

IP Executive Week First edition

Programme

7 - 11 July 2014

European Patent Office, Munich

A co-organised OHIM-EPO event



**OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET**
(TRADE MARKS AND DESIGNS)



Europäisches
Patentamt
European
Patent Office
Office européen
des brevets

Monday, 7 July 2014

*Moderated by Anselm Kamperman-Sanders,
Professor of IP Law, Maastricht University*

Summaries of the subjects covered will be prepared by the speakers and sent to the audience in advance for discussion.

- 08.30 Registration
- 09.00 **Welcome and introduction**
Anselm Kamperman-Sanders
- 09.15 **Opening session**
Raimund Lutz, Vice-President Legal/International Affairs, EPO
- 09.30 **Developing the IP system: legal certainty, an essential factor for innovation and economic growth**
Robert Burrell, Professor of Law, University of Sheffield & Winthrop, University of Western Australia
- 10.00 **The role of IP offices in economic development, as seen by the business world**
Beat Weibel, Head Corporate Intellectual Property, Siemens AG, Corporate Technology
- 10.30 Coffee break
- 10.45 **How patent offices co-operate to benefit their users**
– Multilateral and bilateral co-operation
– Strengthening the network
Georg Artelsmair, Director, European Co-operation, EPO

11.15 National and regional initiatives to support economic growth
– Selected international co-operation projects of the EPO
Carlo Pandolfi, Director International Co-operation, EPO

– Results achieved and prospects in Morocco
Adil Elmaliki, Director General of the Moroccan Industrial and Commercial Property Office (OMPIC)

11.45 How can IP offices develop economic and societal communication?
– IP offices and corporate communication from the perspective of the “patent package”: what issues are at stake? How can we develop a common communication with our public?
Luboš Knoth, President of the Industrial Property Office of the Slovak Republic

Anna-Katharina Esche, Administrator, fairconcept GmbH, Germany

12.15 Lunch at Restaurant Le Fleuron

14.00 How can IP offices help in the development of new economic sectors by promoting the use of IP?
– Patents and clean technology: how can patents and a new patent index foster technological progress? Facts and figures
– Other initiatives of the EPO
Gerard Owens, Co-ordinator for Public Policy Issues, Directorate International Organisations, Trilateral and IP5, EPO

14.45 Coffee break

15.15 How can IP offices develop the use of search tools for patent data?

15.15 – Patent office data: how can we consolidate the prior art at our disposal?
EPOQUE Net, Patent Prosecution Highway, Common Citation Document, Global Dossier, UIP: current status and anticipated developments
Barnaby Hoyal, Project Co-ordinator, Directorate International Organisations, Trilateral and IP5, EPO

Stefan Klocke, Head of Requirements Engineering-Solution Design, Information Management, EPO

15.50 – How an NPO makes use of EpoqueNet: facts and figures from the UK Intellectual Property Office
Brendan Churchill, Senior Patent Examiner, Search Tools, Patents Directorate, UK Intellectual Property Office

16.25 – Tools for external users: patent information services (Espacenet, Open Patent Services, Patent Translate, European Patent Register)
Richard Flammer, Principal Director Patent Information and European Patent Academy, EPO

17.00 **Cocktail reception in Le Foyer**

Tuesday, 8 July 2014

09.00 How can IP offices develop certification measures?

09.00 – Certification of processes: how is quality at IP offices perceived by final users?

Nigel Berrington, Director Quality Support, EPO

Mike Bailey, Director, Professional Services EMEA, British Standards Institution

Marco Dinis, Member of the Board, National Institute of Industrial Property (INPI), Portugal

10.15 Coffee break

10.45 – Towards professional certification: which curricula for formalities officers in Europe?
Antonius Tangena, President epi,

Kristin Speck, Head of IP training department, INPI France

12.00 Lunch at Restaurant Le Fleuron

14.00 How can IP offices develop common knowledge through training?

– Patent training for targeted audiences: a market approach

Noël Campling, Director, IP Awareness, European Patent Academy, EPO

14.30 How can IP offices develop an increased consistency of the global IP system?

14.30 – Outcome of the IP5 Heads' meeting in Korea in June 2014

Panagiotis Rigopoulos, Lawyer, International Legal Affairs, PCT, EPO

- 15.15 Coffee break
- 15.30 – The PCT system: current status and recent developments from a global perspective
Matthias Reischle, Deputy Director, PCT Legal Division, WIPO
- Camille-Rémy Bogliolo, Lawyer, International Legal Affairs, PCT, EPO*
- 16.30 – A world overview: towards more efficient patent classification
Focus on the CPC roll-out and developments, expected benefits
Nelson Das Neves, Project Co-ordinator, Directorate International Organisations, Trilateral and IP5, EPO
- 17.00 End of the seminar day
- 19.00 Dinner at “OskarMaria” Brasserie in the Literaturhaus**
Salvator Platz 1
80333 Munich

Wednesday, 9 July 2014

- 09.00** **Convergence of Trademarks & Design (TM&D) practices and tools: the ETMDN**
Building tools for better interaction between the offices and business world
– Introduction: main strategic components of the European Trademarks & Design Network (ETMDN), Co-operation Fund and the Convergence Programme
– Trademarks & Design Application process tools for offices
Marc Vanaeken, Deputy Director of International Cooperation and Legal Affairs Department, OHIM
– Point of view of an external speaker from the EU National IP Offices
John Nolan, Senior Trade Mark Examiner, Irish Patents Office
- 10.15 Coffee break
- 10.30 Increased convergence by developing common practices
Dennis Scheirs, Programme Manager of the Convergence Programme, International Cooperation and Legal Affairs Department, OHIM
- 11.10 Looking beyond the EU – the ETMDN and third countries
Marc Vanaeken
- 12.00 Lunch at Restaurant Le Fleuron

- 13.45** **Tools presentation (1/2),**
– TMclass, Taxonomy and Terminology
Maintenance Console (TMC)
– Co-operation Fund (CF) software Package tools
– TMview, Designview
– Common examiner support tool (CESTO),
Similarity
– Quality standards tools, Common call database
*Dennis Scheirs, Programme Manager of the
Convergence Programme, International Cooperation
and Legal Affairs Department, OHIM*
- John Nolan, Senior Trade Mark Examiner, Irish
Patents Office*
- 15.15 Coffee break
- 15.30** **Holistic quality: the Knowledge Circles,
internal excellence & predictable IP landscape**
– The means: the Knowledge Circles, what they are
and how do they work,
– The model: the tools and processes in place to
follow up the case law from the higher instances,
– The open and cyclic process for maintaining and
updating the OHIM Guidelines for Examination
– The ex-post quality check system on OHIM
decisions
*Elisa Zaera Cuadrado, IP Legal Assistant,
International Cooperation and Legal Affairs
Department, OHIM*
- 17.00 End of seminar day

Thursday, 10 July 2014

EU Observatory

- 09.00** **IPR an engine for jobs and growth in Europe?**
Nathan Wajsman, Chief Economist, EU Observatory, OHIM
- 10.00** **IP Infringement – cost to the society**
Nathan Wajsman
- 10.45 Coffee break
- 11.00** **IP in the Digital World – how to cope with the reality?**
Justyna Petsch, Project Manager, EU Observatory, OHIM
- 12.00 Lunch at Restaurant Le Fleuron
- 14.00** **Straight questions, straight answers: what EU citizens really think of IP?**
Justyna Petsch
- 15.00 Coffee break
- 15.15** **The best ways to support IP Enforcement: training and capacity building?**
Justyna Petsch
- 16.15** **Tools presentation (2/2)**
Observatory tools, Enforcement database and Anti-Counterfeiting Intelligence Support Tool (ACIST)
Justyna Petsch

- 17.00** **Wrap-up of the debates and conclusion**
Hugues Bello, Head of Academy, OHIM
- 17.15 End of seminar day

Friday, 11 July 2014

- 09.30** **Transport from the EPO's Isar building to the Paulaner brewery**
Kapuzinerplatz 5
80337 Munich
- 10.00 Reception with coffee & pretzels and welcome
- 10.30** **The patent portfolio of the Paulaner brewery Group**
Marcus Rabe, Directorate Advisor, EPO
- 10.45** **"O'zapft is!"**
Ceremonial keg tapping, followed by a traditional Bavarian breakfast of veal sausages and a tour of the brewery
- 11.15 1st tour of the brewery
- 11.45 2nd tour
- 12.15 3rd tour
- 13.30 End of visit

Venue

European Patent Office
Isar building
Room 102
Bob-van-Bentham-Platz 1
80469 Munich
Germany

Seminar reference

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