

# Managing Intellectual Property™

# INTERNATIONAL PATENT FORUM 2018

STRATEGIES TO MAXIMISE YOUR GLOBAL PATENT PORTFOLIO IN A CHANGING LANDSCAPE  
MARCH 7-8, WALDORF HILTON, LONDON



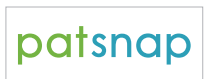
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#PATENTFORUM2018

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### PROGRAMME

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### SPONSORSHIP

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## INTRODUCTION

The evolution of technologies has changed the way works and other projected subject-matter are created, produced, distributed and exploited. The eighth annual MIP International Patent Forum will be returning to London on March 7 and 8 to examine the changing nature of patents in the information age, specifically how the digitalisation of IP is impacting your patent portfolio. Practical strategies will recommend how you should be preparing for the uncertain political and legal environment while maintaining a competitive advantage, applying emerging case law, digitalisation and the impact on your business.

The MIP International Patent Forum will identify the key unique challenges faced by the life sciences industry: how to synchronise your patent strategy for global protection in relation to software eligibility, SEP licenses and trade secrets. Patent infringement by equivalents will be discussed in detail to determine the impact of this decision and provide answers to any questions that may have arisen from the judgement and application in practice.

The programme addresses the major issues at hand and will encourage participation and debate on all of the pertinent topics from the varied perspectives. The MIP International Patent Forum 2018 will bring together world leaders in corporations, industry associations and leading legal experts to analyse strategies to ensure your company is prepared to thrive in the forecasted uncertain political climate.

Register your place today.

### TO REGISTER, OR FOR MORE INFORMATION PLEASE CALL

**DAVID SACKHEIM:** +44 (0)20 7779 8825  
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### FOR IN-HOUSE SPEAKING OPPORTUNITIES PLEASE CONTACT

**NATALIE CANTER:** +44 207 779 8730  
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### SPONSORSHIP OPPORTUNITIES

We will create a bespoke solution that will position your organisation as a thought leader and ensure you engage with your target audience. The will help you to meet and influence the people who are going to grow your business. Please contact **Melanie Petch** on **+44 207 779 8836** [mpetch@euromoneyplc.com](mailto:mpetch@euromoneyplc.com) to discuss.

## BENEFITS OF ATTENDING

- Understand how to keep your patent litigation flexible in a changing landscape
- Listen to essential case updates from *Actavis v Lilly* and application of patent infringement by equivalents in Europe
- Discuss the latest rulings and policy developments with FRAND & SEPs across Europe
- Learn best practice to overcome the unique challenges faced by life sciences companies
- Join analysis on patent litigation trends and the threat from NPEs
- Find out how to navigate the digital revolution and the emerging challenges with industry 4.0
- Examine patent litigation and forum shopping at a cross-EU level
- Evaluate the alternatives to patent protection and the importance of protecting your trade secrets

## WHO YOU WILL MEET

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

**DAY ONE**

08:30 Registration

09:15 Opening remarks by Managing IP and welcome from the Chair; Andrew Hammond, senior partner, Valea

09:25 Keynote address from the Rt. Hon. Lord Neuberger of Abbotsbury, former president of the UK Supreme Court

09:40 Patent infringement by equivalents in the UK, France and Germany

- What is the Doctrine of Equivalents in *Actavis v Lilly* and how have the UK courts been applying it?
- What is the French and German approach to equivalents?
- Would the French and German courts have reached the same decision?
- The validity gap – does it exist and what impact does it have?

Alex Brodie, partner, **Gowling WLG**

Céline Bey, partner, **Gowling WLG**

Carsten Schulte, partner, **Gowling WLG**

10:30 Latest rulings and policy developments: litigating & licensing SEP's

- Applying *Unwired Planet v Huawei* across jurisdictions in Europe
- EU Commission on SEP licensing
- Availability of final injunctions in Europe for infringements
- Alternative dispute resolution in SEP cases

Roberto Dini, founder, **Metroconsult** (moderator)

Clemens Heusch, head of European litigation, **Nokia**

Hugo Sackers, head of legal, **Philips International**

Russell Levine, partner, **Kirkland & Ellis**

11:20 Coffee break and networking

11:50 Overcoming the key challenges in life sciences to promote commercial growth

- Defending second medical use claims: issues for pharma and biotech
- The patent portfolio coverage in different jurisdictions
- Patentability and enforcement concerns
- Challenges in the newly evolved technologies

Qinghong Xu, partner & attorney at law, **Lung Tin**

Patricia Hec, head legal, oncology, **Novartis**

Tilman Breitenstein, director of intellectual property, **DSM**

12:30 Tracking the advantages of judicial protection in Russia

- Latest patent developments in Russia and how this impacts your business
- Defending your patent rights and top tips to avoid trolls
- Patent application and registration process for your design rights

Natalia Gulyaeva, partner, **Hogan Lovells**

Markus Gruber, senior patent attorney, **Novartis**

13:00 Lunch and networking

14:00 High tech patents in the automotive industry – new technologies, IP protection & litigation

- How does the changing technology landscape affect the exploitation & protection of patents?
- Patent litigation trends and the threat from NPE's
- Autonomous vehicles and Artificial Intelligence
- Do we need new case law to cover the specific needs of the automotive industry?

Matt Hervey, director, **Gowling WLG** (moderator)

Adrian Howes, senior legal counsel, **Nokia**

Colin Lamond, IP and patent consultant, **Nissan**

Roberto Vacca, director, **European Patent Office**

14:50 The importance of IP and innovation in India

- Opportunities and challenges of SEP regulation in India
- Understanding the new guidelines of patentability of software related inventions
- Maximising the benefits of judicial protection in India

Pravin Anand, managing partner, **Anand & Anand**

15:20 Coffee break and networking

15:50 Global landscape for IP owners: comprehensive analysis

- Interplay between opposition actions in Europe and PTAB
- Tips to make the best use out of proceedings and deciding which strategy to adopt
- Overview of the important issues when drafting EU applications for software-related inventions
- Software protection in EU versus US: how are applications aligning in practice?

Heli Pihlajamaa, director of patent law, **European Patent Office**

Jean-Marc Brunel, chief intellectual property officer, **Safran**

Pete Wilson, senior patent attorney, **BT**

Yannis Skulikaris, director operations, sector ICT, **European Patent Office**

16:50 Closing comments

17:00 Drinks reception

DAY TWO

09:00 Registration

09:30 Opening remarks by Managing IP

09:40 Patent litigation strategies in Europe

- The Unified Patent Court – where are we?
- Patent litigation and forum shopping at a cross-EU level
- Keeping your strategy flexible to overcome uncertainty
- Post-Brexit patent litigation

**Dirk Bühler**, European patent attorney, **Maiwald**  
**Elise Cardin**, patents director, **Saint-Gobain**  
**Huw Edwards**, senior IPR litigation counsel, **Nokia**

10:30 Safeguarding a global market for easily copied innovative products

- What measures can be utilised?
- In which jurisdictions should litigation be considered?
- How can compliance with licensing agreements be monitored?

**Andrew Hammond**, senior partner, **Valea**  
**Bart Van der Stockt**, managing director, **Unilin**

11:20 Coffee break and networking

11:50 How to successfully manage and protect your trade secrets

- EU Trade Secrets Directive and the legal remedies available
- Treating the protection of trade secrets as a board level issue
- Patents versus trade secret protection and the issue of innovation
- Understanding the rising prevalence of trade secret provisions in Asia, EU & USA

**Ilya Goryachev**, senior lawyer, **Goroditsky & Partners** (moderator)  
**Arthur Lallement**, IP manager, **hVIVO Services**  
**Bruce Elder**, director, intellectual property & licensing, **Integrated Device Technology**  
**Tilman Breitenstein**, director of intellectual property, **DSM**

12:40 Preliminary injunctions in Turkey

- Conditions of PI
- Impact of a national invalidation and EPO proceedings on the PI demand
- Interpretation of Bolar exemption and PI
- Unjust PI and damage claims

**Özge Atilgan Karakulak**, partner, **Gün + Partners**  
**Susanna Leon**, senior patent attorney, **Novartis**  
**Selin Sinem Erciyas**, partner, **Gün + Partners**

13:10 Lunch and networking

14:00 Strategic measures to consider when protecting your IP in China

- Overcoming the difficulties of evidence collection on patent infringement
- Taking advantage of the new method of software patents in China
- Top tips for foreign companies drafting claims and defending against Chinese plaintiffs
- One Belt One Road: opportunities and threats for European companies

**Catherine Zheng**, partner, **Deacons** (moderator)  
**Andy Bartlett**, divisional director, patents, **UK Intellectual Property Office**  
**Haibin Xue**, general counsel for greater China, **Hexagon**  
**Jeffrey McLean**, partner, **Deacons**

14:40 5G technology: standards versus open-source

- Where do standards and open-source intersect?
- Open-source developments, benefits & emerging difficulties
- Disruptive technologies
- To what extent is there a 5G patent war on the horizon?

**Simon Kahn**, partner, **Boult Wade Tennant** (moderator)  
**Catharina Maracke**, associate professor of IT and data law, **Kühne Logistics University**  
**Jimmy Ahlberg**, IPR & licensing, **Ericsson**  
**Robert Pocknell**, chairman, **Fair Standards Alliance**

15:30 Coffee break and networking

16:00 Close of conference

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

Booking fee	Advisers, consultants, private practitioners	In-house IP and patent counsel
Early bird rate <small>(before 2 February)</small>	<input type="checkbox"/> £1,095 + VAT	<input type="checkbox"/> FREE
Standard booking rate <small>(after 2 February)</small>	<input type="checkbox"/> £1,295 + VAT	<input type="checkbox"/> FREE
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**PAYMENT:** All registration fees (where applicable) must be received in full prior to the event date or the invoice due date, whichever is sooner.

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Cancellations received after 26 January 2018 are liable for the full conference fee. However, substitutions can be sent to attend in your place at no extra charge. If owing to a force majeure, Managing IP is obliged to postpone or cancel the event, Managing IP will not be liable for any travel or accommodation expenses incurred by delegates or their organisations.

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