

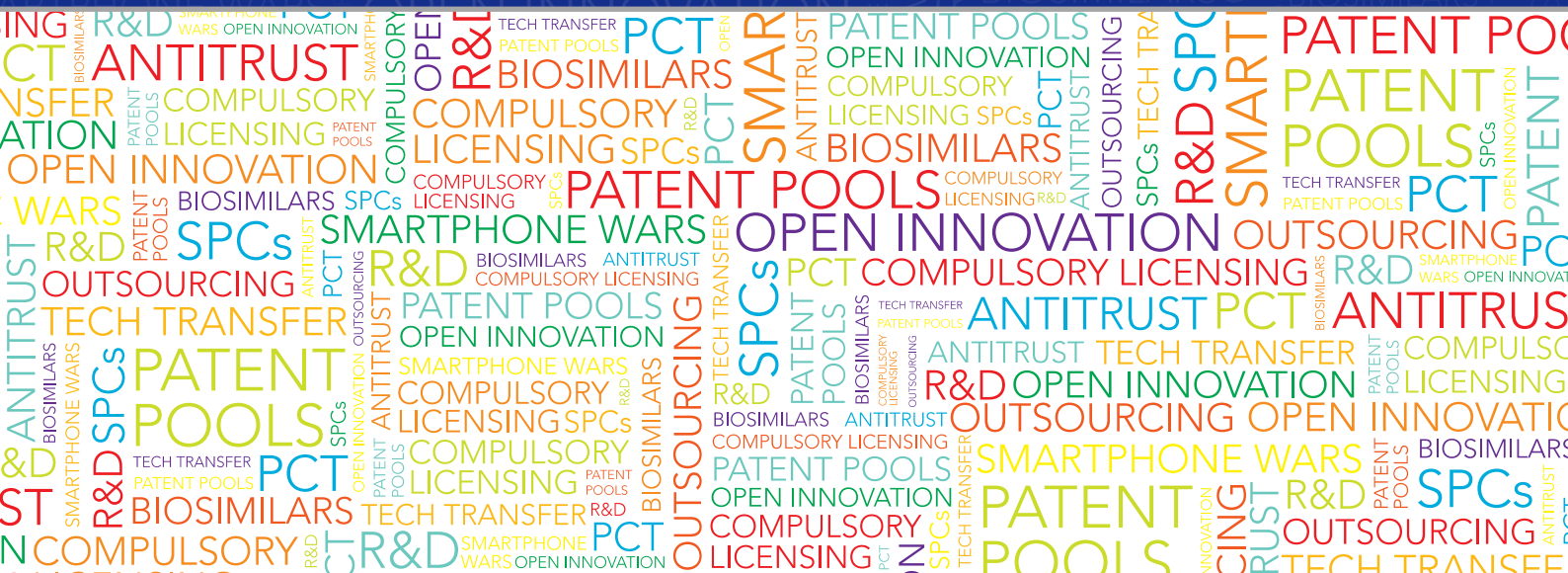
Managing Intellectual Property™

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12 HOURS

INTERNATIONAL PATENT FORUM 2011

April 5 & 6 2011, London

www.managingip.com/patentforum2011



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International Patent Forum

Many questions have arisen for the global patent community. How does recent reform affect my patent application process? Where should I enforce my patent internationally? What is the scope of my patent protection in China? How do I defend against emerging players such as trolls and how can I best manage my portfolio in today's economic environment?

These questions arise from the fast changing and increasingly challenging patent environment. Business method patentability, gene patenting, SPCs, and trolls are just some of the new issues to shape the patent landscape in recent years. Controversies over compulsory licensing and anti-trust considerations, and the drive for cleaner technologies, are also putting the spotlight on the future of the international patent system.

At the same time patent owners are searching for the best strategies to maximise revenue from their patents while pruning costs. Portfolio and risk management are now integral to a company's business strategy.

The international patent system itself is also changing. With the emergence of high-tech centres in emerging markets, Korea and China have joined the US, Japan and Germany as the world's biggest filing offices. At the same time, there is a shift towards international harmonisation, with the development of systems such as the PCT and the Patent Prosecution Highway to streamline the patent process.

Managing IP's inaugural **International Patent Forum** brings together international patent owners with senior advisers and officials to discuss the best ways to protect your patent, from filing to enforcement strategies and the latest tools in portfolio management. This is your opportunity to meet your peers and debate the best strategies for patent owners and licensees with top level speakers and participants from across the major markets – a must attend event for 2011.

What can you expect at the forum?

- Learn where and how to enforce your patents
- Get practical advice on how to manage your patent portfolio
- Find out how your peers are handling the Chinese patent environment
- Hear major offices debate the latest patent reform in Europe, China and the US
- Learn how best to deal with trolls in a risk averse environment
- Discuss best practices in patent licensing, including tax strategies and pooling tactics
- Plus make the most of unrivalled networking opportunities, with extensive coffee and lunch breaks, and a cocktail reception on day one

Who should attend the forum?

- Patent counsel
- Licensing and technology professionals
- Patent agents and litigators
- Research institutes and universities
- Officials

Renaissance London Chancery Court Hotel

252 High Holborn, London, WC1V 7EN United Kingdom

Situated in Holborn, a short walk from the shops and theatres of the West End and within easy reach of the River Thames and the City, Renaissance London Chancery Court Hotel is ideally located for today's business and leisure guest.

Set in a historic landmark building, Chancery Court boasts some of the largest guest rooms in London. Escape to the hotel's award-winning day spa, or take advantage of the fully equipped Fitness Centre.

The destination restaurant and bar, Pearl, showcases the modern French cuisine of Jun Tanaka paired with an extensive wine list.

