THE EVENT

With Europe introducing the new Unified Patent Court, the US struggling with increased litigation and trolls, and jurisdictions from Latin American to Asia increasingly strengthen patent protection, legal frameworks for IP are changing globally. Therefore, this conference takes in-depth look at the most recent developments in IP litigation, forum shopping, licensing, patent-filing and IP monetisation around the world. Among others, topics include: guides to litigation planning in Europe; a global comparison of effective ways to deal with patent trolls; licensing standard essential patents (SEP) in the tech sector; and the challenge of facing compulsory licensing in the pharmaceuticals and med-tech sector.

By discussing the most significant global changes, such as stronger patent enforcement in China and increasing antitrust considerations for licensing agreements in the US from a wide range of different angles, this event will be a learning opportunity for leaders. It will enable you to get everything out of your intellectual property and are well prepared and informed about the global landscape of IP law.

The programme addresses the major issues at hand and will encourage highest-level debate on all of the pertinent topics and technical matters from the varied perspectives of a wide range of stakeholders. In addition to this, MIP brings to the agenda its global expertise so as to offer multinational corporations cutting-edge guidance on handling IP portfolios in a globalised world. The MIP International Patent Forum brings together world leaders in corporations, public health and the sciences and, of course, international leading legal experts to discuss and impart valuable knowledge.

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## DRAFT PROGRAMME | DAY 1

<table>
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<tr>
<th>Time</th>
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<tr>
<td><strong>8.00</strong></td>
<td>Registration and coffee</td>
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<td><strong>8.45</strong></td>
<td>James Norton, managing editor, Managing IP, UK</td>
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<td><strong>8.50</strong></td>
<td>Keynote address</td>
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| **9.10** | Patent monetisation  
  - Aligning your IP portfolio with the broader business strategy of your company  
  - Licensing or litigation: A cost-benefit analysis  
  - New challenges to traditional patent monetisation |
| **10.10** | Increased litigation in the USA  
  - How the industry is dealing with increased litigation  
  - Is this the end of “honest licensing”?  
  - Wider implications on your IP portfolio |
| **11.10** | Coffee and networking |
| **11.30** | Industry panel: Licensing standard essential patents (SEP) in the tech sector  
  - Avoiding penalties: balancing injunctive relief versus licensing of SEPs  
  - How courts interpret “fair reasonable and non-discriminatory terms” (Frand)  
  - A guide to successful challenge license offers which do not fall under Frand terms |
| **12.30** | Software patenting in Europe and US  
  - Comparative analysis of software patenting in Europe versus US  
  - What constitutes patentable software?  
  - A guide to when do you need a patent, and when your software is protected by copyright |
| **13.30** | Lunch and networking |
| **14.30** | Enforcement practice in China  
  - Trends in China’s increasing enforcement practise  
  - How protected is your IP in China?  
  - Best practices for patent-monetisation in China |
| **15.30** | Coffee and networking |
| **15.50** | Litigation planning and forum shopping in Europe  
  - Implications of the Spanish legal challenge outcome  
  - Game over? Litigation planning and strategy under the new UPC  
  - Risks and opportunities of forum shopping in Europe |
| **16.50** | Antitrust and IP litigation  
  - Why antitrust laws threaten your IP pool  
  - A guide to future trends in antitrust legislation, and to how this will impact on your IP portfolio |
| **17.50** | Close of day one and cocktail reception |

### CONFIRMED SPEAKERS
- Russell Bagnall, partner, Adams&Adams  
- David Barron, partner, Wragge & Co  
- Frédéric Caillaud, director of licensing and business development, L’Oreal  
- Charles Clark, head of intellectual property, Edwards Limited  
- David Galoun, patent attorney, Cisco  
- Matthew Goodwin, global head of patents, Unilever  
- Nicky Garnett, partner, Adams & Adams  
- Catriona Hammer, senior counsel intellectual property, GE Healthcare  
- Andrew Hammond, European patent attorney, Yalea  
- Alexander Herget, brand protection specialist, Ingenium Investigations  
- Kerry Miller, senior IPR licensing counsel, Nokia Siemens Networks  
- James Pooley, deputy director general for innovation and technology, WIPO  
- Simon Roberts, head of patents, British Telecommunications  
- Richard Vary, head of litigation, Nokia  
- Sergey A Viktorov, CIS area legal director, GlaxoSmithKline  
- Nicky Weimar, senior economist, Nedbank Group
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<tr>
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| 9.20  | Life science focus I: Facing compulsory licensing in the pharmaceuticals and med-tech sector  
  • Compulsory licensing: New strategies in an increasingly investment-hostile world  
  • Alternative approaches in order to keep your patent rights protected  
  • How to analyse risks with compulsory licensing as a new trend  
  • The Biosimilars Act: Evaluating efficiency and implications |
| 10.20 | Life science focus II: What constitutes patentable matter?  
  • How different courts define patentable matter  
  • Comparative analysis between USA, EU, and India  
  • Lacking legal stability: Implications for the industry |
| 11.20 | Coffee and networking                        |
| 11.50 | Economic overview and regional hubs: How to navigate Africa’s diverse business regions  
  • Analysis of Africa’s four regional economic hubs  
  • Cultural differences and implications for your business  
  • A guide to best protect your IP in Africa’s diverse regions |
| 12.50 | Japan focus  
  • A best practices to avoid competitors from circumventing your IP protection: Teva vs. Kirin  
  • Antitrust concerns in Japan: E-license vs. JASRAQ  
  • A guide to strong IP management in Japan |
| 13.20 | Lunch and networking                         |
| 14.30 | NPE’s and patent trolls roundtable: A global comparison  
  • Will there be a global rise of patent trolls?  
  • Measures to counter trolls without compromising on the strengths of patents in general  
  • Whose problem is it? New legislation versus sector self-defence |
| 15.40 | Why major OECD changes on tax and transfer pricing will directly impact on your IP portfolio  
  • What is the new OECD legislation about and why will it be a game-changer?  
  • Reasons why is this an important IP issue, and not just something for the tax-team  
  • Strategies and advice to prepare for these changes |
| 16.10 | Russia focus  
  • Patent protection and enforcement in Russia  
  • Challenges in protecting your intangible assets in Russia  
  • How new legislation is about to further strengthen IP protection |
| 16.40 | Close of conference                          |

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