

IP Summit 2015

Thursday & Friday December 3-4 2015 | Berlin

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9.00 – 9.15 am *Opening speech* What is the Future of IP in the 21st Century?

Introduced by: **Cornelia Rudloff-Schäffer** *President* GERMAN PATENT AND TRADEMARK OFFICE/ DEU

9.15 – 9.55 am Understanding Risks in the Evolving Landscape of Contested Patent Proceedings

What risks do patent owners face in launching an enforcement proceeding? What options does an accused infringer have in order to mitigate the risks of infringement? What are some strategic considerations to address in managing the risks associated with contested patent proceedings?

- **Christine Kanz** *Partner* HOYNG ROKH MONEGIER / DEU
- **Fabirama Niang** *Vice President Intellectual Property* TOTAL / FR
- **Glenn J. Perry** *Administrative Patent Judge* PTAB - USPTO / US

Chair: **Raja N. Saliba** *Partner* SUGHRUE / US

9.55 – 10.35 am More IP Rights or Better IP Enforcement?

What has to be known about IP litigation and enforcement in a harmonised European system? What is more important: IP rights or IP enforcement in a jurisdiction? What will be the influence of UPC on European jurisdictions?

- **Michael Koenig** *Deputy Head of Unit D2 Industrial Property, IP Directorate, DG Internal Market & Services, European* EUROPEAN COMMISSION / BE
- **Michael Fröhlich** *Senior Director, EU Intellectual Property & Strategy* BLACKBERRY / DEU
- **Cornelis (Kees) Schüller** *Assistant Vice-President - Head of Patents and IP Litigation* NESTLE / CH

Chair: **Anette Gärtner** *Partner* REED SMITH / DEU

10.35 – 11.15 am The Future of Injunctive Relief in Europe

Injunctions after Huawei, injunctions under the UPC, injunctive relief under other IP rights such as trademarks designs and copyright in the light of art 16, the fundamental right of freedom of enterprise.

- **Dan Richardson** *Licensing & Business Development* INTELLECTUAL VENTURES / IRL
- **Willem Weenink** *Sr. Director IP Applications/Strategic Business Development* ASML / NLD
- **Beat Weibel** *Group Senior Vice President and Chief IP Counsel* SIEMENS / DEU

Chair: **Willem Hoyng** *Partner* HOYNG ROKH MONEGIER / NLD

11.15 – 11.40 am *Coffee Break*

Day 1 | Thursday 3 December 2015 | Morning Workshops |

<p>1. Global Trademark Issues</p> <p>11.40 – 12.40 pm</p> <p>1.A. The Spillover Effects of Plain Packaging</p> <p>. The spillover effects into alcohol industry exports, sugary food products, unhealthy food ...</p>	<p>2. Patents Challenges</p> <p>11.40 – 12.50 pm</p> <p>2.A. Standard Essential Patents: EU Competition Rules and Players' Views</p> <p>. Context for FRAND negotiations . IEEE IPRs Policy</p>	<p>3. Copyright & Related Rights</p> <p>11.40 – 12.40 pm</p> <p>3.A. What is the Future of Broadcasting?</p> <p>. Legal Qualification: Broadcasting vs.</p>
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<p>. Too much government's interference? . The risk for small businesses and the increase of illicit uses, . The impact of plain packaging and of the standardisation of competition and innovation . The future of trademarks in a plain packaging industry</p> <p>> Philipp Massari <i>Senior Counsel</i> PHILIP MORRIS INTERNATIONAL / CH</p> <p>> Sergey Medvedev <i>Trademark & Design attorney, Software & Database Attorney, Senior Lawyer</i> GORODISSKY & PARTNERS / RUS</p> <p>> Flora Okereke <i>Head of Regulatory Policy and Government Engagement</i> BRITISH AMERICAN TOBACCO / UK</p> <p>Chair: Marlou van de Braak <i>Partner</i> HOYNG ROKH MONEGIER / FR</p>	<p>. Grounds to seek injunction . Willing licensee test - abuse of dominance test</p> <p>> Knut Blind <i>Professor for Innovation and Standardization</i> FRAUNHOFER FOKUS / DEU</p> <p>> Steven Bowers <i>Senior Counsel</i> Mobile and Communications Group INTEL CORPORATION / US</p> <p>> Claudia Tapia <i>Director IPR Policy</i> ERICSSON / BE</p> <p>> Ilkka Rahnasto <i>VP, Head of Patent Business</i> NOKIA / FIN</p> <p>> Eillen Sheehan <i>Référéndaire, Chambers of First Advocate General</i> Melchior Wathelet COURT OF JUSTICE OF THE EUROPEAN UNION (CJEU) / LUX</p> <p>Chair: Marina Cousté <i>Partner</i> REED SMITH / FR</p>	<p>Communication to the public . The emergence of new business models . The remaining question over the distribution of royalties paid to artists . Virtual reality TV, the future of broadcast television?</p> <p>> Paloma López <i>Head of International Legal Department</i> ARTISTAS INTERPRETES O EJECUTANTES (AIE) / ESP</p> <p>> Thomas Myhr <i>Attorney-at-Law</i> NRK / NOR</p> <p>Chair: Fabienne Brison <i>Partner</i> HOYNG ROKH MONEGIER / BE</p>
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12.40 – 2.10 pm **Lunch Break**

Day I | Thursday 3 December 2015 | Afternoon Workshops |

<p>4. BEPS and GI Views</p> <p>2.10 – 3.10 pm 4.A. Hot Topics of IP Ownership Structures</p> <p>. Most recent developments in the EU and OECD with a big impact on IP planning and location of IP. . IP ownership structures: "what are the developments in relation to OECD, EU, BEPS, Modified Nexus Approach, etc."? . "Will the IP Box exist after 2016?" . Transfer pricing issues: why is TP so important and why will this become even more important in the future? . R&D development and incentives in several Jurisdictions (e.g. Luxembourg, the Netherlands)</p> <p>> Harm J. Oortuijn <i>Director International Tax</i> Paramount PARAMOUNT PICTURES CORPORATION / NLD</p> <p>> Mustafa Susam <i>Tax Director</i> ANADOLU EFES / TUR</p> <p>Chair: Willem Bongaerts <i>Partner</i> BIRD & BIRD / LUX</p>	<p>5. Patents & Innovation</p> <p>2.10 – 3.10 pm 5.A. Digitalisation of the IP Administration, the Backbone of the IP Management</p> <p>. What does it mean in terms of process changes, software requirements and change management? . How to use electronic IP-files (eIP-files) in relation to internal cooperation at the international level? What is your experience in implementing eIP-files and assessing their productivity? . Which support can be supplied by a service provider? What are the requirements for an SW tool for IP administration?</p> <p>> Jean-Marc Brunel <i>Head of Intellectual Property</i> CIPO SNECMA – SAFRAN / FR</p> <p>> Michael Golwitzer <i>Corporate Technology</i> Corporate Intellectual Property SIEMENS AG / DEU</p> <p>Chair: David M. Longo <i>Partner</i> OBLON / US</p>	<p>6. Copyright & Digital Economy</p> <p>2.10 – 3.10 pm 6.A. How to Manage Existing Business Models in Response to Technological Changes?</p> <p>. Criteria of ownership in the cloud . Management of collective societies and copyright levies . Challenges of data protection online: privacy, security, appropriation . Can the actual EU copyright regime be considered fit for the digital age?</p> <p>> Louise Bagnall <i>Vice President, Legal & Business Affairs</i> WARNER BROS. / UK</p> <p>> Jane Dyball <i>CEO</i> MPAUK / UK</p> <p>> Adele Zangs <i>VP Legal & Business Affairs</i> DEEZER / FR</p> <p>Chair: Ben Allgrove <i>Partner</i> BAKER & MCKENZIE / UK</p>
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3.10 – 3.35 pm Coffee Break		
<p>3.35 – 4.35 pm 4.B. Geographical Indications</p> <ul style="list-style-type: none"> . Is further harmonisation needed for Geographical Indications (GI's)? . Is there a need to extend the GI protection regime to non-agricultural products? What would be the criteria for protection? Who could benefit from this new protection regime? . How will the Trademark Legislative Package influence the Geographical Indication protection regime and vice versa? For instance, how will be the assessment of the test of the relative ground for refusal based on an earlier GI? . How will the certification marks interact with GI's? . Is there any interaction between collective marks and GI's? <p>> Boris Osgnach <i>Member</i> ECTA's Geographical Indications Committee / ITA</p> <p>> Alan Park <i>Senior Legal Counsel</i> SCOTCH WHISKY ASSOCIATION / UK</p> <p>> Martine Pinville <i>Minister of State reporting to the Minister for the Economy, Industry and Digital Affairs</i> / FR</p> <p>Chair: Carina Gommers <i>Partner</i> HOYNG ROKH MONEGIER / BE</p>	<p>3.35 – 4..35 pm 5.B. Medical Technologies News: From National R&D to International Commercialisation</p> <ul style="list-style-type: none"> . Wireless wearables & the digital healthcare ecosystem . E-health & open innovation . The innovative world of 3D bio printing . Understanding challenges of innovation and patentable subject matter <p>> Jianguang Du <i>Group IP Director</i> MINDRAY MEDICAL INTERNATIONAL / CHN</p> <p>> Brian Hinman <i>Chief Intellectual Property Officer</i> PHILIPS / NLD</p> <p>> David M. Longo <i>Partner</i> OBLON / US</p> <p>Chair: Adrian Tombling <i>Partner</i> WITHERS & ROGERS / DEU</p>	<p>3.35 – 4.35 pm 6.B. The Principle of Territoriality in an International Copyright Framework</p> <ul style="list-style-type: none"> . A common EU Market for digital goods . The issue of Geo-Blocking . From various partners to one single European operator . A win-win situation for creators and users? <p>> Simon Bathe <i>EVP Digital Distribution</i> STUDIOCANAL / FR</p> <p>> Götz von Einem <i>Senior Vice President Business and Legal Affairs</i> BMG RIGHTS MANAGEMENT and <i>Board member</i> ICMP / DEU</p> <p>> Katharina Hiersemenzel <i>Copyright Policy Counsel, EMEA</i> MOTION PICTURE ASSOCIATION / DEU</p> <p>Chair: Stefan Luetje <i>Partner</i> GREENBERG TRAURIG / DEU</p>
4.35 – 5.00 pm Coffee Break		
<p>5.00 – 6.00 pm Emerging Industry Trends in the Digital Age vs. Trends in Patent Protection – an Antagonism? Smart Things & virtual Counterparts, Connected Home, Open Innovation & Alliances, Open Source Software & Hardware: How Internet of Things Will Disrupt Businesses and Industries...</p>		
<p>> Martin Ahlfeld <i>General Counsel</i> WEIDMULLER HOLDING AG & CO.KG / DEU</p> <p>> Thomas Buchholz <i>Corporate Innovation - Intellectual Property</i> BSH HAUSGERAETE / DEU</p> <p>> Bernhard Fischer <i>Chief IP Attorney / Vice President</i> SAP / DEU</p> <p>Chair: Sabine Kruspig <i>Director Telecommunications & Computers</i> EUROPEAN PATENT OFFICE / DEU</p>		

COCKTAIL RECEPTION: 7.00 pm

Day 2 | Friday 4 December 2015 | Morning Plenaries |

9.00 – 9.15 am *Keynote Speech*

Introduced by: **Gilles Babinet** *Digital Champion of France* EUROPEAN COMMISSION

9.15 – 10.05 am Site Blocking Acting Against Online Intermediaries

Is site blocking the ultimate measure against piracy and counterfeiting? Recent developments and experiences with site blocking in the field of film and music sharing, counterfeit luxury products and pharmaceuticals.

- **Ronald Brohm** *Director* REACT / NLD
- **Okke Delfos Visser** *VP - Head Legal Department* MPA EMEA MOTION PICTURE ASSOCIATION / BE
- **Chris Oldknow** *Co-Founder and Director* ELIPE GLOBAL & Representative BASCAP / UK

Chair: **Joris van Manen** *Partner* HOYNG ROKH MONEGIER / NLD

10.05 – 10.30 am **Coffee Break**

10.30 – 11.20 am How Attractive are Alternative Dispute Resolution Systems?

Which industries have recently used ADRs to settle IP cases? What corporates do to ensure the enforcement of a binding arbitration determination successfully? In which context mediation is used effectively?

- **Ingo Gehring** *Senior Counsel* SIEMENS AG / DEU
- **Clemens Heusch** *Head of European Litigation* NOKIA / DEU
- **Wolf von Kumberg** *Former Assistant General Counsel* NORTHROP GRUMMAN CORPORATION, *Managing Director* GLOBAL RESOLUTION SERVICES LIMITED, *Member* ArbDB CHAMBERS / UK
- **David Perkins** *Arbitrator and Mediator* WIPO, JAMS INTERNATIONAL, LCIA, AAA/ICDR, ICC, SIAC, HKIAC etc. / UK

Chair: **Kay N. Kasper** *Partner* HOYNG ROKH MONEGIER / DEU

11.20 – 11.30 am **Keynote Speech** The Future of Patents

Introduced by: **Heli Pihlajamaa** *Director, Patent Law* EUROPEAN PATENT OFFICE / DEU

11.30 – 12.00 pm **Coffee Break**

Day 2
Workshops |

<p>7. Design Protection & Enforcement</p> <p>12.00 – 1.00 pm</p> <p>7.A. Industrial Design Protection: Neglected Member of the IP Family or Unsung Hero?</p> <ul style="list-style-type: none"> . Pushing the limits of design protection: the importance of being bold . Recent developments and upcoming changes . How industrial designs can be a useful weapon in an arsenal of IP rights . Strategies in using design protection alongside other IP rights <p>> Nick Kounoupias <i>Chief Legal Counsel</i> ACID / UK</p> <p>> Sergey Medvedev <i>Trademark & Design attorney, Software & Database Attorney, Senior Lawyer</i> GORODISSKY & PARTNERS / RU</p> <p>Chair: Bob Sotiriadis <i>Partner</i> ROBIC / CA</p>	<p>8. New Patents Practices</p> <p>12.00 – 1.00 pm</p> <p>8.A. E-mobility: Evolving Patent Practices</p> <ul style="list-style-type: none"> . Interoperability for electrical vehicles . Innovative business models . ICT standards & legal concerns . Mobiles to mobility: Patent transformation <p>> Peter Berg <i>Chief IP Counsel</i> DRAEXLMAIER GROUP/ DEU</p> <p>> Sunil Sudhakaran <i>Assistant Manager (Patents)</i> SAMSUNG ELECTRONICS / UK</p> <p>> Tim Pohlmann <i>CEO and Founder</i> IPLYTICS / DEU</p> <p>Chair: Knut Blind <i>Professor for Innovation and Standardization</i> FRAUNHOFER FOKUS / DEU</p>	<p>9. Copyright Regulation</p> <p>12.00– 1.00 pm</p> <p>9.A. The EU Commission's Roadmap for Modernising the EU's Copyright Framework</p> <ul style="list-style-type: none"> . How to find the balance between IP holders' and consumers' rights considering key priorities set by the European Commission? . GAFA & emerging business models . Creation of a connected Digital Single Market, including analyses of cross-border services, multi-territory licences and fair uses . Directive or Regulation? . What will be the future of copyright in 2016-2017? <p>> Rolf Budde <i>CEO and Owner</i> of BUDDERMUSIC, <i>President</i> of GERMAN MUSIC PUBLISHERS ASSOCIATION (DMV) and <i>Board Member</i> ICMP / DEU</p> <p>> Julia Reda <i>MEP for the European Pirate Party</i> EUROPEAN PARLIAMENT/ BE</p> <p>> Mike Weatherley <i>Former Member of Parliament and IP Adviser to the Prime Minister</i> UK PARLIAMENT / UK</p> <p>Chair: Ted Shapiro <i>Partner & Head of Brussels Office</i> WIGGIN / BE</p>
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1.00 – 2.20 pm **Lunch Break**

Day 2 | Friday 4 December 2015 | Afternoon Workshops |

<p>10. Trademarks & Litigation</p> <p>2.20 – 3.20 pm</p> <p>10.A. Update on the New Trademarks Regulation & Directive & the Application of the Enforcement Directive</p> <ul style="list-style-type: none"> . What is new in the Trademarks Regulation? . Recovery of legal costs in infringement proceedings: what will the ECJ say? . Trademarks and Unfair Competition: a difficult balance . Trademark Infringement: How to calculate the damages. <p>> Jose Antonio Garrido Otaola <i>Legal Practice Service</i> OHIM / SP</p>	<p>11. Patent Life : From Application to Profit</p> <p>2.20 – 3.20 pm</p> <p>11.A. Patent Quality – Always Challenging; Never Simple</p> <ul style="list-style-type: none"> . Defining patent quality . What is a good patent? . Distinguishing validity from an invention quality and value . Establishing more reliable patents . The impact of poor quality <p>> Valencia Martin Wallace <i>Deputy Commissioner for Patent Quality</i> USPTO / US</p> <p>> Daniel G. Papst <i>Managing Director</i> PAPST LICENSING GmbH & Co. KG / DEU</p>	<p>12. EU Digital Framework</p> <p>2.20 -3.20 pm</p> <p>12.A. The Regulatory Environment for Platforms, Online Intermediaries, Data and Cloud Computing and the Collaborative Economy</p> <ul style="list-style-type: none"> . The displacement of value from content to context . The role of platforms and online intermediaries in a converging industry. . The content of the consultation launched by the EU Commission . Are online intermediaries becoming "media"? . What legal solution for a fair sharing of the value created?
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<p>> Maurice Nussenbaum <i>CEO</i> SORGEM EVALUATION / FR</p> <p>Chair: Paul Maeyaert <i>Partner</i> ALTIUS / BE</p>	<p>> Christian Vejgaard <i>European Patent Attorney</i> ERICSSON / SWD</p> <p>Chair: Bruce Berman <i>Principal</i> BRODY BERMAN ASSOCIATES / US</p>	<p>> Kostas Rossoglou <i>Head of EU Public Policy</i> Yelp, Inc. / BE</p> <p>> Ted Shapiro <i>Partner & Head of Brussels Office</i> WIGGIN / BE</p> <p>Chair: Sophie Goossens <i>Senior associate</i> AUGUST & DEBOUZY / FR</p>
<p>3.20 – 4.20 pm 10.B. Counterfeiting & Internet</p> <ul style="list-style-type: none"> . The increase of counterfeits in the Internet age . How big is the counterfeiting issue on the Internet? . The influence of social medias in counterfeiting litigations <p>> Richard Graham <i>Head of Digital, Intellectual Property Department</i> RICHEMONT / UK</p> <p>> David Ho <i>Senior Legal Counsel</i> ALIBABA GROUP / CHN</p> <p>Chair: Richard Schwartz <i>Chief Operating Officer</i> ARTICLE ONE PARTNERS / UK</p>	<p>3.20– 4.20 pm 11.B. Patent Transactions</p> <ul style="list-style-type: none"> . Alliances: Best practices for acquiring and licensing patents . The actual status of patent prices and investment <ul style="list-style-type: none"> . Global transactions and domestic patents . How to achieve greater transparency in the “marketplace” for transactions involving patents? . A review of the biggest deals over the past years . What sort of patent regime will stimulate innovation in the long run? <p>> Shawn Ambwani <i>COO</i> UNIFIED PATENTS / US</p> <p>> Steve Joroff <i>Director of Asia Pacific IP Licensing</i> IBM / JPN</p> <p>> Joe Vilella <i>Chief Licensing Officer</i> LONGITUTE LICENSING LIMITED / UK</p> <p>Chair: Julia Elvidge <i>President</i> CHIPWORKS / CA</p>	
<p>4.20pm Coffee Break</p>		