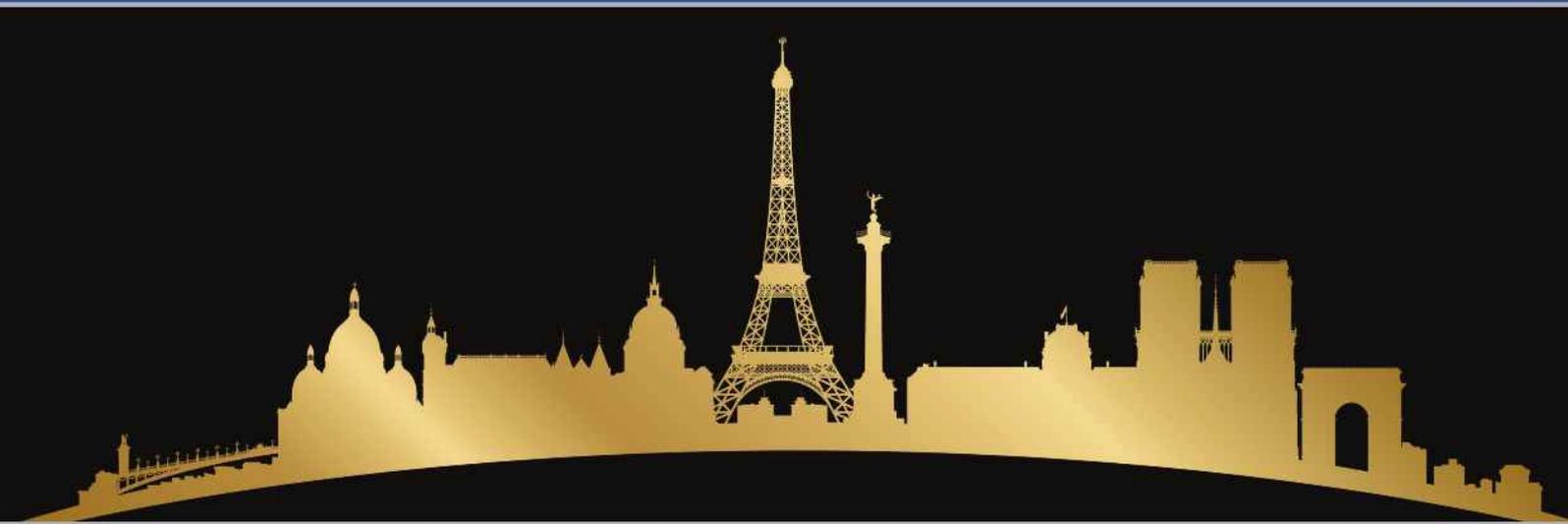


# Managing Intellectual Property

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## EUROPEAN PATENT REFORM FORUM 2014

SEPTEMBER 11 2014,  
MARRIOTT HOTEL, CHAMPS ELYSEES, PARIS



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## INTRODUCTION

With the onset of European Patent Reform and the Unitary Patent Court fast approaching, it is now time to look at the specifics and make the last crucial adjustments to your strategy. Therefore, the MIP European Patent Reform Forum will explain the unified patent court and the unified patent in detail. It will also take an in-depth look at the most recent developments, such as amendments to the procedures, implications of the Spanish legal challenge, the selection of judges and costs. Among others, topics include: the Unified Patent Court explained in detail; the European Court of Justice and the Unified Patent Court; litigation planning and forum shopping in the European Unified Patent Court; the Unitary Patent; analysing the judges; and there will be an inter-industry debate on international litigation considerations.

By discussing the next steps and most recent updates on the European Patent Reform, this forum provides an invaluable analysis of the details and specifics of the UPC, the unified patent and litigation strategies under the new court. By looking ahead at judges and costs the forum will help to adjust and fine-tune basic strategies already put in place, and it is a learning opportunity for IP managers who want to have a head-start on their competitors.

The programme addresses the major issues at hand and will encourage highest-level debate on all of the pertinent topics and technical matters from the varied perspectives of a wide range of stakeholders. In addition to this, MIP brings to the agenda its global expertise so as to offer multinational corporations cutting-edge guidance on handling IP portfolios under the new UPC. The MIP European Patent Reform Forum brings together leaders in corporations, public health and the sciences and, of course, leading legal experts to discuss and impart valuable knowledge.

## WHAT YOU WILL LEARN

- Get to know the European Unified Patent Court in great detail
- Discuss split proceedings and bifurcation
- Learn when the ECJ will/won't be able to review issues of law pertaining to patents
- Join analysis on litigation planning and forum shopping in the European Unified Patent Court
- Examine the expertise of the judges, their training and their level of coherence
- Find out about the status of fees
- Debate alternative IP strategies parallel to the UPC

## WHO YOU WILL MEET

- IP in-house counsel
- General counsel
- Private practice lawyers
- Heads of IP
- Heads of legal
- Patent counsel

## BENEFITS OF ATTENDING

Delegates are invited to attend a full day of training and discussion to hear from, and network with, leading experts in multiple fields. All delegates will be party to important debates about the most significant changes in the European patent system and will have the opportunity to contribute as well as to learn. Attending this forum will allow corporations to enhance their IP rights and protection in Europe and get a head-start on their competition.

The topics will equip attending corporations with the necessary means to strategise for building a robust and profitable patent portfolio. Whether your industry is pharmaceuticals, software, technology & telecoms or automobiles & aviation this forum will cater to your needs and concerns.

## PROGRAMME

8.00	<b>Registration</b>	
8.45	<b>Opening remarks by Emma Barraclough, managing editor, Managing IP</b>	
8.50	<b>The Unified Patent Court explained in detail</b> <ul style="list-style-type: none"> <li>• How to best navigate the new divisions and structures</li> <li>• A practical guide to making best use of the courts and mitigating costs</li> <li>• Understanding procedures: From starting proceedings through to trial</li> <li>• Strategising in advance</li> </ul>	<b>Tim Powell</b> , partner, <b>Powell Gilbert</b> <b>Christian Osterrieth</b> , partner, <b>ROKH IP</b> <b>Pierre Véron</b> , partner, <b>Véron &amp; Associés</b>
9.45	<b>Split Proceedings and the UPC</b> <ul style="list-style-type: none"> <li>• Complaints by Licensees, Counterclaims for Revocation against Proprietor</li> <li>• Bifurcation: Debunking the myths - Evaluating the possible pros and cons</li> <li>• Appeals against Bifurcation under the 16th draft of the Rules of Procedure</li> <li>• What should be learnt from current German practice?</li> <li>• How judges will handle bifurcation</li> </ul>	<b>Jochen Meyer</b> , head of IPR Germany, <b>Vodafone</b> <b>Hon. Tilmann Büttner</b> , Judge of the Regional Court of Düsseldorf <b>Ulrich Blumenröder</b> , partner, <b>Grünecker</b> <b>Wolfgang Neubeck</b> , partner, <b>Grünecker</b>
10.40	<b>Coffee break and networking</b>	
11.00	<b>Alternative IP strategies parallel to the UPC</b> <ul style="list-style-type: none"> <li>• Patent protection - are there more cost effective alternatives</li> <li>• Strategies to accelerate your patent applications and enforcement</li> <li>• Third party observations and oppositions</li> <li>• How to deal with 3rd party IP rights</li> </ul>	<b>Simon Roberts</b> , director of patents, <b>BT</b> <b>Charles Larsen</b> , partner, <b>Ropes &amp; Gray</b> <b>Edward Kelly</b> , partner, <b>Ropes &amp; Gray</b>
11.55	<b>Swiss focus</b> <ul style="list-style-type: none"> <li>• The new Swiss patent court – how does it work?</li> <li>• The Swiss patent court and the UPC</li> <li>• Challenges and opportunities for companies doing business in Switzerland</li> </ul>	<b>Simon Holzer</b> , partner, <b>meyerlustenberger   lachenal</b> <b>Michael Ritscher</b> , partner, <b>meyerlustenberger   lachenal</b>
12.25	<b>Lunch and networking</b>	
13.15	<b>The European Court of Justice and the Unified Patent Court</b> <ul style="list-style-type: none"> <li>• When will/ won't the ECJ be able to review issues of law pertaining to patents?</li> <li>• How the Spanish challenge affected plans for the new system</li> <li>• The impact of uncertainty on the industry from an in-house perspective</li> </ul>	<b>Laëtitia Bénard</b> , partner, <b>Allen &amp; Overy</b> <b>Nicola Dagg</b> , partner, <b>Allen &amp; Overy</b>
14.10	<b>Litigation planning and forum shopping in the European Unified Patent Court</b> <ul style="list-style-type: none"> <li>• Game over? Litigation planning and strategy under the new UPC</li> <li>• Risks and opportunities of forum shopping in Europe</li> </ul>	<b>Penny Gilbert</b> , partner, <b>Powell Gilbert</b> <b>Thomas Bouvet</b> , partner, <b>Véron &amp; Associés</b> <b>Martin Köhler</b> , partner, <b>ROKH IP</b>
15.05	<b>Coffee break and networking</b>	
15.25	<b>Analysing the judges</b> <ul style="list-style-type: none"> <li>• How qualified will the judges be, and what background do they have?</li> <li>• Can the training adequately prepare less specialised judges for the job?</li> <li>• How to prepare for potential performance gaps between different judges</li> </ul>	<b>Mathilde Rauline</b> , head of the European patent litigation, <b>Sanofi</b> <b>Christophe Geiger</b> , director general, <b>CEIPI</b> <b>Stanislas Roux-Vaillard</b> , partner, <b>Hogan Lovells</b> <b>Camille Pecnard</b> , senior associate, <b>Hogan Lovells</b>
16.20	<b>Inter-industry debate - International litigation considerations</b> <ul style="list-style-type: none"> <li>• How different countries regard the UPC</li> <li>• The future of national legislation</li> <li>• The unanswered questions about the UPC</li> </ul>	<b>Richard Vary</b> , global head of litigation, <b>Nokia</b> <b>Alex Wilson</b> , partner, <b>Powell Gilbert</b> <b>Sabine Age</b> , partner, <b>Véron &amp; Associés</b> <b>Christian Osterrieth</b> , partner, <b>ROKH IP</b> <b>Thierry Sueur</b> , vice president IP and vice president of European and international affairs, <b>Air Liquide</b>
17.15	<b>End of conference</b>	

**1 | Register (Please tick one box)**

Booking fee	Advisers, consultants, private practitioners	In-house IP and patent counsel, R&D professionals, academics
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**REGISTRATION FEE:** The registration fee includes participation in the forum, documentation material, coffee breaks and lunch. All delegates are responsible for their own accommodation and travel.

**PAYMENT:** All registration fees (where applicable) must be received in full prior to the event date.

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