

THE PATENT SUMMER SCHOOL

13-15 July 2015, Conf. No H7-3015



Intensive 3-day programme
Includes residential and non-residential options

The Patent Summer School: WORKING WITH PATENTS

A comprehensive foundation course for
everyone working with patents

Application to Register

Please PRINT your details:

Registration Information

Title First Name.....
(Dr, Mr, Mrs, etc)
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Position
Department.....
Company
Company VAT No.
Address
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City Post Code

Country.....
Tel No.
Mobile No.
Fax No.....
E-mail
.....
Secretary's Name

Dates

13-15 July 2015

Times

13 July 2015 Start: 09.30 – Finish: 17.30
Conference Dinner 19.30
14 July 2015 Start: 09.00 – Finish: 17.30
15 July 2015 Start: 09.00 – Finish: 16.30

Registration & Coffee

13 July 2015 09.00

Venue and Accommodation

The Rembrandt Hotel, 11 Thurloe Place,
London SW7 2RS
www.sarova.com/rembrandt

CONFERENCE FEES:

All fees include course documentation,
mid-session refreshments and lunch.

Please tick your choice:

Residential

£2,150 + VAT includes accommodation for
TWO nights (13 & 14 July), lunch for 3
days, and informal conference dinner on
13 July

Non-Residential

£1,750 + VAT includes lunch for 3 days,
but excludes accommodation and
conference dinner

Please book all accommodation, including
extra nights, through Management Forum

Conference No H7-3015

For Cancellation Policy and T&Cs see website

NB: Cancellations must be received in writing
by registrations@management-forum.co.uk

registrations@management-forum.co.uk

www.management-forum.co.uk

Tel: +44 (0) 1483 730071

Fax: +44 (0) 1483 730008

If you have NOT received confirmation seven
days after registering please contact
registrations@management-forum.co.uk

Discounted Rates

Available on application for personnel from non-profit
making organisations and registered charities.
Group discount available on request



At this course you will learn about:

- Basic concepts of intellectual property
- The fundamentals of patent law
- Patent protection method
- Global patent systems/protection process
- Patent searching and information
- Third party considerations, timing and actions
- Patent litigation
- Patents - commercial implications
- Creation of an IP portfolio of value
- IP strategy

Lectures will be illustrated by practical examples,
discussion and case studies

Course Co-ordinator

Peter Bawden

With a team of expert tutors

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16.5 CPD
HOURS

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13-15 July 2015
The Rembrandt Hotel, London



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BENEFITS OF ATTENDING THIS COURSE

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

- With practical illustrations, this course will outline the basic concepts of intellectual property
- It will provide a basic understanding of the various international patent systems and how they are used
- It will clarify the importance and relevance of patent searching and information
- It will explain the complexities of defending a patent through litigation, and the major theatres of jurisdiction
- It will suggest alternatives to litigation, including licensing
- It will advise on IP strategy and the management of a global patent portfolio

THE COURSE HAS BEEN DESIGNED FOR

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

COURSE CO-ORDINATOR

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

TUTORS

Stephen Adams is Director of Magister Ltd, a patents documentation consultancy and training service. He is Director-at-Large of PIUG Inc.

Dr Simon Davies is a Partner of D Young & Co based in Southampton. He is widely active in patent drafting and prosecution, especially for software-related inventions.

John C McKnight is Partner at Spoor & Fisher, a South African law firm. He was formerly a deputy HOD Patent Manager at Reckitt Benckiser in the UK.

Kit Wong is a Partner of D Young & Co based in London, specialising in Pharmaceuticals, chemical synthesis and processes and petrochemicals.

ATTENDANCE LIMITED TO 24 ~ EARLY REGISTRATION RECOMMENDED

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

This course merits **16.5 hours CPD** and may also be relevant training under the **IPReg CPD self-accreditation scheme**.

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

DAY ONE

MONDAY 13 JULY 2015

09.30 ► INTRODUCTIONS

09.45 ► BASIC CONCEPTS OF INTELLECTUAL PROPERTY

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

10.45 ► Coffee

11.00 ► THE FUNDAMENTALS OF PATENT LAW

- Novelty
- Inventive step
- Identification of inventions
- Unity of invention and divisional applications
- The patent specification
- The claims
- Special claims for products - pharmaceutical and biotech claims

► CASE STUDIES

12.30 ► Lunch

13.30 ► PATENT PROTECTION METHOD

- Drafting
- Preparing claims
- Filings
- Publication
- Examination
- Grant and effect
- Corporate record keeping
- **PRACTICAL EXERCISE & DISCUSSION**
John C McKnight

14.45 ► Tea

15.00 ► GLOBAL PATENT SYSTEMS/ PROTECTION PROCESS

- The Patent Cooperation Treaty
- The European Patent Convention
- USA
- Japan
- India
- China
- Amending claims and disclaimers
- The proposed Unitary European Patent and Patent Court
Peter Bawden

17.15 ► PRACTICAL EXERCISE & DISCUSSION

17.30 ► End of Day One

19.30 ► **Informal conference dinner at a local restaurant. Please meet in the hotel foyer at 19.20**

DAY TWO

TUESDAY 14 JULY 2015

09.00 ► PATENT SEARCHING & INFORMATION

- Patents as sources of technical information
- Patents for patentability searching
- Patents for Freedom to Operate searching
Stephen Adams

10.30 ► Coffee

10.45 ► THIRD PARTY CONSIDERATIONS, TIMING AND ACTIONS

- Why bother?
- What is required - *New projects - Emerging patenting*
- Who is responsible?

DAY TWO *continued*

TUESDAY 14 JULY 2015

- Defensive options – *Oppositions – Opinions – Litigation*
- National implications around the world
- **PRACTICAL CASE STUDY**
Peter Bawden

13.00 ► Lunch

14.00 ► PATENT LITIGATION

- When and how do you enforce or defend against a patent?
- Licensing, using joint ventures and strategic alliances
- Why are patents litigated?
- Patent infringement actions
- Dealing with disputes other than by litigation, e.g. arbitration
- Key litigation differences between jurisdictions, such as US and Europe

15.30 ► Tea

15.45 ► LITIGATION CASE STUDY

Dr Simon Davies and Kit Wong

17.30 ► End of Day Two

DAY THREE

WEDNESDAY 15 JULY 2015

09.00 ► PATENTS – COMMERCIAL IMPLICATIONS

This session will review key aspects of patents and look at their commercial value and impact

- Limits of claims – interpretation
- What is infringement?
- Impact on potential infringers
- Exemptions from infringement – ‘Research Use’
- Competitor patents – options to stay free to operate

Business impact – some case studies

10.45 ► Coffee

11.00 ► CREATION OF AN IP PORTFOLIO OF VALUE

- How to integrate the creative and commercial sides of ‘the business’
- Protect IP by the creation of an IP portfolio encompassing *Know how - Confidentiality - Patents - Design rights - Trade Marks - Branding - Technology transfer*
- Ensure that risks and threats posed by Third Party IP are known and understood
- Corporate IP policy and structure
- Decision makers
- Management for success
- Cost forecasting & control

13.00 ► Lunch

14.00 ► IP STRATEGY

- What is an IP strategy?
- What are the benefits of a good IP strategy?
- How is the strategy developed?

15.15 ► Tea

- The ingredients needed for implementation
- What can go wrong

GROUP EXERCISES

16.30 ► PLENARY SESSION & CONCLUDING REMARKS

Peter Bawden

DOCUMENTATION

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