

Patent Information for IP Management

31 August – 2 September 2005
Singapore

Main Conference Programme - (1st & 2nd September 2005):

Suntec Singapore International Exhibition & Convention Center

Main Conference Level 3, Meeting Room 325 & 326/ Breakout Rooms – Level 2, Meeting Rooms 208 & 209

DAY 1 Thursday, 1st September 2005

**Level 3, Meeting
Room 325 & 326**

**8.45 am Welcome Address by Intellectual Property Office of Singapore (IPOS)
Opening Address by Europe Patent Office (EPO)**

Session 1: Managing IP Information

9.00 am IP Intelligence: New Tools for New Frontiers

Provides an overview of how the simple business of patent information has developed into a science, and the applications expanding from support to core services. From the perspective of application of IP in business strategies.

9.30 am What's Happening: An Update of the Latest in Tools & Applications

10.00 am MORNING BREAK

10.30 am Patent Information in Context – Beyond the Patent Documents

Patent databases form only part of the puzzle. What other information resources, other IP databases, publication databases, etc should you leverage on to complete the picture?

11.00 am From Information to Intelligence

How not to get swamped with data and miss the woods for the trees. Techniques to identify the best tools for analysis that meets your needs and how to best optimise resources to cut costs and save time.

11.30 am The Role of the In-house Intelligence Officer

Who should be the one responsible for feeding relevant information? What characteristics & qualifications should he have? What support should the unit have and how integrated should patent intelligence be in a business? Differences between needs for the SME and the MNC.

12.00 pm LUNCH

1.30 pm Classification Systems: What Are They and How to Use Them

There are many classification systems used around the world. The IPC – International Patent Classification, the EPC – the European Patent Classification, F-terms – the Japanese Patent Classification, etc, among others. This presentation explains the various key systems, their features, advantages and limitations, and highlights future developments.

2.00 pm Monitoring Patent Families and Legal Status

A description of available tools and databases for keeping watch on developments of your own and your competitor's patent applications.

2.30 pm Visualisation Techniques: Applications and Limitations

A study of the various visualisation tools & techniques, and how they can be applied/ or are limited, using case studies.

3.00 pm AFTERNOON BREAK

Exhibitors' Presentations

6.00 pm End of Day 1 Conference



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DAY 2 Friday, 2nd September 2005

Level 3, Meeting
Room 325 & 326

Cocktail at 8.00 pm on Day 2

Session 2: Adding Value From IP Information

9.00 am Placing Your Bets

What should investors look for, what resources including IP, are available for checks on a potential investment. How to read and make sense of the information available.

9.30 am Tracking Industry Development

Analysis of competing technologies using patent information, benchmarking technologies against the competition, tracking technological changes and trends.

10.00 am Defensive Manoeuvres

Identify the risks and treats to your IP. Security systems that keep competitors from uncovering your potential IP. Tools for securing internal information, idea management systems that allow employees to innovate in a secure environment.

10.30 am

MORNING BREAK

11.00 am Engaging the Enemy

Using IP information to investigate infringement, fraud and misuse, and monitor products to ensure that they are distributed through authorized channels.

**11.30 am Presentation & Discussion :
IP Management & Patent Information for SMEs & Developing Countries:
Potential Unexplored?**

12.30 pm

LUNCH

WORKSHOP OPTIONS: TOOLS & TECHNIQUES

Level 2,
Meeting Room 208

Level 2,
Meeting Room 209

Note : Parallel Sessions for 30 class size, on a pre-registered first come option availability.

1.30 pm	Biotechnology/ Biomedical Searches	Chemicals & Pharmaceutical Searches
2.30 pm	Engineering Searches	Techniques to Cut Cost
3.30 pm	AFTERNOON BREAK	AFTERNOON BREAK
4.00 pm	Biotechnology/ Biomedical Searches	Chemicals & Pharmaceutical Searches
5.00 pm	Engineering Searches	Techniques to Cut Cost

6.00 pm Close of Conference Reception:

For All Participants, Speakers and Exhibitors
Word of Thanks from Organisers/ Hospitality Programme

Provisional Programme. Updated May 5, 2005