IP WEEK 2011
& OPEN INNOVATION
CROWNE PLAZA HOTEL – LE PALACE
BRUSSELS | DECEMBER 6–9, 2011
www.ipweek.eu
T IS STATING THE OBVIOUS to say that innovating is the way out of the crisis. However, companies who innovate, be they multinationals, SMEs or even micro-enterprises, have a clear competitive advantage. And have even continued to grow during the uncertain economic times that we are going through.

One of the most interesting trends is Open Innovation. Making users and consumers participate in idea and product development processes is not always a new thing, but the inspiration from social networking websites have promoted it to the rank of phenomenon. Can IP be protected as usual? That’s only one of the questions.

The progress is true as well for the IP system itself: after several years in deadlocks, legislative evolutions to harmonize and simplify IP have made substantial progress over 2011.

With the Leahy-Smith America Invents Act signed into law by President Obama on September 16, 2011, the US have finally adopted a major reform, far beyond the long awaited change to a “first-to-file” system.

On its side, the EU has made several important steps on the way to a Unitary Patent. The European Council of Ministers will meet on 5 and 6 December 2011 to decide about the set-up of the Unitary Patent Court, immediately before the IP Week starts.

In parallel, the amazing growth in filing activity is changing the face of IP: China is now biggest in global patent applications than Europe and by far dominates the world of trademark applications (with a quarter of all trademarks filed worldwide).

Finally, 2011 has been a turning point for intellectual assets, with technologies playing an increasing role in M&A and major IP deals finalized in the high-tech sector—Nortel having sold a portfolio of 6,000 patents for 4.5 billion dollars.

December will be the perfect time to take stocks of these evolutions and draw new perspectives for the years to come.

To know more: www.ipweek.eu
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Position</th>
<th>Organization</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>OPENING ADDRESS  - OPEN INNOVATION AS A KEY DRIVER OF SUSTAINABLE GROWTH</td>
<td>Dr Francis Gurry, Director General</td>
<td>WIP</td>
<td>Switzerland</td>
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<tr>
<td>9:30 am</td>
<td>CEO SESSION  - HOW COMPANIES ARE CHANGING THE WAY THEY INNOVATE FOR TOMORROW</td>
<td>Harry van Dorenmalen, Chairman EMEA</td>
<td>IBM</td>
<td>The Netherlands</td>
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<td>Randal S. Milch, Executive Vice President and General Counsel</td>
<td>VERIZON</td>
<td>United States</td>
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<td>Dr Urbain Vandeurzen, Chairman and CEO</td>
<td>LMS INTL</td>
<td>Belgium</td>
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<td>10:30 am</td>
<td>Coffee break</td>
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<td>11:00 am</td>
<td>NEW PROCESSES: FROM VALUE CO-CREATION AND CROWDSOURCING TO ADVANCED PRODUCT DEVELOPMENT</td>
<td>Prof. Dr Martin G. Curley, Director</td>
<td>INTEL LABS EUROPE</td>
<td>Ireland</td>
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<td>Laurent Gilbert, Global Director of Raw Materials and Advanced Research</td>
<td>L'Oréal</td>
<td>France</td>
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<td>Rix Groenboom, Entrepreneur and Software Consultant</td>
<td>PARASOFT NL</td>
<td>The Netherlands</td>
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<td>Andreas M. Zynga, Chief Executive Officer</td>
<td>NINESIGMA</td>
<td>United States</td>
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<td>Frederik Van Oene, Director</td>
<td>ARTHUR D. LITTLE</td>
<td>Belgium</td>
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<td>12:30 pm</td>
<td>Lunch</td>
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<td>2:00 pm</td>
<td>OPEN INNOVATION: MARKETING TOOLS, NETWORKS AND PLATFORMS FOR COLLABORATION</td>
<td>Corrado Carretti, Knowledge Manager</td>
<td>SAES GETTERS</td>
<td>Italy</td>
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<td>Mike Sax, President and Founder</td>
<td>SAGA NET</td>
<td>United States</td>
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<td>Ronald Zink, Chief Operating Officer</td>
<td>PHILIPS IP &amp; STANDARDS</td>
<td>The Netherlands</td>
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<td>Emma Hughes, VP &amp; Managing Director</td>
<td>YET2.COM</td>
<td>United Kingdom</td>
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<td>3:30 pm</td>
<td>Coffee break</td>
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<td>4:00 pm</td>
<td>IP IN THE OPEN WORLD: STRATEGIC ENabler or OPERATIONAL RISK?</td>
<td>Gustav Brismark, Vice President, Patent Strategy and Portfolio Management</td>
<td>ERICSSON</td>
<td>Sweden</td>
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<td>Maaike Van Velzen, Senior Director, IP Creation - Business Group Healthcare</td>
<td>PHILIPS IP &amp; STANDARDS</td>
<td>The Netherlands</td>
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<td>A third speaker from the industry</td>
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<td>6:00 pm</td>
<td>Visit of the AUDI AG Brussels factory (by invitation) and cocktail at Audi – Forest (Belgium)</td>
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<td>Time</td>
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<td>9:00 am</td>
<td>OPENING ADDRESS ➤ BOOSTING INNOVATION AND CREATIVITY: HOW 2011 HAS CHANGED THE FACE OF IP</td>
<td>Marcin Korolec (Under Secretary of State)</td>
<td>MINISTRY OF ECONOMY (Poland)</td>
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<tr>
<td>9:20 am</td>
<td>KEYNOTE ➤ GETTING RID OF IP BARRIERS IN EUROPE</td>
<td>The Baroness Wilcox (Parliamentary Under Secretary of State)</td>
<td>DEPARTMENT FOR BUSINESS, INNOVATION &amp; SKILLS (United Kingdom)</td>
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<td>9:40 am</td>
<td>➤ UNITARY PATENT REVEALED: PUTTING THE FINISHING TOUCHES</td>
<td>Pierre Delsaux (Deputy Director General)</td>
<td>EUROPEAN COMMISSION (Belgium)</td>
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<td>Jürgen Koch (Head of Corporate IP)</td>
<td>ROBERT BOSCH (Germany)</td>
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<td>David Rosenberg (VP, Corporate IP Policy)</td>
<td>GLAXOSMITHKLINE (United Kingdom)</td>
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<td>Thierry Sueur (Chairman Patent Working Group)</td>
<td>BUSINESS EUROPE (France)</td>
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<td>Willem Hoyng (Partner)</td>
<td>HOYNG MONEGIER, LLP (The Netherlands)</td>
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<td>10:40 am</td>
<td>Coffee break</td>
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<td>11:10 am</td>
<td>➤ GREEN TECHNOLOGIES: DEALING WITH URGENT INNOVATION NOW</td>
<td>Kai Brandt (Patent Attorney)</td>
<td>AUDI (Germany)</td>
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<td>Nils Breidenstein (VP Group IP Counsel &amp; Associate General Counsel)</td>
<td>INVENYS GROUP (United Kingdom)</td>
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<td>Erik Müller (Vice President IPR and R&amp;D)</td>
<td>VESTAS WIND SYSTEMS (Denmark)</td>
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<td>12:00 pm</td>
<td>➤ TRADE SECRETS AND INDUSTRIAL ESPIONAGE: THE GREY ZONE</td>
<td>Alessandro De Antonis (Head of Intellectual Property)</td>
<td>BOREALIS (Austria)</td>
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<td>David Simon (Associate General Counsel for IP Policy)</td>
<td>INTEL (United States)</td>
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<td>Anne Laurent (General IP Counsel, Legal Europe Services)</td>
<td>AMER SPORTS (France)</td>
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<td>John F. Hornick (Partner)</td>
<td>FINNEGAN HENDERSON, FARABOW, GARRETT &amp; DUNNEN, LLP (United States)</td>
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<tr>
<td>1:00 pm</td>
<td>Lunch</td>
<td>Or, by invitation, lunch with Sughrue Mion PLLC (presentation by Raja Saliba) on USPTO POST GRANT REVIEW</td>
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<td>2:30 pm</td>
<td>➤ PROTECTION STRATEGIES &amp; ANTI-COUNTERFEITING WEAPONS</td>
<td>Jean Bergevin (Head of Unit D3, DG Internal Market and Services)</td>
<td>EUROPEAN COMMISSION (Belgium)</td>
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<td>Carl de Meyer (Partner)</td>
<td>HOYNG MONEGIER (Belgium)</td>
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<td>Pierre Souverain (Regional Head of Global Security)</td>
<td>PIFIZER (France)</td>
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<td>Thomas Striffling (Head of IP Department)</td>
<td>ARC INTERNATIONAL (France)</td>
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<td>Ronald Zink (Chief Operating Officer European Affairs &amp; Associate General Counsel)</td>
<td>MICROSOFT (France)</td>
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<td>Johny-Anes Jeswiet (Head of Trademark Practice)</td>
<td>GEVERS (Belgium)</td>
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<td>3:30 pm</td>
<td>Coffee break</td>
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<td>4:00 pm</td>
<td>➤ FIGHTING FAKES IN AUTOMOTIVE &amp; VEHICLE INDUSTRIES</td>
<td>Bettina Hermann (General Counsel, Legal Affairs EMEA)</td>
<td>FEDERAL-MOGUL (Germany)</td>
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<td>Beate Lalk-Menzel (Senior Counsel, Head of the Legal Intellectual Property Unit)</td>
<td>DAIMLER (Germany)</td>
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<td>Dennis Skarvan (Chief IP Counsel)</td>
<td>CATERPILLAR INC. (United States)</td>
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<td>Philippe Péters (Partner)</td>
<td>NAUTADUTILH (Belgium)</td>
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<td>5:00 pm</td>
<td>➤ LIFE &amp; PATENTS: THE MORAL CHALLENGES OF INNOVATION</td>
<td>Bo Hammer Jensen (Director and Senior Patent Counsel)</td>
<td>NOVOZYMES (Denmark)</td>
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<td>Clara Sattler de Sousa e Brito (Partner)</td>
<td>LIERMANN-CASTELL (Germany)</td>
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<td>Dr Jürgen Schneider (Vice President, IP and IP Litigation)</td>
<td>QIAGEN (Germany)</td>
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<td>Simon Dack (Partner)</td>
<td>HOYNG MONEGIER (The Netherlands)</td>
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<td>7:00 pm</td>
<td>Cocktail reception at Brussels’ Representation of Bavaria</td>
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**THURSDAY DECEMBER 8, 2011**

### IP STRATEGIES DAY 3

#### 9:00 am
**KEYNOTE**
- **FINANCING KNOWLEDGE TRANSFERS: WHY MARKET INFRASTRUCTURES MATTER**
  - Innovation to products: why is Europe lagging?
  - Tech. transfer: how infrastructures help
  - Why is public support needed for an IP marketplace?
  - **Richard Pelly** Chief Executive, **EUROPEAN INVESTMENT FUND** Luxembourg

#### 9:30 am
**CORPORATE IP MOVING FROM COST-CENTRE TO PROFIT-CENTRE: THE CRITICAL STEPS**
- Intangible accounting for 80% of the overall value of companies: what are the real figures for IP?
  - How to make the most of IPR portfolios through licensing programmes, strategic divestments, litigation, etc.
  - **Matthew Goodwin** VP, Global Head of Patents and Chief Patent Counsel, **UNILEVER** United Kingdom
  - **Raymond Hegarty** VP and General Manager of Global Licensing Europe, **INTELLECTUAL VENTURES** Ireland
  - **Daniel Hermele** Director IPRs and Licensing, **QUALCOMM EUROPE** United Kingdom
  - **Jérôme Laguette** Intellectual Property Marketing & Sales Director, **RENAULT** France
  - Chair **John M. DiMatteo** Partner, **WILLIE FARR & GALLACHER LLP** United States

#### 10:30 am
**Coffee break**

#### 11:00 am
**LITIGATION STRATEGIES: THE IMPORTANCE OF BEING EARNEST**
- Offensive and defensive strategies: which choices? what financial consequences?
  - **Peter Berg** Vice President Legal for Development & Engineering, **TETRA PAK** Sweden
  - **Noreen C. Johnson** Vice President and Chief Patent Counsel, **MEDTRONIC INC** United States
  - **Louise Pentland** Chief Legal Officer & Executive VP, Legal & Intellectual Property, **NOKIA** United States
  - Chair **Bryan C. Diner** Partner, **FINNEGAN HENDERSON, FARABOW, GARRETT & DUNNER, LLP** United States

#### 12:00 pm
**IP TRANSACTIONS: REAPING THE FULL INDUSTRIAL POTENTIAL OF INNOVATION CAPACITIES**
- Marketing inventions for profit: better than products?
  - **Alfred Chaouat** President, **LES FRANCE** France
  - **Philippe Rouzet** Director IP Strategy, IP Licensing, **STMICROELECTRONICS** Switzerland
  - **Wayne Sobon** Vice President and Chief IP Counsel, **RAMBUS** United States
  - Chair **Michael Lennon** Partner, **KENYON & KENYON LLP** United States

#### 1:00 pm
**Lunch**

#### 2:30 pm
**IP VALUATION AND DUE DILIGENCE: MAXIMIZING THE VALUE, MINIMIZING RISKS**
- IP valuation tools and methods: what’s best in your situation?
  - **Aksel Buchter-Larsen** VP, Special Patent Assignments, Corporate Legal Function, **DANISCO** Denmark
  - **Joseph Fitzgerald** Senior Vice President, Legal and Public Affairs, **SYMANTEC** United States
  - **Wulf Höflich** Chief Intellectual Property Counsel, **EADS** Germany
  - **Pekka Valkonen** Patent Manager, **FORTUM POWER SOLUTIONS** Finland
  - Chair **Raymond Zenkikh** Partner, **RED CHALK GROUP** United States

#### 3:30 pm
**Coffee break**

#### 4:00 pm
**INNOVATION NEW BEHAVIOURS: IS COLLABORATION CHANGING THE FACE OF IP?**
- The trend of collaborative innovation: new Eldorado? who researches with whom?
  - **Olivier Corticchiato** Head of Patents, Nutrition & Dairy, **NESTLE NUTRITION** Switzerland
  - **Monika Kavaliaske** Marketing Manager, **BIOCENTRAS** Lithuania
  - **Allen Norris** Vice President, Head of Group IP, **UCB PHARMA** Belgium
  - Chair **Luis Fernández-Novoa** Partner, **HOVING MONEGIER, LLP** Spain

#### 5:00 pm
**IP MARKETPLACE: DUSK OF AN ERA OR NEW BEGINNING?**
- Realizing IP value potential, reinforcing patent portfolio, escaping litigation: why buying patents? why outsourcing?
  - **Dominique Guellic** Head of Country Studies and Outlook, **ODCO** France
  - **Jean-Charles Bourcane** Chief Executive Officer, **FRANCE BREVETS** France
  - **Gerard J. Pannekoek** President & Chief Executive Officer, **IPXI HOLDINGS** United States
  - Chair **Roberto Dini** President, **DINI, GARAVELLI & PARTNERS** Italy

#### 7:30 pm
**Reception at Bozar (Brussels Centre for Fine Arts) and visit of “europalia.brasil”**
FRIDAY DECEMBER 9, 2011

9:00 am
MORNING WORKSHOPS
STREAM 1 PATENT SYSTEMS

1A FILING PATENTS: MASTERING PROCEDURES & BEST PRACTICES
Benchmarking patent quality trends according to location, application classes, corporate strategies.
- Philippe Cros, Director of Intellectual Property, RHODIA SERVICES, France
- Jacob Eisenberg, Managing Director, SANDVIK INTELLECTUAL PROPERTY, Sweden
- Iben Haasum, Director of IPR and Licensing, CH. HANSEN, Denmark
- Chair: Markus Wolff, Partner, DANNEMANN SIEMSEN ADVOCADOS, Brazil

1B LITIGATION IN BRICS COUNTRIES: WHERE DO WE STAND NOW?
Regular IP that can't be enforced: is recourse to courts effective? Costs of IP enforcement.
- Anubhav Kapoor, General Counsel & Company Secretary, TATA TECHNOLOGIES, India
- Dr Thomas Pattloch, Senior Counsel, TAYLOR WESSING, Germany
- Jean-François Serrier, Head of Intellectual Assets Management, SOLVAY, Belgium
- Chair: Valery Medvedev, Managing Partner, GORDOBSKY & PARTNERS, Russia

10:30 am Coffee break

11:00 am
MORNING WORKSHOPS
STREAM 2 INVESTMENT & IP

2A IP IN TRANSACTIONS: HOW TO MAKE IT HAPPEN THE RIGHT WAY
Convincing arguments for board members and corporate finance executives.
- Lucy Nichols, Global Legal and IPR, Brand Enforcement and Anti-Counterfeiting, NOKIA, United States
- Raymond Hegarty, VP & General Manager of Global Licensing, EUROPE, INTELLECTUAL VENTURES, Ireland
- Chair: Andrew Watson, Chief Executive Officer, IPVA, United Kingdom

12:00 pm
AFTERNOON WORKSHOPS
STREAM 3 INDUSTRY CHALLENGES

3A MEDICINES, GREEN TECH.: SHOULD CERTAIN IP BE “FREE”?
Is emergency a valid argument of exemption for governments? Brazilian pipeline system.
- Boris Azais, Director European Governmental Affairs, MERCK, SHARP & DOHME, Belgium
- Chris Verleye, Senior Counsel, SUNPOWER CORPORATION, United States
- Chair: Konstantin Soloviev, Partner, BILBAY, Russia

3:45 pm
IP WEEK’S FINALE ➤ ANTI-COUNTERFEITING: STRATEGIES, EVALUATIONS AND TOOLS
Most successful actions: measuring impact on the ground. Follow-up: increasing efficiency with locally-based in-house coordinators.
- Bernard Frahi, Security Director, SANOFI, France
- Emmanuelle Prono, Assistant General Counsel and Director, IP, TECHTRONIC INDUSTRIES, Hong-Kong
- Chair: Wim Eynatten, International Tax Partner, Innovation Services, BELGIAN TAX ADVISOR, Belgium

4:45 pm End of IP Week
To better understand which protection to expect on your trade secrets, green technologies or biotech inventions
To think about your intellectual assets in financial terms and understand how to optimize their exploitation
To get the latest IP news from fast growing Emerging Countries
To learn about the details of most recent policy developments on IP
To get the latest trends regarding new ways of innovating

WHY
YOU SHOULD NOT MISS
THE IP WEEK 2011

WHO
SHOULD EXHIBIT

Institutions
European Commission
International institutions
NGOs
National IP offices
EU regions
R&D clusters

Software
Databases
Portfolio management
Annuities
Search engines, CMS/DMS
Business intelligence

IP Management Services
IP consulting
Drafting
Searches
Filing in multiple countries
Translation
Outsourcing

Litigation & Strategy
Attorney firms
Investigators
Arbitration centres
Strategy & trade consulting

IP as an Asset Class
Valuation
Licensing and royalties
Technology transfer
Due diligence
Brokerage
Financing
Monetization

IP Owners
Corporate IP & Licensing Departments
willing to commercialize their IP assets.

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**IP WEEK & OPEN INNOVATION 2011**

Premier Cercle™

du Collège, 27
B-1050 Brussels
Belgium

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+32 2 627 87 21

ipweek@premiercercle.com

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**TUESDAY 6 DEC.**

**Open Innovation Day**

R&D collaboration, value co-creation, internet platforms...

99 € HT

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**WEDNESDAY 7 DEC.**

**IP in Industry**

EU Patent, IP protection strategies, trade secrets, green tech, biotech patents...

490 € HT

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**THURSDAY 8 DEC.**

**IP Strategies**

IP exploitation, litigation, transactions, valuation, optimization, monetization...

490 € HT

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**FRIDAY 9 DEC.**

**IP in BRICS countries**

Patent harmonization, tech. transfer, IP transactions, and anti-counterfeiting...

490 € HT

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**VENUE**

The summit is taking place at:

Crowne Plaza Hotel – Le Palace
Rue Gineste, 3  
B-1210 Brussels, Belgium

Tel: +32 2 203 62 00  Fax: +32 2 203 55 55

www.crowneplazabrussels.be

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**TRANSPORT AND TRAVEL**

- **ARRIVAL BY AIR**
  Brussels National (Zaventem) Airport
  is 14 km from the city centre. Trains run to the Gare du Nord, Care Centrale and Gare du Midi every 20 minutes.
  www.brusselsairport.be

- **ARRIVAL BY TRAIN**
  Brussels has several main stations and a dense rail network with regular trains and attractive fares.
  Brussels Midi is the main interchange for international services, particularly TGV (Thalys) and Eurostar.
  www.b-rail.be  
  www.thalys.com  
  www.eurostar.com

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**WORKING LANGUAGE**

English