


 THE PANEUROPEAN INTELLECTUAL PROPERTY SUMMIT
BRUSSELS IP 2004 THURSDAY 2 & FRIDAY 3
 DECEMBER 2004

 Overview **Agenda** Speakers Partners Interviews Access 1-day registration 2-day registration

Agenda

 Thursday, december 2nd, 2004

I. COMPETITION VS MONOPOLY

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 Speakers confirmations as of november 3rd, 2004

	Thursday 2nd December	Friday 3rd December
Morning	Plenary session I. COMPETITION VERSUS MONOPOLY	Plenary session II. A DYNAMIC IP INFRASTRUCTURE
Noon	Lunch-debate OHIM	Lunch-debate EPO
Afternoon	Streams 1, 2 & 3	Streams 1, 2 & 3
Evening	Cocktail Reception hosted at the Prestigious Brussels Town Hall – Grand'Place	

8.00	Registration and Café d'accueil
09.00	Opening address Charlie McCreedy — Member of the European Commission, Internal Market, Taxation and Customs Union issues ¹
09.30	Introduction: the IP/Competition interface — US, EU: a common vision ? Alexander Schaub — Director-General of DG Internal Market — European Commission (Belgium) Jonathan W. Dudas — Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USA) Chaired by Fred Kempe — Editor and Associate Publisher — The Wall Street Journal Europe
I.A. CORPORATE STRATEGIES/IP STRATEGIES	
10.00	<ul style="list-style-type: none"> Corporate strategy: The value of IP The value of intangible assets for the Boardroom The value of IP for the shareholders The impact of IP on valuation and rating <p>A round-table featuring 5 Chief Executive Officers from the major european corporations (Germany, Belgium, United Kingdom, France...) will discuss the IPR on a leader point of view</p> <p>With in particular:</p> <p>Jean-Philippe Courtois — President EMEA — Microsoft (France) Ian Harvey — Chief Executive Officer — BTG (United Kingdom) Gerhard Florin — Chairman Europe — EA [Electronic Arts] (United States)</p>
11.00	Questions and discussion
11.10	Refreshments

11.30	<ul style="list-style-type: none"> • IP management strategies inside European companies : enforcement, tactics, or negotiation in an enlarged european area? • What can be learned from the US? What the US companies fear from European powerhouses? <p>Jerry Rosenthal — Vice President Intellectual Property & Licensing — IBM (USA) Ruud Peters — Chief Executive Officer — Philips Intellectual Property and Standards (Netherlands) Lothar Steiling — Chief Patent Counsel — Bayer (Germany) Thierry Sueur — Vice President Intellectual Property — Air Liquide (France) Moderated by Joff Wild — Editor — IAM (Intellectual Asset Management) (United Kingdom)</p>
12.30	<p>Pre-Lunch debate Enlargement : Opportunities and threats</p> <p>Wubbo de Boer — President — Office for Harmonisation of Internal Market (Spain) Keynote address moderated by Charles Fleming — Deputy Bureau Chief — The Wall Street Journal Europe (France)</p>
12.45	Lunch

I.B. NEW IP CHALLENGES

Time slots	Stream 1 Industry Challenges	Stream 2 New IP Challenges	Stream 3 Global strategies
14.15	<p>COMPUTER IMPLEMENTED INVENTION (HARDWARE & SOFTWARE PATENT PROTECTION)</p> <ul style="list-style-type: none"> • Protecting software innovation in IT in Europe - the CII Directive and beyond • Recent developments in the CII Directive • Risks and benefits of patentability of computer programs, protection of essential innovation versus market domination by IT multinationals <p>Keynote speaker: Arlene McCarthy — MEP - European Parliament Tim Crean — Chief IP Officer — SAP AG Pierre de Muelenaere — CEO — IRIS (Belgium) Moderator: David Ellard — Administrateur — IP Unit European Commission</p>	<p>GEOGRAPHICAL INDICATIONS</p> <ul style="list-style-type: none"> • Protecting the Denomination of origin • Rights of Trade Mark and rights of geographical indication: how to find the right balance ? • Which agreements are implemented ? <p>Luis de Javier y Esteban — Legal Director — Miguél Torres (Spain) Jean Rodesch — Vice-President — European Affairs Pernod Ricard (France) Luc Morelon — Director External Relations Lactalis Group — and President of the Interprofessional Trade Union of Defense of Camembert cheese of Normandy (AOC) (France) Moderator: Florent Gevers — Senior Partner — Gevers (Belgium)</p>	<p>PREPARING FOR DOT EU</p> <ul style="list-style-type: none"> • Putting Dot EU in context: what domains already exist (country-codes, international domains...) - why a new European domain? • Doing the groundwork: what to do before attempting to register Dot EU names • How to get Dot EU: strategies for successful applications in Dot EU • Dispute resolution: how to respond to failed applications and names registered by third parties • Case studies: how two large corporations have prepared for Dot EU <p>Jef Vandekerckhove — trademarks, designs and domain names portfolio manager — Philips Intellectual Property and Standards (Netherlands) David H. Tatham — panellist for resolving domain name disputes under ICANN's Uniform Domain Name Dispute Resolution Policy — WIPO (UK)</p> <p>Moderator: Stéphane Van Gelder — Editor — DomainInfo.fr (France)</p>

<p>15.15</p>	<p>TELECOMMUNICATIONS SECTOR</p> <ul style="list-style-type: none"> • Promotion and acquisition of the technology • Optimization of intangible assets (mobiles, software, infrastructure) • Cash generation : maximise in a new market dynamic <p>André-Pascal Chauvin — VP Business Licensing — Alcatel (France) François Jamet — Head of licensing and technology acquisition — France Telecom (France) Peter Backes — Manager for International Patent Affairs — Deutsche Telekom AG (Germany)</p> <p>Moderator: Simon Clegg — Managing Director — Taurus (United Kingdom)</p>	<p>INDUSTRIAL DESIGN</p> <ul style="list-style-type: none"> • Where does the protection ideas start? • What articulation is available between the various instruments available: drawings, models, royalty and trademark <p>Carlos Ascendo André — President — Mglass (Portugal) Olavi Linden — Chief Design Officer — Fiskars (Finland) Jean-Marc Brunel — Head of Patent Department — Airbus SAS (France)</p> <p>Moderator: Laurence Julien-Raes — Partner & Head of Legal Department — Santarelli (France)</p>	<p>MANAGING SUBMISSION OF INVENTIONS AND AUTOMATING PATENT COMMITTEE DECISIONS</p> <ul style="list-style-type: none"> • How not to lose valuable R&D ideas? • How to create the right amount of visibility for inventors and R&D? • How to link R&D and IP to business imperatives? • How to improve decisions related to patent foreign filing and maintenance? • How to provide key indicators to top management on R&D and patenting effectiveness? <p>Christophe Boutin — General Manager — CPA Software Solutions Thierry Sueur — Vice President, Intellectual Property — Air Liquide Jean-François Hays — IP Deputy — Air Liquide</p>
<p>16.15</p>	<p>BIOTECHNOLOGIES</p> <ul style="list-style-type: none"> • Characteristics and comparative advantages of national, European, EC and American patents systems • Limits to patentability, scope and nature of exceptions (Experimental exceptions...) • The ethical questions <p>Giampiero de Luca — Chief Intellectual Property Counsel — Serono (Switzerland) Donny Strosberg — CEO — Hybrigenics avv. Prof. Paola Frassi — Full Professor of Intellectual Property at the University of Milan (Italy)</p> <p>Moderator: André Heitz — Director WIPO Coordination Office in Brussels</p>	<p>IP ENVIRONMENTAL POLICY IP AND ENVIRONMENTAL POLICY</p> <ul style="list-style-type: none"> • How to combine efficient IP protection and increasing transparency on products design to comply with environmental legislation? • This issue is at the core of most of upcoming Environmental texts like REACH, IPP, Eco-design of products etc. • In the context of the encouragement to the development of a market for recycled and reused products, how to avoid brand names from being misused or damaged? How can IP still be protected and to what extent? <p>Mark MacGann — Director General — EICTA (Belgium) David Connett — Publisher — The Recycler Ltd (United Kingdom) Jean Claude Lahaut — General Counsel and Secretary to the Leadership Team — CEFIC (the European Chemical Industry Council)</p> <p>Moderator: Bruno Vandermeulen — Partner — Bird & Bird (Belgium)</p>	<p>EXPLOITING R&D and PROMOTING INNOVATION</p> <ul style="list-style-type: none"> • European and American Best practices • R&D absorbs 25% of sales revenue, yet only 5% of products are protected: how to catch up? <p>Gilles Capart — Président — Proton (Université de Louvain-la-Neuve) (Belgium) Katharine KU - Director, Office of Technology Licensing - Stanford University (USA) ³ Stanford University's Office of Technology Licensing is considered as world leader in technology transfer. Since its foundation in 1970, it has also received US\$ 594 million in cumulative gross royalties. Dr. Bernd Geiger — Managing General Partner — Triangle Venture Capital Group (Germany) Moderator: Denis Dambois — DG — European Commission (Belgium)</p>
<p>17.15</p>	<p>Drinks</p>		

I.C. PAN-EUROPEAN MOCK TRIAL

17.30	Plenary session: A cross-border euro-injunction including patent, trademark and copyrights issues Presentation of the case by Morag Macdonald & Isabelle Leroux & Massimiliano Mostardini — Partners IP Practice — Bird & Bird (United Kingdom & France)
	Task force on Mock Trial : <ul style="list-style-type: none">• Morag Macdonald — Partner IP Practice — Bird and Bird• Edward Lyndon-Stanford — President — CNIPA (Committee of National Institutes of Intellectual Property Attorneys)• Claude Quintelier — President — CCPIB (Chambre des Conseils en Propriété Industrielle de Belgique) KRIEB (Kamer Van Raad Gevers Inzake Industriële Eigendom Van België)• Patrice Cros — Managing Director — Premier Cercle

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- 2 invited
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Friday, december 3rd, 2004

II. A DYNAMIC IP INFRASTRUCTURE BY 2010

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08.30	Registration and café d'accueil		
09.00	Introduction : the European IP framework What has been achieved so far? The future developments The European Patent: Quo vadis? A former Commissioner of the European Commission Keynote address moderated by Fred Kempe — Editor-in-Chief — The Wall Street Journal Europe (Belgium)		
09.30	Reports from breakout sessions : IPR in a nutshell what's the road ahead ?		
	Rapporteur Stream 1: Bruce Alexander — President — CIPA (The Chartered Institute of Patent Agents) (United Kingdom)	Rapporteur Stream 2: Walter Holzer — President — epi (The Institute of Professional Representatives before the European Patent Office) (Austria)	Rapporteur Stream 3: Eugen Popp — Präsident — Deutsche Patentanwältskammer (Germany)

II.A. PROFESSIONALS' EXPECTATIONS

10.00	<ul style="list-style-type: none"> Perspectives: what does European industry need from the European Patent System? Mike Barlow — Head of Patent and Agreements — BP International (United Kingdom) Jean-François Serrier — General Manager, Intellectual Assets Management — Solvay (Belgium) <i>The industry perspectives</i> Erik Nooteboom — Head of the Industrial Property Unit - DG Internal Market — European Commission <i>The government perspective</i> Patrice Vidon — President — Compagnie Nationale des Conseils en Propriété Industrielle (France) <i>The practionner perspective</i>
11.00	Questions from the floor
11.10	Refreshments

11.30	<ul style="list-style-type: none"> • Community Trade Mark Madrid protocol: the impact of EU and US joining Implications for users Extension of CTM to the new European countries <p>Benoît Barme — Trademarks and Models Director — Danone (France) Patrick Theunis — Head of Intellectual Property — Agfa Gevaert (Belgium) Yannick Chalme — General Counsel — L'Oréal (France) Ernesto Rubio — Assistant Director General, Sector of Trademarks, Industrial Designs & Geographical Indications — WIPO (Switzerland) Gerhard Bauer — Chief Trademark Counsel — DaimlerChrysler (Germany)</p>
12.30	<p>Prelunch debate: roadmap for decisive issues facing the european IP framework — immediate actions and long-term vues Professor Alain Pompidou — President — European Patent Office</p>
12.45	Lunch

II.B. WORKSHOPS

Time slots	Stream 1 IP Recent Developments	Stream 2 Patents	Stream 3 Legal
14.00	<p>MADRID PROTOCOL VERSUS COMMUNITY TRADEMARK Compared analysis of advantages and drawbacks of the two systems Detlef Schenen — OHMI (Spain) Cécile Guillemard — Senior Counsel Trademarks — Procter & Gamble</p> <p>Moderator: Jean Pire — Senior Partner — Gevers (Belgium)</p>	<p>PATENT POOLS : THE RIGHT TOOL TO VALUE YOURS ASSETS</p> <ul style="list-style-type: none"> • Greatest cash generator for revenues? • From portfolios to patent pools • Perimeter and structure • Beware of the limits! <p>Laurent Villaume — CEO — Quantum Optical and President — Optical Disk Association (France) Moderator: Philippe Le Clech — Head of Development & Member of Intellectual Assets Management & Strategy Department — Breese Majerowicz SAS</p>	<p>EUROPEAN MOCK TRIAL</p> <ul style="list-style-type: none"> • The example of a cross-border injunction including patent, trademark and copyrights issues <p>With, among others Morag Macdonald — Partner IP Practice — Bird & Bird (UK) Elisabeth Belfort — President of the 3rd Chamber — TGI de Paris (France) Gabriella Musculo — Judge — Court of Rome (Italy) Robert Van Peurseem — Judge — the District Court of The Hague (Netherlands) And various opinions presented by judges from the European Court of Justice (Luxembourg) and other judges from Germany, Netherlands, United Kingdom and Belgium</p> <p>Questions</p> <ul style="list-style-type: none"> • Interim relief - could you get it? • Could you get cross border relief? • Procedure • When would it be passing/off unfair competitor? • When would it be infringement of Community design right? • How would the patent validity issue affect things? <p>Debates Deliberation</p>
15.00	<p>MEDIATION & ARBITRAGE An increasing number of IP disputes are being resolved through mediation and arbitration:</p> <ul style="list-style-type: none"> • Two leading European companies report on their experiences as parties in mediation and arbitration procedures • A WIPO Arbitrator presents a WIPO Arbitration case study <p>Michael Leathes — Head of Intellectual Property — British American Tobacco (United Kingdom) Piet Schalkwijk — Director of Intellectual Property — Akzo Nobel NV (Netherlands) David Perkins — Milbank, Tweed, Hadley & McCloy (United Kingdom)</p>	<p>THE NEW TECHNOLOGY TRANSFER BLOCK EXEMPTION REGULATION: WHAT LIES BEHIND? Patents and Know-How licensing accross Europe</p> <ul style="list-style-type: none"> • Impact of modernisation of the competition rules on technology licensing • The structure of the TTBER • Examination of the hardcore restrictions • The risks <p>John Nevard — Senior Patent Counsel — Unipath Limited (United Kingdom) Lucas Peperkorn — Directorate-General for Competition — European Commission Moderator: Duncan Curley — author of "Intellectual Property</p>	<p>Questions</p> <ul style="list-style-type: none"> • Interim relief - could you get it? • Could you get cross border relief? • Procedure • When would it be passing/off unfair competitor? • When would it be infringement of Community design right? • How would the patent validity issue affect things? <p>Debates Deliberation</p>

	Kingdom) Moderator: Ignacio de Castro Llamas — Head of Information and External Relations Section — WIPO Arbitration and Mediation Center (Switzerland)	Licences and Technology Transfer" (Sept. 2004) (United Kingdom)	
16.00	<p>GLOBAL TRANSFER PRICING APPLIED TO INTANGIBLE ASSETS</p> <ul style="list-style-type: none"> • Developments in the field of transfer pricing in the European region • The impact of Intellectual Property on transfer prices within a multinational company • Case study with respect to recent cases involving transfer pricing and Intellectual Property <p>Dave Rutges — European leader of KPMG Global Transfer Pricing Services, partner with KPMG Meijburg & Co. (Netherlands) Jaap Reyneveld — Senior manager of KPMG Global Transfer Pricing Services (Netherlands)</p>	<p>PATENTABILITY OF BUSINESS METHODS</p> <ul style="list-style-type: none"> • Enlarging the scope of possible patents • How to protect non-technical inventions ? • American practice, European orientations <p>Frank Cuypers — Head of Intellectual Property — Swiss Re (Switzerland) Wayne P. Sobon — Director of IP — Accenture (USA) Cecilia O. Lofters — Senior IP Counsel — General Electric Company (USA)</p> <p>Moderator: Christian Derambure — President — BDSA (France)</p>	<p>ANTI-COUNTERFEIT LITIGATION</p> <ul style="list-style-type: none"> • State-of-the-art practices • Identifying and locating infringements : evaluate the legal validity of the technical devices of protection • How to succeed in seizing counterfeit goods : The new regulation, Global actions, Trial and compensation • Protection of brand in digital world, Internet increased the phenomenon of counterfeit ? <p>Christian London — General Counsel — La Chemise Lacoste (France) Marc Frisanco — Chief Legal Officer — Group Richemont (Switzerland) Lucy Nichols — Global Director of IPR, Brand Protection — Nokia (Finland) Georgina Evans — Vice President and Trade Mark Counsel — GlaxoSmithKline (United Kingdom) Moderator: Marius Michael Schneider — European & Benelux Trade Mark & Design Attorney — Gevers (Belgium)</p>

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