

15:00-17:30	Registration
18:00-20:00	Cocktail reception, Bayerischer Hof

## Day 2 – 21st June

07:00-08:30	Breakfast
07:00-17:45	Registration and exhibition
<b>08:30-12:30</b>	<b>Plenary sessions</b>
08:30-08:45	Chairman's welcome
08:45-09:00	Introductory remarks from Siegfried Dellinger, Vice President, the German Patent and Trademark Office
09:00-10:30	<p><b>The evolving IP business market</b></p> <p>Key developments over the last 12 months affecting the ability of companies and other IP owners to maximise the value of their portfolios. Focusing on:</p> <ul style="list-style-type: none"> <li>• <b>Monetisation</b></li> <li>• <b>Other forms of value creation</b></li> <li>• <b>Financing</b></li> <li>• <b>Valuation</b></li> <li>• <b>Politics and policy</b></li> </ul> <p><i>Moderator:</i> <b>David Brown</b>, President, IP solutions, Thomson Reuters</p> <p><i>Speakers:</i> <b>Vincent Pluinage</b>, General manager of strategic acquisition, alliances &amp; private equity, Intellectual Ventures <b>Marshall Phelps</b>, Former corporate VP for IP policy and strategy, Microsoft <b>Pier Angelo Biga</b>, Director, IP Finance Institute <b>Carl Horton</b>, Chief IP counsel, GE <b>Wayne Sobon</b>, Director of IP, Accenture</p>
10:30-11:00	Coffee break
11:00-12:30	<p><b>IP and SMEs</b></p> <p>A special look at the IP issues facing small and medium-sized enterprises, as well as how SMEs can further engage with the IP system and why so many currently fail to do so.</p> <ul style="list-style-type: none"> <li>• <b>The success stories</b></li> <li>• <b>Where it goes wrong</b></li> <li>• <b>What needs to change and how</b></li> <li>• <b>Creating an IP business culture</b></li> </ul> <p><i>Moderator:</i> <b>Richard Buttrick</b>, Founder, RB Intellectual Property</p> <p><i>Speakers:</i> <b>Andrew Watson</b>, CEO, ipVA <b>Johan Feenstra</b>, CEO and founder, Liquavista <b>Joe Beyers</b>, Chairman of the board and CEO, Ambature <b>Damir Tomicic</b>, Managing director and CEO, Axinom Group <b>Carmen Vela</b>, Managing director, Ingenasa SA</p>
12:30-14:00	Lunch



<b>14:05-17:40</b>		<b>Breakout sessions</b>	
<b>14:05-15:35</b>		<b>Breakout 1</b>	
<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	
<p><b>Patents in Europe</b></p> <p>Business strategies for a harmonised system. With a Community patent and a single patent court now back on the agenda, how will patent owners in Europe be affected when they are finally introduced?</p> <ul style="list-style-type: none"> <li>• <b>The proposals</b></li> <li>• <b>Portfolio management</b></li> <li>• <b>Litigation strategy</b></li> </ul>	<p><b>Monetisation master class</b></p> <p>How companies both big and small are making money directly from their IP, focusing on the latest and most successful techniques.</p> <ul style="list-style-type: none"> <li>• <b>World-class licensing</b></li> <li>• <b>Corporate spin-outs</b></li> <li>• <b>Selling rights</b></li> </ul>	<p><b>Brand focus</b></p> <p>Building the brand, then creating and building its value – new imperatives and where IP fits in.</p> <ul style="list-style-type: none"> <li>• <b>The role of the IP specialist</b></li> <li>• <b>The view from the branding specialist</b></li> <li>• <b>How companies do it</b></li> </ul>	
<p><i>Moderator:</i> <b>Richard Price</b>, Partner, Taylor Wessing LLP</p>	<p><i>Moderator:</i> <b>Giles Newman</b>, VP, IP solutions, Thomson Reuters</p>	<p><i>Moderator:</i> <b>John Olsen</b>, Partner, Edwards Angell Palmer &amp; Dodge</p>	
<p><i>Speakers:</i> <b>Ronald Zink</b>, Associate general counsel, Microsoft <b>Carol White</b>, IP Counsel, WL Gore &amp; Associates <b>Pierre Treichel</b>, Lawyer, European Patent Office, International Legal Affairs Unit</p>	<p><i>Speakers:</i> <b>Edelbert Häfele</b>, CEO, Patev GmbH &amp; Co KG <b>Ronald Courtney</b>, Senior licensing counsel, Siemens AG <b>Michael Tucker</b>, Executive director and head of business development, GenVec <b>Pat Kennedy</b>, Chief executive officer, Cellport Systems</p>	<p><i>Speaker:</i> <b>Audrey Yayon-Dauvet</b>, Group IP director, Pernod Ricard SA</p> <p>Further speakers TBC</p>	
<b>15:35-16:05</b>		<b>Coffee break</b>	
<b>16:10-17:40</b>		<b>Breakout 2</b>	
<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	
<p><b>Patents in the USA</b></p> <p>Key issues in the creation of patent value in the United States.</p> <ul style="list-style-type: none"> <li>• <b>Patent value under President Obama</b></li> <li>• <b>The future for the USPTO</b></li> <li>• <b>Latest legislative and judicial developments</b></li> </ul>	<p><b>The Asian decade in IP</b></p> <p>IP rights in Asia are becoming increasingly valuable as Asian innovators actively exploit the opportunities being created by their respective governments.</p> <ul style="list-style-type: none"> <li>• <b>The countries and markets that will dominate</b></li> <li>• <b>The key players</b></li> <li>• <b>What's different about future Asian IP strategies</b></li> </ul>	<p><b>Reputation management</b></p> <p>Reputations are valuable. That's why managing them effectively is rapidly establishing itself as a key focal point of corporate intangible asset strategy:</p> <ul style="list-style-type: none"> <li>• <b>The companies that get it and how they create value</b></li> <li>• <b>What happens when things go wrong and why</b></li> <li>• <b>Creating value while mitigating risks</b></li> </ul>	
<p><i>Moderator:</i> <b>Bruce Berman</b>, CEO, Brody Berman Associates Inc</p>	<p><i>Moderator:</i> <b>Terry Ludlow</b>, CEO, Chipworks</p>	<p><i>Moderator:</i> <b>Nir Kossovsky</b>, CEO, Steel City Re</p>	
<p><i>Speakers:</i> <b>Scott Frank</b>, President, AT&amp;T Intellectual Property <b>Timothy May</b>, Partner, Finnegan <b>Steve Hoffman</b>, CEO, Thinkfire Inc</p>	<p><i>Speakers:</i> <b>Nicholas Gibson</b>, Director, business development, Intellectual Ventures Japan <b>Raymond Hegarty</b>, CEO, IP Foundation <b>Joseph Villella</b>, VP, IP, Infineon Technologies</p>	<p><i>Speakers:</i> <b>Wim Klop</b>, Global VP of IP, DSM <b>Tom Skwarek</b>, Managing director, Swiss Re Capital Management and Advisory <b>Matthew Hogg</b>, VP, Liberty International Underwriters</p>	
<b>19:00 onwards</b>		<b>IP Hall of Fame Gala Dinner</b>	



07:00-08:30	Breakfast
07:00-17:45	Registration and exhibition
08:45-12:30	Plenary sessions
08:45-09:00	Chairman's introduction
09:00-10:30	<p><b>CIPO clinic</b></p> <p>The opportunity to quiz prominent chief intellectual property officers on how to build an in-house IP profit centre and get around the obstacles to success.</p> <ul style="list-style-type: none"> <li>• <b>Breaking down the boardroom door</b></li> <li>• <b>Establishing metrics</b></li> <li>• <b>Communicating success</b></li> <li>• <b>Educating the workforce</b></li> </ul> <p><i>Moderator:</i> <b>David Yurkerwich</b>, VP, CRA International</p> <p><i>Speakers:</i> <b>Damon Matteo</b>, VP and chief IP officer, Palo Alto Research Center (PARC) <b>Wulf Höflich</b>, Chief IP Counsel, EADS/Airbus <b>Sherry M Knowles</b>, Senior vice president and chief intellectual property counsel, GlaxoSmithKline <b>François Jamet</b>, Director, IP and licensing, France Telecom SA <b>Ruud Peters</b>, CEO, Philips Intellectual Property &amp; Standards</p>
10:30-11:00	Coffee break
11:00-12:30	<p><b>Meet the decision makers</b></p> <p>The opportunity to hear from politicians and policy makers on what they consider to be the major IP issues of the day and how they would like to see them tackled. This will also involve extended Q&amp;A.</p> <ul style="list-style-type: none"> <li>• <b>The future of the patent system</b></li> <li>• <b>Anti-counterfeiting and piracy laws</b></li> <li>• <b>IP on the Internet</b></li> <li>• <b>How to win friends and influence people</b></li> </ul> <p><i>Moderator:</i> TBC</p> <p><i>Speakers:</i> <b>Margot Fröhlinger</b>, Director, knowledge based economy, European Commission, DG Internal Market and Services <b>Richard Yung</b>, Senator, French Senate <b>Klaus-Heiner Lehne MEP</b>, Chairman, Legal Affairs Committee, European Parliament <b>David Kappos</b>, Under secretary of commerce for IP; Director of the US Patent and Trademark Office</p>
12:30-13:45	Lunch



13:50-17:30		Breakout sessions		
13:50-15:20		Breakout 1		
Room 1	Room 2	Room 3		
<b>Software and business method patents</b> Patent protection for computer-implemented inventions and business methods is under ever-growing scrutiny, so how far can you now go? <ul style="list-style-type: none"> <li>• The referral to the Enlarged Board of the EPO</li> <li>• The Supreme Court's <i>Bilski</i> decision</li> <li>• The corporate viewpoint</li> </ul>	<b>Getting to grips with NPEs</b> Non-practising entities continue to divide opinion in the IP world, but like them or not, they are a fact of life. <ul style="list-style-type: none"> <li>• NPEs in Europe</li> <li>• The latest US developments</li> <li>• Evolving NPE business models</li> </ul>	<b>IP markets</b> The ways in which IP can be used by companies to raise finance and how things may develop over the coming years. <ul style="list-style-type: none"> <li>• Finance for SMEs</li> <li>• Emerging models</li> <li>• What the future holds</li> </ul>		
<b>Moderator:</b> <i>Hans Wegner</i> , Partner, Bardehle Pagenberg Dost Altenburg Geissler	<b>Moderator:</b> <i>Mike McLean</i> , VP, IP rights, professional services, UBM TechInsights	<b>Moderator:</b> <i>Jonathan Zuck</i> , President, Association for Competitive Technology		
<b>Speakers:</b> <i>Stefan Steinbrener</i> , Former chairman, Board of Appeal 3.5.01 (Electricity 1), European Patent Office <i>Paul Michel</i> , Chief Judge, US Court of Appeal for the Federal Circuit <i>John Squires</i> , Partner, Chadbourne & Park LLP	<b>Speakers:</b> <i>Daniel Papst</i> , Chief patent officer, Papst Licensing GmbH & Co KG <i>Michael Lennon</i> , Partner, Kenyon & Kenyon LLP <i>Daniel McCurdy</i> , CEO, Allied Security Trust	<b>Speakers:</b> <i>Giancarlo Migliori</i> , Founding director, Mr GoodIDEA <i>Gerard Pannekoek</i> , CEO, IPXI Holdings <i>Bernd Singer</i> , Head of key account management, Steinbeis TIB		
15:20-15:55		Coffee break		
16:00-17:30		Breakout 2		
Room 1	Room 2	Room 3		
<b>Working together</b> How collaboration and open innovation are changing the way in which companies use their IP rights. <ul style="list-style-type: none"> <li>• Where IP fits in</li> <li>• Corporate case studies</li> <li>• Avoiding the pitfalls</li> </ul>	<b>The future of patent pools</b> New patent pool platforms are now developing that may be attractive to new kinds of company in areas as diverse as the automotive and life sciences industries. <ul style="list-style-type: none"> <li>• Why get involved</li> <li>• The industry perspective</li> <li>• When to say no</li> </ul>	<b>The CIPO role in knowledge-based business</b> As knowledge-based business models continue to develop, traditional IP management roles are beginning to change. <ul style="list-style-type: none"> <li>• Evaluating technology markets</li> <li>• Packaging IP-based value propositions</li> <li>• Developing new business models</li> </ul>		
<b>Moderator:</b> <i>Ben Lehman</i> , IP strategist, Think IP Strategy	<b>Moderator:</b> <i>Frank Bernhard</i> , Managing principal, Omni Consulting Group	<b>Co-moderators:</b> <i>Ulf Petrusson</i> , Director, Institute for Innovation and Entrepreneurship, Gothenburg University <i>Bowman Heiden</i> , Deputy director, Centre for Intellectual Property		
<b>Speakers:</b> <i>Jako Eleveld</i> , Manager of Consumer Lifestyle, Philips IP & Standards <i>Michael Tucker</i> , Executive director and head of business development, GenVec  Further speaker TBC	<b>Speakers:</b> <i>Ellen 't Hoen</i> , Senior adviser IP and medicine patent pool, UNITAID <i>Jean-Michel Bourdon</i> , President, Via Licensing Corp <i>Yung Hahn</i> , President, Open Patent Alliance	<b>Speakers:</b> <i>Ron Laurie</i> , Managing director, Inflexion Point Strategy, LLC <i>Béatrix de Russé</i> , Executive VP, Licensing, research and innovation, Thomson SA <i>Jens Bördin</i> , Chief executive officer, CIP Professional Services		

All timings are subject to change. All speakers listed have confirmed their presence at the IPBC; however, unforeseen circumstances may mean that some may not be able to attend.