

External corporate communication for IP offices: IP and society

Programme

27 - 29 November 2012

Bruxelles

Venue

Federal Public Service Economy, SMEs, Self-Employed and Energy
Intellectual Property Office
City Atrium
Conference Room - 1st floor
Rue du Progrès, 50
1210 Brussels

Co-organised by

European Patent Academy
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Seminar OS39-2012

Speakers



Tuesday, 27 November 2012

8:30 Registration

*European Patent Academy
OHIM Academy
OPRI*

Moderation of the seminar: Peter PROWSE

09:00 Welcome

*Jérôme Debrulle, General Advisor FPS Economy, SMEs, Self-Employed and Energy, Intellectual Property Office, Belgium
Mr Jeremy Philpott, Chef vom Dienst, Communication, EPO
Mr João Negrão, Director, International Cooperation and Legal Affairs Department OHIM*

PART 1

IP matters: the right arguments

09:20 IP communication: the role of national and regional Offices Objectives and essential issues

*-Etienne Sanz de Acedo Hecquet, Head of service, Communication, OHIM
-Marco Dinis, Head of Information and Promotion of Innovation Department, INPI PT*

10:00 Coffee break

10:30 IP a positive contract between a country and its innovators

-Alexandros Papaderos. Head of Technology Transfer, Head of Patents and Licenses at Technische Universität München (TUM)

11:00 IP: effects on economy, effects on technical developments.

Facts and figures

*-Christian Hackl, Managing Director at TUM
-Laurence Joly, Observatoire de la Propriété Intellectuelle, INPI France*

11:40 Winning the argument

*Strategies to convince SMEs that IP matters
Jeremy Philpott, Chef vom Dienst, Communication, EPO*

12:30 Lunch

14:00

Introduction of the Work groups by the three moderators

The goal of each working group is to draft a synthesis document, listing:

- main issues in its assigned field, and**
- arguments related thereto.**

This document shall be used by NPOs after the seminar to prepare their speakers lecturing on conferences, meeting with journalists, or addressing the general public.

-WG1

IP and Information Technology: barriers to knowledge and progress?

Antonius Tangena, President, epi

-WG2

IP, biotechnology and pharma: patenting life? Raising costs of medicaments?

Anne-Sophie de Brancion, EPO, Bruxelles

-WG3

Intellectual property: a burden or a benefit on society and the individual?

Trademarks and copyright, designs, domain names in our daily life

Ms Sarah Macnaughton, ISIS, Oxford

15:15 Coffee break

15:45 Presentation of the results and discussion (both groups together)

17:30

Cocktail (Atomium; Brussels)

Departure OPRI (bus) at 17:00

Wednesday, 28 November 2012

PART 2

IP issues: Who will you deal with? How to communicate and convince

09:00 Usage of case studies and real examples to demonstrate

-Alain GALLOCHAT and Antoine DINTRICH

10:00 Actors involved, including groups being hostile to IP

Working in cooperation with a communication Agency

Mr Peter Prowse, Waylines, Press officer (Chartered Institute of Patent Attorneys)

10:45 Coffee break

11:15 Conveying your message

-Ms Natasha Ehrmann, press and public relations manager, binsfeld corporate tbc

-Main issues when dealing with a difficult audience

-Knowing the audience

-Building a relationship

-Defining shared and agreed common goals

-Tailoring the message

-Using body language as a part of the message

-Combining the appropriate vectors: seeing, hearing...doing

12:30 Lunch

14:00 Practical exercises in small groups (12 people max)

Animation Peter Prowse and Natasha Ehrmann

Group 1 Peter Prowse:

convincing your audience on IP

Group 2 Natasha Ehrmann:
facing contradiction

In group 1 and 2, participants are asked to prepare a presentation exposing the benefits of IP for the common good.

15:15 Coffee break

15:45 ctd

17:15 Summary and lessons learnt (all together)

19:30 Dinner

Thursday, 29 November 2012

PART3: Addressing parallel legal systems Constructions aiming at "new IP models"

09:00 "Alternative" legal constructions: how to answer?
Alain GALLOCHAT

***-Open source software:
Are they IP rights free?
Interactions with the patent system***

***-Open innovation
Easy Access IP, Open Licensing, Express Licensing: are they new models?
Are they compatible with IP law and regulations?
Are they advisable?***

***-IP scams:
"Invention certificates", pretended to be supported by copyrights
IP private registers
Unnecessary services around IP, presented as mandatory
How to dismantle wrong predicates apparently based on IP law***

10:30 Coffee break

11:00 Ctd

12:00 Wrap of the seminar and presentation of certificates

12:30 Lunch

14:00 end of seminar

