

## Day 1 – Sunday 21st June

15:00-17:30	Registration
17:30-19:30	Welcome drinks, Four Seasons Hotel

## Day 2 – Monday 22nd June

7:30-8:45	Breakfast
7:00-17:45	Registration and exhibition
<b>8:45-13:00</b>	<b>Plenary sessions</b>
8:45-9:00	Welcome from conference chairman
9:00-11:00	<p><b>The state of play</b></p> <p>IP owners looking to exploit IP rights in difficult economic times are constrained by the legal, political and financial realities of the markets in which they operate. This session focuses on five key jurisdictions, their IP environments, how these may develop and the effects that change may have on IP value creation.</p> <ul style="list-style-type: none"> <li>• <b>United States</b></li> <li>• <b>Europe</b></li> <li>• <b>Japan</b></li> <li>• <b>China</b></li> <li>• <b>India</b></li> </ul> <p><i>Moderator:</i> <b>Mark Esper</b>, Executive Vice President Global IP Center, US Chamber of Commerce</p> <p><i>Confirmed speakers:</i> <b>Ian Harvey</b> (China), Chairman, Intellectual Property Institute <b>Shannad Basheer</b> (India), Ministry of Human Resource Development, Professor in IP Law, National University of Juridical Sciences <b>Todd Dickinson</b> (US), Executive Director, American Intellectual Property Law Association <b>Ciarán McGinley</b> (Europe), Head of the Controlling Office, European Patent Office <b>Philip Parker</b> (Japan), President and CEO, PJ Parker &amp; Co</p>
11:00-11:30	Coffee and networking break
11:30-13:00	<p><b>Aligning IP and business strategy</b></p> <p>One of the keys to securing maximum performance from IP assets is to ensure that corporate IP management and exploitation strategies gel with the company's overall business vision. This session explores how to ensure this happens.</p> <ul style="list-style-type: none"> <li>• <b>Identifying the issues</b></li> <li>• <b>Spotting the opportunities</b></li> <li>• <b>Making the case internally</b></li> <li>• <b>Practical examples from companies that have done it</b></li> </ul> <p><i>Moderator:</i> <b>Robert Goldman</b>, Principal, CRA International</p> <p><i>Confirmed speakers:</i> <b>Pat Toole</b>, General Manager, IBM Intellectual Property <b>Sherry Knowles</b>, Senior Vice President and Chief Intellectual Property Counsel, GlaxoSmithKline <b>Pat Kennedy</b>, CEO and Chairman, Cellport Systems</p>

13:00-14:15				Lunch			
14:15-17:45				Breakout sessions			
14:15-15:45				Breakout 1			
Room A		Room B		Room C			
<b>Patent pools and standards</b>		<b>The US patent environment</b>		<b>Brand management</b>			
Recent developments; the role of government; the downside of getting involved in standards organisations; the future		IP under the Obama administration; patent reform; how CAFC and Supreme Court decisions are changing the landscape; the USPTO		Valuing brands; the impact of the downturn; managing brands in a globalised economy; new business models for private practice			
<b>Moderator:</b> <i>Frank Decosta, Partner, Finnegan Henderson</i>		<b>Moderator:</b> <i>Michael Warnecke, Partner, Perkins Coie</i>		<b>Moderator:</b> <i>John Batho, Editor, World Trademark Review</i>			
<b>Confirmed speakers:</b> <i>Roberto Dini, Founder, Sisvel</i> <i>Brian Hinman, VP of IP and Licensing, Verizon</i> <i>Suzanne Michel, Assistant Director for Policy and Co-ordination, Federal Trade Commission</i>		<b>Confirmed speakers:</b> <i>Peter Cicala, Vice President of Intellectual Property, Shire Pharmaceuticals</i> <i>Duane Valz, VP &amp; Associate General Counsel, Global Patents, Yahoo!</i> <i>Ralph Eckardt, Partner, 3LP Advisors</i>		<b>Confirmed speakers:</b> <i>Evie Kyriakides, Senior MPM/Regional Trademark Counsel, Europe, Russia &amp; CIS, Mars</i> <i>Weston Anson, Chairman, Consor Intellectual Asset Management</i> <i>John Olsen, Partner, Edwards Angell Palmer &amp; Dodge</i>			
15:45-16:15				Coffee and networking break			
16:15-17:45				Breakout 2			
Room A		Room B		Room C			
<b>IP as an asset class</b>		<b>The CIPO manifesto</b>		<b>Collaboration and open innovation</b>			
The valuation challenge; practical realities in a turbulent world; opportunities and pitfalls in the current economic climate		The emerging role of the chief IP officer; the profile, job description, responsibilities, goals, objectives and performance metrics; exclusive research revealed		The business imperatives in difficult times; IP as a facilitator; the IP challenges			
<b>Moderator:</b> <i>Nir Kossovsky, Managing Director and Chief Executive, Steel City Re</i>		<b>Moderators:</b> <i>Robert Sterne, Founding Director, Sterne Kessler Goldstein &amp; Fox</i> <i>Ron Laurie, Managing Director, Inflexion Point Strategy</i>		<b>Moderator:</b> <i>Stephen Socolof, Managing Partner, New Venture Partners</i>			
<b>Confirmed speakers:</b> <i>Peter Holden, Partner, Collier Capital</i> <i>Giancarlo Migliori, Managing Partner, Mr GoodIDEA</i> <i>Patrick Sullivan, President and CEO, ICMG</i>		<b>Confirmed speakers:</b> <i>Béatrix de Russé, Executive VP of IP and Licensing, Thomson</i> <i>William Elkington, Senior Director, Strategic Technology, Rockwell Collins</i> <i>Scott Frank, President and CEO, AT&amp;T Intellectual Property</i> <i>Erin-Michael Gill, Head of Intellectual Property, OQO</i>		<b>Confirmed speakers:</b> <i>Keith Bergelt, CEO, Open Invention Network</i> <i>Jeff Weedman, Vice President, External Business Development, P&amp;G</i> <i>Pamela Simonton, Executive VP and General Counsel, Exelixis</i>			
18:30-23:00				The IP Hall of Fame Gala Dinner hosted at The Ritz-Carlton			

7:30-8:30	Breakfast
7:30-17:00	Registration and exhibition
<b>8:30-12:30</b>	<b>Plenary sessions</b>
8:30-8:45	Welcome from conference chairman
8:45-10:15	<p><b>Creating IP value</b></p> <p>In a challenging economic environment, IP assets must be made to work harder than ever. And there is so much more to IP value creation than straight monetisation. If IP and business goals are successfully aligned, it can lead to greater strategic flexibility, potential cost savings and an overall increase in shareholder value.</p> <ul style="list-style-type: none"> <li>• <b>What IP value means</b></li> <li>• <b>Different value creation models</b></li> <li>• <b>How value-creating opportunities can be identified and maximised</b></li> <li>• <b>Measuring value-creation success</b></li> <li>• <b>The importance of communication</b></li> </ul> <p><i>Moderator:</i> <b>David Brown</b>, President, IP Solutions, Thomson Reuters</p> <p><i>Confirmed speakers:</i> <b>Marshall Phelps</b>, Corporate VP for IP Policy and Strategy, Microsoft <b>John Squires</b>, Former VP and Chief Patent Counsel, Goldman Sachs <b>Damon Matteo</b>, VP and Chief Intellectual Property Officer, Palo Alto Research Center <b>Ruud Peters</b>, CEO, Philips IP &amp; Standards <b>Carl Horton</b>, Chief IP Counsel, GE</p>
10:15-10:45	Coffee and networking break
10:45-11:15	<p><b>The 21st century CIPO</b></p> <p>Results of qualitative research done on the profile, job description, responsibilities and performance metrics of the chief intellectual property officer, emphasising counter-intuitive models of the CIPO role and identifying how the IP community can best help to leverage the rise of the CIPO position.</p> <p><i>Confirmed speakers:</i> <b>Robert Sterne</b>, Founding Director, Sterne Kessler Goldstein &amp; Fox <b>Ron Laurie</b>, Managing Director, Inflexion Point Strategy</p>
11:15-12:30	<p><b>Brand IP</b></p> <p>It has never been more important to make the positive case for intellectual property as a business asset and a force for good, both inside rights-owning organisations and externally.</p> <ul style="list-style-type: none"> <li>• <b>Helping the boardroom to understand the importance of IP</b></li> <li>• <b>Setting the political agenda</b></li> <li>• <b>Tackling negative public perceptions of IP</b></li> </ul> <p><i>Moderator:</i> <b>David Kline</b>, IP Communications Consultant</p> <p><i>Confirmed speakers:</i> <b>Horacio Gutierrez</b>, Corporate Vice President and Deputy General Counsel of IP and Licensing, Microsoft <b>Caroline Kamerbeek</b>, Director of Communications, Philips IP &amp; Standards <b>Marcella Watkins</b>, Managing Counsel, IP, Shell</p>

12:30-13:30	Lunch
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13:30-17:00	<b>Breakout sessions</b>
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13:30-15:00 Breakout 1		
Room A	Room B	Room C
<b>Patents in Europe</b> The Community Patent; a single European patent jurisdiction; the patentability of software; the new economic context  <i>Moderator:</i> <b>Richard Price</b> , Partner, Taylor Wessing  <i>Confirmed speakers:</i> <b>Louise Pentland</b> , Chief Legal Officer, Nokia <b>Stephen Potter</b> , Founder, The R&D Society <b>Morgan Reed</b> , Executive Director, Association for Competitive Technology	<b>Meeting the NPE challenge</b> NPE business models; how operating companies can respond  <i>Moderator:</i> <b>Michael Lasinski</b> , Managing Director, Capstone Advisory Group  <i>Confirmed speakers:</i> <b>Paul Saraceni</b> , Chief IP Officer, RPX <b>Daniel McCurdy</b> , Chairman, PatentFreedom <b>Paul Ryan</b> , Chairman and CEO, Acacia Technologies <b>Daniel Henry</b> , Partner, Altitude Capital Partners	<b>Green IP</b> Who is doing what; how the IP system helps; fighting back against the critics  <i>Moderator:</i> <b>Thaddeus Burns</b> , Senior Corporate IP Counsel Europe, GE  <i>Confirmed speakers:</i> <b>Lee Feldman</b> , Chair and Chief Scientific Officer, The Institute for Scientific Policy Analysis <b>Ken Joung</b> , Deputy General Counsel & Chief Intellectual Property Counsel, UOP <b>Norine Kennedy</b> , Vice President Energy and Environmental Affairs, United States Council for International Business

15:00-15:30	Coffee and networking break
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15:30-17:00 Breakout 2		
Room A	Room B	Room C
<b>Litigation strategy</b> The new litigation climate in the US; recent case law developments; planning for a successful outcome; special issues for non-US litigants  <i>Moderator:</i> <b>Walter Hanley</b> , Partner, Kenyon & Kenyon  <i>Confirmed speakers:</i> <b>Grantland Drutchas</b> , Managing Partner, McDonnell Boehnen Hulbert & Berghoff <b>Sabine Rojahn</b> , Partner, Taylor Wessing <b>Don Rosenberg</b> , EVP, General Counsel and Corporate Secretary, Qualcomm	<b>IP monetisation</b> Auction v private sale; how recession changes the game; a new environment for licensing; patent exchanges; spinning out IP  <i>Moderator:</i> <b>Bruce Berman</b> , CEO, Brody Berman Associates  <i>Confirmed speakers:</i> <b>Bill Barrett</b> , VP of IP, Advanced Liquid Logic <b>Don Merino</b> , General Manager Acquisitions, Intellectual Ventures <b>Art Nutter</b> , President and CEO, TAEUS	<b>IP management in the knowledge economy</b> The new role of IP management in knowledge-based business – developing a portfolio of IP strategies. What are the new professional and organisational capabilities?  <i>Moderators:</i> <b>Ulf Petrusson</b> , Director, and <b>Bowman Heiden</b> , Deputy Director, CIP Gothenburg  <i>Confirmed speakers:</i> <b>Kent Richardson</b> , EVP and General Manager, ThinkFire <b>Pallavi Shah</b> , IP Strategist, Hewlett-Packard <b>Bruce Story</b> , Senior Adviser, ipCapital Group

All timings and breakout topics provisional and subject to change