

# Managing Intellectual Property™

# INTERNATIONAL PATENT FORUM 2019

STRATEGIES TO MAXIMISE YOUR GLOBAL PATENT PORTFOLIO IN A CHANGING LANDSCAPE  
MARCH 6-7, JUMEIRAH CARLTON TOWER, LONDON



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#PATENTFORUM2019



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### PROGRAMME

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### SPONSORSHIP

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## INTRODUCTION

A strategic, tech-centric approach to managing your IP is essential to counteract the fundamental changes experienced over the past year in the global patent landscape. The MIP International Patent Forum 2019 will provide tips/solutions/strategies to maximise the potential of your patent portfolio in the changing legal, political and technological landscape; ensuring your IP portfolio is systematic, adaptable and robust to remain competitive and; overcome patentability and enforcement concerns post-Brexit.

The forum will discuss questions relating to the integration of AI in the legal framework; future technologies including licensing, open source and new standards and what challenges may arise. Key learnings and updates will be addressed including; *Warner Lambert v Generics*; understanding the global importance of issues relating to protecting your trade secrets; managing fragmented litigation; and releasing the value of innovation, mitigating risk and managing your budget.

Join expert patent owners and leading international lawyers to address the challenges, make observations and practical recommendations to effectively manage and monetise your portfolio in the advancing global landscape.

Register your place today.

The ninth annual MIP International Patent Forum 2019 will bring together global leaders in corporations, industry associations and leading legal experts to share expertise and offer practical solutions/tips/strategies to release the value of your innovation whilst mitigating risk to ensure you are prepared to thrive in the rapidly developing and (uncertain) patent landscape.

## TO REGISTER, OR FOR MORE INFORMATION PLEASE CALL

**ALICIA SPROTT:** +44 207 779 8334  
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## FOR IN-HOUSE SPEAKING OPPORTUNITIES PLEASE CONTACT

**NATALIE CANTER:** +44 207 779 8730  
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## SPONSORSHIP OPPORTUNITIES

We will create a bespoke solution that will position your organisation as a thought leader and ensure you engage with your target audience. We will help you to meet and influence the people who are going to grow your business. Please contact **Melanie Petch** on **+44 207 779 8836** [mpetch@euromoneyplc.com](mailto:mpetch@euromoneyplc.com) to discuss.

## BENEFITS OF ATTENDING

- Discuss the role of the UK post-Brexit & consequences for new and existing patents
- Join analysis on resolutions for SEP litigation concerns
- Explore the concept of plausibility & what it means in the wider context of patent law
- Identify tips to implementing a trade secret knowhow strategy
- Understand the IPR landscape post-SAS
- Find out the advantages of integrating open source and patents

## WHO YOU WILL MEET

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

DAY ONE

8:45 Registration

9:15 Opening remarks by Ed Conlon, managing editor, Managing IP; Welcome from the chair, Gordon Harris, partner, Gowling WLG

9:30 Keynote speech: UK Minister of State, Chris Skidmore, MP

9:45 Considering your priorities in light of key European patent challenges

- Debating the role of the UK post-Brexit & consequences for new and existing patents
- Managing fragmented European litigation
- Regulation of parallel imports and the ramifications on your portfolio
- The Unified Patent Court: vision or reality?

**Yelena Morozova**, associate, **Finnegan Europe LLP** (*moderator*)

**Francesco Macchetta**, director of IP, **Bracco**

**Stéphane Drouin**, chief IP counsel, **UCB**

**Clemens Heusch**, head of European IP litigation, **Nokia**

**Nicholas Fox**, partner, **Finnegan Europe LLP**

10:35 – 10:50 Discussions on tables

10:50 Coffee break and networking

11:20 Navigating SEP licensing and FRAND in the new landscape

- Tracking the impact of issues globally and coordinating enforcement
- Understanding the EU Commission proposals
- Preliminary injunctions in conjunction with SEPs
- Resolutions for SEP litigation concerns
- What new challenges will arise with SEP licensing in 5G?

**Nicholas Webb**, managing director, **Sisvel UK** (*moderator*)

**David Muus**, patent license program manager, **Sisvel**

**Koenraad Wuyts**, chief intellectual property officer, **KPN**

**Sir Robin Jacob**, Hugh Laddie professor of intellectual property law, **University College London**

12:10 Developments in emerging technologies & standards: AI, IoT and machine learning

- How does AI integrate into the legal framework?
- IoT, IP and the convergence of new sectors
- Concerns regarding technology licensing, contracts and new standards
- The future of SEP in IoT

**Matt Hervey**, director, **Gowling WLG** (*moderator*)

**Balbinder Bisram**, head of legal for Huawei technologies R&D, **Huawei**

**Chris Storm**, legal director, emerging technologies, **Uber**

**Jimmy Ahlberg**, defensive IP strategist, IPR & licensing, **Ericsson**

12:55 – 13:10 Discussions on tables

13:10 Lunch and networking

14:10 Protecting your IP in India

- National IPR policy and lessons learned from India's first FRAND case
- Coordination of enforcement
- Advantages - Reduction in patent backlog

**Pravin Anand**, managing partner, **Anand & Anand**

14:40 Patent litigation strategies in advance of the launch of new biologic medicine

- Clearing a path potentially blocked by a third party patent in time for launch
- Would the third party realistically obtain a preliminary injunction or final injunction?
- What to do (if anything) about pending third party applications?
- Analysing the tactics the third party may play out

**Nicola Dagg**, partner, **Kirkland & Ellis** (*moderator*)

**Kristin Cooklin**, global head of patents, **Zentiva**

**Shohta Ueno**, associate director – dispute resolution, **Regeneron Pharmaceuticals**

15:30 Coffee break and networking

16:00 Enforceability of second medical use claims

- Key learnings from *Warner Lambert v Generics*
- Developing strategies for enforcement
- Clarifying the concept of plausibility & what it means in the wider context of patent law
- How generics can avoid patent infringement

**Ilya Goryachev**, senior lawyer, **Gorodissky** (*moderator*)

**Corinna Sundermann**, senior vice president, IP management, **Fresenius Kabi**

**Dmitry Klimenko**, Russian and Eurasian patent attorney, **Gorodissky**

16:40 Chair's closing comments

16:50 Drinks reception

## DAY TWO

8:45 Registration

9:10 Opening remarks by Ed Conlon, managing editor, Managing IP

9:20 Formulating an international IP strategy

- Building an effective IP department
- Releasing the value of innovation, mitigating risk and managing your budget
- Patent portfolio management whilst facilitating digital transformation
- Pruning and expanding your patent portfolio to align with business strategy

**Simon Markström**, partner, European patent attorney, business area manager, **AWA** (*moderator*)

**Anand Varu**, IP director, **IT Luggage**

**Stephan Wolke**, CEO, **Thyssenkrupp Intellectual Property**

**Adam Pilcher**, IPR attorney, **Vodafone**

**Henrik Olsson**, partner, **AWA Strategy**

10:10 Fireside chat: Foreign language filings and your portfolio

- The financial burden of translation within a foreign filing budget
- Unbundling of translation and filing from more traditional outside counsel responsibilities
- The use of artificial intelligence with regards to translation of patent applications

**Max Weisman**, regional director, **TransPerfect Legal Solutions**

10:40 Coffee break and networking

11:10 Devising a clear strategy for protecting your innovation in China

- Assessing your options in light of China's amended patent law
- Enforcing your IPR in China: overcoming concerns and releasing opportunities
- Tips to structuring a successful licensing agreement

**Stephan Wolke**, CEO, **Thyssenkrupp Intellectual Property** (*moderator*)

**Andy Bartlett**, divisional director, patents, **UK Intellectual Property Office**

**David Lambourne**, head of intellectual property, **Morgan Advanced Materials**

11:40 Core principles in effectively managing your trade secrets

- Tips to implementing a trade secret knowhow strategy
- Protecting the knowledge created in your company from leaving/being shared
- What needs to be included in an employee agreement
- What measures can a company implement to regulate the streams of information and control?
- Choosing between protection through trade secrets or patenting

**Clemens Heusch**, head of European IP litigation, **Nokia** (*moderator*)

**Olivier Corticchiato**, senior patent attorney, **Nestlé**

**Mohammed Karim**, senior legal counsel, **TiVo**

**Jules Williams**, managing patent attorney, **IBM**

12:30 Spotlight on Turkey – a case study

- Latest IP developments
- Patent use and compulsory licenses
- Enforcement of Patent Rights in government's alternative supply methods

**Özge Atılğan Karakulak**, partner, **Gün + Partners**

**Selin Sinem Erciyas**, partner, **Gün + Partners**

13:00 Lunch and networking

14:00 The global patent eligibility conundrum

- Subject matter eligibility post-*Myriad*, *Mayo* and *Alice*
- EPO updated guidelines for computer-implemented inventions & AI inventions
- Debating the varying methods of software protection
- Are patents the best option for software protection – what are the alternatives?
- Strategies to remain competitive against China's growth in IP ownership

**Calum Smyth**, global head of intellectual property, **Barclays** (*moderator*)

**Cassandra Derham**, senior IP attorney, head of technical IP, **Amadeus Intellectual Property**

**Yannis Skulikaris**, director, **European Patent Office**

14:40 Latest updates from the advancing United States patent landscape

- Exploring the future of the US patent system
- Understanding the IPR landscape post-SAS
- Approaches for optimising success in the developing US patent environment
- US Supreme Court decisions and emerging litigation trends

**Patrick Wingrove**, senior reporter, **Managing IP** (*moderator*)

**Frank Cullen**, vice president US IP policy, **US Chamber of Commerce**

**Kevin Jakel**, founder and CEO, **Unified Patents**

15:20 Coffee break

15:50 Close of conference

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<b>Booking fee</b>	<b>Private practice, consultants, IP service providers</b>	<b>In-house IP and patent counsel, R&amp;D professionals, academics</b>
Super early booking rate <small>(before December 14, 2018)</small>	<input type="checkbox"/> £995 + VAT	<input type="checkbox"/> FREE
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We cannot accept verbal cancellations. Cancellations received after February 23 2019 are liable for the full conference fee. However, substitutions can be sent to attend in your place at no extra charge. If owing to a force majeure, Managing IP is obliged to postpone or cancel the event, Managing IP will not be liable for any travel or accommodation expenses incurred by delegates or their organisations. Badge swapping with other registered/non-registered delegates is against our company policy and will not be permitted.

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