

CONFERENCE SPEAKERS

Mr. Anthony Trippe Chemical Abstracts Services (CAS)

Tony joined Chemical Abstracts Service in June 2003 as a Senior Scientist. At CAS, Tony is a researcher and patent analyst in the Science IP group. He is also working on a cross-functional team looking at data mining and visualisation products and services. Previously, he held the position of Senior Staff Investigator, Intellectual Property at Vertex Pharmaceuticals where he was responsible for designing, and implementing patent intelligence and mapping activities. Before Vertex, Tony was Practice Director, Intellectual Property Consulting for Aurigin Systems Inc., where he was responsible for developing Intellectual Property Consulting Services as part of the Aurigin Consulting group. Prior to Aurigin Systems, Tony was Technical Intelligence Manager for the Procter and Gamble Co.

Dr. Paul Germeraad President, Intellectual Assets Inc.

Paul Germeraad is President of Intellectual Assets Inc, a professional services company focused on ensuring clients create, integrate, and obtain maximum value from their intellectual property. Paul was previously Chief Operating Officer for Aurigin Systems, Vice President of Corporate Research for Avery Dennison, Director of James River Corporation's Flexible Packaging Technical Center, and started his career at Raychem Corporation. Paul holds a Ph.D. in Chemistry from the University of California, Irvine and an LL.B degree from La Salle University in Chicago. He is Past Chairman of the Board of the Industrial Research Institute, an organization of Chief Technology Officers, and a Trustee and instructor for LES USA & Canada.

Dr. Gordon McConnachie ICMG & Board Chairman of the Scottish National Intellectual Asset Centre

Gordon McConnachie specialises in providing advice on the extraction of value through the application of an intellectual asset and capital management (IA&CM) approach. An Affiliate of ICMG of Palo Alto, USA, based in Germany, prior experience includes directing the European IAM Services of PricewaterhouseCoopers, and leading the development of the Dow Chemical IAM Process in Europe. Gordon has 26 years of experience in Industrial Research, Business and Intellectual Asset Management and has B.Sc. and Ph.D. degrees awarded by the University of Aberdeen (UK). A Fellow of the Royal Chemical Society and a Member of LES, he has advised the European Commission and the United Nations on aspects of IA&CM, and is currently recognised by both as an expert in this field. He is Board Chairman of the recently created Scottish National Intellectual Asset Centre.

Dr. Alan L. Porter Director for R&D, Search Technology Inc. & Professor Emeritus of Industrial & Systems Engineering and of Public Policy at Georgia Tech

Alan L. Porter's major concentration is technology intelligence, forecasting and assessment. He has led development of "technology opportunities analysis" -- mining electronic, bibliographic data sources to generate intelligence on emerging technologies. He received a B.S. in Chemical Engineering from Caltech (1967) and a PhD in Engineering Psychology from UCLA (1972). Dr. Porter is Director of R&D for Search Technology, Inc., Norcross, GA, pursuing application of VantagePoint software to analyze emerging technologies and profile research domains. He is author or editor of 12 books, some 175 articles, and co-founded the International Association for Impact Assessment (IAIA) in 1980, serving as president (1995-96). He is also Professor Emeritus of Industrial & Systems Engineering, and of Public Policy at Georgia Tech, where he remains involved with the Technology Policy and Assessment Center.

Mr. Elie Srouf Director of IP Department, Renault

Elie Srour, after graduating from the French Engineering School "Ecole Nationale Supérieure de l'Aéronautique", took a Master in Law at the Paris II Assas University as well as an IP Law Degree at the IP Center of the Strasbourg University, becoming an European Patent Attorney qualified for acting before the European Patent Office. He gained experience in working as a Patent Attorney for the International Operation Division of Westinghouse Electric Corporation, USA. Since 1990 he has been the General Manager of the Intellectual Property, Industrial Agreements and Licensing Department of RENAULT.

He is also Chairman of the Automotive Committee of the Licensing Executives Society International (LES International).

Mr. Pierre Gendraud
Director of IP Department, PSA Peugeot Citroën

Pierre Gendraud is Director of Technology watching and Intellectual Property Division of PSA Peugeot Citroën, a French car manufacturer. He is responsible for Technology Watching, general documentation, filing of all intellectual property rights (patents, trademarks, designs,), licensing and litigation. Previously he was Director of Patents of Framatome, a French nuclear reactor manufacturer. He is also the President of the Society of Intellectual Property In-house Practitioners since 2001 and General Secretary of the French group of AIPPI. He is also working in liberal practice as Expert before the Court of Appeal of Paris, France, and the Supreme Court.

Ms. Audrey Yap
Yu Sarn Audrey & Partners / LES Singapore

Audrey Yap is a founding partner and head of the IP department of Yu Sarn Audrey & Partners, a boutique Intellectual Property law practice providing the full range of IP services to corporations, businesses, research and healthcare institutions, and government agencies both locally and internationally, from developing IP policies and strategic planning for protection of IP to exploitation of intellectual assets via joint ventures, acquisition, tech transfer, licensing & franchising, and enforcement of IP rights. Audrey is a Registered Patent Agent, an Advocate & Solicitor of Singapore and Malaysia and a Solicitor of England & Wales. She represents Singapore for the Design Committee of the Asian Patent Attorneys Association and is the Chairman of the Education and Training Committee, LES Singapore. Audrey serves on the Examination Committee IPOS and is an examiner for the Patent Agents Qualifying Examination. She is also an instructor for the IP Academy.

PARTICIPATING ORGANISATIONS (PRESENTATION SHOWCASE)

Chemical Abstracts Services (CAS)

CAS, a division of the American Chemical Society, is an organization of scientists creating and delivering the most complete and effective digital information environment for scientific research and discovery.

CAS provides pathways to published research in the world's journal and patent literature- virtually everything relevant to chemistry plus a wealth of information in the life sciences and a wide range of other scientific disciplines-back to the beginning of the twentieth century.

Today, CAS publishes two fundamental databases, the CAS Registry®, which contains 23 million organic and inorganic substances and 40 million sequences; and CAPLUS, which contains over 22 million records indexed from 4 million patents and 18 million journal articles.

DIALOG

Dialog was created in 1972 and was the world's first online information retrieval system. For the past 30 years, Dialog has been the worldwide leader in providing online-based information services to organizations from the public and private sectors. The company's customizable products and services are a combination of highly accurate online research tools offering organizations the ability to precisely retrieve data from more

than 800 million unique records of key information, accessible via the Internet or through delivery to enterprise intranets. Its collection of 900 databases handles more than 700,000 searches and delivers over 17 million document page views per month.

Dialog maintains direct operations in 31 countries around the world with its worldwide headquarters in Cary, N.C., USA. Our global knowledge centers provide the highest levels of customer service to an international professional audience in over 103 countries. Dialog is a business of The Thomson Corporation (NYSE: TOC; TSX: TOC). With 2002 revenues from continuing operations of US\$7.5 billion, Thomson is a global leader in providing integrated information solutions to business and professional customers.

The European Patent Office (EPO)

The European Patent Office (EPO) grants European patents for the contracting states to the European Patent Convention (EPC) which entered into force on 7th October 1977. The Office is the executive arm of the European Patent Organisation, an intergovernmental body set up under the EPC, whose members are the EPC contracting states. As of March 2004 the EPC will comprise 28 contracting states. The activities of the EPO are supervised by the Organisation's Administrative Council, composed of delegates from the contracting states.

The EPO was set up with the aim of strengthening cooperation between the countries of Europe in the protection of inventions. Adoption of the EPC makes it possible to obtain such protection in several or all of the contracting states by a single patent grant procedure, and establishes standard rules governing the treatment of patents granted by this procedure. The mission of the EPO is to support innovation, competitiveness and economic growth for the benefit of the citizens of Europe. As one of the world's leading providers of technical information, the EPO strives to promote a knowledge-based society in Europe.

Intellectual Property Office of Singapore (IPOS)

The Intellectual Property Office of Singapore or IPOS (www.ipos.gov.sg) is the lead government agency that formulates and regulates intellectual property (IP) laws, promotes IP awareness and provides the infrastructure to facilitate the greater development of IP in Singapore. With IP fast becoming a critical resource in today's new economy, IPOS' vision is to foster a creative Singapore where ideas and intellectual efforts are valued, developed and exploited. Formerly known as the Registry of Trade Marks and Patents, IPOS was established as a statutory board of the Ministry of Law on 1 April 2001.

Jouve

Specialist in data management, Jouve provides Intellectual Property offices and companies with global solutions: digitalisation of sources (text and image), data structuring, editorial management systems, document printing, design, development and hosting of websites, creation of CD-Roms with in-house productions or external technology transfers throughout the world.

An active actor in EPO Intellectual Property cooperation programs, Jouve has recently developed the Asean bibliographic CD-ROM, a regional product based on the MIMOSA environment. In the future other countries are to benefit from image CD-ROMs with documents scanned and indexed with EPOSCAN.

In 2004, Jouve continues to develop and maintain new softwares on behalf of the EPO: EPOSCAN for document scanning and indexing, the CS SOPRANO for the management of the patents and this year, for trademark procedure and a web search system dedicated to patent offices with the Epoque (Empolis) viewer.

Korean Intellectual Property Office (KIPO)

Korean Intellectual Property Office (KIPO) considers that it is one of the most important roles for KIPO to make patent information available to anyone who needs it. In this regard, KIPO has tried to set up a mechanism by which patent information from KIPO reaches to end-users.

KIPO provides three kinds of patent information. Firstly, it has published Official Gazettes via the Internet at its website, www.kipo.go.kr. Secondly, it has provided ready-made patent maps in some selected technical fields especially for SMEs or individual inventors. The patent information analyzing software named PIAS has been also provided at the same website.

Most of important patent information has been provided by KIPI, which is a specialized organization founded by KIPO for patent information service. KIPI provides online search service named KIPRIS that covers the whole patents filed with KIPO since 1949. KIPI also publishes the Korean Patent Abstract in English. In addition, more than forty private companies are engaged in patent information services, based on the information provided by KIPO and KIPI.

ELLA CHEONG MIRANDAH & SPRUSONS (ECMS)

ELLA CHEONG MIRANDAH & SPRUSONS (ECMS) has been incorporated by established leading IP practitioners from Asia and Australia. ECMS harnesses the talents and taps the experience of its IP experts to establish a specialist regional Asian IP practice spanning ASEAN, India and North Asia.

The Technology Intelligence Division of Ella Cheong Mirandah and Sprusons is unveiling a dedicated portal, to provide a wide suite of patent mapping products and services online. A salient feature of the portal will be the ability of the user to download instant patent maps (iPMaps™) that cover a vast expanse of technology intensive areas, such as the aerospace, biotechnology, defence sciences, electrical and electronic appliances, food and agriculture, information and communications, and materials design and development to name a few.

State Intellectual Property Office of the People's Republic of China (SIPO)

The Patent Office of the People's Republic of China was founded in 1980 to protect intellectual property, encourage invention and creation, help popularize inventions and their exploitation, promote the progress and innovation in science and technology, and meet the needs of socialist modernization. In 1998, with the restructuring of the government agencies, CPO was renamed the State Intellectual Property Office of the People's Republic of China (SIPO) and became a government institution directly under the control of the State Council. It is the competent authority in charge of patent affairs and the coordinating authority for foreign-related intellectual property issues.

Thomson Scientific

Thomson Scientific is the world's leading provider of scientific and patent information. It helps drive innovation by equipping the research and business communities with cutting-edge information from patents, scientific journals, and conferences. Thomson Scientific incorporates the businesses of Derwent, ISI, Delphion, Wila-Derwent, Current Drugs, Current Patents, and Techstreet.

WIPS Co., Ltd.

Headquartered in Korea, WIPS Co., Ltd. has developed and offered patent search systems and services since its establishment in 1994. With qualified experience, the company expanded its business area throughout the world and the first step began in the early 2003. Now, the company operates various different web sites for providing online patent search services.

Besides the name of the company, WIPS Co., Ltd., WIPS stands for Worldwide Intellectual Property Search, which is system offering patent retrieval system on the Internet. WIPS provides its users with reliable patent data receiving from respective patent offices around the world and modify the data to be searchable in the most excellent and convenient form of interface. In volume, our database covers more than 80 million text cases and 20 million image cases.