**

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

Signature: _____ Date: _____
Position: _____

To Register

Online

www.managingip.com/EUPatentUSA15

Telephone

+44 207 779 8740

Email

registrations@managingip.com

Mail

Events team
Legal Media Group
8 Bouverie Street, London
EC4Y 8AX, UK

CANCELLATION POLICY: If you cannot attend you must cancel your registration in writing by 12 November 2015 to receive a refund less a 10% administration charge. Cancellations received after 12 November 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 8 December 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.

CONTINUING LEGAL EDUCATION: An application has been made for New York CLE points with the New York State Continuing Legal Education Board and California CLE points with the State Bar of California. Based on their guidelines, we expect that delegates will attain 8 CLE points (where applicable) for their full attendance. CLE applications in other states will be reviewed on request.

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.

The information you provide on this form will be used by Euromoney Institutional Investor PLC and its group companies ("we" or "us") to process your order and deliver the relevant products/services. We may also monitor your use of the website(s) relating to your order, including information you post and actions you take, to improve our services and track compliance with our terms of use. Except to the extent you indicate your objection below, we may also use your data (including data obtained from monitoring) (a) to keep you informed of our products and services; (b) occasionally to allow companies outside our group to contact you with details of their products/services; or (c) for our journalists to contact you for research purposes. As an international group, we may transfer your data on a global basis for the purposes indicated above, including to countries which may not provide the same level of protection to personal data as within the European Union. By submitting this order, you will be indicating your consent to the use of your data as identified above. Further detail on our use of your personal data is set out in our privacy policy, which is available at www.euromoneyplc.com or can be provided to you separately upon request. If you object to contact by telephone , fax , or email , or post , please tick the relevant box. If you do not want us to share your information with our journalists , or other companies please tick the relevant box.