

IP Essentials for EU Officials

9 – 10 December 2014

Brussels

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Day 1	
Moderator: <i>Jacki Davis, Managing Director, Meade Davis Communications</i>	
08:30 – 09:00	Registration
	Welcome
	Moderator's introduction (2 mins)
09:00 – 09:15	<i>Paul Maier, Director Observatory - OHIM (10-12 mins)</i>
09:15 – 09:30	<i>Richard Flammer, Principal Director Patent Information and European Patent Academy – EPO (10-12 mins)</i>
	Introduction: Interplay between Intellectual Property Rights (IPRs)
	IP contribution to the EU economy
09:30 – 10:00	Presentation of joint OHIM-EPO studies on the relationship between IPRs and economic performance <i>Theon van Dijk, Chief economist, EPO (24-25 minutes <u>combined</u> presentation; 4-5 mins Q&A)</i> <i>Nathan Wajzman, Chief economist, OHIM</i>
	Role and importance of IP protection
10:00 – 10:30	Micro-economic/business model view: testimony on the interplay between different IPRs (case study on 3D printing) <i>Clément Moreau, CEO Sculpteo (22-24 mins presentation; 5-7 mins Q&A)</i>
	Cartography of European IP players – presentations of OHIM and EPO

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10:30 – 10:45	<p>A. OHIM and the European Trade Mark and Design Network</p> <p>1. 20th anniversary of the CTM Regulation, the success story <i>Alexander von Mühlendahl, Former Vice-President, OHIM (12-13 mins presentation, plus 2-3 mins Q&A)</i></p> <p>2. Harmonisation without law making: the win-win called convergence <i>Imre Gonda, HIPO (12-13 mins presentation, plus 2-3 mins Q&A)</i></p>
10:45 – 11:00	
<i>Coffee break</i>	
11:15 – 12:00	<p>3. Panel discussion</p> <p><i>Moderator introduces the session & chair and hands over to him (1 min)</i></p> <p><u>Chair:</u> <i>Joao Negrao, Director of ICLAD, OHIM</i></p> <p><u>Panellists:</u> <i>Ilias Konteas, Senior Advisor, Business Europe;</i> <i>Gerhard Bauer, Chairman of the Working Group on Trade Marks and Designs, Business Europe</i></p>
12:00 – 12:15	<p>B. The European Patent Office and the European Patent Organisation</p> <p>1. Presentation of EPO/European Patent Convention – a 40 year story <i>Pascal Griset, Professor of History, University of Paris-Sorbonne (13-15mins presentation)</i></p> <p>2. Co-operation at national and international level in the patent field</p> <p>The role of the EPO in the Unitary Package <i>Eskil Waage, Lawyer International and Legal Affairs, PCT, EPO (28-30 min presentation)</i></p> <p>3. The roles of National Patent Offices in the current and future EP system <i>Thomas Duholm, Deputy Director Policy & Legal Affairs, Danish Patent and Trademark Office (18-20 min presentation)</i></p> <p>Combined Q&A with all three speakers (10 mins)</p>
12:15 – 12:45	
12:45 – 13:05	
13:05 – 13:15	
<i>Lunch</i>	
	Consolidating the leading position of Europe in the international IP system
14:15 – 14:45	<p>presentations</p> <p>A. IP5 initiatives, Global dossier, Common Citation document</p> <p><i>Thierry Sueur, Vice-President, Intellectual Property and European & International Affairs of Air Liquide, Chairman of the IP Committee of the French business Federation MEDEF and Chairman of the Patent Working Group of BUSINESSEUROPE; (18-20 min presentation)</i></p> <p><i>Niclas Morey, Director International Organisations, Trilateral and IP5, EPO (15</i></p>

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14:55 – 15:10	<p><i>min presentation)</i></p> <p><i>(Followed by a combined Q&A of 4-5 mins)</i></p> <p>B. OHIM update on TM5 <i>Joao Negrao, Director of ICLAD, OHIM (12-13 mins presentation, plus 2-3 mins Q&A)</i></p>
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Coffee break

	EU's fight against piracy and counterfeiting
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15:30 – 15:45	<p>A. The EU Observatory</p> <p><u><i>Moderator introduces the session & chair and hands over to him (1 min)</i></u></p> <p>Presentation of the EU Observatory and Enforcement Database</p> <p><i>Paul Maier, Director Observatory - OHIM</i></p> <p>IP Perception Study</p> <p><i>Lord Mogg, Chair of the OHIM Observatory Advisory Board</i></p>
15:45 – 16:05	<p>Cooperation with the EU Commission</p> <p><i>Anders Jessen, DG TRADE</i></p>
16:05 – 16:25	
16:25 – 16:40	<p>B. View from enforcement authorities</p> <p>Enforcement in practice</p> <p><i>Chris Vansteenkiste, Project Manager, Europol</i></p>
16:40 – 17:00	<p><i>Senator Yung, Comité National Anti Contrefaçon (CNAC)</i></p>

	Broadening session: EU policy questions on IPRs
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17:00 – 18:00	<p>Do we need a copyright reform?</p> <p>Presentation by the EU Commission</p> <p><i>Maria Martin-Prat, DG CONNECT (38-40 min presentation; 18-19 mins Q&A)</i></p>
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End of Day 1

Day 2	
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	Transforming European IP tools into international standards
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09:00 – 09:45	<p>The cooperative patent classification (CPC), Patent Translate, Espacenet</p> <p><i>Richard Flammer, Principal Director, Patent information and European Patent Academy; EPO</i></p> <p><i>Geert Boedt, Patent information officer, Business Use of Patent Information, EPO</i></p> <p><i>(Joint 30-35 mins presentation, plus 10-15 mins Q&A)</i></p>
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09:45 – 10:30	TMView and TMClass as part of TM5 negotiations <i>Simon White, ICLAD, OHIM</i> (30-35 mins presentation, plus 10-15 mins Q&A)
	Broadening session: EU policy questions on IPRs
10:30 – 11:00	Geographical indications <i>Valérie Marie D’Avigneau, DG MARKT</i> (20-25 mins presentation, plus 5-10mins Q&A)
<i>Coffee break</i>	
	Improving continuously the IP systems – recent policy developments
11:30 – 11:55	Trade secrets - Commission proposal for discussion by the co-legislators, with mention of the interplay with patents – <i>Jorge Novais, DG MARKT</i> (18-20 mins presentation, plus 4-5mins Q&A)
11:55 – 12:10	Unitary patent and UPC: what’s in it for Europe’s citizens and enterprises? <i>Jean-Luc Gal, DG MARKT</i> (12-13 minute presentation)
12:10 – 12:40	<i>Willem Hoyng, Attorney, Partner, Hoyng Monégier, Amsterdam, Professor at the University of Tilburg, The Netherlands</i> (30 min presentation)
12:40 – 12:45	Combined Q&A session (5minutes)
12:45 – 13:15	Trademark package A roundtable composed of: - <i>Cecilia Wikström, Member of the European Parliament</i> - <i>Tomas Eichenberg, DG MARKT</i> (Opening remarks of 7-8 mins minutes each, followed by 15-20 min discussion)
<i>Lunch</i>	
	IP and common good for our society
14:30 – 14:45	A. Interplay between IP and competition policy - Are IPRs monopolies? Insight into implications for practice: Update on recent IP-related EU competition cases <i>Ian Forrester, Partner, White & Case LLP</i> (12-13 min presentation - see below)
14:45 – 15:00	Standard essential patents and cooperation between the EPO and standardisation organisations <i>Niclas Morey, Director International Organisations, Trilateral and IP5, EPO</i> (12-13 min presentation - see below)
15:00 – 15:15	A stakeholder point of view on standard essential patents <i>Mats Sågfors, Portfolio Manager, IPR & Licensing, Ericsson</i> (12-13 min presentation - see below)
15:15 – 15:20	Combined Q&A with all three speakers (5-6 minutes)

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15:20 – 15:40	B. IPRs as a support for Technology transfer Patent information and climate change mitigation technologies <i>Niclas Morey, Director International Organisations, Trilateral and IP5, EPO (15-16 mins presentation plus 3-4 mins Q&A)</i>
15:40 – 16:00	The role of patents in Universities for collaborative research <i>Vincent Lamande, President, Ouest Valorisation, France (15-16 mins presentation plus 3-4 mins Q&A)</i>
	Broadening session: EU policy questions on IPRs
16:00 – 17:00	Do we need a copyright reform? <i>Prof. Bernt Hugenholtz, University of Amsterdam (38-40 min presentation; 18-19 mins Q&A)</i>
17:00 – 17:30	Closing
17:30	End of the Seminar