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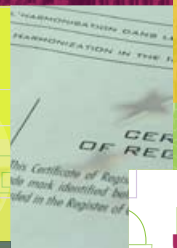
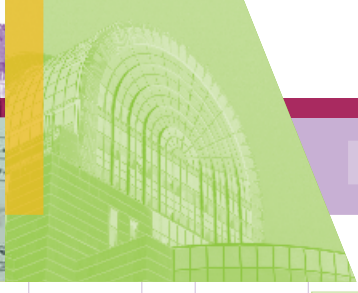


World Intellectual Property Organization

THE PANEUROPEAN
INTELLECTUAL PROPERTY SUMMIT

▶ BRUSSELS IP 2006

CONRAD HOTEL \ BRUSSELS



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IP world best practices: what lessons for Europe?

THURSDAY **7** & FRIDAY **8**
DECEMBER 2006



THE WALL STREET JOURNAL.
EUROPE

Premier Cercle

iam

8:00 am	Registration and café d'accueil
8:30 am	Opening remarks Jon Housman <i>Managing Director</i> THE WALL STREET JOURNAL EUROPE \ BELGIUM
8:40 am	Opening address ▶ KEYNOTE SPEECH Viviane Reding <i>Commissioner for Information Society & Media</i> EUROPEAN COMMISSION \ BELGIUM .eu first anniversary
PLENARY SESSION IP IN THE BOARDROOM	
9:00 am	▶ IP Enters the Boardroom: The CEO Perspective R&D and innovation: the CEO's perspective \ IP in the boardroom: making the most of IP through strategy \ IP and shareholder value: strategies to build up your company's value and future James Dyson* <i>Chairman & Founder</i> DYSON GROUP \ UK Alain Lévy <i>Chairman & Chief Executive Officer</i> EMI MUSIC \ UK Mario Moretti Polegato <i>President of the Board of Directors & Founder</i> GEOX \ ITALY Mary Robinson <i>Honorary President</i> OXFAM INTERNATIONAL \ UK Ernest-Antoine Seillière <i>President</i> UNICE \ BELGIUM Dr Ajit Shetty <i>Managing Director & Chairman of the Board of Directors</i> JANSSEN PHARMACEUTICA \ BELGIUM Moderator Hans Martens <i>Chief Executive</i> EUROPEAN POLICY CENTRE \ BELGIUM
10:20 am	▶ Which IP Issues are Board Priorities? The increased impact of litigation \ Measuring the intellectual capital \ The risks in emerging markets \ Issues & examples Vladislav Boutenko <i>Vice President, Head of European IP Practice</i> THE BOSTON CONSULTING GROUP \ FRANCE & RUSSIA
10:40 am	▶ Turning Multinational Companies into 'Ideas Factories' Transforming research and innovative ideas into successful competitive companies \ From IP supporting innovation to IP provoking Innovation \ Pro-active corporate IP strategies for portable profits Todd Dickinson <i>Vice President & Chief Intellectual Property Counsel</i> GENERAL ELECTRIC COMPANY \ USA Marshall Phelps <i>Corporate Vice President, Intellectual Property</i> MICROSOFT \ USA
11:10 am	Coffee break
11:40 am	▶ The Latest IP Trends ▶ KEYNOTE SPEECH Charlie McCreedy <i>Commissioner for Internal Market & Services</i> EUROPEAN COMMISSION \ BELGIUM
12:00 pm	▶ IP Owners: How to Lead the IP Debate from the Inside Out Part 1 Inside the Company: Promoting IP and Increasing Competitiveness and Value Catching up with the IP economy: how to make your CEO your corporate IP ambassador \ Mastering the IP lifecycle: towards an efficient management of IPR \ The 21st century IP counsel/corporate IP chief: moderator? strategy maker? lobbyist? centralized? per business line? \ How to work and network for greater IP implementation Lisa Jorgenson* <i>Group Vice President, Intellectual Property</i> STMICROELECTRONICS \ USA Beatrix de Russé <i>Executive Vice President, Intellectual Property</i> THOMSON \ FRANCE Nick Rodwell <i>President</i> MOULINSART SA \ BELGIUM
12:45 pm	Pre-lunch Debate Ten Years on, is the Community Trade Mark a Paragon for the Community Patent? Wubbo de Boer <i>President</i> OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM) \ SPAIN
1:00 pm	Lunch \ Networking with European Commission IP Experts
AFTERNOON WORKSHOPS STREAMS 1-5	

DECEMBER 8 2006**MORNING PLENARY DAY 2**

8:00 am Registration and café d'accueil

8:30 am Opening remarks ► **Japan as an IP-Based Nation**
Ryuichi Shitara *Presiding Judge of the Intellectual Property Division* TOKYO DISTRICT COURT \ JAPAN

8:45 am Opening address ► **Europe's Role in Meeting the Challenges to the World Patent System**
Alain Poupou *President* EUROPEAN PATENT OFFICE \ GERMANY

PLENARY SESSION IP LEADERSHIP: A GLOBAL BENCHMARK

9:00 am ► **KEYNOTE SPEECH** **Neelie Kroes¹** *Commissioner for Competition* EUROPEAN COMMISSION \ BELGIUM

9:20 am ► **Making Europe an IP Powerhouse: the EC Task Forces**
 How to favour R&D and innovation \ How to respond to industry needs
Heinz Zourek *Director General Enterprise & Industry* EUROPEAN COMMISSION \ BELGIUM
Geraldine Barry *Head of Unit, Joint Research Centre* EUROPEAN COMMISSION \ BELGIUM
Adolfo Barbera del Rosal *Case Handler, Directorate General Competition* EUROPEAN COMMISSION \ BELGIUM
 Moderator **Philippe Petit** *Deputy Director General* WORLD INTELLECTUAL PROPERTY ORGANIZATION \ SWITZERLAND

10:00 am ► **Brands in the Boardroom**
 Key branding issues for senior executives in 2006
Tove Graulund *Chairman* MARQUES *Chief Intellectual Property Counsel* ARLA FOODS AMBA \ DENMARK
Georgina Evans *Head of Trade Marks* SHELL INTERNATIONAL LIMITED \ UK
 Moderator **John Batho** *Editor* WORLD TRADEMARK REVIEW \ UK

10:30 am Coffee break

11:00 am ► **IP Owners: How to Lead the IP Debate from the Inside Out**
 Part 2 Outside the Company: Building a Major Influential Sphere
 Where are the IP champions in Europe? \ How the USA has built IP champions \ Leading the IP debate to pioneer greenfield technologies and markets \ Lobbying at policy-making level: lessons learned from the Software Directive debate \ Lobbying IP & access to medicine \ Lobbying success: anti-counterfeiting war
Mats Parup *Head of Corporate Intellectual Property* NOVARTIS \ SWITZERLAND
Thaddeus Burns *Senior Corporate IP Counsel Europe* GENERAL ELECTRIC EUROPE NV \ BELGIUM
David Simon *Chief Patent Counsel* INTEL CORPORATION \ USA
Hogarth Andall *Head of Intellectual Property* SONY COMPUTER ENTERTAINMENT EUROPE \ UK

11:45 am ► **Litigation: Mediation and Arbitration to Reduce the Costs**
 The American way of alternative dispute resolution: what lessons for Europe? \ How companies are using ADR \ How to promote and organise ADR inside a global corporation
William K Slate II *President & Chief Executive Officer* AMERICAN ARBITRATION ASSOCIATION \ USA
Kay Oshoba *Senior Contracts Lawyer* BRITISH TELECOM PLC. \ UK

12:15 pm ► **IP: A Regime to Improve?**
 Asymmetric systems according to industrial development and business needs
 ► **KEYNOTE SPEECH** **Joseph Stiglitz** *Nobel Prize of Economy 2001, Professor* UNIVERSITY OF COLUMBIA \ USA
Florian Müller *Open-Source Campaigner* NOSOFTWAREPATENTS.COM \ GERMANY
 Moderator **Joff Wild** *Editor in Chief* INTELLECTUAL ASSET MANAGEMENT \ UK

12:45 pm Pre-lunch Debate **Ideas for Worldwide IP Reform**
Christine Lagarde *State Secretary for External Trade* FRENCH GOVERNMENT \ FRANCE

1:00 pm Lunch \ Networking with IP experts from the European Commission

AFTERNOON WORKSHOPS STREAMS 6-10

in the Boardroom for Greater Competitiveness

	Stream 1 NEW IP CHALLENGES	Stream 2 INDUSTRIAL CHALLENGES	Stream 3 GLOBAL STRATEGIES	Stream 4 FROM IPR TO IPO	Stream 5 MOCK DEPOSITION & HEARING
2:00 pm	<p>Computer Implemented Inventions: IPR or RIP</p> <ul style="list-style-type: none"> ▶ Software patents: why America is reviewing its protection system? ▶ Adapting copyright law and criminalising software infringement: a "Plan B" after rejection of the EU CII Directive? ▶ Open source and free software licences: is harmonisation possible? <p>Brigitte des Abbayes <i>General Counsel</i> ORACLE \ FRANCE</p> <p>Prof. Lee A Hollaar <i>Professor of Computer Science, Patent Attorney</i> UNIVERSITY OF UTAH \ USA</p> <p>Mark Webbink <i>Deputy General Counsel, IP & Public Policy</i> RED HAT \ USA</p> <p>Chairman Jeremy Roche <i>Chairman</i> EUROPEAN SOFTWARE ASSOCIATION \ UK & BELGIUM</p> <p>Moderator Mark MacGann <i>Director General</i> EICTA \ BELGIUM</p>	<p>Pharmaceuticals, Generics and Competition Law</p> <ul style="list-style-type: none"> ▶ The positions of the European Commission and the Federal Trade Commission ▶ Beyond copies: towards increasing competition with the development of supergenerics ▶ Anti-counterfeiting: convergence of views between pharmaceuticals and generics <p>Yehudah Livneh <i>General Patent Counsel</i> TEVA PHARMACEUTICALS \ ISRAEL</p> <p>Joseph Majka <i>Senior Patent Attorney</i> SANDOZ-NOVARTIS GROUP \ USA</p> <p>Hubert Witte <i>Site Head, Patents Basel, CLP - Patent department</i> HOFFMANN-LA ROCHE \ SWITZERLAND</p> <p>Chairman Bertrand Gellie <i>Director of Pharmaceutical Directorate</i> EPO \ GERMANY</p> <p>Moderator Jacques Warcoin <i>Partner</i> REGIMBEAU \ FRANCE</p>	<p>How to Successfully Outsource your IP Department or Part of It</p> <ul style="list-style-type: none"> ▶ Three case studies, and the question of outsourcing in India ▶ Application, prior art search, litigation: which activities are best to outsource? ▶ Criteria for choosing a solution provider; how should you manage the relationship? <p>Samantha Funnell <i>Chief Patent Counsel</i> ARM HOLDINGS \ UK</p> <p>Christian Nguyen Van Yen <i>Managing Partner</i> MARKS & CLERK \ FRANCE <i>spin-off of THALES IPR Department</i></p> <p>Philippe Vandeuven <i>Legal Director, IP</i> INBEV \ BELGIUM</p> <p>Chairman Sanjay Kamrani <i>Co-Chief Executive Officer</i> PANGEA3 \ INDIA</p> <p>Moderator Lidy-Anne Jeswiet <i>Chief Executive Officer</i> GEVERS & PARTNERS \ BELGIUM</p>	<p>How to Convert IP into Cash Flow</p> <ul style="list-style-type: none"> ▶ Financial valuation of IPR and the economic-driven model ▶ Enhancing the value of transactions ▶ Joint ventures, spin-offs and spin-outs <p>Julian Nolan <i>Vice-President Licensing Europe</i> HONEYWELL \ SWITZERLAND</p> <p>Barry Stunman-Mole <i>Director of Intellectual Asset Management</i> ITI TECHMEDIA \ UK</p> <p>Dr Koenraad Wuyts <i>Chief IP Officer, European Patent Attorney</i> KPN \ NETHERLANDS</p> <p>Chairman Frank G E Bollmann <i>Managing Director</i> DUFF & PHELPS \ GERMANY</p> <p>Moderator Marie-Annick Péninon-Bernard* <i>Director Public Affairs, Regulatory & Strategy</i> EVCA \ BELGIUM</p>	<p>Discovery in US Litigation: Compulsion and Compliance</p> <p>Complying with discovery obligations in US intellectual property litigation involves complex questions.</p> <p>One should consider relevance, scope, attorney-client privilege, inter- and intra-corporation relationships, records retention and Hague Convention procedures for taking depositions of non-US citizens.</p> <p>Even though failure to comply can result in costly sanctions, the discovery process can be managed efficiently.</p> <p>This session features a mock deposition, a hearing and a follow-up panel discussion that highlight important issues in US discovery, including</p> <ul style="list-style-type: none"> ▶ electronic discovery ▶ discovery from parent and related corporations ▶ third-party subpoenas ▶ discovery in US International Trade Commission ("ITC") investigations ▶ comparative views with European practices <p>Moderator Michael Dzwonczyk <i>Partner</i> SUGHRUE MION, PLLC \ USA</p> <p>The Honorable Barbara J Rothstein <i>Director</i> FEDERAL JUDICIAL CENTER \ USA</p> <p>Mark Boland <i>Partner</i> SUGHRUE MION, PLLC \ USA</p> <p>John R Berres <i>Vice President & Deputy Director, IP</i> ALCATEL NETWORK SYSTEMS \ USA</p> <p>Grégoire Desrousseaux <i>Partner, European Patent Attorney</i> HIRSCH & ASSOCIÉS \ FRANCE</p> <p>David F Foster <i>Member</i> MILLER & CHEVALIER CHARTERED \ USA</p> <p>Introduction</p> <p>Mock Deposition</p> <ul style="list-style-type: none"> ▶ Deponent: in-house counsel from major corporation ▶ Attorney taking deposition ▶ Attorney defending deposition <p>Mock Hearing on Motion to Compel</p> <ul style="list-style-type: none"> ▶ US district court judge ▶ Attorney for plaintiff ▶ Attorney for defendant <p>Panel Discussion</p> <ul style="list-style-type: none"> ▶ US district court judge ▶ US litigation attorney ▶ European litigation attorney ▶ In-house counsel
3:00 pm	<p>ROI on IP Assets: Impacts of IFRS 3 and IAS 38</p> <ul style="list-style-type: none"> ▶ Business combos, intangibles: techniques, objectives, key figures, ROI ratios ▶ IFRS applied to hundreds of brands ▶ Treatment of goodwill and expenditures for acquisitions, R&D alliances and in-licensing expenses <p>Martijn Hengeveld <i>Partner</i> DELOITTE \ NETHERLANDS</p> <p>Sam Polderman <i>Manager Policies & Directives, Corporate Control Department</i> PHILIPS NV \ NETHERLANDS</p> <p>Dr Peter Sampers <i>Senior Accounting Officer, Corporate Finance & Economics</i> DSM NV \ NETHERLANDS</p> <p>Chairman Henk Oosterhooft <i>Managing Director of the Amsterdam Office</i> DUFF & PHELPS \ NETHERLANDS</p> <p>Moderator Eric Mercanton <i>Director, Expert in Finance & Controlling</i> FIDEXAUDIT-EURAUUDIT INTERNATIONAL \ SWITZERLAND</p>	<p>Key IP Issues in the Semiconductors Industry</p> <ul style="list-style-type: none"> ▶ Licensing through the semiconductor value chain: how to manage the matrix of complex relationships ▶ Cross-licensing, royalty agreements, patent pools, standards consortia and other outstanding practices <p>Joerg Baur <i>Head of the Patent Department</i> UNAXIS BALZERS \ LICHTENSTEIN</p> <p>Samantha Funnell <i>Chief Patent Counsel</i> ARM HOLDINGS \ UK</p> <p>Vincent Ryckaert <i>European Patent Attorney, Head of IP Group for Ambient Intelligence</i> IMEC \ BELGIUM</p> <p>Chairman Vincent Dubois <i>Legal Affairs Manager</i> SEMI EUROPE \ BELGIUM</p> <p>Moderator Mike McLean <i>Vice President, IP Insights</i> SEMICONDUCTOR INSIGHTS \ CANADA</p>	<p>How to Use Global and European IP Systems for a Competitive Edge</p> <ul style="list-style-type: none"> ▶ Madrid, PCT, Hague: how three European companies are handling these IP systems internationally ▶ Optimising global IPR portfolio development according to business needs: best practices ▶ The cases of patent and trade mark owners, and the viewpoint of a small-business CEO <p>Jane Collins <i>Global Head of Trademarks</i> SYNGENTA CROP PROTECTION AG \ SWITZERLAND</p> <p>Daniel Doll-Steinberg <i>Chairman & CEO</i> TRIBEKA LTD \ UK</p> <p>Arian Duijvestijn <i>Senior Vice-President</i> PHILIPS INTELLECTUAL PROPERTY AND STANDARDS \ NETHERLANDS</p> <p>Chairman Matthijs Geuze <i>Senior Counselor</i> WORLD INTELLECTUAL PROPERTY ORGANIZATION \ SWITZERLAND</p>	<p>Patent Value and IP Finance: How to Leverage your IPR</p> <ul style="list-style-type: none"> ▶ Spectrum, impacts and transactions ▶ Patent valuation, financing and brokerage in the European arena ▶ Patent licensing and brokerage: a West Coast perspective <p>Kasim Alfalahi <i>Vice-President Licensing & IP</i> ERICSSON \ SWEDEN</p> <p>Ronald Epstein <i>Chief Executive Officer</i> IPOPOTENTIAL LLC \ USA</p> <p>Guido von Scheffer <i>Director</i> IP BEWERTUNGS AG \ GERMANY</p> <p>Chairman James E Malackowski <i>President & Chief Executive Officer</i> OCEAN TOMO \ USA</p> <p>Moderator Bruce Berman <i>Managing Director</i> BRODY BERMAN \ USA <i>author of Making Innovation Pay - People who turn IP into shareholder value (2006, John Wiley)</i></p>	<p>Moderator Michael Dzwonczyk <i>Partner</i> SUGHRUE MION, PLLC \ USA</p> <p>The Honorable Barbara J Rothstein <i>Director</i> FEDERAL JUDICIAL CENTER \ USA</p> <p>Mark Boland <i>Partner</i> SUGHRUE MION, PLLC \ USA</p> <p>John R Berres <i>Vice President & Deputy Director, IP</i> ALCATEL NETWORK SYSTEMS \ USA</p> <p>Grégoire Desrousseaux <i>Partner, European Patent Attorney</i> HIRSCH & ASSOCIÉS \ FRANCE</p> <p>David F Foster <i>Member</i> MILLER & CHEVALIER CHARTERED \ USA</p> <p>Introduction</p> <p>Mock Deposition</p> <ul style="list-style-type: none"> ▶ Deponent: in-house counsel from major corporation ▶ Attorney taking deposition ▶ Attorney defending deposition <p>Mock Hearing on Motion to Compel</p> <ul style="list-style-type: none"> ▶ US district court judge ▶ Attorney for plaintiff ▶ Attorney for defendant <p>Panel Discussion</p> <ul style="list-style-type: none"> ▶ US district court judge ▶ US litigation attorney ▶ European litigation attorney ▶ In-house counsel
4:00 pm	<p>Tech Transfer: Is the Bayh-Dole Act Transposable to Europe?</p> <ul style="list-style-type: none"> ▶ How the Hungarian Innovation Law has granted universities and public research the right to licensing ▶ The Finnish system of public-private cooperation: generations ahead? ▶ Nanotechnologies: competing with the USA and Japan <p>Miklós Boda <i>President</i> NKTH \ HUNGARY <i>NKTH is the Hungarian national office for research & technology</i></p> <p>Jean-Charles Guibert <i>Director of Valorisation, Research & Technology</i> COMMISSARIAT À L'ÉNERGIE ATOMIQUE \ FRANCE</p> <p>Markus Koskenlinna <i>Executive Director</i> TEKES \ FINLAND <i>Tekes is the Finnish national technology agency</i></p> <p>Chairman Paul Van Grevenstein <i>Vice President International in the Board of Trustees</i> AUTM <i>Director</i> STI MANAGEMENT \ NETHERLANDS</p> <p>Moderator Vassilis Koutsouris <i>Head of Technology Transfer, Joint Research Centre</i> EUROPEAN COMMISSION \ BELGIUM</p>	<p>Key IP issues in the Automotive Industry</p> <ul style="list-style-type: none"> ▶ Counterfeiting and enforcement trends: the issues at stake and sanctions for infringement in Europe ▶ Trans-European cooperation between national authorities ▶ Focus on a national benchmark: France <p>Jean-Marie Dionet <i>Customs Attaché to the Benelux</i> FRENCH MINISTRY OF ECONOMY, FINANCE & INDUSTRY \ NETHERLANDS</p> <p>Kenneth Enborg <i>Global Process Leader Intellectual Property</i> GENERAL MOTORS \ USA</p> <p>Beate Lalk-Menzel <i>Legal Manager</i> DAIMLERCHRYSLER \ GERMANY</p> <p>Chairman Marc Greven <i>Director Legal Affairs</i> ACEA \ BELGIUM <i>The European Automobile Manufacturers Association</i></p>	<p>Global IP Tax Strategies</p> <ul style="list-style-type: none"> ▶ Structures and circuits for IP best routes ▶ Fiscal optimisation of intangibles ▶ State aids for innovation: what and where? when should you use them? <p>Sylvie Puech <i>Senior Vice President Taxes</i> LVMH MOET VUITTON \ FRANCE</p> <p>Tomoko Wada <i>Partner Advisory Services / Global Transactions</i> KPMG TAX CORPORATION \ JAPAN</p> <p>Sarah Fahy* <i>Vice-President, Sony Global Tax Office Europe</i> SONY MUSIC \ UK</p> <p>Chairman Prof. John Ward <i>Professor of Taxation</i> UNIVERSITY OF ULSTER \ NORTHERN IRELAND</p> <p>Moderator Nathalie Cordier-Deltour <i>Partner International Corporate Tax</i> FIDAL INTERNATIONAL \ FRANCE</p>	<p>Strategic and Financial Management of IPR Portfolio</p> <ul style="list-style-type: none"> ▶ A qualitative and quantitative valuation of patent and trademark portfolios, in order to: ▶ enhance the value of the company's intellectual property assets; ▶ direct and refine the policy with respect to licensing <p>Workshop in progress. With the testimonials of three corporate companies.</p> <p>Chairman Christophe Prigent <i>Sales Director</i> CPA SOFTWARE SOLUTIONS \ FRANCE</p> <p>Moderator Sylvie Ruzsiewski <i>Business Development Manager</i> CPA SOFTWARE SOLUTIONS \ FRANCE</p>	<p>Mock Hearing on Motion to Compel</p> <ul style="list-style-type: none"> ▶ US district court judge ▶ Attorney for plaintiff ▶ Attorney for defendant <p>Panel Discussion</p> <ul style="list-style-type: none"> ▶ US district court judge ▶ US litigation attorney ▶ European litigation attorney ▶ In-house counsel
5:00 pm	<p>Drinks and Refreshments</p>				

	Stream 6 RECENT IP DEVELOPMENTS	Stream 7 PATENTS	Stream 8 TRADEMARKS	Stream 9 JAPAN FOCUS	Stream 10 THE IP LIFE CYCLE
2:00 pm	<p>.eu One Year on: Results and Perspectives</p> <ul style="list-style-type: none"> ► Launch: the challenge of creating a new, pan-European domain ► Dispute resolution: analysis of the 1st ADRs handled by the Czech Arbitration Court ► Brand protection: defending a famous brand on the Internet ► Case study: securing and using a new Internet extension such as .eu <p>Charles Goemaere <i>General Counsel</i> COMITÉ INTERPROFESSIONNEL DU VIN DE CHAMPAGNE \ FRANCE</p> <p>Tom Heremans <i>Partner</i> CMS DEBACKER \ BELGIUM</p> <p>Ondrej Novak <i>Vice-President</i> CZECH ARBITRATION COURT \ CZECH REPUBLIC</p> <p>Chairman Marc Van Wesemael <i>Managing Director</i> EURID \ BELGIUM</p> <p>Moderator Stéphane Van Gelder <i>Founder & Managing Partner</i> INDOM \ FRANCE</p>	<p>The Real Cost of a Patent: Facts and Figures</p> <ul style="list-style-type: none"> ► External costs, internal costs, portfolio management fees, salaries ... ► Ideas for implementation of cost-optimisation strategies <p>Claudia Colla <i>Legal & Policy Affairs Officer, Patent Expert</i> EUROPEAN COMMISSION, INTERNAL MARKET & SERVICES DG \ BELGIUM</p> <p>Dominique Guellec <i>Senior Economist</i> OECD \ FRANCE</p> <p>Bruno Van Pottelsberghe <i>Chief Economist</i> EUROPEAN PATENT OFFICE \ GERMANY</p> <p>Chairman Christian Derambure <i>President</i> CNCP1 \ FRANCE</p> <p>Moderator Andy Gibbs <i>Chief Executive Officer</i> PATENTCAFE.COM \ USA</p>	<p>The 10-Year Anniversary of the Community Trade Mark: Keys to Success</p> <ul style="list-style-type: none"> ► Advantages and disadvantages of the CTM System from a corporate point of view <p>Max Oker-Blom <i>Senior V-P, Legal</i> THE FAZER GROUP \ FINLAND</p> <ul style="list-style-type: none"> ► CTM rights and the EU approach to the resolution of conflicts <p>Simon Reeves <i>Director of Trade Marks</i> ASTRAZENECA \ UK</p> <ul style="list-style-type: none"> ► Is the CTM system still compatible with the public interest? <p>Fabio Angelini <i>Senior Attorney</i> INTEL CORPORATION \ ITALY</p> <p>Chairman Miranda de Souza <i>Director, General Affairs & External Relations Department</i> OHIM \ SPAIN</p> <p>Moderator Mireia Curell <i>President</i> ECTA <i>IP Attorney</i> CURELL SUÑOL \ SPAIN</p>	<p>IP 2006 Special: Invited IP Powerhouse: Japan Becoming an IP-Based Nation</p> <p>With the participation of government officials and Japanese corporations CxOs</p> <p>For a detailed agenda of the Japan stream, please check www.ipsummit.info/japan</p> <p>IP in Japan: The Next Push</p> <ul style="list-style-type: none"> ► The viewpoint of Japanese IP owners and experts ► A new approach to litigation ► Changes in the Patent Court ► Changes in licensing ► Valuing intellectual property and royalties ► Technology transfer and universities ► Employee compensation <p>Roundtable introduced and moderated by Prof. Ruth Taplin <i>Director</i> CENTRE FOR JAPANESE & EAST ASIAN STUDIES \ UK</p> <p>Participants from Japan: Chris Ffinch <i>Head of European Legal & International Affairs</i> PANASONIC \ JAPAN</p> <p>Takuma Kiso <i>Chief Economist, Head Research Department - Public Policy</i> MIZUHO RESEARCH INSTITUTE LTD. \ JAPAN</p> <p><i>Mizuho Bank is the world's largest financial corporation</i></p> <p>Masatoshi Kuratomi <i>Chief Representative in London</i> DEVELOPMENT BANK OF JAPAN \ JAPAN</p> <p><i>The Development Bank of Japan has a unique programme to revitalize businesses by using IP as leverage</i></p> <p>Hideo Ozawa <i>Chief Patent Expert, General Manager Patent Division, Law & IP Unit</i> FUJITSU \ JAPAN</p> <p>Ryuichi Shitara <i>Presiding Judge of the Intellectual Property Division</i> TOKYO DISTRICT COURT \ JAPAN</p> <p>Deciphering the Evolution of Japanese IP Legislation from a European Perspective</p> <ul style="list-style-type: none"> ► Outline of Japanese global IP policy ► Japan/Europe partnerships <p>Christopher Heath <i>Member of the Boards of Appeal</i> EUROPEAN PATENT OFFICE \ GERMANY</p> <p><i>He is the former editor of the Max Planck series on Asian intellectual property law, and has authored over 100 articles and 15 edited books on Japanese, Asian and international intellectual property, competition and antitrust law</i></p> <p>Recent Legislation on Widening Patent Attorney Practices</p> <ul style="list-style-type: none"> ► Right of representation before specialised courts in Japan ► Partnerships between benchish and bengoshis ► A model for Europe? <p>Shoichi Okuyama <i>Managing Partner</i> OKUYAMA & CO \ JAPAN</p> <p>A Japanese bengoshi</p> <p>Moderator Patrice Vidon <i>Vice-President</i> CNIPA \ FRANCE</p>	<p>Setting the Scene</p> <ul style="list-style-type: none"> ► The increased impact of IP rights on intra-group transactions and the group tax charge ► What are investors looking for in corporate reporting ► Practical issues with IP valuation in multinational groups <p>Developing IP Rights</p> <ul style="list-style-type: none"> ► Collaboration v. working alone: which entity becomes the legal and/or economic owner of the IP rights? ► What kinds of tax incentive are available for R&D around the globe? ► Early-stage planning strategies: features of an ideal structure <p>Exploiting IP Rights</p> <ul style="list-style-type: none"> ► Transfer pricing aspects of licensing arrangements: the challenging relationship between taxpayers and tax authorities ► Legal views on licensing IP rights ► Licensing management: do the parties get what they bargained for? <p>Speakers Isabel Verlinden <i>Partner, European Pricing Transfer Leader</i> PRICEWATERHOUSECOOPERS TAX CONSULTANTS \ BELGIUM</p> <p>Axel Smitz <i>Partner</i> PRICEWATERHOUSECOOPERS TAX CONSULTANTS \ BELGIUM</p> <p>Bart Lieben <i>Senior Legal Counsel</i> PRICEWATERHOUSECOOPERS TAX CONSULTANTS \ BELGIUM</p> <p>The speakers are the main authors of the international PwC publication <i>Mastering the IP Life Cycle - towards a tax efficient management of intellectual property rights</i>, which deals with IP rights throughout their life cycle and covers more than 30 countries around the world.</p>
3:00 pm	<p>Commissioner McCreavy's Consultation: What Ideal Future for a European Patent System?</p> <ul style="list-style-type: none"> ► How many questionnaires have been filled in? From which sources? ► What are the main categories of wishes? ► The roadmap to patent future in Europe <p>Dr Bernard Fischer <i>Senior IP Attorney</i> SAP AG \ GERMANY</p> <p>Jacqueline Minor <i>Director, Knowledge-Based Economy, IP Unit</i> EUROPEAN COMMISSION, INTERNAL MARKET & SERVICES DG \ BELGIUM</p> <p>Grazyna Piesiewicz <i>Legal & Policy Affairs Officer, Patent Expert</i> INTERNAL MARKET & SERVICES DG \ BELGIUM</p> <p>Chairman Jérôme Chauvin <i>Director of the Legal Affairs Department</i> UNICE \ BELGIUM</p> <p>Moderator Helmut Sonn <i>Partner, European Patent Attorney</i> SONN & PARTNER \ AUSTRIA <i>Past President & President of Honour</i> FICPI</p>	<p>Future Implementing Regulations for EPLA or EU Patent Litigation: A Debate</p> <ul style="list-style-type: none"> ► Written v. oral proceedings ► 'Saisie-contrefaçon' v. discovery ► Power of the judge and rules for conducting the litigation ► Lessons derived from the practice of oral proceedings at the EPO <p>Timothy Jackson <i>Group Patents Manager</i> RENISHAW PLC \ UK</p> <p>Frantisek Kania <i>President</i> CZECH CHAMBER OF PATENT ATTORNEYS \ CZECH REPUBLIC</p> <p>Dr Christof Keussen <i>Vice-President</i> PATENTANWALTSKAMMER <i>Partner</i> GLAWE DELFS MOLL \ GERMANY</p> <p>Chairman Patrice Vidon <i>Vice-President</i> CNIPA \ FRANCE</p> <p>Moderator Keith Beresford <i>Senior Partner</i> BERESFORD PATENTS \ UK</p>	<p>Anti-counterfeiting</p> <ul style="list-style-type: none"> ► IPR and the Anti-Counterfeiting Initiative ► The case of the sporting goods industry ► Using trade mark but also patent law to protect against infringement <p>Anne Laurent <i>Head of Intellectual Property</i> SALOMON SPORTS (AMER GROUP) \ FRANCE</p> <p>Rory Macmillan <i>Director of Government Affairs EMEA</i> NIKE <i>Chairman</i> FEDERATION OF THE EUROPEAN SPORTING GOODS INDUSTRY, IP COMMITTEE \ BELGIUM</p> <p>Christophe Zimmermann <i>Head of the Fight against Counterfeiting & Piracy</i> WORLD CUSTOMS ORGANIZATION \ BELGIUM</p> <p>Chairman Michel Danet <i>Chairman</i> WORLD CUSTOMS ORGANIZATION \ BELGIUM</p> <p>Moderator Robin Webb <i>Director of Trade Marks & Design</i> UK PATENT OFFICE \ UK</p>	<p>Participants from Japan: Chris Ffinch <i>Head of European Legal & International Affairs</i> PANASONIC \ JAPAN</p> <p>Takuma Kiso <i>Chief Economist, Head Research Department - Public Policy</i> MIZUHO RESEARCH INSTITUTE LTD. \ JAPAN</p> <p><i>Mizuho Bank is the world's largest financial corporation</i></p> <p>Masatoshi Kuratomi <i>Chief Representative in London</i> DEVELOPMENT BANK OF JAPAN \ JAPAN</p> <p><i>The Development Bank of Japan has a unique programme to revitalize businesses by using IP as leverage</i></p> <p>Hideo Ozawa <i>Chief Patent Expert, General Manager Patent Division, Law & IP Unit</i> FUJITSU \ JAPAN</p> <p>Ryuichi Shitara <i>Presiding Judge of the Intellectual Property Division</i> TOKYO DISTRICT COURT \ JAPAN</p> <p>Deciphering the Evolution of Japanese IP Legislation from a European Perspective</p> <ul style="list-style-type: none"> ► Outline of Japanese global IP policy ► Japan/Europe partnerships <p>Christopher Heath <i>Member of the Boards of Appeal</i> EUROPEAN PATENT OFFICE \ GERMANY</p> <p><i>He is the former editor of the Max Planck series on Asian intellectual property law, and has authored over 100 articles and 15 edited books on Japanese, Asian and international intellectual property, competition and antitrust law</i></p> <p>Recent Legislation on Widening Patent Attorney Practices</p> <ul style="list-style-type: none"> ► Right of representation before specialised courts in Japan ► Partnerships between benchish and bengoshis ► A model for Europe? <p>Shoichi Okuyama <i>Managing Partner</i> OKUYAMA & CO \ JAPAN</p> <p>A Japanese bengoshi</p> <p>Moderator Patrice Vidon <i>Vice-President</i> CNIPA \ FRANCE</p>	<p>Speakers Isabel Verlinden <i>Partner, European Pricing Transfer Leader</i> PRICEWATERHOUSECOOPERS TAX CONSULTANTS \ BELGIUM</p> <p>Axel Smitz <i>Partner</i> PRICEWATERHOUSECOOPERS TAX CONSULTANTS \ BELGIUM</p> <p>Bart Lieben <i>Senior Legal Counsel</i> PRICEWATERHOUSECOOPERS TAX CONSULTANTS \ BELGIUM</p> <p>The speakers are the main authors of the international PwC publication <i>Mastering the IP Life Cycle - towards a tax efficient management of intellectual property rights</i>, which deals with IP rights throughout their life cycle and covers more than 30 countries around the world.</p>
4:00 pm	<p>The 'BlackBerry Wars': Patent Trolls and Other Swashbuckling IP Stories</p> <ul style="list-style-type: none"> ► What patent reform should be pursued as a result of the <i>NTP v. RIM</i> case? ► Will the BlackBerry litigation encourage or discourage future 'patent trolls'? ► Do patent-holding companies have the same litigation opportunities and advantages in the Euro-zone? ► What lessons can be learned by policy makers and the Supreme Court? <p>André-Pascal Chauvin <i>Vice President, Business Licensing</i> ALCATEL \ FRANCE</p> <p>Dr Bertram Huber <i>Head of Corporate IP</i> ROBERT BOSCH GMBH \ GERMANY</p> <p>Michael Platzoeder <i>Senior Director, IP & Standards, Communication Solutions</i> INFINEON AG \ GERMANY</p> <p>Chairman Michael Lennon <i>Chair of European Practice Group</i> KENYON & KENYON LLP \ USA</p> <p>Moderator Steve Kunin <i>Counsel</i> OBLON SPIVAK MCCLELLAND former Deputy Commissioner for Patent Examination Policy USPTO \ USA</p>	<p>Mediation, Arbitration and ADR (Alternative Dispute Resolution)</p> <ul style="list-style-type: none"> ► Role-play simulation in order to conduct efficient, 'win-win' transactions ► How to reduce litigation expenses and associated risks <p>Thaddeus Burns <i>Senior Corporate IP Counsel Europe</i> GENERAL ELECTRIC EUROPE NV \ BELGIUM</p> <p>Kay Oshoba <i>Senior Contracts Lawyer</i> BRITISH TELECOM PLC. \ UK</p> <p>Chairman Mark E Appel <i>Senior Vice-President</i> INTERNATIONAL CENTRE FOR DISPUTE RESOLUTION \ IRELAND</p> <p>Moderator Isabelle Vaugon <i>Partner and Director, Arbitration & ADR</i> FIDAL INTERNATIONAL \ FRANCE</p>	<p>Wine and Spirits Industry: US and EU United over the 'Appellations of Origin'</p> <ul style="list-style-type: none"> ► The Napa Declaration of July 26 2005: objectives, area, extensions ► Geographical indications v. trade marks <p>Clay Gregory <i>President</i> JACKSON FAMILY WINES <i>Past President</i> NAPA VALLEY VINTNERS \ USA</p> <p>Dirk van der Niepoort <i>Managing Director</i> NIEPOORT VINHOS (RIO DOURO) \ PORTUGAL</p> <p>Karin Pomaizlová <i>Managing Associate, Trademark Lawyer</i> LINKLATERS \ CZECH REPUBLIC <i>The battle of the beers</i></p> <p>Jean Rodesch <i>Vice-President, European Affairs</i> PERNOD RICARD \ BELGIUM</p> <p>Chairman Sophie Villers <i>Managing Director</i> INAO \ FRANCE</p> <p>Moderator William Echikson <i>Brussels Bureau Chief</i> DOW JONES NEWSWIRE <i>author of 'Noble Rot: A Bordeaux Wine Revolution (W. W. Norton & Sons, 2004)</i></p>	<p>Participants from Japan: Chris Ffinch <i>Head of European Legal & International Affairs</i> PANASONIC \ JAPAN</p> <p>Takuma Kiso <i>Chief Economist, Head Research Department - Public Policy</i> MIZUHO RESEARCH INSTITUTE LTD. \ JAPAN</p> <p><i>Mizuho Bank is the world's largest financial corporation</i></p> <p>Masatoshi Kuratomi <i>Chief Representative in London</i> DEVELOPMENT BANK OF JAPAN \ JAPAN</p> <p><i>The Development Bank of Japan has a unique programme to revitalize businesses by using IP as leverage</i></p> <p>Hideo Ozawa <i>Chief Patent Expert, General Manager Patent Division, Law & IP Unit</i> FUJITSU \ JAPAN</p> <p>Ryuichi Shitara <i>Presiding Judge of the Intellectual Property Division</i> TOKYO DISTRICT COURT \ JAPAN</p> <p>Deciphering the Evolution of Japanese IP Legislation from a European Perspective</p> <ul style="list-style-type: none"> ► Outline of Japanese global IP policy ► Japan/Europe partnerships <p>Christopher Heath <i>Member of the Boards of Appeal</i> EUROPEAN PATENT OFFICE \ GERMANY</p> <p><i>He is the former editor of the Max Planck series on Asian intellectual property law, and has authored over 100 articles and 15 edited books on Japanese, Asian and international intellectual property, competition and antitrust law</i></p> <p>Recent Legislation on Widening Patent Attorney Practices</p> <ul style="list-style-type: none"> ► Right of representation before specialised courts in Japan ► Partnerships between benchish and bengoshis ► A model for Europe? <p>Shoichi Okuyama <i>Managing Partner</i> OKUYAMA & CO \ JAPAN</p> <p>A Japanese bengoshi</p> <p>Moderator Patrice Vidon <i>Vice-President</i> CNIPA \ FRANCE</p>	<p>AUCTION TUTORIAL</p> <p>An Introduction to IP Auctions: Mechanics, Stories and FAQs</p> <p>In April of 2006, the world's first multi-lot patent auction was hosted at the Ritz-Carlton, San Francisco. During this informative and interactive tutorial, we will discuss the following in detail:</p> <ul style="list-style-type: none"> ► The evolving IP marketplace: how do IP auctions contribute? ► Understanding the auction processes, terms and conditions ► Lessons learned from past auctions <p>Speakers Dean Becker <i>Vice Chairman</i> OCEAN TOMO \ USA</p> <p>James E Malackowski <i>President & Chief Executive Officer</i> OCEAN TOMO \ USA</p>
5:00 pm	'Appellations of Origin': Wine & Cheese Tasting with Origin Certified Authentic Products				*speakers to be confirmed ¹ invited

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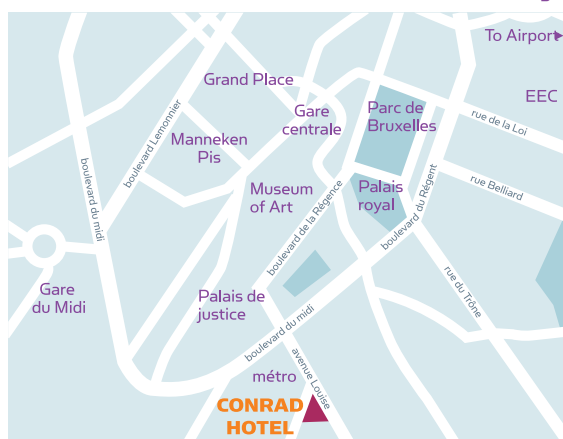
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Morning	Plenary IP IN THE BOARDROOM	Plenary IP LEADERSHIP: A GLOBAL BENCHMARK
Noon	Pre-lunch Debate Is the Community Trade Mark a paragon for the Community Patent?	Pre-lunch Debate Ideas for worldwide IP reform
Afternoon	Workshops STREAMS 1, 2, 3, 4 & 5	Workshops STREAMS 6, 7, 8, 9 (Japan) & 10
Evening	Cocktail Reception .eu and Community Trade Mark Anniversaries, hosted at the bibliothèque Solvay	Wine & Cheese Surprise Will you distinguish the counterfeited from the genuine?

2004 SUMMIT KEY FIGURES	2006 SUMMIT TRENDS
2 days of plenary sessions	2 days of plenary sessions
40 countries represented	50 countries represented
450 delegates expected	650 delegates expected
1 international mock trial	3 international mock trials
1 add-on seminar	3 add-on seminars
16 workshops	24 workshops
97 speakers	150 confirmed speakers
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