

PRACTICAL TOOLS FOR THE INTERFACE OF PATENTS & STANDARDS

12 July 2012 Conf No H7-5212



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Dates
12 July 2012 Start 09.30 Finish 17.00

Registration & Coffee
12 July 2012 09.00

Venue and Accommodation
The Rembrandt Hotel, 11 Thurloe Place,
London SW7 2RS
Hotel Tel: +44(0)20 7589 8100.
Hotel Fax:+44(0)20 7225 3476.
Email: reservations_rembbrandt@sarova.co.uk
Subject to availability, a limited number of bedrooms have been reserved at the hotel at a special rate. **All bookings should be made directly with the hotels quoting Management Forum and your credit card number.**

Directions
Opposite V&A Museum. Nearest Underground station: South Kensington. Map available on Website under Hotels and Venues.

Fee
£598+ VAT if applicable. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Early bird discount of 15% for registrations received before 28 May 2012 (Discount only applies to full delegate rate).

Conference No. H7-5212

Discounted Rates
Available on application for personnel from non-profit making organisations and registered charities.
Group discount available on request

Cancellation Policy:
Over 14 days prior to the Seminar: Cancellation fee of £75. 7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee.
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PRACTICAL TOOLS FOR THE INTERFACE OF PATENTS & STANDARDS

Topics to be covered at this seminar:

- Practical IP Considerations in Standard-Setting
- An Industry Perspective of the Standard-Setting Process
- Portfolio Development Tactics
- FRAND Licensing
- Litigation Issues in the U.S. and Europe

Seminar Leaders:

David Barron	Wragge & Co, U.K.
Alexandra Brodie	Wragge & Co, U.K.
Ronald Courtney	Siemens AG, Munich
Keith Mallinson	WiseHarbor, U.K.
Timothy May	Finnegan LLP, U.S.
Alvaro Ramos	Cisco Systems, Belgium

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12 July 2012
The Rembrandt Hotel, London



WHY SHOULD YOU ATTEND?

- Gain a practical understanding of the interplay of IP rights in the standard-setting process
- Co-ordinate your IP business goals with your standards process
- Align patent prosecution and portfolio development with standard activity
- Take away practical advice on FRAND licensing
- Deal effectively with patents/standards litigation in U.S. and Europe

WHO SHOULD ATTEND?

- Private practice patent attorneys and barristers
- In-house patent and general IP counsel
- In-house and private practice licensing attorneys

ACCREDITATION

This seminar merits **6 hours** under the UK Solicitors Regulation Authority self-accreditation scheme

Ref CJA/MAFO

This seminar is also potentially relevant CPD for fellows of CIPA.

DOCUMENTATION

Participants will receive a course material folder containing comprehensive documentation provided by the seminar leaders, which will be a valuable source of reference for the future.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course

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SEMINAR LEADERS

David Barron is Head of High-Tech IP at Wragge and Co. He has a record of success both in enforcing and challenging all types of intellectual property rights. His particular strength lies in the conduct and co-ordination of multi-jurisdictional high-tech patent litigation.

Alexandra Brodie is a Partner in Wragge & Co's IP team. She has a broad experience of all IP rights and in particular in advising companies on how to manage those rights to best protect and enhance their business models ranging from patent incentivisation schemes to licensing portfolios.

Ronald Courtney is Head of Consultancy, Patent and Standards, and Senior Licensing Counsel at Siemens AG. He is also Coordinator for corporate and building technologies, as well as IP Sales for the Licensing and Transactions Group – Munich.

Keith Mallinson is founder of WiseHarbor, providing expert commercial analysis and advice on ICT markets. WiseHarbor works alongside the world's leading law firms and economic consultancies on various matters in litigation including intellectual property licensing.

Timothy May is a Partner in the Washington, DC office of Finnegan LLP. From 2006 to 2011, he also practiced out of the firm's European office in Belgium. Timothy has nearly 20 years of experience in the field of U.S. patent law, and focuses his practice on advising European high-tech companies on U.S. patent matters.

Alvaro Ramos is Legal Director at Cisco Systems, in charge of antitrust issues in Europe. Alvaro also deals with IP, brand protection and litigation issues across the EMEA region.

Programme

- 09.30** ➤ **Introduction**
- 09.45** ➤ **Practical Understanding of Standard-Setting Process**
Alvaro Ramos, Cisco Systems
- Overview of the standard-setting process
 - SSO members' obligations on disclosure of IP rights
 - Publicly-available resources on IP disclosure requirements for different standards
- 10.30** ➤ **Industry Perspective on Standard-Setting Process**
Ronald Courtney, Siemens
- Coordinating business goals and standards process
 - Impact on development of patent portfolio
 - Licensing consequences
- 11.15** ➤ **Coffee**
- 11.30** ➤ **Portfolio Development Considerations**
Timothy May, Finnegan LLP
- Prosecuting a patent application when participating in standard setting process
 - Claim strategies
 - Maximizing damages
 - Infringement considerations
 - Use of continuations
- 12.15** ➤ **Facts and Figures for FRAND Licensing**
Keith Mallinson, WiseHarbor
- What is FRAND licensing?
 - Valuing essential patents for licensing purposes
 - Who owns essential IPR in the smartphone field?
 - Successful FRAND licensing
- 13.00** ➤ **Lunch**
- 14.15** ➤ **Patents/Standards Litigation in the U.S.**
Timothy May, Finnegan LLP
- Available forums
 - Use of ITC as a forum and "domestic industry" considerations
 - Injunctions as a remedy
 - Proving infringement based on essentiality
- 15.00** ➤ **Tea**
- 15.15** ➤ **Patents/Standards Litigation in the U.K.**
David Barron, Wragge & Co
- Declarations of essentiality and non-essentiality
 - How/when is FRAND dealt with?
 - Use of preliminary issues
 - Case management of multi-patent actions
- 16.00** ➤ **Patents/Standards Litigation in the rest of Europe**
Alexandra Brodie, Wragge & Co
- An overview of litigation in Europe involving patents and standards
 - Anti-trust and FRAND defences
 - Licensing declarations and effect on injunctions
- 17.00** ➤ **End of Seminar**