

Managing Intellectual Property™

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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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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

JOIN 150+ SENIOR PATENT PROFESSIONALS INCLUDING



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		12:30	LUNCH & NETWORKING
09:25	OPENING REMARKS & WELCOME FROM THE CHAIR	Gordon Harris, partner, Gowling WLG	13:30	Enforcement & strategy masterclasses
09:35	KEYNOTE ADDRESS	SPEAKER António Campinos, president, European Patent Office		<i>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:</i>
09:50	Case law updates and remedies for patent owners in key jurisdictions	<i>This discussion will provide comparative updates from leading European lawyers.</i>		A. FRAND and SEP framework: considerations for the evolving landscape
		<ul style="list-style-type: none"> 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 Adrian Howes, head of IP, Nokia Hugo Sakkers, head of legal – Philips intellectual property & standards, Philips
		SPEAKERS Benjamin May, partner, Aramis Law Jin Ooi, partner, Kirkland & Ellis Bolko Ehlgén, managing associate, Linklaters		B. Autonomous driving and IoT: when at the cutting edge of new technology how do you shape your strategy and defend yourself?
10:30	Industry case studies	<i>Following the comparative analysis, industry speakers will share their experiences and discuss practical application.</i>		SPEAKERS Michael Carter, principal associate, Gowling WLG Colin Lamond, IP consultant, Nissan
		<ul style="list-style-type: none"> 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 		C. Patentable subject matter: practical examples and claim techniques
		SPEAKERS Beatriz Diaz, head of IP, Insud Pharma Taliah Walklett, senior legal counsel, litigation & IP, Nokia Kiana Askari, Spectris		SPEAKERS John North, partner, Hill Kertscher & Wharton Cassandra Derham, senior manager, IP, Amadeus
11:00	COFFEE BREAK & NETWORKING			D. Adapting your strategy to keep up with developments in life sciences: SPC application; EU policy and case law
11:30	Enforcement & strategy masterclasses	<i>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:</i>		SPEAKER James Horgan, assistant managing counsel, Merck Sharp & Dohme
		A. FRAND and SEP framework: considerations for the evolving landscape		E. Biologics: where are we now?
		SPEAKERS Adrian Howes, head of IP, Nokia Hugo Sakkers, head of legal – Philips intellectual property & standards, Philips		SPEAKERS Ailsa Carter, principal associate, Gowling WLG Shohta Ueno, director dispute resolution, Regeneron Pharmaceuticals
		B. Autonomous driving and IoT: when at the cutting edge of new technology how do you shape your strategy and defend yourself?	14:30	COFFEE BREAK & NETWORKING
		SPEAKERS Michael Carter, principal associate, Gowling WLG Colin Lamond, IP consultant, Nissan	15:00	Monetisation and the importance of collaboration
		C. Patentable subject matter: practical examples and claim techniques		<ul style="list-style-type: none"> 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 John North, partner, Hill Kertscher & Wharton Cassandra Derham, senior manager, IP, Amadeus		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
		D. Adapting your strategy to keep up with developments in life sciences: SPC application; EU policy and case law	15:50	Navigating the changing role of the in-house lawyer
		SPEAKER James Horgan, assistant managing counsel, Merck Sharp & Dohme		<ul style="list-style-type: none"> 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
		E. Biologics: where are we now?		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
		SPEAKERS Ailsa Carter, principal associate, Gowling WLG Shohta Ueno, director dispute resolution, Regeneron Pharmaceuticals	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: _____

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Postcode: _____

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METHOD OF PAYMENT

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

- Bank transfer (details will be provided by invoice)
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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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TO REGISTER

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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).

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