

07:30-09:00	Breakfast
07:30-17:30	Registration and exhibition
09:00-13:00	DEFINING THE CHIEF IP OFFICER: Plenary sessions, Grand Ballroom
09:00-09:15	Welcome from Joff Wild, editor of <i>IAM</i> and chairman of the CIPO Summit
09:15-09:30	CIPO Summit officially opened by Guus Broesterhuizen, President of the Dutch Patent Office
09:30-10:45	<p>Building the CIPO role</p> <p>This session will focus on designing the job spec for the CIPO role. Speakers will be asked to look at the following issues:</p> <ul style="list-style-type: none"> • What is the CIPO? • Why is the CIPO necessary? • What role should the CIPO play in a company? • How senior should the CIPO role be? • What skill sets should the CIPO possess? • How can you measure CIPO performance? • How do you train the next generation of CIPOs? <p>Moderator: Ron Laurie (USA), Managing Director, Inflexion Point Robert Sterne (USA), Director, Sterne Kessler Goldstein Fox PLLC</p> <p>Panellists: Bill Elkington (USA), Senior Director, Strategic Technology, Rockwell Collins Daniel McGavock (USA), VP and Global IP Practice Leader, CRA International Ulf Petrusson (Sweden), Director, CIP Gothenburg Marshall Phelps (USA), Corporate VP for IP Policy and Practices, Microsoft Andrew Watson (UK), CEO, ipVa</p>
10:45-11:15	Refreshment break, Winter Garden and Volmers
11:15-11:45	Keynote speech from Jon Dudas, Under Secretary of Commerce for IP and Director of the USPTO
11:45-13:00	<p>The regulatory environment</p> <p>This session will explore the environment within which today's CIPOs operate. It will feature presentations that provide an overview of a number of key issues and will serve as a gateway into the afternoon breakouts. Issues to be discussed include:</p> <ul style="list-style-type: none"> • Patent office backlogs and patent quality • Harmonisation of IP laws • The role of IP monetisation • New IP business models • Competition and antitrust issues <p>Moderator: Joff Wild (UK), Editor, <i>IAM</i> magazine</p> <p>Speakers: Roberto Dini (Italy), President, Sisvel Spa Horacio Gutierrez (USA), VP of IP and Licensing, Microsoft David Kappos (USA), Global Head of IP Law, IBM Ciarán McGinley (Germany), Controller, European Patent Office</p>
13:00-14:15	Lunch, Winter Garden and Volmers

Day 1 – Afternoon 25th June

14:15-17:45 THE CIPO TOOLKIT: Breakout sessions

14:15-15:15		Breakout 1 Concurrent sessions	
St John's Room II	St John's Room I	Amsterdam Room (upstairs)	Foyer Room (upstairs)
A new era for patent owners in the United States <ul style="list-style-type: none"> Recent Supreme Court and CAFC decisions The IP monetisation environment The corporate perspective 	Managing brands in a globalised economy <ul style="list-style-type: none"> Legal issues in managing a global brands portfolio Managing a global brands portfolio – the corporate view Building effective relationships inside a brand-owning company 	Valuation of IP <ul style="list-style-type: none"> IFRS 3 and SFAS 141 Principles of brand valuation A global standard for patent valuation 	Keys to success in IP/IA management <ul style="list-style-type: none"> Developing an IP management strategy IA management – the next step Keys to successful strategic implementation
Moderator: Joff Wild (UK), Editor, IAM magazine	Moderator: John Batho (UK), Editor, World Trademark Review	Moderator: Vincent Pluvinage (USA), Head of Strategic Acquisitions and Private Equity, Intellectual Ventures	Moderator: Giles Newman (UK), VP Sales, Thomson Scientific
Speakers: Jonathan Barney (USA), Managing Director, Ocean Tomo Damon C Matteo (USA), Vice President & CIPO, PARC (Palto Alto Research Center) Michael Warnecke (USA), Partner, Perkins Coie	Speakers: Leo Longauer (Switzerland), Head of Group Intellectual Property, UBS AG Marcus Luepke (USA), Attorney-at-Law, Finnegan Henderson Farabow Garrett & Dunner LLP Jean-Pierre Maeder (Switzerland), Group Head of Trademarks, Nestlé	Speakers: Allan Caldwell (UK), Director, Intangible Business Ferdie de Smeth (Netherlands), Managing Director (Netherlands), Brand Finance Alexander Wurzer (Germany), Managing Director, Patev	Speakers: Susan Cullen (USA), Consulting Practice Director, Thomson Scientific Ton van Hoef (Netherlands), VP and Chief IP Counsel, ASML David VandenEinde (USA), Director, IA Management, Cargill Inc

15:20-16:20		Breakout 2 Concurrent sessions	
St John's Room II	St John's Room I	Amsterdam Room (upstairs)	Foyer Room (upstairs)
New opportunities for patent owners in Europe <ul style="list-style-type: none"> The London Agreement, the Community patent, a single patent litigation system An evolving market for patent rights The political dimension – patents under pressure 	IP in the life sciences <ul style="list-style-type: none"> Changing IP management models The political and regulatory environment The SME perspective 	IP financing <ul style="list-style-type: none"> The attractions of IP financing The developing market Securitising pharmaceutical IP rights 	IP in the age of open source and open innovation <ul style="list-style-type: none"> IP issues in collaborative projects The IP challenges posed by open source Developing the appropriate strategies
Moderator: Joff Wild (UK), Editor, IAM magazine	Moderator: Duncan Bucknell (Australia), IP Strategist, Duncan Bucknell Company	Moderator: Bruce Berman (USA), CEO, Brody Berman	Moderator: Paul van Grevenstein (Netherlands), Managing Director, STI Management Ltd
Speakers: Mike Barlow (UK), Head, Global Patents and Technology Law, BP plc Severin de Wit (Netherlands), Managing consultant, IPEG Consultancy Simon Gentry (UK), Director, Campbell Gentry	Speakers: Peter Cicala (USA), Vice President IP, Shire Pharmaceuticals Mark Cohen (USA), Chair, Life Science Practice Group, Pearl Cohen Zedek Latzer LLP Marian Flattery (Switzerland), Head of Intellectual Property, Crop Protection, Syngenta Crop Protection AG	Speakers: Roya Ghafele (USA), Researcher, Haas Business School, UC Berkeley Mike Herman (USA), Senior Vice-President, Royalty Investments Group, Royalty Pharma Peter Holden (UK), Head of IP Investment Group, Collier Capital	Speakers: Roger Burt (UK), Senior IP Counsel Europe, IBM Corporation Richard Buttrick (Netherlands), IP Value Extraction Executive, Philips IP & Standards Paul DiGiammarino (USA), CEO, Anaqua Inc

16:20-16:45 Refreshment break and exhibition, Winter Garden and Volmers

16:45-17:45	Breakout 3 Concurrent sessions		
St John's Room II	St John's Room I	Amsterdam Room (upstairs)	Foyer Room (upstairs)
The antitrust and competition angle	All change in Japan and China?	IP monetisation	Patent analytics
<ul style="list-style-type: none"> Recent developments in the EU and the US Steering clear of the regulators Patent pools and standards 	<ul style="list-style-type: none"> Recent developments in the Japanese IP landscape New IP laws in China The view from inward investors 	<ul style="list-style-type: none"> Managing a licensing programme Spinning out IP Developing trends 	<ul style="list-style-type: none"> The different methodologies Benefits of patent analytics Using patent analytics inside a corporation
<i>Moderator:</i> Pierre-André Dubois (UK), Partner, Kirkland & Ellis International	<i>Moderator:</i> Joff Wild (UK), Editor, IAM magazine	<i>Moderator:</i> Bowman Heiden (Sweden), Deputy Director, CIP Gothenburg	<i>Moderator and Speaker:</i> David Ruder (USA), Principal, Terrier IP Investments LLC
<i>Speakers:</i> Duncan Curley (UK), Director, Innovate Legal Edward Droste (Netherlands), Principal, CRA International Jonathan Zuck (USA), President, Association for Competitive Technology	<i>Speakers:</i> Lulin Gao (China), Former Commissioner, State Intellectual Property Office Terry Ludlow (Canada), Chair and CEO, Chipworks Taro Yaguchi (Japan), President, Japan Technology Group	<i>Speakers:</i> Sam Knight (UK), IP licensing specialist, QinetiQ Dan McCurdy (USA), Chairman, PatentFreedom LLC Stephen Socolof (USA), Managing Partner, New Venture Partners	<i>Speakers:</i> Haydn Evans (UK), Senior Intellectual Asset Analyst, GE Healthcare John Pryor (UK), Head of IP Asset Commercialisation, CPA Global
18:00-20:00	Cocktail reception, Winter Garden and Volmers Sponsored by Philips		

Day 2 – Morning 26th June

07:30-09:00	Breakfast
07:30-14:00	Registration and exhibition
09:00-12:45	THE CIPO – TODAY AND TOMORROW: Plenary sessions, Grand Ballroom
09:00-09:15	Chairman's welcome
09:15-10:30	Meet the CIPOs
	<p>This session features a panel of five CIPOs. Participants will be asked to define their roles and explain how these have changed over recent years, and why. They will be asked to comment on how they would respond to a series of issues and hypothetical situations, such as:</p> <ul style="list-style-type: none"> The role CIPOs play in developing litigation strategy How they get involved in licensing deals Their participation in M&A negotiations Their input into discussions on regulatory issues The importance of lobbying Reporting lines inside their companies and their relationship with the board
	<i>Moderator:</i> Kevin Rivette (USA), Chairman, USPTO Patent Policy Advisory Committee
	<i>Panellists:</i> Joe Beyers (USA), Vice President, Intellectual Property Licensing, Hewlett-Packard Scott Frank (USA), President & CEO, AT&T Intellectual Property Bertram Huber (Germany), Head of Corporate IP, Robert Bosch GmbH Ruud Peters (Netherlands), CEO, Philips IP & Standards Peter Spours (Netherlands), Director of IP Transactions and Strategy, TomTom

Day 2 – Morning 26th June

10:30-11:00	Refreshment break, Winter Garden and Volmers
11:00-12:30	Into the future <p>Having defined the role of the CIPO, explored the regulatory environment within which the CIPO works and asked current CIPOs about the job they do, the final session looks at developments which may affect the role of the CIPO in the future. It will focus on some of the world's most important regions, including:</p> <ul style="list-style-type: none">• The US landscape in five years' time• The European landscape in five years' time• The Japanese landscape in five years' time• The Chinese landscape in five years' time• The Indian landscape in five years' time <p>Moderator: <i>Joëlle Rogé</i> (Switzerland), Director, World Intellectual Property Organization</p> <p>Speakers: <i>Pravin Anand</i> (India), Managing Partner, Anand And Anand <i>Ian Harvey</i> (UK), Chairman, Intellectual Property Institute <i>Bruce Lehman</i> (USA), President, International Intellectual Property Institute <i>Shinjiro Ono</i> (Japan), Partner, YUASA and HARA</p>
12:30-12:45	Closing remarks from the chairman
12:45-14:00	Lunch, Winter Garden and Volmers

Day 2 – Afternoon 26th June

14:00-16:30	OCEAN TOMO EUROPEAN LIVE IP AUCTION
	<p>Over the past two years, Ocean Tomo has transacted approximately \$70 million plus at its IP auctions across Europe and the US, benefiting sellers such as individual inventors, small to mid-sized companies, top multinational corporations, investors and others.</p> <p>This will be Ocean Tomo's second auction in Europe, held as a follow-up to its auction in London last year, where on-the-floor sales totalled £4,095,300 (approximately €6,040,977 and \$8,100,503) and a world-record was set for the highest-selling price for a single patent at a multi-lot live IP auction for £2,475,000 (€3,650,873 and \$4,895,550).</p> <p>The 2008 European Live IP Auction Catalogue and Supplement are now available for immediate online viewing. Sixty-five lots of IP assets are offered for sale in the following categories:</p> <ul style="list-style-type: none">• Online & mobile commerce• Digital media systems & management• Computer systems & software• Lighting technology• Information management & data systems• Fluid handling• Display technology & imaging processing• Location based systems & logistics• Printing technology• Security & authentication systems• Communications• Messaging• Social networking• Electronics & handheld devices• Smart cards• Banking & financial services• Manufacturing & automation• Integrated circuits & semiconductors• Telemedicine• Domain names <p>For more information regarding any of the lots, or to register to bid at the event, please contact us at auctions@oceanotomo.com or call +1 312 377 4851</p>
16:30-17:30	Champagne reception, Amsterdam Room (estimated time)