

# Managing Intellectual Property™

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IN-HOUSE  
COUNSEL

## INTERNATIONAL PATENT FORUM 2020

STRATEGIES TO MAXIMISE YOUR GLOBAL PATENT  
PORTFOLIO IN A CHANGING LANDSCAPE

MARCH 4-5

ETC. VENUES ST PAUL'S, LONDON

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#### REGISTRATIONS

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## OVERVIEW

2020 will see the 10th anniversary edition of the MIP International Patent Forum, and after 10 years, the Forum is still a key meeting in IP counsel calendars to discuss critical updates to the international patent landscape.

With the era of digital transformation and rapid advances in technology, protecting your assets is crucial and challenging, raising vital questions about the suitable protection required.

Global enforcement remains complex and uncertain, the international trade environment adds increasing pressure on IP owners to manage risks and opportunities to manoeuvre the ever changing landscape. To deliver value to your business and remain efficient, it is essential to build a flexible and sustainable strategy and get the best out of your resources.

Join two days of interactive discussions with leading lawyers and expert patent professionals to:

- Explore considerations of important remedies for patent owners in key jurisdictions
- Join on analysis on how to navigate your business transformation with the revolution of digitalisation
- Gain forward thinking ideas and strategies for international active markets
- Engage and work with your peers to problem solve, share ideas, opinions and experiences to optimise your patent portfolio
- Enforcement industry streams for a deep dive masterclass into the issues keeping in-house counsel awake at night

Confirm your place today @ [events.managingip.com/patentforum](https://events.managingip.com/patentforum)

## JOIN 150+ SENIOR PATENT PROFESSIONALS INCLUDING



**ETC.VENUES  
ST PAUL'S**  
200 Aldersgate  
London  
EC1A 4HD

## WHAT'S NEW FOR 2020?

- Sharing best practice and drawing on experience of your peers through practical case studies with legal perspectives and solutions
- Industry masterclasses, providing in-depth insight on key issues
- Interactive roundtable discussions designed to enhance the level of collaborative, strategic discussion
- Post-panel discussions for impromptu networking and knowledge sharing

“ The agenda/program was very interesting. A real mix of topics covering a range of technologies and sectors ”

“ Very useful and insightful topics – thank you! ”

“ Fantastic mix of topics and speakers with great energy, which helped when explaining difficult content ”

## PROGRAMME DAY I

08:55 REGISTRATION

09:25 OPENING REMARKS & WELCOME FROM THE CHAIR  
Gordon Harris, partner, **Gowling WLG**

09:35 KEYNOTE ADDRESS

**SPEAKER**

António Campinos, president, European Patent Office

**09:50 Case law updates and remedies for patent owners in key jurisdictions**  
*This discussion will provide comparative updates from leading European lawyers.*

- Comparative law on injunction practice: risks and policy on granting injunctions in key jurisdictions – what works and what doesn't?
- Litigation strategies and affordability of litigation (in key jurisdictions DE, FR, NL, UK)

**SPEAKERS**

Benjamin May, partner, **Aramis Law**  
Jin Ooi, partner, **Kirkland & Ellis**  
Bolko Ehlgren, managing associate, **Linklaters**

**10:30 Industry case studies**  
*Following the comparative analysis, industry speakers will share their experiences and discuss practical application.*

- How do you decide which jurisdiction to start litigation?
- What are the main issues/considerations when selecting a jurisdiction?
- Remedies: damages, injunctions and recall
- Inspection proceedings

**SPEAKERS**

Beatriz Diaz, head of IP, **Insud Pharma**  
Taliah Walklett, senior legal counsel, litigation & IP, **Nokia**  
Kiana Askari, **Spectris**

11:00 COFFEE BREAK & NETWORKING

**11:30 Enforcement & strategy masterclasses**  
*These smaller group masterclasses are designed to provide in-depth industry insight into key issues impacting in-house counsel. The sessions will last for 1 hour, and will focus on different sectors including life sciences, manufacturing and technology. Delegates will choose one group in the morning and one in the afternoon to discuss:*

**A. FRAND and SEP framework: considerations for the evolving landscape**

**SPEAKERS**

Adrian Howes, head of IP, **Nokia**  
Hugo Sakkers, head of legal – philips intellectual property & standards, **Philips**

**B. Autonomous driving and IoT: when at the cutting edge of new technology how do you shape your strategy and defend yourself?**

**SPEAKERS**

Michael Carter, principal associate, **Gowling WLG**  
Colin Lamond, IP consultant, **Nissan**

**C. Patentable subject matter: practical examples and claim techniques**

**SPEAKERS**

John North, partner, **Hill Kertscher & Wharton**  
Cassandra Derham, senior manager, IP, **Amadeus**

**D. Adapting your strategy to keep up with developments in life sciences: SPC application; EU policy and case law**

**SPEAKER**

James Horgan, assistant managing counsel, **Merck Sharp & Dohme**

**E. Biologics: where are we now?**

**SPEAKERS**

Ailsa Carter, principal associate, **Gowling WLG**  
Shohta Ueno, director dispute resolution, **Regeneron Pharmaceuticals**

12:30 LUNCH & NETWORKING

**13:30 Enforcement & strategy masterclasses**  
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14:30 COFFEE BREAK & NETWORKING

**15:00 Monetisation and the importance of collaboration**

- Maximising potential and identifying new revenue streams
- How do you work with other companies collaboratively in this space?
- Licensing and open innovation: risks and pitfalls – what do you own/not own?
- Liability and IP infringement

**SPEAKERS**

George Pickering, assistant general counsel, pharma R&D and oncology, **GSK (moderator)**  
Frank Landolt, chief counsel, IP and legal, **Confo Therapeutics**  
Alfred Chaouat, vice president, licensing, **InterDigital**  
Max Olofsson, VP, European markets, **Avanci**

**15:50 Navigating the changing role of the in-house lawyer**

- Balancing priorities effectively and managing external threats
- Adopting a growth mind-set and building a progressive team
- Positioning your IP department to get buy in from management

**SPEAKERS**

Gordon Harris, partner, **Gowling WLG (moderator)**  
Mark Cruickshank, managing legal counsel, outsourcing, technology & IP, **RBS**  
Simon Forrester, group IP director, **Dyson**  
Lia Young, senior corporate counsel, intellectual property, **Caterpillar**

16:50 CLOSING COMMENTS

17:00 DRINKS RECEPTION

## PROGRAMME DAY 2

09:15 REGISTRATION

09:40 OPENING REMARKS AND WELCOME FROM THE CHAIR

Ed Conlon, managing editor, **Managing IP**

09:45 KEYNOTE ADDRESS:

**SPEAKER**

The Hon. Mr Justice Birss, judge of the High Court of Justice for England and Wales

**10:00 Comparison of international IP enforcement strategies**

*This session will start with speakers from China and India to discuss the pros, cons, opportunities and threats of enforcement in each jurisdiction. Delegates will then join informal roundtable discussions to apply earlier presentations to practical scenarios and debate the appropriate enforcement strategies.*

- Mitigating IP risk in China

**SPEAKER**

Hannah Hunt, senior east Asia policy advisor, **UK IPO**

- Spotlight on India: coordinating enforcement

**SPEAKERS**

Pravin Anand, managing partner, **Anand & Anand**  
Clemens Heusch, head of European IP litigation, **Nokia**

11:00 COFFEE BREAK & NETWORKING

**11:30 Portfolio optimisation: overcoming challenges from an in-house perspective**

*Panel debate followed by group table-top discussions*

- Optimising your IP portfolio in an efficient way
- IPR strategy realisation to overcome potential infringements
- Delivering value to your business through IP: how do you best use your resources & measure the success of your strategy?
- Managing search providers and external counsel
- What tools can help?
- Cost optimisation and efficiencies in foreign filing

**SPEAKERS**

Max Weisman, regional director, **TransPerfect** (*moderator*)  
Adeline-Fleur Fleming, senior managing counsel, **MasterCard**  
David Williams, European patent attorney, **Optos**  
Sue Ratcliffe, head of intellectual property, **Synthomer**  
Roberto Ribeiro, partner, **Daniel Law**

*12:15-12:30 Table-top discussions*

12:30 LUNCH & NETWORKING

**13:30 Crafting a robust strategy to protect the value of trade secrets**

- How can you avoid trade secrets breaches and liability?
- Valuation and measures to make your trade secrets 'bullet-proof'
- What are the 'reasonable measures' to preserve secrecy and how does this differ in how confidential information is managed?
- Is prevention better than cure?

**SPEAKERS**

Constantin Rehaag, partner, **Dentons** (*moderator*)  
Tilman Breitenstein, group leader intellectual property, **BASF**  
Martin Yagi, intellectual property manager, **First Light Fusion**  
Maria Anassutzi, lead EMEA IP counsel, **Canon Europe**  
Stefan Dittmer, partner, **Dentons**

**14:20 Artificial Intelligence: What is the right approach in this new environment?**

- Patentability criteria for AI-related inventions – where can inventions be found?
- Scope and enforceability of AI patents – are they worth the investment?
- Enforcement issues, striking a balance between protection and openness
- Big data - "the new oil" - can it be protected? Or should it in fact belong to the public domain?
- Standardization – is AI suitable for general standards? Or only in specific cases?

**SPEAKERS**

Fabian Edlund, partner, **AWA** (*moderator*)  
Anita Shaw, UK and European patent attorney, **IBM**  
Claire Bennett, general counsel, **Five AI**  
Aaron Smethurst, director of IP policy, **UCB**  
Benjamin Micklewright, deputy director, patents, **UK IPO**  
Daniel Enetoft, European patent attorney, **AWA**

15:20 CLOSING COMMENTS & END OF FORUM

## BOOKING FORM

	In-house IP and patent counsel, R&D professionals, academics	Private practice, consultants, IP service providers
Super early booking rate (before December 13, 2019)	<input type="checkbox"/> FREE	<input type="checkbox"/> £995 + VAT
Early booking rate (before January 24, 2020)	<input type="checkbox"/> FREE	<input type="checkbox"/> £1095 + VAT
Standard booking rate (after January 24, 2020)	<input type="checkbox"/> FREE	<input type="checkbox"/> £1295 + VAT

### YOUR DETAILS FOR REGISTRATION (PLEASE PRINT)

#### Delegate

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

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Tel: \_\_\_\_\_

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Please photocopy this page if registering more than one delegate

### METHOD OF PAYMENT

Please tick the appropriate box to choose your payment method and sign below:

- ☐ Bank transfer (details will be provided by invoice)
- ☐ Credit card payment (pay online at [events.managingip.com/patentforum](https://events.managingip.com/patentforum) or call +44 (0) 207 779 8811)

**REGISTRATION:** All registrations are subject to final review. Where the registration fee applies, the fee is charged in GBP.

**PAYMENT:** All registration fees (where applicable) must be received in full prior to the invoice due date or event date, whichever is sooner.

Please note that in completing this booking form you undertake to adhere to the Event Participant Terms and Conditions listed on this form.

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Position: \_\_\_\_\_

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#### Email

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Kevin Pragas  
Legal Media Group  
8 Bouverie Street  
London, EC4Y 8AX, UK

### EVENT TERMS AND CONDITIONS:

By registering for an event, you are agreeing to the [Event Participant Terms and Conditions](#). Validly registering for an Event shall entitle you to admittance to that Event as a Participant, subject to these Terms.

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All cancellations by Participants must be received in writing no later than 48 hours before the first day of the Event (March 2 2020). We cannot accept verbal cancellations. Participants whose cancellations are received after this deadline (March 2 2020) shall be liable for a £199 cancellation Fee.

#### PAYING DELEGATES:

All cancellations by Participants must be received in writing at least 6 weeks before the first day of the Event (January 22, 2020). We cannot accept verbal cancellations. If written cancellation is received in writing at least 6 weeks before the first day of the Event, we will refund Fees already paid (if any) less a 10% administration charge (or such other charge as shall be specified in the Content provided to Participants upon registration for the Event). If written cancellation is not received in writing at least 6 weeks before the first day of the Event, the Participant shall be liable for payment of the Fee in full, irrespective of any non-attendance at the Event (no refund shall be due on any Fees already paid and/or any unpaid Fee invoices shall remain due and payable in full).

Participants may nominate a substitute to attend an Event in their place at no extra charge, and the replacement's agreement and compliance with these Terms. Attendees found wearing falsified Event passes and/or sharing or swapping Event passes shall be required to leave the Event.

If, as a result of Force Majeure, Managing IP cancels the Event, Managing IP shall use its reasonable endeavours to reschedule the Event to take place within two months of the original Event Dates. If Managing IP is unable to reschedule the Event, it shall refund the Participant Fees as soon as reasonably practicable and in any event within 60 days from the date of notice of cancellation. The full Cancellation Policy can be read in the aforementioned Event Participant Terms and Conditions.

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