IBC Legal Conferences welcomes you to the prestigious 13th Annual INTELLECTUAL PROPERTY LAW SUMMER SCHOOL 2013

A comprehensive introduction and update on developments in intellectual property law and practice from industry leaders
19 - 23 August 2013, Downing College, Cambridge, UK

*Fully Inclusive Residential Conference With Panel Sessions, Workshops, Case Studies and a Mock Arbitration Exercise

DAY ONE:
FUNDAMENTALS DAY
Get up to speed with an introductory look into the full range of IP rights and licensing including an introduction from The HH Judge Birss QC, Patents County Court Chair Copyright Tribunal Chaired by Brian Cordery, Partner, Bristows

DAY TWO:
PATENTS
Future trends • Cross-border strategy • Risk of infringement • Freedom to operate • International patent validity • Breakout sessions: Software patents or biotech and pharmaceutical developments Chaired by: Morag Macdonald, Joint Head of International IP, Bird & Bird

DAY THREE:
TRANSACTIONS & ENFORCEMENT
IP Licensing • Portfolio management • Due diligence • Trade secrets and breach of confidence • Enforcement • IP and competition law • Anti-counterfeiting Chaired by: Trevor Cook, Partner, Bird & Bird

DAY FOUR:
TRADE MARK AND DESIGNS
Latest GC and CJEU case law • Pan-European litigation • Draft Directive and Regulation • Designs • Keyword advertising • Domain names • Online service provider liability • Mock Arbitration with Jeremy Phillips, Blogmeister IPKAT and David Keeling, OHIM Chaired by: Isabel Davies, Director Isabel Davies IP

DAY FIVE:
COPYRIGHT
National and international copyright law • Historical overview • Database protection • Digital copyright & online issues • Collective societies & licensing • Orphan works Chaired by: Professor Adrian Sterling, Professorial Fellow, Queen Mary IP Research Institute, University of London

PLUS...
• 30+ international industry leaders
• 5 exciting networking functions
• NEW Interactive mock arbitration exercise
• Up to 30 CPD hours available

WHAT’S INCLUDED...
• Expert tuition
• Conference documentation
• Accommodation at Downing College
• Meals and entertainment

*Included are 4 nights accommodation (Monday to Thursday night, provided by Downing College @ £85.00 + VAT per night per delegate and arranged for you by IIr Ltd.), meals and evening networking activities

See inside and back page for details…
Bar Council: Up to 30 CPD hours
SRA: Up to 16 CPD hours

Bookings hotline: +44 (0)20 7017 5503
For the latest programme or to register: www.ibclegal.com/iplawss

D Cevejic, DLA Piper UK LLP

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DAY ONE • Monday 19th August 2013

08:30 Registration and coffee

09:00 Chair's opening remarks
Brian Cordery, Partner, Bristows

09:10 Introduction to intellectual property
- What is intellectual property?
- The rights and how they interrelate
- International conventions
- European Union law
HH Judge Biss QC, Patents County Court
Chair Copyright Tribunal

10:10 Introduction to trade mark law and practice: UK, Europe and international
- Unregistered trade marks
- The action for passing off
- Registered trade marks: UK and CTM
- Absolute grounds of refusal
- Relative grounds of refusal
- Opposition, revocation and invalidity proceedings
- Transactions involving trade mark
- Infringement proceedings
Brian Cordery, Partner, Bristows
Matthew Dick, Partner, D. Young & Co

11:10 Morning coffee

11:30 Understanding copyright:
An introduction to the principles of copyright law and practice
- What attracts copyright protection and why?
- Originality, authorship, ownership and duration
- Infringement – covering defences, exceptions and limitations
- Enforcement, including the current status of the Digital Economy Act
- Neighbouring rights
Jonathan P. Comnithwaite, Partner, Wedlake Bell LLP

12:30 Practical workshop in designs
An interactive workshop on this under appreciated right. Participants will review some of the basics of design protection, and then work together to design a filing program to protect a new product. Delegates will learn about the overlap between design rights and other forms of IP protection.
David Stone, Partner, Simons & Simmons

12:45 Lunch

14:30 Introduction to the general principles of patent law and practice
- Anatomy of a patent: Title, introduction, figures, description, claims and abstract
- Requirements for a patent: Novelty, inventive step, industrial susceptibility and sufficiency
- Protecting the right thing: Claim types, scope
- Post grant: Enforcement, opposition and revocation
Dr Julian Potter, Partner, W.P. Thompson & Co

15:30 An introduction to intellectual property licensing and transactions
Covering topics including:
- Licensing
- Assignments
- Non-disclosure agreements
- Security arrangements

16:30 Afternoon Tea

16:50 IP - Still adjusting to the internet:
What changes with the Cloud?
- The revolution of our generation, is IP a dead paradigm of the industrial era?
- Atomizing the Henry Ford production line in time and space
- The Product/Service duality when everything connects?
- Trying to balance IP with other rights
- The shifting emphasis between IP rights
Chris Oldknow, Formerly IP Enforcement Policy Counsel, Microsoft

17:30 Close of day one

19:00 Dinner & Quiz Night
TRANSACTIONS & ENFORCEMENT DAY

DAY THREE • Wednesday 21st August 2013

09:00 Chair’s opening remarks
Trevor Cook
Partner
Bird & Bird

09:15 IP portfolio management
- Claims and early life cycle protection
- Dispute assessment and avoidance strategies
- Generate revenue through licenses or sue for infringement?
- Tactical manoeuvres
- Case studies:
  Gordon Wright, Partner, Elkington & Fife
  Richard Lawrance, Director, Keltie

Michael Luckman, Partner, Wragges

10:15 Intellectual property licensing
- The philosophy of licensing
- The nature of the license
- Key structural issues
- Negotiation fundamentals
- Open source agreements

11:15 Morning coffee

11:30 Trade secrets and breach of confidence
- Understanding breach of confidence – the “4-step” test
- What is a “trade secret”? Identifying a relationship of confidence
- Breach and enforcement
- Litigation specifics and remedies
- Defences including the “public interest” defence
- Rise of the privacy action
- Case study: Vestergaard v Bestnet

John Hull, Consultant, Farrer & Co, Visiting Professorial Fellow QMUL; Visiting Lecturer King’s College and UCL, Senior Fellow Monash University

12:30 IP due diligence: Maximising the benefits
- The purpose of due diligence
- Growing importance of IP?
- Knowing the deal
- The role of warranties and indemnities
- Designing and effective strategy for due diligence
- IP searches
- Contract reviews
- Forms of reporting to the client
- Particular issues: Patents, trade marks, copyright and designs, know-how and confidential information, domain names, IP licensing arrangements and IT contracts
- Areas of particular concern – improvements, joint ownership etc

Nigel Parker, Associate, Allen & Overy

13:15 Lunch

14:15 IP enforcement
- Jurisdiction and proper law
- Provisional and precautionary measures and the enforcement directive
- Remedies on the merits and the enforcement directive
- Criminal jurisdiction over infringement
- Other approaches to enforcement

Trevor Cook, Partner, Bird & Bird

15:00 IP rights and competition law within the pharmaceutical and TMT sectors
- IP rights and competition: conflicting or complementary?
- The “tension” between IP rights and competition law
- IP rights, exhaustion and parallel trade in the European Union
- The IP “monopoly”: could this constitute an abuse of a dominant position?
- IP agreements and the prohibition on anticompetitive provisions
- Recent developments:
  - European Commission investigations in the pharma and telecoms sectors
  - the potential impact of the new Technology Transfer regime

Myles Jelf, Partner, Bristows

16:30 Afternoon tea

16:45 Using the Customs regulations in anti-counterfeiting
- Making customs procedures work for your products
- EU transhipment case law
- Nokia v HMRC/Philips v Lucheng
- Regulation 1383/2003 as part of a litigation strategy
- Creating and implementing a practical anti-counterfeiting strategy

Frank Eijsvogels, Partner, Hoyng Monegier

17:30 Close of day three

TRADE MARKS & DESIGN RIGHTS DAY

DAY FOUR • Thursday 22nd August 2013

09:00 Chair’s opening remarks
Isabel Davies
Director
isabel Davies IP

09:15 Community and UK designs
Including an interactive case study of Mattel v Simba
- The registered Community design
- The unregistered Community design
- Harmonized national law on designs
- Novelty and individual character
- Functional designs
- Jurisdiction
- Case law from the EU courts

David Keeling, former member of the third board of appeal, OHIM
Morag Macdonald, Partner/joint head of international IP group, Bird & Bird

10:45 Draft Directive and Regulation

11:15 Morning coffee

11:30 Overview of recent GC and CJEU case law:
- What guidelines are imposed from Luxembourg?

Alexander von Mühldenhahl, Attorney at law, Bardehle Pagenberg

12:30 Trade marks online
- Keyword advertising: advertiser and search engine liability
- Liability of online service providers for third party infringements
- Issues of Jurisdiction - where does the infringement take place and where should you take action?
- Websites and parallel trading
- Domain name disputes

Jeremy Drew, Partner, RPC

13:15 Lunch

14:15 Break out interactive workshop: Trade mark mock arbitration
In this interactive workshop session, a case involving many aspects of trade mark law in Europe will be arbitrated and debated in small groups. Delegates will be given the opportunity to consider a number of issues related to trade mark infringement and how those issues should be presented at arbitration. They will be given an opportunity to present this case as well as to reply. In order to benefit from the session, delegates are advised to read and consider the YouMix background law.

Jeremy Phillips, Blogmeister, IPKat

16:30 Reconvene for breakout workshop results and discussion

16:45 Close of day four

17:00 Punting on the river Cam

19:00 Barbeque (weather permitting)
DAY FIVE • Friday 23rd August 2013

09:00 Chair’s opening remarks
Prof Adrian Sterling
Professorial Fellow
Queen Mary Intellectual Property Research Institute

SESSION 1: OVERVIEW OF INTERNATIONAL COPYRIGHT LAWS

09:15 Overview of national copyright laws
• Common law systems: UK and other commonwealth countries, Ireland, USA etc
• Civil law systems: Continental European countries including France, Germany, Russia, Latin American and Francophone countries etc

09:45 International copyright law
• Berne, Universal copyright, Rome conventions, TRIPS, WIPO treaties

10:00 Lunch

10:30 Regional aspects
• European Union
• North American Free trade Agreement
• Other US free trade agreements
• Cartagena Agreement

10:45 Current issues

11:00 Morning coffee

SESSION 2: CURRENT TOPICS

11:20 Database protection
• What constitutes a database? Is it dynamic?
• When is a database protected by a database right, rather than copyright?
• Who can exploit rights?
• How long does the database right last
• How to spot and infringement
• What defences are available?
• Does the legislation make sense?
• B&H v William Hill; The FA case; where are we now?
• Football Dataco v Yahoo (CJEU, 1 March 2012)
• Proposed reforms
• Traps to look out for

Catriona Smith, Partner, Rouse & Co

12:15 Internet issues
• Peer-to-peer file sharing
• User-generated content
• Virtual worlds
• Online libraries and orphan works
• Football Dataco v Sportradar (UK reference to CJEU) and other recent cases

Prof Adrian Sterling, Professorial Fellow, Queen Mary Intellectual Property Research Institute

12:30 Lunch

14:00 Collecting societies and licensing
• History of collective management
• Collective management and print media
• Legal v. voluntary licensing
• Collective management and the digital world

Richard Combes, Head of Legal, ALCS

14:45 Proposed reforms
An up to the minute update on the latest proposals for change to copyright law at home and abroad
• The findings of the Hargreaves Review;
• Orphan Works’ reform: UK and EU developments;

Alec Cameron, Senior Corporate Counsel, Telefonica

15:30 Chair’s closing remarks

15:45 Close of Summer School

“Extremely useful; thought provoking and good to apply knowledge learnt”
- C. Bailey,

“Course was brilliant; really enjoyed it and learnt a lot - thank you very much.”
- P. Given, Allen Overy LLP

WHAT IS SPECIAL ABOUT IBC LEGAL’S SUMMER SCHOOLS?

Fully inclusive
As an attendee for the full 5 day conference, your registration fee is fully inclusive of 4 nights full board accommodation from Monday night through to Thursday night and a varied programme of networking events and entertainment each evening.

Unique education and networking opportunities
Not only are you guaranteed the highest level of teaching from our panel of international experts, but the inclusion of networking activities creates an informal and relaxed learning environment. The full and varied networking functions are the perfect way to cement newfound relationships within the IP industry.

Historical venue
Downing College has a unique setting amidst 17 acres of lawns and trees and yet it is within easy walking distance of the historic centre of Cambridge. The buildings that will be your home for the duration of your time attending the Summer School date back to the beginning of the 19th Century and are predominantly neo-classical in style conveying a sense of elegance and spaciousness. Cambridge is easily accessible from Stansted airport and from London.
Dear Colleague,

Now in its 13th Year, IBC Legal’s highly acclaimed Intellectual Property Law Summer School remains an unrivalled resource for the consolidation of, or initiation into, all of the central concepts in IP law, presented in the context of the latest developments and burning issues in the industry.

Intellectual property has never been more important, nor more complex, and whether you are a junior lawyer seeking to gain a specialism, or working in-house with broad-ranging IP responsibilities, the summer school will provide an impeccable grounding in all of the core areas of IP.

This year we have a special appearance and introduction from Judge Colin Birss, Patents County Court, Chair UK Copyright Tribunal and a new mock arbitration scenario written by Dr Jeremy Phillips, Blogmeister!

As ever, this programme of exceptional, comprehensive instruction is delivered by our distinguished faculty of expert speakers who are at once some of the most revered, influential and entertaining practitioners in their field.

The unique all-inclusive nature of this course means that delegates can enjoy interaction with the speakers and each other through a fantastic range of social events, enhancing group-work and facilitating broad discussion and knowledge-sharing beyond the structure of the prescribed sessions.

The speakers and I look forward to welcoming you to the in the beautiful and relaxed surroundings of Downing College in August.

Kind regards,
Sarah Cole
Senior Conference Producer
Solicitor

Establish a solid grounding in each of the key areas of intellectual property Law

Gain practical skills and know-how through interactive participation

Develop critical knowledge within each of the specialist days

Explore future trends and the influence of new technology and media on intellectual property rights and enforcement

Refine techniques for managing and exploiting IP portfolios and assets

Enjoy the beautiful surroundings and itinerary of fantastic social events

HOW TO GET YOUR CPD POINTS
SRA: Earn 1 point per hour of attendance up to 16 CPD hours
Bar Council: Earn 1 point per hour of attendance up to 30 CPD hours
ITMA: Earn 3 points for attending Day 1, and 6 each for days 3,4 and 5, up to a maximum of 21 CPD points

KEY REASONS TO ATTEND THE IP LAW SUMMER SCHOOL 2013:

- Separately bookable “Fundamentals Day”
- Opportunity to study with a distinguished, international faculty
- Time allowed throughout the conference for questions and answers with the expert faculty
- Panel sessions, parallel sessions, case studies, workshops and a new mock trade mark arbitration
- Social interaction and networking each evening, including a quiz night, punting, gala dinner, champagne and strawberries reception and a barbeque (weather permitting)
- Full board accommodation (including meals) for the duration of the conference
- A unique opportunity to gain a full insight into intellectual property law in a relaxed and informal atmosphere

PLUS: Cambridge is within easy reach of Stansted airport, and all London airports

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All courses start in Autumn 2013, for further information call +44 (0)20 7017 5906, email: andrew.pini@informa.com or visit: www.informadl.com
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