

**THE PATENT SUMMER SCHOOL – 2008**

**3 FOR 2  
WHEN YOU BOOK  
BEFORE 18TH APRIL 2008!**

# **WORKING WITH PATENTS**

**A Comprehensive Residential Course**

**5-day programme to include:**

- **Basic concepts of IP and associated systems**
- **Overview of Patent Systems in Europe – EPC and PCT**
- **Roles, responsibilities and organisation of a corporate IP department**
- **Other global patent systems**
- **The patent document and the importance of claims**
- **The patent specification**
- **Patent Claims - Business implications**
- **Patent information**
- **Third party considerations, timing and actions**
- **Patent litigation**
- **Avoiding litigation**
- **IP strategy**
- **Practical Examples, Discussion and Case Studies**

Course Co-ordinator:

**Peter Bawden**

**with a Panel of Expert Speakers**

**16-20 June 2008  
The Rembrandt Hotel, London**





## INTRODUCTION AND OBJECTIVES

Patents are the most valuable assets of any innovative organisation. It is vital to the success and commercial well-being of a company that it understands the principles, procedures and practices involved in obtaining, challenging, defending and exploiting their patents.

This course will give a comprehensive introduction to the complex world of patents. With practical illustrations, it will outline the basic concepts of intellectual property and explain the roles and responsibilities of those directly involved. It will provide a basic understanding of the various international patent systems and major theatres of jurisdiction. It will explain the principles of litigation in the three major patent superpowers, Europe, USA and Asia, and advise on IP strategy and the management of a patent portfolio.

### Programme : Day One – Monday 16 June

#### 09.30 ► INTRODUCTIONS

#### 09.45 ► BASIC CONCEPTS OF IP AND THE ASSOCIATED SYSTEMS

- What is intellectual property?
- Types of IP
- IP in a typical consumer product
- What is a patent?

#### 11.00 ► COFFEE

- #### 11.15 ►
- The fundamentals of patent law
  - Novelty
  - Inventive step
  - Identification of inventions
  - The patent specification
  - The claims
  - Priority applications

#### 12.30 ► LUNCH

- #### 13.30 ►
- Global filings
  - Publication
  - Examination
  - Grant and effect
  - Corporate record keeping
- John C McKnight*

- #### 14.30 ► EUROPEAN PATENT SYSTEMS
- ##### The Patent Cooperation Treaty (PCT) - Summary
- Filing international applications
  - The International Bureau of WIPO
  - Entry into the national phase

#### 15.15 ► TEA

- #### 15.30 ► The European Patent Convention (EPC) – Summary
- Introduction and overview
  - Filing European patent applications
  - Grant and effect of the European patent
  - Opposition and Appeals
  - The EPC and other International Conventions
- ##### When to use the PCT and EPC
- Practical considerations
  - Financial considerations
- Eric Wolff*

#### 17.15 ► DISCUSSION

---

**19.30 ► Drinks reception and conference dinner** *An opportunity for participants and speakers to relax and enjoy a drink and a meal together on the first evening of the summerschool. Dress informal*

---



## Day Two – Tuesday 17 June

- 09.00 ▶ **ROLES, RESPONSIBILITIES and ORGANISATION OF AN IP ACTIVITY**
- Integrate with the creative and commercial sides of 'the business'
  - Protect the IP of the Corporation; *optimise – to match corporate goals - globally*
  - Ensure that risks and threats posed by Third Party IP are known and understood - *Minimise - To match global corporate goals*
  - To encompass - *Know how - Confidentiality - Patents - Design rights - Trade Marks - Branding - Technology transfer*
- 10.30 ▶ **COFFEE**
- 10.45 ▶
  - Corporate IP structure
  - Decision makers
  - The IP department
  - Communications
  - Support systems
  - Use of outside counsel**Peter Bawden**
- 12.30 ▶ **LUNCH**
- 13.45 ▶ **OVERVIEW OF OTHER GLOBAL PATENT SYSTEMS**
- USA, Japan, India, Japan
- Peter Bawden and Stephen Geary**
- 15.00 ▶ **TEA**
- 15.15 ▶ **THE PATENT DOCUMENT AND THE IMPORTANCE OF CLAIMS OVERVIEW**
- Development and structure of the patent document
  - Parts of a patent disclosure
  - Information value of patents
- PATENT CLAIMS – basic features and practical considerations**
- Purpose and main categories
  - Form and wording
  - Two part structure
  - Breadth: broad – narrow – just right?
- THE PATENT SPECIFICATION – content and drafting**
- This session will provide some practical points about drafting patent documents**
- Starting questions
  - Rationale and countries for filing?
  - Who is the inventor?
  - Assessing the "prior art"
  - Hurdles to getting a patent
  - Identifying inventions
  - What has to go into the specification?
  - How much description is needed?
  - "Best mode" – what is it?
  - Content of the patent description
- Steve Smith and Peter Bawden**
- PRACTICAL EXERCISES AND DISCUSSION**
- 17.00 ▶ **DISCUSSION**
- 17.30 ▶ **End of session**

**Free evening** You can have dinner in the main restaurant of the Rembrandt Hotel or a lighter meal from the Rembrandt Lounge menu. Don't forget the hotel's leisure club is available to delegates for a small fee.

## Day Three – Wednesday 18 June

- 09.00 ▶ **THE PATENT SPECIFICATION (continued)**
- Claim dependency and structure
  - Unity of invention
  - Divisional applications
  - Number of claims
  - Selection inventions
  - Priority and the need to maintain it
  - DOs and DON'Ts in patent drafting
- THE PATENT SPECIFICATION – in practice**
- Country variations
  - Amending claims and disclaimers
  - Corrections and added matter
  - Special claims for products – pharmaceutical and biotech claims
  - Claiming computer inventions and software
  - Global prosecution – pit-falls – estoppel
  - Oppositions
- Steve Smith**
- 10.30 ▶ **COFFEE**
- 10.45 ▶ **PATENT CLAIMS – BUSINESS IMPLICATIONS**
- This session will review key aspects of claims and look at their impact in a commercial context**
- Limits of claims – how near is too near?
  - Equivalents
  - What the claims do for infringers
  - What can be done in a research context
  - Competitor patents – options
  - Business impact – lessons from history!
- Steve Smith**
- 13.00 ▶ **LUNCH**
- 14.00 ▶ **PATENT INFORMATION**
- Patent information needs: overview of search types
  - Trends in distribution of patent information
  - Important Internet sites – *USPTO, WIPO, The IPO, esp@cenet*
  - Legal status sources – *PAIR, EPO Register*
  - Brief demonstration of free-of-charge services
- 15.15 ▶ **TEA**
- 15.30 ▶
  - Fee-based and value-added services
  - Brief demonstration of commercial search services and techniques
  - Document delivery and translation tools
  - Post-search analysis**Stephen Adams**
- 17.00 ▶ **DISCUSSION**
- 17.30 ▶ **End of session**

**Free evening** The Victoria & Albert Museum (V&A), located opposite the Rembrandt Hotel, is open until 10pm tonight, and it is also, late-night shopping in Knightsbridge – including Harrods!



## Day Four – Thursday 19 June

- 09.00 ▶ **THIRD PARTY CONSIDERATIONS, TIMING AND ACTIONS**
- Why bother
  - What is required - *New projects - Emerging patenting*
  - Who is responsible
  - Defensive options - *Oppositions - Opinions - Litigation*
  - National implications around the world
- Peter Bawden**

- 10.00 ▶ **COFFEE**

- 10.15 ▶ **PATENT LITIGATION**
- Why are patents litigated
  - Offensive and defensive
  - Patent infringement actions; how is a patent enforced?
  - What happens in litigation
  - Key litigation differences comparing Asia, the United States and Europe
  - How might an offensive or defensive strategy differ between countries

- 13.00 ▶ **LUNCH**

- 14.00 ▶ **AVOIDING LITIGATION - KEEPING CLEAR OF DISPUTES, OTHER WAYS TO SOLVE THEM**
- Patent awareness; what's out there?
  - Blocking or trimming the patent - oppositions, re-issuance
  - Obtaining the patent rights; buying the owner or buying the patent
  - Obtaining a joint interest in the patent
  - Licensing
  - Joint ventures and strategic alliances
  - Dealing with disputes other than by litigation including:- inaction 'wait and see', negotiation, mediation, Alternative Dispute Resolution, and arbitration.
- Dr Jonathan DeVile and Kirk Gallagher**

- 16.30 ▶ **DISCUSSION**

- 17.00 ▶ **End of session**

---

*Evening Entertainment at a West End Show or Concert*  
*Entertainments we have attended at former courses have included Cirque du Soleil, Chicago and Anything Goes*

---

*Hot and cold buffet supper afterwards in the hotel*

---

## Day Five – Friday 20 June

- 09.30 ▶ **IP STRATEGY**
- What is an IP strategy
  - What are the benefits of a good IP strategy
  - How is the strategy developed

- 11.00 ▶ **COFFEE**

- 11.15 ▶ • The ingredients needed for implementation
- What can go wrong
  - Cost control
- GROUP EXERCISES

- 12.30 ▶ **PLENARY SESSION & CONCLUDING REMARKS**
- Peter Bawden**

---

*Summer School to finish at 13.00 with lunch*

---





## WHO SHOULD ATTEND

---

- Patent Managers
- Patent Engineers
- Members of corporate legal departments
- Members of corporate IP departments
- Members of university research/innovation departments
- SME managers
- Portfolio managers
- All wanting a comprehensive introduction to patents

## ATTENDANCE LIMITED TO 24

---

This limitation, a unique feature of all MANAGEMENT FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by the programme.

## DOCUMENTATION

---

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

**Law Society Accreditation –  
25 hours**

**A Certificate of Attendance for Professional  
Development will be given to each participant  
who completes the course.**

## COURSE COORDINATOR

---

**Peter Bawden** is the owner of Bawden & Associates, which provides management consultancy and professional services on IP. He is a Chartered Patent Agent and European Patent Attorney. He has held overall management responsibility for the global IP activities of Exxon Chemical Company and previously had pan-European responsibility with ICI.

## SPEAKERS

---

**Stephen Adams** is Director of Magister Ltd, a patents documentation consultancy and training service.

He worked in technical information for over 20 years, latterly for nearly 9 years with Zeneca Agrochemicals (now Syngenta) as their principal patent searcher. He is Director-at-Large of PIUG Inc, the International Society for Patent Information.

**Dr Jonathan DeVile** is a Partner of D. Young & Co based in Southampton. With a background in electronics and communications research he gained industrial experience with VSEL, Siemens

UK and Siemens AG Munich. He qualified as a Chartered Patent Attorney and joined D Young & Co, in 1999, where he specialises in Image and Digital Signal Processing, Telecommunications, Software and Electronics.

**Kirk Gallagher** is a Partner of D. Young & Co based in Southampton. With a background in chemistry, he gained industrial experience in R&D with SmithKline Beecham Pharmaceuticals and in the IP department of a major pharmaceutical company before joining D Young & Co in 2001. He specialises in pharmaceutical patent work advising in all areas of patent law.

**Stephen Geary** is a director of Bawden & Associates. Apart from his major practice in European oppositions and appeals infringement and validity studies, he has managed litigation on a global basis in jurisdictions including UK, Germany, Italy, Japan, Australia, India and USA, and also has experience of opposition practice in Japan, Australia, Brazil, India and South Korea. Before joining Bawden & Associates, he worked in private practice in London, and earlier worked in-house with ICI and Unilever.

**John C McKnight** is Partner at Spoor & Fisher, a South African law firm specialising in filing and prosecuting trade mark and patent applications throughout Africa. He was formerly a deputy HOD Patent Manager at Reckitt Benckiser in the UK, and before joining Reckitt Benckiser worked in private practice in South Africa. He is a Solicitor (non-practising), European Patent Attorney, a Fellow of the Chartered Institute of Patent Agents and a Fellow of the South African Institute of Intellectual Property Law.

**Steve Smith** is Managing Director of NuPharm Enterprises Ltd, a firm he established to provide patent and related IP consultancy services. He is a UK and European patent attorney with extensive pharmaceutical industry experience in obtaining patents and advising on their global management and use as commercial tools. He is a member of the Board of the Intellectual Property Institute and the webmaster for the IP Awareness Network. He was formerly Global Head of Patents for AstraZeneca

**Eric Wolff** is a technically qualified member of a Technical Board of Appeal (Physics), at the European Patent Office. He qualified to practice before the British Patent Office and the European Patent Office in 1983. He worked in the telecommunications and computer industry and between 1989 and 1994 managed the patent department of UK/US joint venture opto-electronics company. From 1994 until joining the EPO Boards of Appeal in 1999 he was senior legal officer in the PCT Legal Division of the World Intellectual Property Organisation (WIPO).

*Disclaimer: Mr. Wolff teaches in a private capacity and does not represent the EPO or its official views. Any opinions expressed are his own.*



**EARLY  
REGISTRATION  
IS RECOMMENDED**

# THE PATENTS SUMMER SCHOOL - WORKING WITH PATENTS



## APPLICATION TO REGISTER

**16-20 June 2008, Conf. No. H6-3008**

Please PRINT your details:

Title..... First name .....  
(Dr, Mr, Mrs, etc)  
Family name.....  
Position .....  
Department.....  
Section .....  
Company .....  
Address .....  
.....  
City..... Post Code.....  
Country .....  
Tel No. .... Fax No. ....  
E-mail Address.....  
Secretary's name.....  
Signature.....

Substitutions may be made at any time at no extra charge

Payment by either: ☐ VISA ☐ MASTERCARD ☐ AMEX

Card No. 


Security code: (last 3 digits) 





--	--	--

Expiry date...../.....

- ☐ Cheque enclosed payable to Management Forum Limited  
☐ Bank transfer on receipt of invoice

W

## YOU MAY REGISTER BY:-

 +44 (0) 1483 730008  
 Management Forum Ltd, 98-100 Maybury Rd, Woking GU21 5JL, UK  
 [www.management-forum.co.uk](http://www.management-forum.co.uk)  
 E-mail: [registrations@management-forum.co.uk](mailto:registrations@management-forum.co.uk)  
If you have NOT received confirmation seven days after registering,  
please contact Registration Department.

## REGISTRATION INFORMATION

**Dates** 16-20 June 2007

**Registration & Coffee**  
16 June 2008 09.00

### Venue

The Rembrandt Hotel, 11 Thurloe Place, London SW7.

### Directions

Opposite V&A Museum.  
Nearest Underground station: South Kensington.  
Map available on Website under Hotels and Venues.

### Conference Fee

**£2,800 +17.5% VAT** the entire residential course package, including accommodation from 16-19 June inclusive (four nights), all meals, course documentation and Day Four evening entertainment. **Please book any extra nights' accommodation through Management Forum** - details on request.

**3 for the price of 2 when you book before 18 April.**

### Discounted Rate

Available on application for personnel from non-profit making organisations and registered charities.

**Conference No. H6-3008**

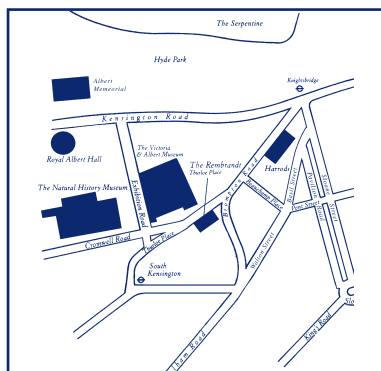
In the event of circumstances beyond its control, Management Forum reserve the right to alter the programme, the speakers, the date or the venue.

### Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of £75.  
7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee.

**NB: Cancellations must be received in writing by [lesley@management-forum.co.uk](mailto:lesley@management-forum.co.uk).**

If you do not want to receive future mailings from Management Forum please contact [nick@management-forum.co.uk](mailto:nick@management-forum.co.uk)  
If you do not wish to receive selected third party mailings please contact [nick@management-forum.co.uk](mailto:nick@management-forum.co.uk)



## The Rembrandt Hotel

11 Thurloe Place, London SW7 2RS  
Tel: +44 (0)20 7589 8100 Fax: +44 (0)20 7225 3363

The nearest tube station to the Rembrandt Hotel is South Kensington, which is served by the District, Circle and Piccadilly Lines. The hotel is ten minutes walk from the station, and is situated opposite the Victoria & Albert Museum. Map available on Management Forum Website under Hotels and Venues.

There is a direct tube link from Heathrow Airport to South Kensington, on the Piccadilly Line.

**The hotel has a leisure club and swimming pool, available to guests at a nominal fee.**