

The Essentials of IP, for EU Officials

Programme

13 - 14 November 2013
Brussels, Belgium

An EPO event, co-organised with OHIM, in co-operation with OPRI



Wednesday, 13 November 2013

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

08.30 **Registration**

09.00 **Opening**

09.00 **Introduction: Global trends and players
in IP law and policy**

*Kerstin Jorna, Director Intellectual Property,
DG Internal Market and Services, European
Commission*

*Raimund Lutz, Vice President, Legal and
International Affairs, EPO*

*Jean-Marc Delporte, President, Federal Public
Service Economy, SMEs, Self-Employed and Energy,
Intellectual Property Office, Belgium*

09.40 **IP in a globalised economy**

*Chaired by Paul Maier, Director, EU Observatory on
Infringements of IP Rights, OHIM*

09.40 **Why is IP so important?**

Jeremy Philpott, Chef vom Dienst, Communication, EPO

10.05 **Views on IP from the United States of America:
converging issues? Issues at stake in the TTIP
negotiations**

*Michael Landau, Professor of Law, Georgia State
University, Atlanta, USA*

10.30 **Questions and debate**

10.45 **Coffee break**

- 11.00 IP in a globalised economy (cont.)**
Chaired by Paul Maier, Director, EU Observatory on Infringements of IP rights, OHIM
- 11.00 IP in the context of international trade**
Antony Taubman, Director, Intellectual Property Division, World Trade Organisation (WTO), Geneva, CH and
Tony Rollins, Managing Council, European Patents, Merck Sharp & Dohme, Hemel Hempstead, UK
- 11.30 IPR Contribution study and quantification of IP rights**
Nathan Wajzman, Chief Economist, OHIM
- 12.00 Questions and debate**
- 12.15 Networking lunch
- 14.00 Recent developments on patents**
Chaired by Margot Fröhlinger, Principal Director, Patent Law and Multilateral Affairs, EPO
- 14.00 Reconciling Patents, Standards and Competition Law; Injunctions and Settlements**
Prof. Ian Forrester QC, White & Case LLP, Brussels
- 14.25 Unitary Patent Package**
Jérôme Debrulle, Head of the Belgian IP Office and chairman of the Select Committee of the European Patent Organisation
and
Alexander Ramsay, Vice-Chair of the Preparatory Committee, and Deputy Director for Intellectual Property & Transports, Ministry of Justice, Sweden

- 14.55 Patents on life?**
Marjan Noor, Partner, Simmons and Simmons, Bristol, UK
- 15.20 Questions and debate**
- 15.35 Coffee break
- 15.50 Recent developments on patents (cont.)**
Chaired by Richard Flammer, Principal Director Patent Information and European Patent Academy, EPO
- 15.50 Patents and climate change mitigation technologies**
Margot Fröhlinger, Principal Director, Patent Law and Multilateral affairs, EPO
- 16.15 How patents do support innovation in the digital age**
Tony Tangena, President of epi (European Patent Institute)
- 16.40 The use of patent information by economic actors and individuals**
Richard Flammer, Principal Director Patent Information and European Patent Academy, EPO
- 17.05 Questions and debate**
- 17.20 Networking Cocktail

Thursday, 14 November 2013

- 09.00 IP and society: How to make the European IP framework fit for the future?**
Chaired by Patrice Pellegrino, Brussels Liaison Officer, OHIM
- 09.00 IP policies for a knowledge economy in and outside Europe**
Prof. Meir Pugatch, IPKM Professor of Valorisation, Entrepreneurship and Management at the University of Maastricht in the Netherlands
- 09.30 Copyright and collective rights management**
Maria Martin-Prat, Head of the Copyright Unit in the Commission Internal Market Directorate-General, Brussels
and
Christophe Geiger, Associate Professor, Director General and Director of the Research Department of the Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France
- 10.00 Enforcement issues**
Phil Lewis, OHIM, National Expert, EU Observatory – Operations and Projects
- 10.30 Questions and debate**
- 10.45 Coffee Break**

- 11.00 IP and society: How to make the European IP framework fit for the future? (cont.)**
Chaired by Anselm Kamperman-Sanders, Professor of IP Law, Maastricht University
- 11.00 IP in an open society, views on IP**
Dr Matthias Lamping, Senior Research Fellow, IP and Competition Law, Max Planck Institute, Germany
- 11.30 Recent developments on design**
Alison Firth, Professor emeritus in law, University of Surrey; visiting professor, Newcastle University and Queen Mary, University of London
- 12.00 Questions and debate**
- 12.15 Networking lunch
- 14.00 Recent developments on Trade marks**
Chaired by Patrice Pellegrino, Brussels Liaison Officer, OHIM
- 14.00 The community trade mark: from Alicante to Brussels**
*Dr Jennifer Davis, Centre for Intellectual Property and Information Law, University of Cambridge and
Sven Klos, Attorney at law, Klos Morel Vos & Schaap, Amsterdam*
- 14.30 Revision of the Community Trade Mark Regulation and of the Directive approximating national trade mark laws**
Prof. Annette Kur, Senior Researcher, Max-Planck Institute for Intellectual property and Competition Law, Munich

- 15.00** **Harmonising trade mark practices in the EU:
the Convergence Programme Initiative**
*Elisa Zaera Cuadrado, IP Legal Assistant, Legal
Practice Service, International Cooperation & Legal
Affairs, Department, OHIM*
- 15.30** **Questions and debate**
- 15.45 Coffee break
- 16.00** **Recent developments on Trade marks (cont.)**
*Chaired by Patrice Pellegrino, Brussels Liaison
Officer, OHIM*
- 16.00** **Trade marks and public policy – Plain packaging
tobacco**
*Roderick Chalmers Hoyneck van Papendrecht,
attorney-at-law and associate at AKD advocaten &
notarissen, Breda, Netherlands*
- 16.30** **“IP for my economic growth as an EU enterprise:
testimonies from SMEs and firms”**
*Catriona Hammer, Head of IP at GE Healthcare,
London*
and
*Emil Pot, General Counsel, European Patent
Attorney at ActoGeniX NV (SME), biopharmaceutical
company, Brussels*
- 17.00** **Questions and debate, conclusion of the seminar**
Anselm Kamperman-Sanders
- 17.15 End of the seminar

Venue

Renaissance Brussels Hotel
19 rue du Parnasse
1050 Bruxelles
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Seminar reference

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