MILANOIIII AIPPI World Congress AIPPI 2016 September 16-20, 2016



Final Programme



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Event management

AIPPI General Secretariat

• AIPPI

Toedistrasse 16

CH 8027 Zurich, Switzerland

- Phone: +41 44 280 58 80
- Fax: +41 44 280 58 85
- E-mail: registration@aippi.org
- www.aippi.org

Professional Conference Organizer

 AIM Group International Milan Office
 Via G. Ripamonti 129
 20141 Milan - Italy

Event venue

Milano Congressi (MiCo)
 North Wing
 Via Gattamelata 5 (Gates 14 & 15)

AIPPI Bureau



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AIPPI Bureau

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Programme Committee

<u>Chairperson</u> Lawrence T. Welch (USA)

About AIPPI

The International Association for the Protection of Intellectual Property (AIPPI) is the world's leading international organisation dedicated to the development, improvement and legal protection of intellectual property globally. Founded in 1897, AIPPI is a non-affiliated, non-profit organisation headquartered in Switzerland, with more than 9,000 members representing over 100 countries. The members of AIPPI include lawyers, attorneys, and agents, working across all fields of intellectual property in corporate and private practice throughout the world, as well as academics, judges, government officials and other persons interested in intellectual property. AIPPI is organized into 68 National and Regional Groups.

The objective of AIPPI is to improve and promote the protection of intellectual property at both national and international levels. It does this by studying and comparing existing and proposed laws and policies relating to intellectual property, and working with both government and non-government organizations for the development, expansion and improvement of international and regional treaties and agreements, and national laws.

AIPPI Meetings

Congresses are open only to AIPPI members. Normally, about 2000 members attend with around 400 accompanying persons. After Milan, forthcoming Congress venues include Sydney (2017), Cancun (2018), Istanbul (2019), Hangzhou (2020), San Francisco (2021) and London (2022).

At AIPPI meetings Study Committees engage in discussions to achieve a consensus on Resolutions representing the positions of AIPPI. A large majority of attendees are there for the excellent networking opportunities and for the professional development programme of AIPPI, which typically features a day of panel sessions on international IP issues relating to pharmaceuticals and two days of international panel sessions on contemporary IP law issues. In addition, there are special panels of experts discussing current and future developments, meetings of corporate representatives from industry, a Women in AIPPI reception and a reception for first time attendees and young members.

Organization

66 National Groups, 2 Regional Groups, 150 Independent Members

AIPPI's bodies include:

- the General Assembly, in which all members have a right to participate and which is responsible for adopting and modifying AIPPI's Statutes;
- the Executive Committee (ExCo), the principal decision-making body of AIPPI, which is made up of delegates from all of the Groups – around 300 in number;
- the Council of Presidents, made up of the Presidents of the Groups, the chair of the Delegates of Independent Members, Presidents and Members of Honour and the chairs of the Programme and Membership Committees, as well as designated observers;
- the Bureau which directs the activities of AIPPI; following the Milan Congress, it will have nine members
 including the President of AIPPI who chairs the Bureau; one Vice-President; the Secretary General and
 two Deputies who, with two Assistants, are responsible for administration and representation; the Reporter
 General and two Deputies who, with three Assistants, organize the substantive legal work and studies
 conducted by AIPPI; and the Treasurer General who is in charge of finances. An additional Vice-President
 will join the Bureau following the Sydney Congress next year; and

 Statutory Committees: the <u>Programme Committee</u>, which recommends IP subjects for study; the <u>Finance Committee</u>, which acts as an internal auditor; the <u>Nominating Committee</u>, which proposes candidates for AIPPI's various elective positions; the <u>Membership Committee</u>, which proposes strategies to attract new members and to improve the services AIPPI can offer to best meet the needs of its members; the <u>Communications Committee</u>, which gathers and disseminates important and topical IP information and is responsible for overseeing AIPPI's website, archives, and external communications such as e-News; the <u>Venue Selection Committee</u>, which evaluates possible venues for future AIPPI Congresses.

The Working Methods of AIPPI

The **Programme Committee** (PC) identifies important and timely IP issues for study.

The **Reporter General Team** (RGT) drafts study Guidelines for each Question. The National/Regional Groups prepare reports, which set out the current legal position on the Question in their respective jurisdictions, and provide recommendations and comments on harmonisation of the law.

The Summary Report for each Question and Group Reports form the basis for **Study Committees** (consisting of members from the National/Regional Groups responsible for a particular Question) to prepare draft Resolutions, which are debated at annual meetings. When a consensus is achieved, final Reports and Resolutions representing the position of AIPPI are adopted by the Executive Committee. These Resolutions are presented to international, regional and national IP offices and other international NGOs as well as the governments of the National/Regional Groups, as guidance on harmonization.

Standing Committees (SC) study Questions of emerging or particular urgency and monitor developments in IP law, allowing AIPPI to deal with matters requiring action outside the regular cycle for Study Questions. This is important in view of public consultations, meetings or other projects in which AIPPI is invited to participate, and where it is frequently necessary to study documents and formulate the opinion of AIPPI on the basis of previous Resolutions before the next ExCo meeting takes place.



Felipe Claro President of AIPPI



Carlo Maria Faggioni Chairman, Organizing Committee for AIPPI 2016 Milan



You are most welcome to attend our Annual AIPPI World Congress at the Milano Congressi (MiCo), on September 16-20, 2016.

We invite you to be a sculptor of the future IP system. Thanks to the fine work of the Organizing Committee, we will have a superior IP event, both professionally and socially speaking.

The generous voluntary work of the different committee members will help to analyze the current IP and innovation trends, which provide the necessary fuel to move the Association forward and to produce an impact within the IP community. AIPPI is committed to embracing and adapting to all necessary changes to improve and harmonize the global IP system, taking into account a healthy balance between IP rights holders and IP users.

The Scala Theater and other attractive venues have been selected for the cultural evening and the closing dinner will be offered in the Hangar Bicocca, a former industrial plant that has become a renowned cultural venue. Apart from that, the city offers many different places to visit according to your personal taste.

Ci vediamo a Milano!

Renata Righetti Pelosi President AIPPI Italy

This year the AIPPI World Congress is taking place during a rather complex economic period in the world's history. Ongoing globalization of markets is providing tremendous opportunities, but at the same time presents new and difficult challenges for traditional systems, threatening their ability to compete and survive.

In this framework, Milano offers much food for interesting thought. Milano represents a natural crossroads, where diverse aspects find an unusual common point of harmony. Milano has its roots in an ancient history which evolved from different populations, cultures and traditions. But, at the same time, it is at the forefront of a modern industrial and future-oriented business area of Europe. It is a centre of excellence for the study of technology and law, and a wellspring of Italian inventive and artistic genius, all while offering to residents and visitors alike ground for enjoying "la bella vita".

So, we would like to think that the choice of Milano for the AIPPI World Congress does not fall by chance, but should be seized upon as an occasion for constructive debate and open dialogue and for cooperation to enhance our world in ways great and small, all in the tradition of AIPPI and aimed at achieving economic growth and societal evolution – the same tradition and evolution that we will offer you also with the social and cultural programme of the Congress.

We extend our warmest welcome to each of you as we look forward to the technological, legal and diplomatic resources that we will share, leading to enlightened resolutions, where precedence is always taken by an advantageous balance between different interests, between tradition and progress, between IP protection and free competition, with due respect for varied cultures and their values, in an attempt to promote growth with harmony, improvement of the human condition and health of the earth.

So, thank you all for your participation and ... enjoy Milano!

AIPPI 2016 Milan - Programme at a glance (may be subject to change)

07.30 - 08.00				Saturday - Sept 17, 2016	2016			Sunc	Sunday - Sept. 18, 2016	2016			Monday - Sept. 19, 2016	pt. 19, 2016		Tuesday	Tuesday - Sept 20, 2016		
7.30 - 08.00																			
							RGT, PC					RGT, PC, SCs Leadership						0	07.30 - 08.00
08.00 - 08.30							Breakfast					Breakfast						0	08.00 - 08.30
08.30 - 09.00		Briefing f	Briefing for Study Committee Leadership (only)	mittee Leaders	hip (only)			Panel Session									Panel	0	08.30 - 09.00
09.00 - 09.30		Study	Study	Study	Study			Brexit – Implications for IP	<u> </u>			Plenary	Pharma Session 1	Panel		Plenary	×ð		09.00 - 09.30
09.30 - 10.00		Committee meeting	Committee meeting	Committee meeting	Committee meeting		Hot topics for		Standing	Standing	Networking	=	Patentable	Session V				Session X EU TM	09.30 - 10.00
10.00 - 10.30		(Patents)	(General)	(Design)	(Copyright)		Sydney 2017		commutee meetings	Lommittee meetings	Italian cafe	General	subject matter	IP & tashion		Copyright	implications pa	<u> </u>	10.00 - 10.30
10.30 - 11.00				Coffee break					Coffee break				Coffee break			c	Coffee break	1	10.30 - 11.00
11.00 - 11.30		Study	Study	Study	Study			Plenary Session Standing	Standing Committee	Standing Committee	Networking	Plenary	Pharma	Panel Session VI			Panel Session IX	Panel	11.00 - 11.30
11.30 - 12.00		Committee meeting	Committee meeting	Committee meeting	Committee meeting		Sydney 2017 0	Committee on IP & Green Tech	meetings	meetings	Italian cafe	Session II	Session 2	Computer implemented		Session IV U Copyright		⇒	11.30 - 12.00
12.00 - 12.30		(Patents)	(General)	(Design)	(Copyright)							General	DIOSITIIIAIS	technologies			implications		12.00 - 12.30
	Bureau Lunch with					Lunch Bureau with	Ż	Networking Lunch		Luncn 1 Judges' panel The role of experts in lititation	an I panel rts in litication			Lunch 2 The FPO – setting the pace	the pace			-	12.30 - 13.00
	Statutory Committee Chairs		Study Comn	Study Committee Lunch		Guests				(ticketed event)	event)	Networking Lunch	ng Lunch	for the 21st Century	entury	Netw	Networking Lunch		13.00 - 13.30
13.30 - 14.00														(ticketed event)	ent)			-	13.30 - 14.00
14.00 - 14.30		Study	Study	Study	Study	NGO	Plenary	Panel Session	Panel Session		Corrotorioc 8	Plenary	Pharma	Panel				-	14.00 - 14.30
14.30 - 15.00 Counc	Council of Presidents' meeting	Committee meeting	Committee meeting	Committee meeting	Committee meeting	Coordination meeting	_	 8 food	II Contributory		Jeurelaires & Treasurers	Session III	Session 3	Session VII Digital Single		Executi	Executive Committee II	1	14.30 - 15.00
15.00 - 15.30		(Patents)	(General)	(Design)	(Copyright)				Infringement		meeting and O&A session	resigns	UNITER RADES	Market				-	15.00 - 15.30
15.30 - 16.00 CoP	CoP coffee break			Coffee break				Coffee break					Coffee break	break		CC	Coffee break	1	15.30 - 16.00
16.00 - 16.30				In-house meeting	meeting		Plenary	ssion	Panel Session			Plenary	Pharma	Panel	Independent members'			-	16.00 - 16.30
16.30 - 17.00		Executive Committee I	Committee I	(closed meeting)	neeting)		_	Developments				Session III Designs	Session 4		meeting	Evacuti	Everutive Committee II		16.30 - 17.00
17.00 - 17.30							Patents	in Gls	4111/441				Antitrust	Priority rights		FVECUI			17.00 - 17.30
17.30 - 18.00		Plenary Session	Session	i		-												1	17.30 - 18.00
18.00 - 18.30		Standing Committee	Committee	First Time Att Information s	First Time Attendees & Young Members Information session and welcome drink	ig Members come drink												1	18.00 - 18.30
18.30 - 19.00		on Patents	atents						Women in AIPPI (Café Trussardi)									1	18.30 - 19.00
19.00 - 19.30			Weld	Welcome Drink (MiCo)	iCo)													1	19.00 - 19.30
19.30 - 20.00																		-	19.30 - 20.00
20.00 - 20.30 Counc	Council of Presidents' dinner		do	Opening Ceremony (MiCo)	Λu													2	20.00 - 20.30
20.30 - 21.00	(Mireo Nazionala dalla															1		2	20.30 - 21.00
21.00 - 21.30 Scienza	Scienza e della Tecnologia						ΞĘ	Cultural evening (Teatro alla Scala)		Cultural evening	svening					Clo (Han	Closing Dinner (Hangar Bicocca)	2	21.00 - 21.30
21.30 - 22.00 "Leon	"Leonardo da Vinci")		We	Welcome Reception	uo					(Pinacoteca di Brera)	a di Brera)							2	21.30 - 22.00
22.00 - 22.30	-			(MiCo)														2	22.00 - 22.30
22.30 -																			22.30 -

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Plenary Sessions for Standing Committee proposals for Resolutions for all participants	for all participants
Plenary Sessions for Study Questions	for all participants
Pharma Day Panel Sessions	for all participants
Patent Panel Sessions	for all participants
High Technology Panel Sessions	for all participants
Copyright/Trademark Panel Sessions	for all participants
General IP Panel Sessions	for all participants
Sydney 2017 Study Questions	for all participants

for Study Committee Leadership only	for all Study Committee members	for all participants	by invitation only	ticketed event	for all participants	for all participants
Briefing for Study Question Leadership for Study Committee Leadership only	Study Committee meetings	ExCo meetings	Designated events	Panel lunches	Evening events	Standing Committee meetings

Patents

Added matter: the standard for determining adequate support for amendments

Sunday, September 18, 2016 from 14.00 to 17.30 Room: Red 1-2

In most jurisdictions, a patent applicant is entitled to make amendments to a patent application during the application procedure. By this process the applicant can address objections raised by a patent office, attempt to ensure that granted claims are patentable vis-à-vis prior art and satisfy other local requirements. The nature of amendments is restricted, principally on public policy grounds, so that the applicant cannot go beyond what was placed on file in the patent application at the filing date to the detriment of third parties. It must be possible for third parties to understand the scope of patent protection being applied for, including amendments that might be made after filing.

The statutory requirements defining the extent to which amendments are permitted vary between jurisdictions. Cases from national courts and various patent offices have often looked at the issue of added matter and support for amendments, but have arrived at different positions as to how this requirement should be fulfilled. At the European Patent Office (EPO), allowable amendments have been restricted to amendments that have "direct and unambiguous" basis in the original application. This has set a high bar on the nature of amendments that may be made, in contrast to the more liberal approach in the US. In 2014, the EPO convened a symposium on the added matter requirement that tended towards a liberalisation of the strict EPO approach. This was reflected in revised examination guidelines, in part concerning added matter.

Further, in many jurisdictions, it is possible to raise a post-grant objection to a patent in situations where an amendment has been made during the application procedure which contravenes the requirements by which such amendments are permitted.

This Study Question addresses the requirements for making amendments to patent applications and patents, and in particular, the requirement to avoid adding matter during the application procedure, and the knock-on effect this has for post-grant proceedings.

General

Security Interests over Intellectual Property

Monday, September 19, 2016 from 09.00 to 12.30 Room: Red 1-2

Intellectual property rights (IPRs) often comprise a significant share of the assets of high-tech companies. Such companies are increasingly using their IPR portfolios as collateral to secure monetary claims of capital providers in the context of loans, forfaiting, venture capital investments and other forms of investment. Common forms of collateral are e.g. pledges, mortgages, equitable, fixed or floating charges.

In particular, in the case of international financial transactions, the practical use of multinational IPR portfolios as collateral is directly impacted by the predictability, feasibility and effect of the available security interests in the relevant jurisdictions.

In this Study Question, AIPPI studied the legal position in relation to security interests over registered IPRs, namely patents, trademarks and designs to determine whether changes are desirable to facilitate (or enable) the creation, perfection and enforceability of such security interests. AIPPI also studied the question of applicable law in relation to security interests over such IPRs.

AIPPI's study demonstrates that the legal regimes regarding the use of these IPRs as security interests vary from country to country to a significant degree, hampering the feasibility of international financial transactions involving security interests over IPRs.

Therefore, harmonized provisions specifically regulating security interests over IPRs seem to be desirable, including clear substantive law governing the availability and effect of security interests over IPRs in the absence of contractual provisions, as well as conflict of law rules.

Designs

Requirements for protection of designs

Monday, September 19, 2016 from 14.00 to 17.30 Room: Red 1-2

António Campinos, Executive Director of the EUIPO, will introduce this session.

Different countries have varying definitions of (and names for) "designs", with corresponding varying requirements for any available protection, eg novelty, individuality, originality, aesthetic value. In this Study Question, the term "design" means a registered or patented intellectual property right that specifically protects the outward appearance or ornamentation of an object or article of manufacture.

This Study Question concerns the definition of and the requirements for the protection of designs, with a particular focus on the role of functionality, including in relation to the scope of any available protection. For the purposes of this Study Question, functionality refers to technical functionality, not "aesthetic functionality", which has its origins in trademark law. In some jurisdictions, functionality may be a bar to design protection. Designs considered to be dictated "exclusively" by their technical function may be ineligible for protection, based on the rationale that such technical features may be protected by other IP rights, eq standard patents, petty patents, utility models or innovation patents. AIPPI has no recent resolutions on the requirements for and scope of design protection in general, nor for functional objects in particular. Not only is the role of functionality in the eligibility for and the scope of design protection a current and controversial topic, AIPPI is regularly represented in fora (eg WIPO, OHIM) where it would be desirable for AIPPI to be able to voice a position on the basis of a resolution concerning these issues.

In addition to identifying the different concepts of designs, this Study Question investigated the requirements for obtaining design protection. In some jurisdictions, novelty may be the only criterion for protection. In others, a design must meet further requirements. Accordingly, this Study Question investigated the various criteria and whether harmonised criteria can be developed.

This Study Question also investigated the role of functionality, in particular the extent to which design protection is denied to functional designs. This is a live issue as many designs have functional elements, which can make them difficult to protect.

Copyright

Linking and making available on the Internet

Tuesday, September 20, 2016 from 09.00 to 12.30 Room: Red 1-2

In 1996, the World Copyright Treaty (WCT) introduced the "making available right" which includes the right of the copyright holder to make available to the public a work in such a way that members of the public may access the work from a place and at a time individually chosen by them. Although the making available right is almost 20 years old, open issues remain.

If a copyrighted work is offered on the Internet to an international audience, cross border use will readily occur. It is therefore relevant whether the making available right is harmonised internationally, or whether any further harmonisation is necessary.

The treatment of (hyper)linking is a current issue. The CJEU determined in "Svensson" (C-466/12) that linking is an act of communication and will amount to a making available to the public where the work is communicated to a "new public", being the "public" a rights holder did not take into account when the work was initially communicated. Accordingly, linking content that is already available to the public on a third party website does not infringe copyright. Arriving at the same result by different reasoning, a Japanese court has held that embedding does not infringe the making available right because the person communicating the content to the public is the operator of the original website where the content was initially uploaded, not the person doing the embedding.

The CJEU followed the "Svensson" reasoning, in "Bestwater" (C-348/13) in relation to framing. The CJEU did not address the treatment of links to illegal content (ie released into the public domain without the copyright holder's consent) in either decision.

The US has not implemented the WCT making available right as a separate right. Rather, the right is encompassed in existing rights of distribution of copies to the public and public performance under US law. Liability under US law is analyzed under traditional concepts of direct and secondary liability for copyright infringement.

AIPPI's workshop at the Toronto Congress in 2014 on copyright aspects of embedding, framing and (hyper) linking, revealed a number of open issues, as well as different treatment in different jurisdictions, making it timely that AIPPI has conducted this more detailed study.

Additional Panel Session Panel Session Brexit – Implications for IP

Sunday, September 18, 2016 from 08.30 to 09.30 Room: Red 1-2

Moderator:

Prof. Cesare Galli, IP Law Galli (IT)

Speakers:

- Tobias Dolde, Noerr LLP (DE)
- Francesca Giovannini, Osha Liang (FR)
- Gordon Harris, Gowling WLG (UK)

AIPPI is pleased to announce that the professional development programme of the Congress will now commence with a briefing on the implications of the Brexit vote for IP rights in the UK and the EU. Our panellists will debate topics including:

- possible changes to substantive IP laws where they have been harmonized at EU level
- the role of national case law once the Court of Justice for the European Union is no longer competent for prejudicial interpretation regarding the UK law
- the role of the EPO in maintaining harmonisation of the interpretation of the substantive rules of patent law
- enforcement strategies in cases with cross-border issues,

as well as the implications for:

- the EU IPR Enforcement Directive
- Brussels Regulation /Rome II and service issues
- the European Digital Single Market
- the Biotech Directive
- Customs seizures
- exhaustions of rights
- licensing, settlements and competition issues
- transitional provisions

The panel will also explore the treaty implications relevant to various proposals for managing IP in the context of Brexit as well as the different impacts on IP as a function of the different models the UK could adopt outside the EU, such as the Norway model, bilateral agreements or a WTO-only model.

Pharma Session 1

"In(gene)ious" but not patentable? Patentable subject matter

Monday, September 19, 2016 from 09.00 to 10.30 Room: Blue 1-2

Moderator:

- Penny Gilbert, Powell Gilbert (UK)
- **Speakers:**
- Manisha Desai, Assistant General Patent Counsel, Eli Lilly (US)
- Denise Hirsch, Director, Protection and Institutional Partnerships, Inserm Transfert (FR)
- Gesheng Huang, Zhongzi Law Office (CN)
- Justice John Nicholas, Federal Court of Australia (AU)

The patentability of inventions relating to genes, stem cells or other biological material, dosage regime and diagnostic testing, amongst other topics, has always been of primary importance for the life sciences industry – from fundamental research institutes to pharmaceutical companies.

Recent years have seen an apparent reversal in the approach to patentability. The US Supreme Court seems to have abandoned its "anything under the sun" doctrine with its very restrictive decisions in the Prometheus and Myriad cases; Australia seems to be following suit.

Paradoxically, in light of how difficult it was to adopt, Europe seems to have been insulated from this trend by the operation of the Directive on the legal protection of biotechnological inventions, although the Directive leaves many issues open. The evolving position in Asia is uncertain and far from uniform.

This panel session will review the current state of the law and policy trends in relation to patentable subject matter in key jurisdictions. In particular, it will focus on the consequences for industry of these recent changes. The panel will also discuss the question of what the appropriate boundaries for patentable subject matter should be.

Pharma Session 2 Biosimilars – similar but different?

Monday, September 19, 2016 from 11.00 to 12.30 Room: Blue 1-2

Moderator:

- Dominic Adair, Bristows (UK)
- Speakers:
- Fritz Reiter, Regulatory CMC Manager, Sandoz GmbH (AT)
- Dr. Mei-Hsin Wang, China BioMedical & Technology Application Association (TW)
- Bryan Zielinski, Vice-President, Patents, Pfizer (US)

Medicines made via biotechnology involving living organisms are more complex than conventional medicines (also referred to as small molecule drugs). Being made of chemical substances, the structure of a small molecule drug can be identified, and an identical compound can be synthesized. As the copy can be considered bioequivalent, regulatory authorities can be confident this generic version should produce the same result in patients.

Biologic medicines are more difficult to identify and characterize. While a biologic has no generic "equivalent", from a regulatory perspective, "biosimilars" are expected to have no clinically meaningful difference for the patient in terms of safety and efficacy, and should be highly comparable to the reference biologic medicine. Some regulatory authorities further distinguish biosimilar medicines by whether they are also "interchangeable" with the reference product. Interchangeable medicines are also expected to produce no different results in any patient, even if alternated with the reference product.

Many innovator biopharma companies have developed or are developing biologics. Competition from biosimilars and interchangeable products is growing. Because they may differ structurally from the reference product, they may not fall within any relevant patent claims covering the reference product.

Around the world, regulatory agencies have taken varied approaches to approval of biosimilar and interchangeable products. This may have implications for substitutability and flow-on pricing decisions. There are also implications for exclusivity, whether by patent protection or other means. This session will involve examination of these issues by a variety of both regulatory and patent specialists, including in house counsel.

Pharma Session 3 Skinny Labels – wide impact

Monday, September 19, 2016 from 14.00 to 15.30 Room: Blue 1-2

Moderator:

- Thomas Bouvet, Véron & Associés (FR)
 Speakers:
- Karsten Königer, Harmsen Utescher (DE)
- Mark Ridgway, Allen & Overy (UK)
- Neil Trueman, Director of European IP Strategy, Mundipharma (UK)
- Larry Welch, Senior Director, Assistant General Patent Counsel, Eli Lilly (US)

The development of new drugs is highly expensive, with an accompanying high risk of failure. Drug development based on the success of a known active ingredient – a "second medical use" – reduces the risk that the active ingredient is not suitable for human application. Such new uses often provide critical solutions to unmet medical needs. However, the ability to obtain and enforce patent protection for second medical uses varies between jurisdictions.

The legal uncertainty arising from variation as to the form and availability of claims to second medical uses is particularly acute when patent protection for the original use has expired, but there is a patent in force covering the new use. Generic drugs may be approved for the original use, but with a label which omits any mention of the second use – a "skinny" label, or a label which expressly disclaims the second use. Notwithstanding the patent position, medical practitioners may prescribe, pharmacies may dispense, and patients may use the generic drug not only for the original use.

This raises issues for establishing infringement, including whether (for example) the supplier of the generic drug can be held to have induced the infringement of the second medical use patent; or who may be liable at all, if the actual infringer is the patient. German and British courts have recently reached diverging positions as to the scope of protection of second medical use patents when it comes to so-called skinny labeling or off label use. US courts are also grappling with issues of contributory infringement.

The question is therefore how to enforce patents on second medical uses in these circumstances. Panelists from the US, Europe and Asia will discuss what claim formats are available, the protection they can provide and the best approaches to protect these important inventions.

Pharma Session 4

Antitrust and Pharma – seeking a balance

Monday, September 19, 2016 from 16.00 to 17.30 Room: Blue 1-2

Moderator:

Duncan Ribbons, Redd Solicitors (UK)

Speakers:

- Prof. Michael Carrier, Rutgers University School of Law (US)
- Commissioner Gabriella Muscolo, Italian Antitrust Authority (IT)
- Yoichi Okumura, General Manager Intellectual Property, Takeda Pharmaceutical Company Ltd (JP)

While national patent and competition (also referred to as "anti-trust") laws can rightly be viewed as two complementary policy regimes for governments to use in the promotion of robust and efficient economies, there has always been a natural tension between the two given that one grants monopoly rights while the other typically is directed to promoting freedom of competition and the avoidance or limitation on monopoly power in the marketplace.

For example, while patent protection has for many years been one of the key elements to promoting investment in R&D in the pharmaceutical industry, there is an increasing focus by governments, NGOs and others on ensuring that the benefits of any such patent rights be balanced with the public policy goals of providing access to affordable healthcare to individuals and controlling healthcare costs incurred by governments and health care providers.

This panel session will consider the complimentary yet competing goals of patent and competition laws in the context of the pharmaceutical industry. This will include consideration of the various means which seek to achieve an appropriate balance between the two regimes. These include the available patent protection, enforcement mechanisms including settlement considerations, pricing restraints and licensing/assignment considerations. The Italian Antitrust Authority is regarded as a "trailblazer" with some recent decisions in this context; its recent activities will be examined along with perspectives from a variety of other jurisdictions.

Panel Session I General IP – Buon appetito! IP & Food

Sunday, September 18, 2016 from 14.00 to 15.30 Room: Blue 1-2

Moderator:

Fabrizio Sanna, Orsingher Ortu (IT)

Speakers:

- Andrea Chianura, Counsel IP & International Business, Group Legal Department, Lavazza (IT)
- Daniele Lingua, IP Director, Ferrero Group (IT)
- David Postolski, Gearhart Law (US)
- Cornelis Schüller, Group Head of Patents and Assistant Vice-President, Nestec Ltd. (CH)

The food industry is an IP-intensive industry.

The Milan EXPO 2015 "Feeding the planet, energy for life" was represented by 145 countries and attracted more than 22 million visitors, underpinning the indisputable and fundamental relevance of the food industry. While the financial figures for food are difficult to categorise and measure, many analysts agree that the food industry – agribusiness and packaged food – is not only one of the world's largest industries, but also one of the fastest growing.

Every food sector business creates various forms of IP, across the full spectrum of IP regimes. In addition to the more traditional role of trademarks in any branding strategy, trademarks play a role in protecting rights in food design and food packaging, the issues including the subject matter and scope of protection conferred by collective marks and (non-traditional) shape marks. Patents can protect not only the composition of the food itself but also innovation in food technology – how food is made, processed and packaged. Design rights which can protect food shapes, textures or materials; and copyright and trade secrets (such as in relation to recipes and descriptions of techniques), each also have a role to play.

This panel session will explore and illustrate the key issues for IP protection in the food sector.

Panel Session II

Patent – Infringers without borders – current issues in contributory infringement

Sunday, September 18, 2016 from 14.00 to 15.30 Room: Yellow 1-3

Moderator:

- Emily O'Neill, IP & Litigation Counsel, Spectris (UK)
- Speakers:
- MaryAnne Armstrong, Birch Stewart Kolasch Birch LLP (US)
- Prof. Dr. Matthias Leistner, University of Bonn (DE)
- Yanfeng Xiong, China Patent Agent (H.K.) Ltd (CN)

Particularly in the high-tech arena, patent claims to a process or method often include steps that could conceivably be performed by multiple actors, rather than a single actor of all the steps of the claimed process or method. This is relevant to proving infringement, including whether the rights holder may need to rely on contributory or indirect infringement.

Last year, in the remanded case of Akamai, the United States Court of Appeals for the Federal Circuit found "direct infringement" of a method patent in circumstances where not all of the steps were performed by the defendant alone. In the same case, in 2012, the CAFC initially made a finding of "contributory infringement" despite no finding of "direct infringement".

Whether patent claims of this type should be capable of being infringed by multiple actors, and whether any finding of infringement is on the basis of direct or indirect infringement is a topical issue not only in the US but in other jurisdictions. These issues are compounded in the context of cross-border infringement, where the multiple actors may be located in different jurisdictions, and subject to different laws of patent infringement.

This panel session will look at how different jurisdictions have tackled these issues, including the practical implications for proving patent infringement and best practice in claims drafting.

Panel Session III Copyright/Trademark – An indication of developments in GIs

Sunday, September 18, 2016 from 16.00 to 17.30 Room: Blue 1-2

Moderator:

Giulio Sironi, Vanzetti & Associates (IT)

Speakers:

- Federico Desimoni, Director, Consorzio Tutela Aceto Balsa MiCo di Modena (IT)
- David Muls, Senior Director, Law and Legislative Advice Division, Brands and Designs Sector, WIPO
- Miwako Takimura, Seiwa Patent and Law (JP)

The new Geneva Act of the Lisbon Agreement was adopted on 20 May 2015, but not without enormous controversy stemming from fundamental differences in the systems for the protection of geographical indications **(GIs)** around the world as well as concerns about the effect of the changes. While some countries see the new Act as a major improvement in the protection of GIs, others consider it a step backwards.

This panel session will provide a general overview of the provisions introduced in the Act and review whether the new Act is aligned with trademark law in particular – such as whether GIs may coexist with prior trademarks – and IP law more generally.

The panel will furthermore examine reactions to the Act in different jurisdictions looking at the practical implications of the Act and, in relation thereto, whether the Act is consistent with the goals set at the outset of the negotiations. While the "Lisbon members" from central and southern Europe who drove the agreement consider it will improve global protection for GI products, a number of major economies (including the United States, Japan, Australia and South Korea) argued it would adversely affect their respective economics. This panel will explore the interplay between economic perspectives and traditions of various countries in this context.

Illustrated by topical examples, this panel session will be of interest to a worldwide audience, and of particular interest to those coming from countries (such as our host country Italy) that attach great value to local typical products.

Panel Session IV General IP -

Top IP tips: the TPP and the TTIP

Sunday, September 18, 2016 from 16.00 to 17.30 Room: Yellow 1-3

Moderator:

Sharon Israel, Mayer Brown / President, AIPLA (US)
 Speakers:

- Lauma Buka, Policy Officer-Trade Negotiator, European Commission, DG Trade
- Guillermo Carey, Carey (CL)
- Sheena Jacob, Joyce A Tan & Partners (SG)
- Antony Taubman, Director, IP Secretariat, WTO

In February 2016, the Trans-Pacific Partnership (**TPP**) was signed by twelve countries in the Pacific Rim region: Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the United States and Vietnam. The TPP is currently the largest ever free trade agreement representing more than 40% of the world's GPP and 25% of its trade. It has been described as an economic integration that 'competes' with Europe.

While the TPP spans many areas of trade, this panel session will focus on the TPP's comprehensive IP provisions, many of which were very contentious in the negotiations. These include data exclusivity, patent linkage, term of copyright protection, ISP safe harbors, GIs, grace period and statutory damages. The TPP has many TRIPs-plus clauses that will no doubt require changes to the IP laws of many of its parties.

The Transatlantic Trade and Investment Partnership (**TTIP**), which is currently under negotiation between the United States and Europe, has attracted relatively less controversy than the TPP, but which is also expected to have comprehensive IP provisions.

This panel session will look at the IP agreements made under the TPP, the purpose of such agreements and the implications for the member states that have signed the TPP. The panel session will also look at the possible impact of the TPP on the TTIP and other issues that are emerging in the TTIP negotiations.

Panel Session V General IP -

IP & Fashion: protect your style

Monday, September 19, 2016 from 09.00 to 10.30 Room: Yellow 1-3

Moderator:

Aurélia Marie, Cabinet Beau de Loménie (FR)

Speakers:

- Nicolas Martin, Head of IP, Hermes (FR)
- Christopher V. Carani, Esq., McAndrews, Held & Malloy, Ltd. (US)

The global fashion industry is estimated to be worth around US\$1.2 trillion. It is also a very IP-intensive industry with the application of intellectual capital to the creation and marketing of products from high end couture houses to ready-to-wear and street fashion clothing lines.

IP has a role to play in protecting the appearance of articles, ornamentation and elements of fashion products. Copyright, designs, trademarks and unfair competition all immediately come to mind, with the many iconic brands across the full spectrum of the fashion industry. Also important is patent protection for technical innovation in e.g. fabrics and textiles, and the protection afforded by trade secrets to business models and production techniques.

IP protection for items of fashion is important to incentivising the continuous generation of creative ideas in an industry which employs tens of millions of people worldwide, and to encourage ongoing investment in time and capital. The enforcement of IP rights is essential to protect technical innovation, and to prevent the proliferation of the counterfeit goods and copycat products that can flood the market quickly after the launch of a new product line. On the other hand, fashion often borrows and builds upon what has come before, and following a trend may as such not constitute an infringement.

Against a background where all financial forecasts point to trends of expansion and disruption in the global fashion industry, and the associated opportunities and risks that creates for IP, this panel session will focus on key issues and challenges for IP protection in this sector.

Panel Session VI

High Technology – Computer implemented technologies: patentable?

Monday, September 19, 2016 from 11.00 to 12.30 Room: Yellow 1-3

Moderator:

 Ralph Nack, Noerr / Assistant Reporter General, AIPPI (DE)

Speakers:

- Richard Beem, Beem Patent Law (US)
- Jonathan Moss, Hogarth Chambers (UK)
- Kenichi Nagasawa, Group Executive of Corporate Intellectual Property & Legal Headquarters, Canon inc / President, AIPPI Japan (JP)

The patentability of computer implemented technologies has been under the spotlight since Alice Corp v CLS Bank began its journey to the US Supreme Court. In 2014, the US Supreme Court decided that the patent claims in issue were invalid as being directed to an unpatentable 'abstract idea'.

This decision has had a significant effect on patent issuance in the United States for computer implemented technologies. Some commentators have suggested that both the courts and the USPTO are unsure how to interpret or apply the decision with any consistency. Others have speculated that the approach is similar to that which has been practised by the EPO for many years.

At the very least, there is significant uncertainty among IP practitioners worldwide as to where the boundaries lie in many jurisdictions concerning what is patentable in the field of computer implemented technologies. Even in jurisdictions traditionally regarded as more liberal, there seems to be a trend towards curtailing the scope of patentability in this area.

This panel session will compare the current state of the law in key jurisdictions, including in the US and Europe, and elsewhere where there have been recent decisions. In line with AIPPI's ongoing goals, the session will also examine whether there is scope for clarification of practices and harmonisation, as well as providing practical recommendations for overcoming subject matter rejections during prosecution.

Panel Session VII

High Technology – No frontiers: the European Digital Single Market

Monday, September 19, 2016 from 14.00 to 15.30 Room: Yellow 1-3

Moderator:

Stefan Naumann, Hughes Hubbard (FR)

Speakers:

- Anna Herold, Member of the Cabinet of the Commissioner for Digital Economy & Society, European Commission
- Julia Reda, German Pirate Party / Member of the European Parliament (DE)
- Ted Shapiro, Wiggin (UK)

It was the number 1 priority of Jean Claude Juncker, when he became European Commission President in 2014, to create "a digital single market for consumers and businesses". Since then, the Commission has been intensively working on developing the idea of such "DSM". While broader than IP, copyright is a clear focus of the Commission's DSM strategy "towards a modern, more European copyright framework." One example is the proposal for a regulation to ensure cross-border portability of online content services which would enable consumers to use their payTV services more broadly in EU countries.

The existing EU copyright directives are also under review. The EU Cable & Satellite Directive may be extended to regulate internet re-transmissions and to allow a European-wide dissemination of certain broadcasting content on the internet, under a country of origin rule. The exceptions and limitations of copyright are also under review, with the aim of achieving a higher level of pan-European harmonisation. The Commission also is looking to ensure fair remuneration in copyright, and at closing possible "value gaps" which may currently support the business models of certain online service providers.

Experts from the European Commission and stakeholders from relevant interest groups will explain and discuss the current status of the DSM project where it will take European copyright law in the future, and necessarily the scope of exhaustion of copyright. In addition to what stakeholders need to know to navigate the new world of the DSM, the panel will provide insights to assist practising copyright lawyers in advising their clients.

Panel Session VIII

Patents – Prioritising priority rights

Monday, September 19, 2016 from 16.00 to 17.30 Room: Yellow 1-3

Moderator:

 Koen Bijvank, V.O. Patents & Trademarks / President, AIPPI Netherlands (NL)

Speakers:

- Tobias Bremi, Isler & Pedrazzini (CH)
- Abe Hershkovitz, Hershkovitz & Associates (US)
- Jennifer Jones, Bird & Bird (UK)

The Paris Convention provides for right holders to make a claim to priority across multiple countries and regions, and thereby extend rights internationally. This is a fundamental aspect of the international system for acquiring IP rights. However, certain requirements need to be fulfilled when making a claim to priority. If it is determined later that one or more of the requirements have not been met, this can have a devastating effect on the validity of rights in individual jurisdictions.

In recent years, certain jurisdictions have considered the requirements for making a valid claim to priority, particularly in respect of the requirement for the priority claim to be made by the original applicant or their successor in title. Often the rules governing the succession of IP rights are set by a different jurisdiction. This has led to difficulties in determining whether there is a valid transfer of a priority right.

This panel session will examine the requirements for claiming priority as set out in the Paris Convention, and go on to consider the potential pitfalls for right holders, in terms of both validity and litigation impacts. The panel will also examine how these can be avoided and strategies to mitigate possible problems. The discussion will cover the practice and case law from key jurisdictions, as well as the jurisdictional issues that can arise.

Panel Session IX Patent – The UPC – Brexit or business as usual?

Tuesday, September 20, 2016 from 08.30 to 12.30

Room: Blue 1-2

Part 1 – Brexit implications for the UPC Moderator:

Thierry Calame, Lenz & Staehelin (CH)

Speakers:

- Daniel Alexander QC, 8 New Square, Intellectual Property (UK)
- Margot Fröhlinger, Principal Director, Unitary Patent, European and International Legal Affairs, European Patent Office
- Thierry Sueur, Vice-President, Intellectual Property and Vice-President, European & International Affairs, Air Liquide / Chair, Patents Working Group, Business Europe (FR)

Part 2 – UPC Mock trial

Moderator:

Thierry Calame, Lenz & Staehelin (CH)

Judges:

- Justice Henry Carr, High Court (UK)
- Judge Rian Kalden, Court of Appeal, The Hague (NL)
- Chief Judge Marina Tavassi, IP Division, Court of Milan (IT)
- Dr. Matthias Zigann, Presiding Judge, Munich Regional Court (DE)

Counsels:

- Christof Augenstein, Kather Augenstein (DE)
- Peter-Ulrik Plesner, Plesner (DK)
- Mark Van Gardingen, Brinkhof (NL)
- Annsley Merelle Ward, Bristows (UK)

Part 3 – Q&A Moderator:

• Alan Johnson, Bristows (UK)

This year was to mark the countdown to the commencement of the Unified Patent Court (**UPC**). With the unexpected outcome of the Brexit vote in the UK, the first part of this session will now be devoted to a panel discussion covering a range of perspectives on the implications of Brexit on the UPC.

While it is almost certain there will be no clear answers on the Brexit implications by the time of the Congress, the Preparatory Committee is continuing its work assuming entry into force of the UPC.

The second part of this session will be a mock trial operating under the UPC rules. This will be based on a hypothetical case including interesting issues of substantive law and procedural rules, selected on the basis of differences in approaches to these issues by present courts in the EU.

The subject matter (biosimilars) is very topical and of broad interest regardless of the immediate future of the UPC. The panel of judges will hear an application for a preliminary injunction (**PI**), from which there will be an appeal. The claimant and defendant will each be represented by a small team of advocates. In addition to testing the UPC rules, this will provide a variety of national perspectives on advocacy and judicial reasoning in biosimilars litigation and PI applications.

The time for Q&A provides the opportunity for the audience to address questions not only to the mock trial judges, but also experts from user associations, the EPO and private practice.

Copyright/Trademark – Unwrapping the European Trademark Reform Package

Tuesday, September 20, 2016 from 09.00 to 10.30 Room: Yellow 1-3

Moderator:

 Bartosz Krakowiak, Polservice Patent & Trademark Attorneys (PL)

Speakers:

- Luis Berenguer, Member of the Cabinet, Head of the Communication Service, EUIPO
- Marco Ricolfi, Tosetto, Weigmann & Associates / Professor of IP Law, University of Turin (IT)
- Jan Vleck, Reddie & Grose (UK)

The new Trade Marks Directive (Directive 2015/2436) and the new Community Trade Mark Regulation (Regulation 2015/2424) came into force on 13 January and 23 March 2016 respectively. This Reform Package introduces the most substantial changes to EU trademark law since the introduction of the Community trademark, and aims to further harmonise the national trademark systems of the EU Member states.

This panel session will consider the major reforms in relation to some of the key issues wrapped within the package, such as the end of the requirement for graphic representation, the extension of some invalidity grounds previously reserved to shape marks (regarding, in short, the nature of the goods, essential value and functionality) to all trademarks, the new rules on goods in transit and the specification of goods and services covered by the EU trademark. Respectively, the panelists will explain the implications for registration of non-traditional trademarks; the potential impact on trademarks other than shape marks (also in view of the CJEU case law regarding the invalidity grounds at issue); the ability to seize infringing goods in transit through, but not meant for, the EU; and the way in which "class headings" are now to be interpreted literally in determining the scope of trademark protection.

This is in the context of the question to be posed to this panel: what are the issues that are most likely to end up being considered by the Court of Justice of the European Union? The panelists will provide focused guidance on these and other key issues in the course of an interactive discussion to try to predict the issues with which the CJEU (and national courts) will be grappling as a result of this fundamental reform.

Panel Session XI Copyright/Trademark – Speaking freely about parody

Tuesday, September 20, 2016 from 11.00 to 12.30 Room: Yellow 1-3

Moderator:

- Michael Edenborough, Serle Court (UK) **Speakers:**
- Mitsuko Miyagawa, TMI Associates (JP)
- Dale Nelson, Vice-President, Senior Intellectual Property Counsel, Warner Bros. (US)
- Graciela Pérez de Inzaurraga, Hausheer Belgrano & Fernandez (AR)

Satires and parodies are intellectual creations that use an existing work for humour or mockery, for example critiquing or commenting upon a particular social phenomenon or issue.

In most EU Member States, there is an exception to copyright "for the purposes of caricature, parody or pastiche" and copyright protected works can be reused without permission from the rightholders. The parody itself need not be an original work for the exception to be applicable. A satire or parody may also fall under the fair use defence against a claim of copyright infringement where such a defence exists, such as the United States. However, depending on the circumstances and degree of mockery, a satire or parody might also infringe moral rights and/or trademark rights.

Many countries accept that satires and parodies, especially those that embed some form of critique, are a form of expression falling within the ambit of freedom of expression, while nonetheless acknowledging the need to balance this with respect for the rights of copyright and trademark owners.

Any defence of permissible copying from a work will need to be decided on the facts in each case. Courts need to take into account not only the interests and rights of the right holder and the satirist/parodist, but also the rights of others, such as where the satire or parody communicates a discriminatory message. Illustrated by interesting examples, these issues will be explored by panelists from various jurisdictions.

Plenary Session Standing Committee on Patents

Saturday, September 17, 2016 from 17.30 to 19.00 Room: Red 1-2

Many of the world's national and regional patent systems provide a time limit by which a patent application is made public. This is commonly 18 months after the date of filing or priority.

By its Resolution on Question 89 at its Executive Committee meeting in Amsterdam in 1989, AIPPI generally supported the WIPO draft Patent Law Treaty concerning the substantive patent law harmonisation, including Article 6 which provided that patent applications would automatically be made public 18 months after the date of filing of the application or the priority date. The WIPO draft treaty was never finalised.

There have since been further developments towards substantive patent law harmonisation. In 2011, the "Tegernsee Group", comprising the Heads of Offices and representatives from Denmark, France, Germany, Japan, the UK, the US and the EPO was created with the mandate to engage in fact finding on key harmonisation issues. The Tegernsee Group identified 18 month publication as one of those issues, culminating in a 2014 report that included various agreed positions.

The Group B+ was established to progress issues under consideration by WIPO to move forward on substantive patent law harmonisation. Sub-group B+, consisting of representatives from Canada, Denmark, Germany, Hungary, Japan, South Korea, Spain, the UK, the US and the EPO focuses on a package of issues, including publication of applications.

The Bureau decided it was timely to study the publication of applications again with a view to adopting an updated Resolution at the Congress in Milan. This will be discussed in this Plenary Session.

Plenary Session Standing Committee on IP & Green Technology

Sunday, September 18, 2016 from 11.00 to 12.00 Room: Red 1-2

The role of IP in the development and commercialization of technologies for mitigation of, and adaption to, climate change has been much debated in various fora including the Conferences of the Parties (COP) of the United Nations Framework Convention on Climate Change (UNFCCC). An important point of discussion was, and continues to be, the licensing of IP and transfer of technology.

Developing countries have questioned the relationship of the IP system to technology transfer. This focuses on whether the IP system, in particular patents, can serve as a tool for transferring technologies that will help developing countries mitigate and adapt to climate change realities.

In 2014, AIPPI published a report entitled 'Climate Change and Environmental Technologies – The Role of Intellectual Property, esp Patents' prepared by its Standing Committee on IP and Green Technology.

The conclusion of the report was that fundamental changes in IP architecture and laws are not needed in order to support the development, commercialization and use of climate change technologies.

In April 2016, 168 countries have signed the United Nations Paris Agreement on Climate Change. It is therefore timely that AIPPI adopt a Resolution relating to the role of IP, particularly in relation to the development, dissemination and implementation of green technologies. The Standing Committee on Intellectual Property and Green Technology has proposed a Resolution for adoption at the Congress in Milano which will be discussed in this Plenary Session.

All Congress participants are invited to attend.

IP Lunch Panels

IP Panel I

Judges' Panel – Expert Evidence and the Role of Experts

Sunday, September 18, 2016 from 12.00 to 14.00 Room: Silver

Speakers:

- Judge Walter D. Kelley, Jr., Hausferd / former District Judge, Eastern District of Virginia (US)
- Justice John Nicholas, Federal Court of Australia (AU)
- Dr. Massimo Scuffi, President, District Court of Aosta; member of Italian Patent & Trademark Board of Appeals / former Chief Judge of the IP Division of the Court of Milan (IT)
- Chief Judge Ryuichi Shitara, Intellectual Property High Court of Japan (JP)

Moderator:

 Denise DeFranco, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP / President, AIPLA (US)

There is no doubt that expert evidence often plays a determinative role in IP disputes of all kinds. This can include, for example, technical evidence in patent cases, survey or branding evidence in trademark cases, evidence on the aesthetic aspects of works in copyright or design cases, as well as evidence supporting monetary claims. However, the type of evidence, the manner in which the evidence is submitted to the tribunal, the weight it is given, and the overall role and conduct of an expert in the proceeding can vary greatly from one jurisdiction to another.

Moreover, there have been recent court decisions and changes in court practice in numerous jurisdictions dealing with the use of expert evidence, including how such evidence should be treated by appellate courts.

This panel session will look at various issues in relation to the use of expert evidence including the role of the experts themselves, (court appointed versus engaged by a party), and the role and form of expert evidence that may be used in IP cases (live testimony, affidavits, and the (in)famous Australian "hot tubs"). This will be from the perspective of experienced members of the IP judiciary, with both common law and civil law panelists from around the world.

IP Panel II

The EPO – setting the pace for the 21st Century

Monday, September 19, 2016 from 12.30 to 14.00 Room: Silver

Speaker:

Benoît Battistelli, President of the European Patent Office

With 38 member states (and four extension/validation states) reaching a population of 650 million and filings on the increase, the EPO has never been stronger or more influential on the global patent stage. Its 7000 employees include 4200 highly qualified examiners and in 2015 it became the first of the IP5 Offices to be fully ISO certified.

AIPPI is very pleased to have EPO President Benoît Battistelli at this Lunch Session to describe how the EPO is proceeding with its mission to increase both quality and efficiency, while at the same time reducing examination and grant times and controlling costs, and how the EPO sees its role evolving in the years ahead.

LIMITED AVAILABILITY

AIPPI World Congress registrants who have not yet registered for either of the lunchtime IP Panels may be able to do so on-site in Milan by inquiring at the registration desk, Level 1.

Registration fee: EUR 40

Executive Committee (ExCo) Meetings

ExCo I

Saturday, September 17, 2016 from 16.00 to 17.30 Room: Red 1-2 Tuesday, September 20, 2016 from 14.00 to 18.00 Room: Red 1-2

ExCo II

ExCo Meetings are sessions where Delegates from all National and Regional Groups and from the Independent Members discuss and decide upon the future of AIPPI, approve the Resolutions debated in the Plenary Sessions, deal with some a few administrative duties and elect the Officers of AIPPI.

ExCo Meetings are open to all participants.

Special Presentation at ExCo II

An Interview with Russell Slifer of the USPTO

Tuesday, September 20, 2016 from 14.00 to 14.30 Room: Red 1-2

Speaker:

• Russell Slifer, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the USPTO

Everyone is welcome to the ExCo II Meeting for an opportunity to get to know Russell Slifer, appointed USPTO Deputy Director almost 18 months ago, following a short period in the USPTO's Rocky Mountain Regional Office in Denver and 20 years corporate and private practice in IP law. Larry Welch, Chair of the Programme Committee, will interview Mr. Slifer.



In-house Meeting

Saturday, September 17, 2016 from 16.00 to 17.00 Room: White 2

AIPPI appreciates that in-house counsel have common interests relating to their roles and the issues facing their companies. AIPPI provides a session exclusively for in-house participants.

The aim is to provide a forum for discussion and exchange of views on issues of common interest, including to provide feedback on ways in which AIPPI can address the needs of its existing industry members, and attract more members from industry.

Women in AIPPI

Sunday, September 18, 2016 from 18.00 to 19.30 Location: Café Trussardi

Women in AIPPI: now a tradition at AIPPI annual meetings, it provides an occasion for colleagues from all over the world to exchange views and to meet old and new friends.

In Milan, the Women in AIPPI reception will take place at the upscale Café Trussardi located next to the La Scala theatre (inside that famous fashion maison, where some exclusive shopping will be also possible).

As always, the event is intentionally informal.

The Women in AIPPI at Trussardi Café will be a highlight of your Congress experience in Milan.

NO BUS TRANSPORTATION WILL BE PROVIDED

First time Attendees & Young Members

Saturday, September 17, 2016 from 17.30 to 19.00 Room: Green 1-2-3, Foyer

If it is your first AIPPI Congress or if you are a young member, and you would like to better understand the educational, social and networking activities of the Congress, be sure to attend the 30 minute information session. It will be followed by a welcome drink reception at 18:00.



Daily Excursions Schedule

BOOKING IS REQUESTED, PLEASE REFER TO THE TOURS DESK FOR INFORMATION AND AVAILABILITY

Т	Daily excursion ours will always depart from <i>I</i>		
Date	Tour	Time and Meeting point	Duration
Saturday, September 17	Milan Grand Tour	09.30 MiCo	3 hours
Saturday, September 17	Orta San Giulio	08.00 MiCo – 16.00	FULL DAY
Sunday, September 18	Milan Grand Tour	09.30 MiCo	3 hours
Sunday, September 18	Leonardo Da Vinci Tour	14.00 MiCo	HALF DAY/ SOLD OUT
Sunday, September 18	Bergamo & Franciacorta Tour	08.00 MiCo – 17.30	9.5 hours – FULL DAY
Monday, September 19	Milan Grand Tour	09.30 MiCo	3 hours
Monday, September 19	Como & Bellagio Tour	08.30 MiCo – 18.30	10 hours – FULL DAY
Tuesday, September 20	Milan Grand Tour	09.30 MiCo	3 hours
Tuesday, September 20	Leonardo Da Vinci Tour	14.00 MiCo	HALF DAY/ SOLD OUT
Wednesday, September 21	Como & Bellagio Tour	08.30 MiCo – 18.30	10 hours – FULL DAY



Level -1



Level O



Level 1



Level 2



General information Registration & Exhibition

The on-site secretariat, registration desks and exhibition area are located on Level 1.

Opening hours:

Dates	Registration & Welcome Desks	Exhibition
Friday, September 16	07.00 - 18.00	
Saturday, September, 17	07.00 - 19.00	18.00 - 20.00
Sunday, September 18	07.00 - 18.00	09.00 - 17.30
Monday, September, 19	07.00 - 18.00	09.00 - 17.30
Tuesday September, 20	07.00 - 18.00	09.00 - 14.00 + dismantling till 24:00

AIPPI General Secretariat

The General Secretariat is located in Meeting rooms 1 and 2, Level 1.

AIPPI Daily News

A Congress Daily News will be produced every day of the Congress. The Congress Daily News will include coverage of the discussions of the Congress, as well as longer features on topics being discussed. There will be a feature on certain Panel Sessions and Study Questions, based on interviews of the participants and profiles of some of the key speakers at the Congress

The AIPPI Daily News will be distributed in the Registration and Exhibition areas.

Certificate of Attendance

Certificates of Attendance will be provided upon registration.

Language of the Congress

The working language of the AIPPI Congress is English. No interpretation/translation will be provided.

Disclaimer

AIPPI, AIPPI Milano S.r.l., the Organizing Committee, the General Secretariat, the PCO and more generally the organizers cannot accept liability for losses of whatever nature incurred by participants and/or accompanying persons or for loss or damage to their luggage and/or personal belongings.

On-site Facilities

MiCo Convention Center offers the following guest services:

Fully-equipped and staffed First Aid Station

Paperless AIPPI emeeting

Although it cannot be "paperless", the AIPPI Congress is aiming to use much less paper and AIPPI encourages all attendees to help in this effort. To access the usual Congress documents from your laptop, tablet or smartphone, please go to emeeting.aippi. org. (without www) You may also go to Level 1, in the foyer of the Registration area, in front of the exhibition area, and in front or red room, where tablets connected to printers will be provided so that you can print your own copy.

Congress Badges

Event documents and badges should be collected onsite at the registration desk, Level 1.

Name badges must be worn at all times including social functions. Badges will be checked for admission to all events.

Participants Type	Badge Colour
Member of the Bureau and Assistant	Yellow
Council of Presidents	Grey
Participant (Including Guest/Observer)	Blue
Speaker	Green
Sponsor/Exhibitor/Press	Brown
Organizing Committee	Red
Accompanying person	Purple
Staff	White

Badges are Personal and Nominative

Means of identity with photograph (such as a passport or identity card) will be required to receive your badge.

General Information

Shuttle Services

A shuttle service from official hotel venues to the MiCo Convention Center and back to the venues will be available between September 17 and 20, 2016, according to a shuttle schedule which will be distributed upon registration and which will be available in your Hotel upon arrival.

The shuttle service will be set up with multiple meeting points, taking into consideration the different areas in which hotels are located.

Please check the bus line before getting on.

Different lines will be indicated by different numbers and colors to help you find the right bus.

Assistance will be provided by special staff dedicated to the buses, both at your meeting point and upon arrival at the MiCo and including at all Congress evening events where transportation is provided.

Welcome Desk at the Airport

Milan Airports (Malpensa MXP and Linate LIN) will have a Welcome Desk on September 16 and 17 only.

Wifi Access

Wi-fi will be available within the welcome area, meeting rooms, exhibition and networking areas.

Wireless Network: AIPPI2016

Password: aippi2016



Social Evening Events

Council of Presidents' Dinner

(for invited guests only)

Presidents of National/Regional Groups and other Officers will be invited to attend the dinner in this environment rich with icons of inventiveness and human achievement. Guests will have the chance to visit part of the museum, enjoy a cocktail in the famous Leonardo's corridor and spend dinner in a classic atmosphere.

- Date & Time: Friday, September 16, 2016 (19.30 – 22.30)
- Venue: Museo Nazionale della Scienza e della Tecnologia "Leonardo da Vinci"
- Buses will depart from HOTEL MEETING POINTS at the MELIÁ and WESTIN at 19.00
- Return bus transportation will be provided
- Dress Code: Business
- Food and Beverages: welcome standing cocktail followed by seated dinner

Opening Ceremony and Welcome Reception

(included in registration fee)

All registered participants are invited to join the Opening Ceremony that will be held in the Gold Room of the MiCo Convention Centre, followed by a cocktail in the Foyer.

A pre-Opening welcome drink will be offered inside the Exhibition Area located on the Level 1 of the convention centre starting from 19.00 – meet the Sponsors and enjoy Italian Wine.

- Date & Time: Saturday, September 17, 2016 (19.00 – 23.30)
- Venue: Gold Room, MiCo Convention Centre
- Return bus transportation will be provided
- Dress Code: Business
- Food and Beverages: standing regional buffet dinner





Cultural Evening / Teatro alla Scala

(Included in registration fee)

You cannot miss the unique opportunity to take part in this exclusive event. In the magic atmosphere of Teatro alla Scala, a concert will be performed by the Filarmonica della Scala, under the direction of Maestro Riccardo Chailly.

- Date & Time: Sunday, September 18, 2016 (19.15 – 22.30)
- Venue: Teatro alla scala
- NO BUS TRANSPORTATION WILL BE PROVIDED (the theatre is right in the centre of Milan)
- Dress Code: Elegant attire; Jacket and tie mandatory for gentlemen
- Food and Beverages: beverages during intermission

Cultural Evening / The Pinacoteque of Brera

(Included in registration fee)

Take the opportunity to visit one of the most famous museums in Milan and Italy, spending an unforgettable evening among the most renown Italian paintings, and enjoying a standing dinner with your colleagues in a unique atmosphere rich with art and culture.

- Date & Time: Sunday, September 18, 2016 (20.00 – 24.00)
- Venue: Pinacoteca di Brera
- NO BUS TRANSPORTATION WILL BE PROVIDED (the museum is right in the centre of Milan)
- Dress Code: Business casual
- Food and Beverages: standing buffet dinner

TEATRO ALLA SCALA INTESI SINDIOI



Closing Dinner

Join us for a delicious dinner in a very modern location, surrounded by contemporary pieces of art, to be relished in a post-industrial environment.

After dinner, a dance band will keep the party going. A lounge area will allow those who prefer to chat and relax to enjoy the party as well.

- Date & Time: Tuesday, September 20, 2016 (19.30 – 02.00)
- Venue: Hangar Bicocca
- Buses will depart from HOTEL MEETING POINTS at 19.00
- Return bus transportation will be provided
- Dress Code: Black tie or national formal dress
- Food and Beverages: welcome standing cocktail followed by seated dinner

Registration fee for this social event: EUR 150

ABPI Booth No. 19



ABPI, the Brazilian Intellectual Property Association, is a nonprofit organization dedicated to the study and development of intellectual property, notably the right of industrial property, copyright, competition law, technology transfer and other related areas. ABPI is the Brazilian Group of AIPPI and, among other activities, promotes and organizes conferences, congresses and seminars, edits publications on the subject of intellectual property, and permanently maintains 14 Study Commissions and other Working Groups aimed at improving legislation, doctrine and jurisprudence of this branch of law. ABPI is also the center of resolution of domain name disputes, accredited by the Brazilian Registrar, and has a mediation and arbitration tribunal. **www.abpi.org.br**

Aglatech14 Booth No. 12



Aglatech14 is a translation and localisation company that provides services in all the languages of the European Union, as well as some of the major ones of East Asia. Aglatech14 was founded in 2014, acquiring the assets of Aglatech (formerly Aglaia), a company with decades of experience in the field of technical translation and specialising particularly in patent translation, in which the company is the market leader, with more than 20 million words translated between July 2014 and July 2015. We aim to support our clients as language consultants in all fields where technology is synonymous with progress, well-being and cutting edge solutions, using the most up-to-date computer-assisted translation systems.

www.aglatech14.com

AIPLA Booth No. 21

AIPLA

The American Intellectual Property Law Association (AIPLA) is a national bar association, comprised of nearly 14,000 IP attorneys and affiliates from around the world. AIPLA represents a broad and diverse spectrum of members from law firms, companies, and institutions involved in the practice of patent, trademark, copyright, and unfair competition law, as well as other fields of law affecting intellectual property. AIPLA is also the US national group of the Global IP Association AIPPI, now recognized as the AIPPI-US Division.

www.aipla.org

AIPPI 2018 Cancún Booth No. 18



You will be amazed by its unique combinations of wonderful beaches, perfect connectivity, fully equipped infrastructure, archeological sites, ecological and adventure activities, incredible nightlife and an endless number of gastronomical options, from regional fare to the most innovative international cuisine. Enjoy the wonders of the first and the best tourism brand of Mexico. Don't miss this unforgettable experience, from September 23-26, 2018.

www.aippi.org

Exhibitors

AIPPI 2017 Sydney Booth No. 17



The 2017 Congress, 13-17 October, will take place at the new International Convention Centre Sydney, located right on the water in the spectacular Darling Harbour precinct. Just a short hop away from the city centre, and surrounded by restaurants, bars and shops, there is no better location. The Congress will provide the perfect opportunity for you to experience all Sydney and Australia have to offer. With an exciting Social Program, variety of Pre and Post Tours, and dedicated Accompanying Persons Program, your trip 'Down Under' will be one to remember! We look forward to welcoming you to Sydney.

www.aippi.org

Arkadia

With specific expertise in IP documentation and patents, Arkadia Translations is a translation and interpreting agency based in Milan and Brussels. Certified to UNI EN ISO 9001:2008 standard, our mission is to help multinationals, law firms, banks, financial organisations, pharmaceutical and insurance companies to globalise their business. To ensure the highest levels of proficiency in each matter of translation, projects are assigned exclusively to native translators with an extensive background in the specific subject area. All translations are then reviewed in full by a second specialist translator. Arkadia translates and provides interpretation services in 40 languages.

www.arkadiatranslations.com

Arkadia Translations Booth No. 32

Asia Business Law Journal Booth No. 31

ASIA BUSINESS Law Journal Asia Business Law Journal is a new bi-monthly magazine for in-house counsel with the responsibility for all or part of Asia. It clarifies the regulatory environments in all key Asian jurisdictions and arms its readers with the tools to seize opportunity, manage risk, implement effective legal solutions and identify the most capable external advisers. Asia Business Law Journal is published by Vantage Asia.

subscribe@vantageasia.com / www.vantageasia.com

Asia IP Booth No. 1



Asia IP: Navigating the Maze. To keep up-to-date with IP issues from across Asia, you need to subscribe to Asia IP. A vital source of intelligence for IP-owning companies and international law firms that want to keep ahead of key issues in the region, the magazine includes in-depth features, news and analysis designed to meet the information needs of in-house counsel and lawyers. Focusing on the issues behind the headlines, it provides unparalleled access to solutions for companies trying to protect their intellectual assets in Asia, and helps you navigate your way through Asia's IP maze.



Chadha & Chadha IP, An Intellectual Property Firm headquartered in New Delhi with 10 offices across India. The Firm's history traces back to 1967 and has evolved for over four decades into becoming one of India's most prominent IP firms. The Firm comprises of 83 individuals, including 43 professionals and focuses on assisting MNCs, domestic corporations, Universities and Start Ups with protection of their Intellectual Property Rights in India and abroad. The team is best known for it's high-quality and responsive work ethic. Firm's practice ranges from Patents, Trademarks, Copyrights, Designs, Plant Varieties, Emerging IPs to Licensing and Transactional IP.

www.candcip.com

China Business Law Journal (CBLJ) Booth No. 31



China Business Law Journal (CBLJ) is a fully bilingual monthly magazine for Chinafocused in-house counsel and law firms. It provides in-depth analysis of the legal and regulatory challenges facing domestic and international businesses in China and indispensable intelligence on the country's legal market. China Business Law Journal includes regular coverage of intellectual property issues.

subscribe@cblj.com / www.cblj.com

Chadha & Chadha IP Booth No. 22

China IP Booth No. 14



China IP, a magazine comprehensively reporting developments of Chinese IP industry and serving IP professionals in enterprises. Since its establishment in 2004, China IP had been devoting itself to disseminating the philosophy and value of IP globally and efficiently. To date, with the core products of the Chinese, English magazines, our products range from International IP Law Firms directory to newspapers, websites, e-magazines, IP Weekly, WeChat, Weibo, conferences and forums, researches and surveys, etc. **www.chinaipmagazine.com/en**

Chofn Intellectual Property Booth No. 25



Chofn IP is a leading full-service IP firm based in China, with practices covering all areas of intellectual property. Chofn IP provides services related to Patent, Trademark, Copyright, Anti-counterfeiting, Unfair Competition and Trade Secret Law. Practicing IP law at the frontier, the professionals of Chofn IP excel in applying the latest Chinese regulations governing the protection of IP assets. With a growing number of offices in major cities throughout Asia, Chofn IP is committed to providing prompt and pragmatic IP solutions to clients of various sizes and technologies. Chofn IP provides counseling on both domestic matters and international matters through well-established firms worldwide. **www.chofn.com**
Exhibitors

CPA Global Booth No. 36

CPA GLOBAL

CPA Global is the world's leading IP management and technology company. Trusted by many of the world's most respected corporations and law firms, CPA Global empowers a global community to achieve excellence in IP management. We support the day-to-day delivery of IP functions and provide the right information at the right time, enabling professionals to make better IP decisions for the future. Our integrated suite of IP software, services and information is underpinned by an outstanding global team of IP people.

www.cpaglobal.com

Darts-ip Booth No. 15

Our mission at Darts-ip is to help IP professionals do more with case law. In a globalized and digitized world, we thought it was crazy how much effort it used to take to find relevant case law, how inaccessible certain information was and how hard it was to get a global overview. Previously, only a fraction of the valuable information contained in case law had been used and had only been used in a very limited way. We want to fundamentally transform the way in which people search, find and use case law. We want to revolutionize the way IP professionals work. We're here to reinvent the game. www.darts-ip.com

Dennemeyer Booth No. 5

Dennemeyer Group has over five decades of experience in delivering timely, quality intellectual property services. With offices on four continents and ten time zones, we meet your large-scale assignment needs while delivering unmatched local expertise. Denne-DENNEMEYER meyer is ISO:9001 certified. Key service areas include, trademark renewals, patent annuities, recordals, IP management software, TM filing and watch/search services and more. DIAMS iQ, our IP management software, is of modular design and fully adaptable to your organization's particular needs. Whether you represent a corporation or a law firm, Dennemeyer's services will help you maximize the value of your IP assets while mitigating portfolio risk factors.

www.dennemeyer.com

European Patent Office Booth No. 7

& ASSOCIATES

Quality is the hallmark of the European Patent Office. At this year's AIPPI Meeting, the EPO will present the quality improvements to its search and examination standards, especially those concerning the coverage of Asian documentation and the new options and services available for PCT applicants filing with the EPO. As the launch of the European unitary patent draws closer, expert staff will be on hand to address applicants' questions. The Office will also present its Federated Patent Register and Global Dossier projects, both of which bring together reliable legal status information from multiple patent registers.

www.epo.org



Guardia di Finanza Booth No. 9

The Guardia di Finanza is a military Police Force reporting directly to the Minister of Economy and Finance. Its institutional tasks are historically focused on tax and border control, but were gradually expanded to include countering all breaches that harm the economic and financial interests of the State and the European Union. As for the protection of property rights and consumers, the local units are supported by the Special Unit for Intellectual Property Protection through S.I.A.C. (Anti-Counterfeiting Information System), a project cofounded by European Commission and was Entrusted to Guardia di Finanza by the Italian Ministry of the Interior.

www.gdf.gov.it / http://siac.gdf.it

India Business Law Journal (IBLJ) Booth No. 31

INDIA BUSINESS LAW JOURNAL India Business Law Journal (IBLJ) is a market-leading monthly magazine that provides in-depth analysis of the legal and regulatory challenges facing domestic and international businesses in India. Its readers are in-house counsel and private practice lawyers around the world. India Business Law Journal includes regular coverage of intellectual property issues.

cs@indilaw.com / www.indilaw.com

Intellectual Asset Management Booth No. 13



Intellectual Asset Management (IAM) is a unique publication which focuses on the many ways in which intellectual property and other intangible assets can be used to create strategic advantage, build shareholder returns, generate bottom-line revenue and gain greater leverage in the financial markets.

www.iam-media.com

IP-Coster Platform Booth No. 35



IP-COSTER is an online platform, open and free for any person practicing in the field of Intellectual Property. It is designed to facilitate the IP registration process worldwide. IP-COSTER provides accurate cost estimates, direct foreign filings and workflow solutions for patents, trademarks and industrial designs. The platform allows its members to manage IP assets and exchange data with attorneys 24/7. IP-COSTER covers all aspects of national and regional IP regulations all over the world providing a comprehensive guidance in the foreign filing process. All provided information is supported by selected IP-COSTER members.

www.ip-coster.com

IP Pro The Internet Booth No. 26





IPPro The Internet is the go-to industry publication for free news, views and opinion on internet intellectual property. The fortnightly publication and accompanying website—the only free-to-read intellectual property resources around—cover the full spectrum of IP rights as they relate to the internet. IPPro Patents is the go-to industry publication for free-to-read news, views and opinion on patent practice, law and management. The fortnightly publication and accompanying website—the only free-to-read patent resources around—cover the full spectrum of patent law globally, including prosecution, litigation, licensing, management and technology.

www.ipprotheinternet.com

Italian IP Office Booth No. 7





The Directorate General for the Fight against Counterfeiting-Italian Patent and Trademark Office - formulates the national policies of the fight against counterfeiting. In view of the serious impact which counterfeiting has on the macro-economy (national economic system) and the micro-economy (production sectors), anti-counterfeiting policies are a central element of industrial policy and contribute to supporting the competitiveness and innovation of Italian entities. The principal areas of intervention of the Directorate/Office are (i) examining and granting IP titles, (ii) supporting entities in implementing prevention strategies (through education and information initiatives), (iii) increasing the public's awareness of the consequences of counterfeiting (through national and local communication campaigns), (iv) institutional coordination (both national and international), (v) measuring and monitoring the counterfeiting phenomena, (vi) formulating proposal for new/amended regulations, (vii) creating and promoting initiatives for enforcement and territorial monitoring.

www.uibm.gov.it/index.php/inglese

JTI Booth No. 33-34



JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets world-renowned brands such as Winston, Camel, Mevius and LD. Other global brands include Benson & Hedges, Silk Cut, Sobranie and Glamour. With headquarters in Geneva, Switzerland, and about 26,000 employees worldwide, JTI has operations in more than 120 countries. Its core revenue in the fiscal year ended December 31, 2015, was USD 10.3 billion.

www.jti.com

Leaders League Booth No. 16



Leaders League is a media and rating agency for top executives at the international level. We connect senior business leaders to a dynamic network of business information and people sharing a common passion: excellence in leadership and management. Leaders League delivers up-to-date news, in-depth analysis and business insights through a range of formats, from Décideurs Magazine, market intelligence reports, top company rankings and directories to professional events and digital products. **www.leadersleague.com**

Managing IP Booth No. 3



Founded in 1990, Managing IP is the leading source of news and analysis on all intellectual property developments worldwide. Features include: news on major cases, deals and legislation; analysis of strategies and trends; data; interviews and profiles of leading figures in IP; surveys of leading IP firms; and case studies. Managing IP subscribers have full access to the entire website, including in-depth news, analysis and surveys, and the archive going back to 1999. Visit our website for a free trial and to explore further.

www.managingip.com

Minesoft Booth No. 28



Minesoft is a global patent information solutions provider. We develop international searchable databases and other web-based products for Intellectual Property research. We specialise in Patent Information, IP document retrieval, Patent Analytics, Patent Archiving and Competitive Intelligence systems. Our products and services – including PatBase, the global patent database – are designed to help exploit the commercial value of IP and scientific information throughout the innovation process. We serve many Fortune 500/FTSE 10 companies around the world, as well as specialist IP law, patent attorney and search firms.

www.minesoft.com

Novagraaf Booth No. 37



Novagraaf is one of Europe's leading providers of IP services. Headquartered in the Netherlands, we have offices throughout Europe in IP hotspots such as Amsterdam, Brussels, Geneva, London and Paris. With more than 350 dedicated professionals and staff members across 13 offices, we are able to provide a wide range of advisory and management services. Our solutions span the full life cycle of patent, trademark, design and domain name rights, from domestic registrations to complex global portfolios. We offer clients innovative tools for analysis and decision making; IP creation and valuation; IP rights monitoring and protection; IP licensing; and portfolio strategy and management. **www.novagraaf.com**

Park IP Translations Booth No. 38



Park IP Translations, a Welocalize company, provides translation, litigation and filing solutions for patent and legal professionals. We protect our clients' most valued assets and global brands in nearly every jurisdiction in the world. We provide complete translation services in more than 175 languages and filing-ready documentation into more than 60 countries. We are a leader in patent prosecution and validation, litigation, E-Discovery translation and document review, patent translation and foreign filing services. Our value-added services include general legal and corporate document translation, interpretation and on-site language services. Park IP delivers the highest quality translations as a result of our ISO 9001:2008 certification.

www.parkip.com

Patrix IP Helpware Booth No. 30



Patrix is an international intellectual property case management software provider. We have over 20 years of delivering results to a wide base of clients from large law firms and corporations to individual practices and small firms. No matter the size of your practice, we have a solution made for you.

www.patrix.com

PI IP LAW (LEE, PARK & MORRIS) Booth No. 6



PI IP LAW (LEE, PARK & MORRIS) is a modern intellectual property law firm with an international outlook. We offer a comprehensive portfolio of services that goes beyond what is traditionally provided by IP firms. We are one of the fastest growing firms in Korea and have a burgeoning international practice with a particular focus on East Asia. Our core practice area is intellectual property law, and we offer one-stop services in Korea, China, and Japan.

www.piip.co.kr

Practice Insight Booth No. 24

Practice Insight's products provide transparency by allowing analysis of big data in a way that has never been possible before. With our software Filing Analytics patent firms and corporates get access to the following information, which can also be downloaded as a PDF document:

- **PRACTICE INSIGHT** reciprocal business relationships in all relevant jurisdictions for patent filings
 - recent filings including case details
 - client list of PCT filings with applicant details
 - number of filings where firm didn't draft the originating priority or PCT application
 - technology of PCT and Paris Convention filings
 - upcoming NPE/RPE for PCT applications including case details

www.practiceinsight.io

R K DEWAN & CO. Booth No. 4

An ISO 9001:2008 certified firm, RKD provides insightful, expert advice & the full spectrum of IP legal services to 5000+ clients in all industry sectors, from start-ups to Fortune 500 companies. Our outstanding, results-driven litigation & anti-counterfeiting teams are equipped to enforce your rights anywhere in India; and our highly responsive search, filing, prosecution & commercial IP departments protect your IP rights & add value to your IP portfolios in India & also in 125+ countries via our foreign associate network. India IP Strategy with a Global Reach. We Live It.

www.rkdewan.com

The Patent Lawyer Magazine Booth No. 29

The Patent Lawyer Magazine is a 'need to read' publication for international patent professionals. Published bi-monthly in both hard copy and electronically via the latest page turning software. The Patent Lawyer Magazine is seen by over 10,000 patent professionals around the world. The readership is mainly split between in-house counsel and private practice; however our readership also covers heads of R&D and 'C' suite executives. The Patent Lawyer Magazine is written and advised by an esteemed panel of international patent experts and guest writers who provide up to date information on patent law issues. The Patent Lawyer Magazine is 100% focused on patents and is not diluted with generic IP articles and features. It is currently the only purely patent focused magazine in the international market, which is why it has been so well received and continues to grow at an amazing pace.

www.patentlawyermagazine.com





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Thomson CompuMark Booth No. 23



Thomson CompuMark, a business unit of Thomson Reuters, provides the industry's broadest range of trademark research and brand protection solutions. We enable trademark and brand professionals worldwide to launch, expand and protect strong brands through unmatched global content, expert analysis and tools, and best-in-class service. Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. Thomson Reuters combines industry expertise with innovative technology to deliver critical information to decision makers in the financial, legal, tax and accounting, scientific, healthcare and media markets, powered by the world's most trusted news organization.

http://trademarks.thomsonreuters.com

Ufficio di Stato Brevetti e Marchi – Repubblica di San Marino Booth No. 8



Republic of San Marino promotes the use of industrial property rights and is characterised by favourable conditions for the development of industrial research and innovations. Starting from the year 2000, the Republic of San Marino have very actively developed rules concerning Industrial Property with the accession to the main treaties, such as the PCT (Patent Cooperation Treaty) and the EPC (European Patent Convention), as well as the Madrid Agreement and Protocol in relation to trademarks. This system is based on the State Office for Patents and Trademarks (USBM) and on the professional skills of industrial property consultants operating in the Republic of San Marino. **www.usbm.sm**

Wan Hui Da Law Firm / Wan Hui Da Intellectual Property Agency Booth No. 2



WAN HUI DA, which is rated at the top of its profession by most legal medias such as Legal 500 and Managing Intellectual Property, is recognised as belonging to the 1st tier of PRC IP firms. It maintains strong office presence in 10 cities, houses a sizable practice team of 350+ staff, offering full IP service covering the whole range of trademark, patent, copyright prosecution and contentious. Its unique blend of resources is based on a deep understanding of the substance and enforcement of IP laws, peer-group recognition for its academic researches and pro bono contributions to the PRC administration. **www.wanhuida.com/en/tabid/149/Default.aspx**



WIPO Booth No. 10-11

The World Intellectual Property Organization is the global forum for intellectual property services, policy, information and cooperation. It is a self-funding agency of the United Nations with 188 member states.

INTELLECTUAL PROPERTY WWW.wipo.int

Exhibitors

Wolters Kluwer Booth No. 27

In an increasingly dynamic world, Wolters Kluwer Law & Business connects legal and business professionals with specialized authoritative content and information-enabled solutions to support success through productivity, accuracy and mobility. Wolters Kluwer Law & Business products include those under Kluwer Law International imprint. Core Product Include:



- Kluwer IP Law
- Kluwer Patent Blog
- Kluwer Copyright Blog
- Kluwer Trademark Blog

Wolters Kluwer Legal & Regulatory U.S., International Group is part of the Wolters Kluwer Legal & Regulatory Division, with operations in North America, Europe and Asia Pacific. Wolters Kluwer Legal & Regulatory is a Division of Wolters Kluwer.

www.kluweriplaw.com

World IP Review Booth No. 24/b

WORLD INTELLECTUAL PROPERTY REVIEW

World IP Review and its sister publications Life Sciences IP Review, the WIPR Annual and WIPR Leaders provide news and guidance on the challenges facing businesses and legal practitioners active in intellectual property, as well as marketing and branding professionals who operate online. Published six times a year, the World Intellectual Property Review Bi-Monthly provides timely news and analysis on the most relevant and important issues affecting brand owners, while WIPR Leaders showcases the leading lights of private practice intellectual property law. This is a must-read for businesses, their in-house counsel and other intellectual property lawyers.

www.worldipreview.com



Bugnion S.p.A

Throughout its fifty years activity Bugnion has grown and expanded up to becoming one of the foremost European and Italian partners in the market of industrial property. Bugnion's network includes 16 offices in Europe and the U.S. Thanks to an established tailormade approach, our attorneys can effectively identify, protect and enhance ideas, while transforming them into key drivers of a corporate's asset, besides helping clients achieve a competitive edge in the global market. Sustained by a legal, technical, scientific and linguistic background and a wide-ranging professional expertise both nationwide and worldwide, Bugnion professionals are certified attorneys before the appropriate European and Italian offices.

www.bugnion.eu

CCPIT Patent and Trademark Law Office

CCPIT PATENT AND TRADEMARK LAW OFFICE 中国国际贸易促进委员会专利宽标事务所

CCPIT PATENT AND TRADEMARK LAW OFFICE is the oldest and one of the largest fullservice intellectual property law firms in China. Our firm has 274 patent and trademark attorneys, with 72 qualified attorneys-at-law. We provide consultation, prosecution, mediation, administrative enforcement and litigation services relating to patents, trademarks, copyrights, domain names, trade secrets, trade dress, unfair competition and other intellectual property-related matters. Headquartered in Beijing, we have branch offices in New York, Tokyo, Munich, Hong Kong, Guangzhou and Shanghai.

www.ccpit-patent.com.cn

Chofn Intellectual Property

Chofn IP is a leading full-service IP firm based in China, with practices covering all areas of intellectual property. Chofn IP provides services related to Patent, Trademark, Copyright, Anti-counterfeiting, Unfair Competition and Trade Secret Law. Practicing IP law at the frontier, the professionals of Chofn IP excel in applying the latest Chinese regulations governing the protection of IP assets. With a growing number of offices in major cities throughout Asia, Chofn IP is committed to providing prompt and pragmatic IP solutions to clients of various sizes and technologies. Chofn IP provides counseling on both domestic matters and international matters through well-established firms worldwide.

European Patent Office



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Chinese IP Services

Quality is the hallmark of the European Patent Office. At this year's AIPPI Meeting, the EPO will present the quality improvements to its search and examination standards, especially those concerning the coverage of Asian documentation and the new options and services available for PCT applicants filing with the EPO. As the launch of the European unitary patent draws closer, expert staff will be on hand to address applicants' questions. The Office will also present its Federated Patent Register and Global Dossier projects, both of which bring together reliable legal status information from multiple patent registers.

www.epo.org

Finnegan

FINNEGAN Finnegan is one of the largest IP law firms in the world. From offices in Atlanta, Boston, London, Palo Alto, Reston, Seoul, Shanghai, Taipei, Tokyo, and Washington, DC, the firm practices all aspects of patent, trademark, copyright, and trade secret law, including counseling, prosecution, licensing, and litigation. Finnegan also represents clients on IP issues related to European patents, international trade, portfolio management, the Internet, e-commerce, government contracts, antitrust, and unfair competition.

www.finnegan.com

FUMERO SRL

over a Century. Dealing with prosecution of all the patent and trademark aspects in Italy and Europe, the firm has specialized in various technological fields to properly serve the foreign associates and the highly demanding domestic clients. The relationship with the Client is on one-to-one basis and the work is tailored on the actual needs of the Client. Since its foundation FUMERO has been internationally oriented, so as to provide domestic Clients with the best advice all over the world and foreign associates with a reference point for their work in Italy and Europe. **www.fumero.it**

FUMERO is one of the oldest IP boutique in Italy, having developed its practice since

GLP – Intellectual Property Office

GLP is an IP boutique that provides a complete range of services for a structured protection of Intellectual Property rights and is specialized both in protecting inventive ideas, developing and prosecuting IP rights at an international, European and Italian level, and also in assisting international Clients worldwide, by determining, managing and enforcing their IP assets. GLP is a strategic partner, precise and reliable. We collaborate with our Clients in the complex and structured journey that leads to innovation and protection of innovation. Our structure is organized by allocating each Professional to their specialized area of competence, supported by an experienced team of Paralegals, and is divided by departments. The Team is structured as a heterogeneous group of attorneys and lawyers with decades of experience in the IP field. It deals in multi-disciplinary fields, including mechanics, electrical equipment, electronics, se MiConductors, medical devices, material science, chemistry, software, telecommunications. Clients of all sizes and from industries worldwide trust GLP to design strategies to defend their IP rights in the most complex cases.

www.glp.eu

Intel



FUMERO

Your European IP Partner

You may know us for our processors. But we do so much more. Intel invents at the boundaries of technology to make amazing experiences possible for business and society, and for every person on Earth. Harnessing the capability of the cloud, the ubiquity of the Internet of Things, the latest advances in memory and programmable solutions, and the promise of always-on 5G connectivity, Intel is disrupting industries and solving global challenges.

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