

**PROVISIONAL PROGRAMME**

**EAP<sup>2</sup>IC 2009**

**Europe Asia Patent and Patent Information Conference 2009:  
"Building Business Success with IP"**

<b>Day 1</b>	<b>Programme</b>
0830	Registration
0900 – 0930	<p>Welcome Address by Mr Viktor Cheng, Deputy Director-General, Intellectual Property Office of Singapore (IPOS)</p> <p>Welcome Address by Mr Pierre Avedikian, Director of Publication, Principal Directorate for Patent Information, European Patent Office (EPO)</p> <p>Welcome Address by Mr Pushpendra Rai, Director, World Intellectual Property Organization (WIPO) Singapore Office</p>
0930 – 1015	<p><b>Keynote Address</b></p> <p><b><i>IP Valuation and Commercialisation Practices in Germany - Lessons Learned for Asian Businesses</i></b></p> <p><i>Speaker:</i> Professor Axel Haase, President, Julius Maximilians-University Wuerzburg, Germany</p>
1015 – 1030	BREAK
1030 – 1100	<p><b><i>Working Together for Better Quality in IP Information</i></b></p> <p><i>Speaker:</i> Mr Pierre Avedikian, Director of Publication, Principal Directorate for Patent Information, European Patent Office (EPO)</p>
1100 – 1120	<p><b><i>Accessing Patent Intelligence</i></b></p> <p><i>Speaker:</i> Mr Andrew Czajkowski, Head, Innovation and Technology Support, Global IP Information Service, World Intellectual Property Organization (WIPO)</p>
1120 – 1200	<p><b><i>Using Patent Intelligence the Smart Way</i></b></p> <ul style="list-style-type: none"> <li>- Tracking industry development</li> <li>- Identification and assessment of competitors' R&amp;D effort and direction etc.</li> </ul> <p><i>Speaker:</i> Dr Allen Yeo, Principal Consultant, Asia Pacific, Healthcare &amp; Science, Thomson Reuters</p>
1200 – 1300	LUNCH
1300 – 1345	<p><b><i>Advancing Global Innovation via Education, Capacity Building and Intellectual Property Management, Exemplified by PCT Practice and Strategy</i></b></p> <p><i>Speaker:</i> Professor Stanley P. Kowalski, Assistant Clinical Professor of Law, Franklin Pierce Law Center; Director, International Technology Transfer Institute, Franklin Pierce Law Center</p>

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1345 – 1515	<b>Patents - From Conceptualization to Commercialization</b> How companies are managing their IP Portfolio: practices from two industries (a) IT (b) Electronics  <i>Speakers:</i> Mr Max Ng, Managing Director, Gateway Law Corporation Ms Song Wern-Lee, Intellectual Property Attorney, Teradyne (Asia) Pte Ltd
1515 - 1530	BREAK
1530 - 1615	<b>Monetizing Intellectual Property – Current ‘Menu’ of IP Monetization Options</b>  <i>Speaker:</i> (TBC) Mr John Young, Director, Business Development, Intellectual Ventures
1615 - 1700	<b>Introduction to Patent Valuation – Occasions, Methods and Goals</b>  <i>Speaker:</i> Mr Brett Shadbolt, Managing Director, Censere Group
	End of Conference Programme Day 1

*\*The Organisers reserve the right to amend the conference logistics, cancel the conference and alter the programme for reasons/factors beyond their control. Limited seating capacity. Registration is on a first-come-first-served basis.*