



# 18th Open Forum

VIENNA, AUSTRIA | OCTOBER 9-12, 2019

FÉDÉRATION INTERNATIONALE DES CONSEILS  
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF  
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION  
VON PATENTANWÄLTEN



## IP LAW UPDATE

**DEBATE** with leading experts from the profession, IP offices, government and the judiciary important developments in the field of IP law and practice and their impact on your day-to-day practice.

## IP FIRM MANAGEMENT

**EXCHANGE IDEAS** with colleagues in other firms on how best to manage and adapt your IP practice to the challenges presented by increased competition, harmonisation and centralisation, and the 4th Industrial Revolution.

## EXCELLENT NETWORKING

Whether this will be your first FICPI Open Forum or your 18th, the FICPI Vienna Open Forum offers all delegates multiple opportunities for **HIGH-QUALITY NETWORKING** with colleagues from all over the world, including a dedicated after-dinner bar, sporting activities and social events.

## THE FICPI OPEN FORUM IS OPEN TO ALL

FICPI members, non-members, intellectual property practitioners, and colleagues from industry and official bodies are all welcome to attend and exchange views.

[www.ficpi.org](http://www.ficpi.org)



# VIENNA: The City with a Worldclass Musical Heritage

Known as the City of Music, Vienna has been home to more famous composers than any other city in the world! Today, there are many opportunities to listen to live music of all genres in this lively and architecturally stunning city.

With a population of 1.8 million, this capital city of Austria is among the least spoiled of the great old western European capitals. Its central core, the Innere Stadt, is easily manageable by foot and public transportation. In a city renowned for its architecture, many of Vienna's urban prospects were devised over several centuries by imperial gardeners and architects.

A city of green parks with ponds, cafés, and playing bands; opulent stores and elegant shopping streets; banks, bookshops, and crowded theatres; and boulevards for leisurely sauntering, Vienna is an invigorating distillation of human energy and imagination.

## Registration

**Online:** [www.ficpi.org/forum-registration](http://www.ficpi.org/forum-registration)  
(payment by CREDIT CARD only)

**Offline:** Email [events@ficpi.org](mailto:events@ficpi.org) to request a copy of the registration form and bank transfer details.

Registration Fees	Early Bird (until 28 June 2019)	Full Registration (after 28 June 2019)
FICPI Members	€1,700	€2,000
Non-Members	€2,050	€2,350
Delegates' Guests	€1,150	€1,150
Young Persons (18 and under)	€850	€850

Discounts	
First-Time Attendee	€100
Second Registrant from Same Organisation	€100
Second/Subsequent Guest	€100

*Only one discount may be claimed per registration.*

The Delegate registration fee covers admission to the working sessions, working lunches and coffee breaks, plus participation in the evening social programme. The Delegate registration fee does not cover any optional tours.

Each Delegate seeking admission to the Open Forum must pay his or her own registration fee, and this includes professional assistants or associates of Delegates who wish to participate in the working sessions. Persons registered as Delegates cannot take part in the Delegate's Guest programme.

The Registration fee for Delegates' Guests covers participation in the Delegates' Guests programme and the evening social programme. The registration fee does not cover participation in any working sessions, working lunches or coffee breaks (which are restricted to registered Delegates), or in any of the optional excursions on Wednesday 9 and Saturday 12 October 2019.

## Venue and Accommodation

### Austria Trend Hotel Savoyen Vienna

Rennweg 16, 1030 Wien

t. + 43 (1) 206 33 0

[www.austria-trend.at/en/hotels/savoyen](http://www.austria-trend.at/en/hotels/savoyen)

A three-minute walk from the Wien Rennweg train station, the Austria Trend Hotel Savoyen Vienna is a refined, upscale hotel located 1.9 km from St. Stephen's Cathedral and 7 km from the 18th-century Schönbrunn Palace. Featuring garden or city views, all its refined rooms offer free Wi-Fi, flat-screen TVs and minibars. The main difference between accommodation categories is the size of the room; executive rooms and executive suites also grant access to the private lounge.

All rooms will be allocated on a first-come, first-served basis. We strongly recommend that you send your completed registration and accommodation form with payment as soon as possible to ensure availability, preferably before 28 June 2019.

Room Type	Single Occupancy	Double Occupancy
Deluxe Room	€160	€180
Executive Room	€205	€225
Suite	€240	€260
Executive Suite	€280	€300

*Prices are per night, and include breakfast, service and VAT. City tax is not included. Check-in from 15:00; check-out by 12:00. In order to guarantee early check-in or late check-out, an additional night has to be reserved and paid for.*

*At the time of organising this event, the best possible rates were negotiated with the Austria Trend Hotel Savoyen Vienna for Delegates booking accommodation through our organisers. It is possible that even better rates for a limited number of rooms may be available through other channels closer to the event, but with no guarantee that rooms at those prices will be available for the entire duration of the FICPI event.*

## Payment

The conference organisers, ENIC Meetings & Events, will reserve your hotel accommodation upon receipt of your registration & booking form, and full hotel details will be sent to you with your registration confirmation. A credit card is required as a guarantee upon booking; a signed authorisation to charge it in case of no-show or late cancellation (after 2 September 2019) — e.g. cancellation of all or part of stay — is also required. Please note that without this signed authorisation provided alongside your registration, your accommodation CANNOT be guaranteed.

Upon arrival at the hotel each guest will be required to present a credit card or pay a security deposit. The amount of the whole stay will be paid directly to the hotel upon departure, together with any extras and city tax. All changes to hotel reservations must be requested to ENIC Meetings & Events by email: [ficpi@enic.it](mailto:ficpi@enic.it); please do NOT contact the hotel directly.



## THE OPEN FORUM PROGRAMME AT A GLANCE

### Monday 7 October

09:00 - 17:30 Bureau Meeting \*

### Tuesday 8 October

09:30 - 17:30 Study & Work Commission (CET) Meeting \*

### Wednesday 9 October

09:00 - 12:30 Registration Desk Open  
 09:00 - 12:30 19<sup>th</sup> Open Forum Planning Meeting \*  
 14:00 - 18:00 Registration Desk Open  
 14:00 - 17:00 Professional Excellence Commission (PEC) Meeting \*  
 14:30 - 17:30 Optional Excursion \*\*  
 18:30 - 19:30 New Members & First-Time Attendees' Reception \*  
 19:45 - 22:00 Opening Reception

### Thursday 10 October

07:00 - 08:00 Morning Jogging Session  
 09:00 - 12:30 Registration Desk Open  
 09:00 - 17:30 Professional Sessions  
 09:30 - 15:30 Delegates' Guests Tour  
 19:00 - 22:30 Informal Dinner

### Friday 11 October

07:00 - 08:00 Morning Jogging Session  
 09:00 - 15:30 Professional Sessions  
 09:30 - 15:00 Delegates' Guests Tour  
 16:00 - 17:30 Study & Work Commission (CET) Group Meetings \*  
 19:00 - 00:00 Closing Dinner

### Saturday 12 October

08:00 - 17:00 Optional Excursions \*\*  
 18:00 - 21:00 Reception - Austrian Chamber of Patent Attorneys

\* By prior invitation only

\*\* Separate registration and payment required for optional tours

# THE WORKING PROGRAMME

New for 2019! All working sessions will be recorded and made available on FICPI's website to registered participants after the Forum.

PROGRAMME MANAGER: IVAN AHLERT, PARTNER, DANNEMANN SIEMSEN (BR)

## PLENARY

Thursday 10 October

09:00 - 10:30 | **SESSION 1.0**

### PROTECTING PRODUCT CONFIGURATIONS IN THE CURRENT CLIMATE - PRACTICE TIPS AND AVOIDING POTENTIAL PITFALLS

Product configuration can play an integral part in consumer choice. It is part of the user's experience and can set the product apart from its competition. Companies heavily invest in creating unique product designs that encourage brand association. Proper consideration of IP protection for product configuration requires consideration of design and utility patent rights, copyright protection, and trademark rights. Trademark rights associated with product configurations can play an important supplemental IP right to potential design patent and copyright rights. Indeed, trademark rights might be the only available IP right in the event that design rights are not timely sought, or if sought, upon their expiration. This session will address the requirements to obtain product configuration trademark rights in various jurisdictions, challenges to acquiring these rights, practice tips which can be used to aid in acquiring these rights, and pitfalls which could prevent the grant of the rights. The session will also address considerations and concerns of in-house counsel who must consider these rights and requirements from a global and corporate perspective.

#### MODERATOR:

**ROBERT S. KATZ**, PARTNER  
BANNER & WITCOFF (US)

#### SPEAKERS:

**MICHAEL CONWAY**, PARTNER  
HASELTINE LAKE (GB)

**SHIRLEY FU**, PARTNER  
SANYOU IP GROUP (CN)

**JAIME LEMONS**,  
VICE PRESIDENT OF TRADEMARK  
& DESIGN, NIKE (US)



# PATENTS

STREAM LEADER: MICHAEL CAINE, PRINCIPAL, DAVIES COLLISON CAVE (AU)

## Thursday 10 October

11:00 – 12:30 | **SESSION 2.1**

### TRANSFER OF PRIORITY RIGHTS IN VIEW OF THE RECENT CRISPR-CAS9 CASE IN EUROPE

The EPO recently revoked a Broad Institute patent directed to the gene-editing tool CRISPR-Cas9 as lacking novelty following a failure to establish that the right to claim priority was transferred from the original inventor applicants to the Broad Institute. In this panel session the FICPI Guidelines on Transferring Priority Rights will be discussed along with the reasoning of the Opposition Division of the EPO, a look at more recent EPO decisions, and an analysis of U.S. law in so far as it relates to the transfer of priority rights.

**MODERATOR:**

**GUSTAVO BARBOSA**, PARTNER, KASZNAR LEONARDOS (BR)

**SPEAKERS:**

**MICHAEL CAINE**, PRINCIPAL, DAVIES COLLISON CAVE (AU)

**REINOUD HESPER**, HEAD OF DEPARTMENT, PATENTLAW: FILING & EURO-PCT, EPO (DE)

**R. DANNY HUNTINGTON**, PARTNER, ROTHWELL FIGG (US)

**ROBERT WATSON**, PARTNER, MEWBURN & ELLIS (GB)

## Friday 11 October

09:00 – 10:30 | **SESSION 5.1**

### BEING A PATENT ATTORNEY IN THE 21<sup>ST</sup> CENTURY

This panel will explore the challenges patent attorneys face as they try to progress upwards in their career paths, particularly those introduced by new technologies and an ever-changing technological and competition environment. Issues to be discussed include how to build a profile; career path expectations; ways to partnership or different approaches, e.g. especially considering the male/female perspective; advancing while at the same time coaching (even) younger attorneys and trainees; and bridging the differences between the generations up and downstream.

**MODERATORS:**

**SWARUP KUMAR**, PARTNER, REMFRY & SAGAR (IN)

**DR. ALEXANDER WYWROLL**, PARTNER, WINTER BRANDL ET AL (DE)

**SPEAKERS:**

**BRITTA FROMOW**, PARTNER, CATALYST IP (NZ)

**MARIANA MOSTARDEIRO**, PARTNER, DANNEMAN SIEMSEN (BR)

**JOHAN ÖRTENBLAD**, MANAGING PARTNER, NORÉNS (SE)

14:00 – 15:30 | **SESSION 3.1**

### COMPREHENSIVE AND PROGRESSIVE AGREEMENT FOR TRANS-PACIFIC PARTNERSHIP (CPTPP) – WHERE TO FROM HERE?

The TPP was signed by the 12 participating countries in February 2016, but could not enter into force until six countries, including the United States, ratified the Agreement. However, the United States withdrew from the agreement, leaving the 11 remaining countries to consider whether to continue. The result was a modified form of the TPP called the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) which was signed in March 2018. But how do the 11 signatory countries propose to amend their laws to implement the provisions of the CPTPP? What will it take for the United States to re-join the agreement?

**MODERATOR:**

**PHILIP MENDES DA COSTA**, PARTNER, BERESKIN & PARR (CA)

**SPEAKERS:**

**BRENDAN BOURKE**, DIRECTOR, TRADE & POLICY PROJECTS, IP AUSTRALIA (AU)

**MARK SCHAAN**, DIRECTOR GENERAL, MARKETPLACE FRAMEWORK POLICY BRANCH / INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA (ISED) / GOVERNMENT OF CANADA (CA)

**ROBERT L. STOLL**, FORMER COMMISSIONER USPTO / PARTNER, DRINKER BIDDLE (US)

11:00 – 12:30 | **SESSION 6.1**

### AI, 3D PRINTING OF HUMAN ORGANS, AND OTHER EMERGING TECHNOLOGIES – WILL THE PATENT SYSTEM NEED TO ADAPT?

To what extent is the patent system ready to provide appropriate protection, while encouraging innovation, in fast-paced emerging technology fields such as Artificial Intelligence (AI) and 3D printing of human organs? This panel will give an overview of some of these emerging technologies, explore important practical applications of the technologies, discuss relevant patent decisions, and look at the current and future states of the patent system when faced with inventions in these fields.

**MODERATOR:**

**BRETT SLANEY**, PARTNER, BLAKE, CASSEL & GRAYDON LLP (CA)

**SPEAKERS:**

**TACIANA PEREIRA**, DIRECTOR OF BIOENGINEERING, ALLEVI (BR)

**DR. HOWARD READ**, ASSOCIATE, APPELBYARD LEES (GB)

16:00 – 17:30 | **SESSION 4.1**

### INCORPORATION OF ENTIRE MISSING ELEMENTS AND PARTS BY CROSS REFERENCE WITHOUT LOSING FILING DATE

The Patent Law Treaty (PLT) provides that applicants may rectify the omission of a part of the description or a drawing by filing the missing part or drawing. Further, where the missing part of the description or drawing is contained within an earlier application from which the application claims priority, the part can in particular circumstances be incorporated without loss of filing date. Similar provisions have been introduced into the PCT. But what about the situation where a part or element is not “missing,” but is erroneous? Should the applicant be permitted to incorporate the correct element or part from the earlier application, and if so, what should happen to the erroneous part or element?

**MODERATOR:**

**VLADIMIR RYBAKOV**, SENIOR PARTNER, ARS-PATENT (RU)

**SPEAKERS:**

**GREG CHAMBERS**, PARTNER, PHILIPS ORMONDE FITZPATRICK (AU)

**REINOUD HESPER**, HEAD OF DEPARTMENT, PATENTLAW: FILING & EURO-PCT, EPO (DE)

14:00 – 15:30 | **SESSION 7.1**

### SPCS IN THE EU – ARE THE REGULATIONS FIT FOR PURPOSE?

Patent term is of critical importance to research-based pharmaceutical companies and agrochemical companies, and patent term extensions (PTEs) and supplementary protection certificates (SPCs) are important for restoring term lost as a result of regulatory processes. The large number of referrals to the CJEU by national courts, and the lack of consistency in interpretation of the regulations by national courts, is evidence that the regulations for SPCs in the EU leave much to be desired. Not only do national courts need to interpret the regulations, but they also need to take account of opinions delivered by the CJEU on questions referred to it. How can the legally unsatisfying situation for SPCs in the EU be improved? Is an international view helpful?

**MODERATOR:**

**DR. FRANCESCO PAOLO VATTI**, PARTNER, FUMERO (IT)

**SPEAKERS:**

**PAUL BRADY**, PARTNER, ABEL & IMRAY (GB)

**DR. CHRISTOPHER BRÜCKNER**, PARTNER, BRÜCKNER IP (DE)

**MICHAEL CAINE**, PRINCIPAL, DAVIES COLLISON CAVE (AU)

**JÜRGEN DRESSSEL**, FORMER HEAD OF GLOBAL PATENT LITIGATION STRATEGY, NOVARTIS AG (CH)

# TRADEMARKS

STREAM COORDINATORS: TONI P. ASHTON, CONSULTANT, MARKS & CLERK (CA) / LENA SHEN, PARTNER, SANYOU IP (CN)

## Thursday 10 October

11:00 – 12:30 | **SESSION 2.2**

### RECENT COURT DECISIONS AFFECTING IP LICENSING: PERSPECTIVES AND PRACTICAL IMPLICATIONS

In the IP arena, the issues of rights and obligations; different national laws and regulations; duties to negotiate in good faith; valuation, and reasonable royalties can be contentious between licensors and licensees. The panel will, *inter alia*, look at recent Court decision affecting these matters, with a view to discussing the evolution in this field and the practical implications for IP practitioners active in this field.

**MODERATOR:**

**BASTIAAN KOSTER**, PARTNER, VON SEIDELS (ZA)

**SPEAKERS:**

**JOHN C. PAUL**, PARTNER, FINNEGAN, HENDERSON, FARABOW, GARETT & DUNNER LLP (US)

**JEAN-CHRISTOPHE TROUSSEL**, PARTNER, BIRD & BIRD (BE)

**AUDREY YAP**, MANAGING PARTNER, YUSARN AUDREY (SG)

## Friday 11 October

09:00 – 10:30 | **SESSION 5.2**

### RECOGNISING POTENTIAL CONFLICTS IN IP LAW

The recent US case of Altova GMBH v. Syncro Soft SRL raises issues surrounding the duty of care of IP practitioners with respect to conflicts between clients in the same field. The panel will focus on practitioners' responsibilities to predict potential conflicts and related considerations when accepting clients.

**MODERATOR:**

**KATE O'ROURKE**, SENIOR COUNSEL, CHARLES RUSSELL SPEECHLYS LLP (GB)

**SPEAKERS:**

**JOHAN LØJE**, PARTNER, LØJE, ARNESEN & MEEDOM (DK)

**RICHARD MAIR**, VICE PRESIDENT, CIPA (GB)

**MICHELINE KELLY JOHNSON**, PARTNER, BAKER DONALSON (US)

**JOSEPH S. YANG**, SENIOR COUNSELLOR, LEE & LI (TW)

14:00 – 15:30 | **SESSION 3.2**

### HOUSE MARKS: THE BIG PLAYERS ON THE BLOCK

Companies often offer a variety of products and/or services under unique trademarks to distinguish them from competitive goods/services. In many cases, a corresponding "house mark" also plays a prominent role in such source identification and must be assiduously protected by the company. However, the rules and requirements for protecting such marks vary by jurisdiction. This panel will explore how different countries treat these important marks. What constitutes a "house mark" in each country? Is special management required to protect it? Does it encounter different treatment from product marks, and if so, why? Is there a movement for change in the winds to help protect such an important company asset?

**MODERATOR:**

**JOHN C. PICKERILL**, PARTNER, FREDRIKSON & BYRON, P.A. (US)

**SPEAKERS:**

**PRANEET DAVAR**, MANAGING PARTNER, P S DAVAR & CO. (IN)

**IAN GILL**, PARTNER, AA THORNTON (GB)

**TINGXI HUO**, MANAGING PARTNER, BEIJING CHOFN IP AGENCY (CN)

**LOUISE MYBURGH**, PARTNER, SPOOR & FISHER (ZA)

11:00 – 12:30 | **SESSION 6.2**

### QUALITY STANDARDS AT IP OFFICES

For users of public records, transparency, clarity and quality of outcomes from IP offices is very important. How are the offices dealing with user expectations? Do the offices have service standards? In which areas? Can they realistically ever meet these? Are they using a "best efforts" standard? If so, is this a good reference point? How are the offices managing? Where do they get their resources? Are they confronting present particular problems such as computer consolidations of records? What may be in store for users in the next 10 years?

**MODERATOR:**

**ELIA SUGRAÑES**, PARTNER, SUGRAÑES (ES)

**SPEAKERS:**

**JULIO LAPORTA**, DEPUTY DIRECTOR, STRATEGIC COORDINATION UNIT, OPERATIONS DEPARTMENT, EUIPO (ES)

**CANADIAN INTELLECTUAL PROPERTY OFFICE** (TBC)

**CHINESE NATIONAL INTELLECTUAL PROPERTY ADMINISTRATION** (TBC)

**JAPANESE PATENT OFFICE** (TBC)

16:00 – 17:30 | **SESSION 4.2**

### INTERNATIONAL TRADEMARKS

"International trademarks" extend over a large number of countries. Hence, such trademark owners might feel encouraged to utilize the Madrid Protocol to obtain registration protection. While this Protocol has been adopted by many countries, some adherents have set, *inter alia*, special conditions for use, classification, and issuance of individual certificates. What happens to the unaware? Is this a minefield for practitioners? Should the Madrid Protocol nevertheless always be the first choice for multi-jurisdictional registration protection?

**MODERATOR:**

**GABRIEL LEONARDOS**, SENIOR PARTNER, KASZNAR LEONARDOS (BR)

**SPEAKERS:**

**LAURA COLLADA**, MANAGING PARTNER, DUMONT (MX)

**ANTÓNIO CORTE-REAL**, PARTNER, SIMÕES, GARCIA, CORTE-REAL & ASSOCIADOS (PT)

**JUAN CARLOS CUESTA QUINTERO**, SENIOR PARTNER, CUESTA & ASOCIADOS (CO)

**RACHEL ZHANG**, TRADEMARK ATTORNEY, CHINA PATENT AGENT (H.K.) LTD. (CN)

14:00 – 15:30 | **SESSION 7.2**

### TRIALOGUE BETWEEN IP OWNERS, SHOPS ONLINE, PLATFORMS

Infringing on-line trademark use can be challenging to deal with as it crosses territorial boundaries. What take-down proceedings are in place? Are they effective for IP owners? How does the GDPR affect one's ability to find contact information? Is there a gradual evolution towards agreement on a common practice? Come out to learn the current state of affairs and where this area might be going.

**MODERATOR:**

**PETTER RINDFORTH**, PARTNER, FENIX LEGAL (SE)

**SPEAKERS:**

**JONATHAN COHEN**, PARTNER, AVENTUM IP LAW LLP (CA)

**ANDREW LOTHIAN**, MANAGING DIRECTOR - BRAND PROTECTION, DEMYS LIMITED (GB)

**GEORGES NAHITCHEVANSKY**, PARTNER, KILPATRICK TOWNSEND (US)

**DORIA ZHU**, FOUNDER AND GENERAL MANAGER, HANGZHOU LION INFORMATION CONSULTING CO., LTD. (CN)

## IP PRACTICE MANAGEMENT

STREAM COORDINATOR: DR. PATRICK ERK, PARTNER, GRÜNECKER (DE)

### Thursday 10 October

11:00 – 12:30 | **SESSION 2.3**

#### FINANCE 101: LEARNING ABOUT THE ECONOMIC MACHINERY OF YOUR IP FIRM

Today, an IP firm must react flexibly and quickly to adapt to market changes. Often, these adaptations lead to a different fee regime, or affect the workforce of the firm. However, these changes must be done with a profound knowledge about how costs and income are affected. This presentation aims to breathe life into terms such as “total cost calculation”, “marginal costing” and “cost unit accounting”. Terms for which IP attorneys gladly employ external guidance, but which are essential for understanding the mechanism of their own firm. We will look at what difference it makes to assign fixed costs per head or per turn over on business decisions; cost management required to make sound decisions, e.g. on rebates to a client; and how having a digital work environment facilitates cost management.

**MODERATOR:**

**LOUIS LAGLER**, PARTNER,  
RENTSCH PARTNER (CH)

**SPEAKERS:**

**CHARLES JEFFRIES**, SENIOR  
PATENT COUNSEL, NOVARTIS  
PHARMA AG (CH)

**DR. SEVIM SÜZEROGLU-  
MELCHORS**, GLOBAL HEAD OF  
CONSULTING, DENNEMEYER  
(LU)

14:00 – 15:30 | **SESSION 3.3**

#### DELIGHTING THE CLIENT

It is said that the IP rights market has become a commodity market, in which the services of one firm are (almost) indiscernible from the services of another, competing firm. However, even if the overall services themselves are similar from one firm to the next, the overall value propositions may not be. This session will present some ideas about how to create a more client-centered firm culture. One can make a difference by offering highly individualised services, by being flexible, and by making each and every client interaction a “delightful experience”. If the client experience is consistently excellent and includes some captivating personal surprises, clients will demonstrate loyalty. Another way to stand out is by offering new, creative billing schemes which are more focused on the client’s perspective.

**MODERATOR:**

**XIMENA CASTELLANOS**,  
PARTNER, CASTELLANOS &  
CO (CO)

**SPEAKERS:**

**STEPHEN KROUZECKY**,  
FOUNDING PARTNER,  
KROUZER IP (AU)

**FABRICE MATTEI**, COUNTRY  
MANAGER, ROUSE (MM)

**JEREMY STIPKALA**, PARTNER,  
THRIVE IP (US)

16:00 – 17:30 | **SESSION 4.3**

#### KEY PERFORMANCE INDICATORS: IMPROVING YOUR FIRM’S INTROSPECTION

When navigating your firm through the market, you should be able to listen to signals from the engine room. Modern software allows us to implement almost any sensor for measuring your firm’s condition. However, some measure can be misleading, others are costly to implement, and some may change the identity of your firm. This session will look into what kind of KPIs can and should be used. The results of a survey about the current use of KPIs in IP firms will be presented to show the way the profession still has to go.

**MODERATOR:**

**DR. PATRICK ERK**, PARTNER,  
GRÜNECKER (DE)

**SPEAKERS:**

**MAREK ŁAZEWSKI**, PARTNER,  
LDS ŁAZEWSKI DEO &  
PARTNERS (PL)

**PROF. ŁUKASZ SIENKIEWICZ**,  
PH.D., ASSISTANT PROFESSOR  
AT THE DEPARTMENT  
OF HUMAN CAPITAL  
DEVELOPMENT, WARSAW  
SCHOOL OF ECONOMICS (PL)

### Friday 11 October

09:00 – 10:30 | **SESSION 5.3**

#### QUALITY ASSURANCE: DOCUMENTING AND IMPROVING YOUR FIRM’S WORKFLOWS

Going digital is a good opportunity to introduce new and more efficient workflows. For successfully competing in the market, however, the quality and efficiency of the workflows needs to be improved continuously. Several tools exist for implementing quality management processes, such as ISO 9001 certification and quality assurance methods, such as Six Sigma. Our panelists will shed some light on these processes and share their experiences in introducing them.

**MODERATOR:**

**ANDRÉ WERNER**, PARTNER,  
TSWPAT! (CH)

**SPEAKERS:**

**JAMES P. CHEN**, PARTNER,  
KANGXIN (CN)

**BASTIAAN KOSTER**, PARTNER,  
VON SEIDELS (ZA)

**VIKRANT RANA**, MANAGING  
PARTNER, S. S. RANA & CO. (IN)

11:00 – 12:30 | **SESSION 6.3**

#### STANDARDISING DIGITAL COMMUNICATION IN A GLOBAL IP WORLD

Today, we communicate digitally as if using paper and fax. The full potential of digital communication is not used. Instead of sending human-readable letters, modern technology allows us to integrate the client, and all offices and associate firms, into the IP management software communications. Terms can be integrated automatically into the docketing systems, payments can be effected automatically even if different currencies are involved. What are the implications of such a harmonised digital work environment? The panelists will offer insights into what is possible today and what will be necessary tomorrow to successfully stay in the IP market.

**MODERATOR:**

**MARC LEVIEILS**, PARTNER,  
REGIMBEAU (FR)

**SPEAKERS:**

**JEAN-MARC BRUNEL**, VICE  
PRESIDENT INTELLECTUAL  
PROPERTY, SAFRAN (FR)

**ANDREW CURRIER**, PARTNER,  
PCKIP (CA)

**YOUNG-WOO YUN** HEAD,  
STANDARDS SECTION,  
WIPO (CH)

14:00 – 15:30 | **SESSION 7.3**

#### TECH READINESS: DIGITALISING YOUR LAW FIRM

This session presents an overview of legal tech facilities that are available to the IP attorney of today and will be available to the IP attorney of tomorrow. What preparations does a firm need to make in order to be ready for future digital services? What will be the effect on the staff, its composition and work atmosphere? Results of a survey among FICPI members about the use of IT in IP firms will be presented and analyzed.

**MODERATOR:**

**DR. ALEXANDER ESSLINGER**,  
PARTNER, BETTEN & RESCH (DE)

**SPEAKERS:**

**GERD HÜBSCHER**, PARTNER,  
HÜBSCHER PATENTANWALT /  
CO-FOUNDER, POLYMIND GMBH (AT)

**GEORG PUCHBERGER**, PARTNER,  
PUCHBERGER & PARTNER /  
CO-FOUNDER, POLYMIND GMBH (AT)

**EUROPEAN PATENT OFFICE**  
(TBC)

## SOCIAL PROGRAMME

The 2019 Open Forum will offer Delegates and Delegates' Guests an exciting social programme, with an opportunity to explore Vienna's rich culture and history through the optional excursions.

### WEDNESDAY 9 OCTOBER

18:30 - 19:30

#### NEW MEMBERS & FIRST-TIME ATTENDEES' RECEPTION

The Austria Trend Hotel Savoyen Vienna — Atrium

A special reception will be held immediately prior to the welcome cocktail to allow new FICPI members and first-time Open Forum attendees to meet with active FICPI officers and learn more about the Federation's activities and how to get involved.

20:00 - 22:00

#### WELCOME RECEPTION

19:45 Meeting point: Hotel Savoyen Vienna lobby - transfer on foot

Belvedere — Prinz Eugen-Straße 27

The FICPI Forum welcome reception will take place in the exquisite setting of the Upper Belvedere, with its wonderful view over the city! Constructed between 1717 and 1723, the Upper Belvedere primarily served the purposes of prestige and display; in the second half of the 1770s, it was adapted to house the Imperial picture gallery. Today, the Upper Belvedere houses the greatest collection of Austrian art dating from the Middle Ages to the present; its highlights are Gustav Klimt's paintings, including the iconic Kiss. Delegates and DGs will have the chance to privately visit the museum during the evening.

### WEDNESDAY 9 & THURSDAY 10 OCTOBER

#### AFTER-DINNER BAR

Let's conclude the evening together with a DJ set in the dedicated after-dinner lounge bar at the Austria Trend Hotel Savoyen!

### THURSDAY 10 & FRIDAY 11 OCTOBER

07:00 - 08:00

#### MORNING JOGGING SESSIONS

Sporty types and early risers are invited to join in a jogging session around Vienna on each of these two mornings.

### THURSDAY 10 OCTOBER

19:30 - 22:30

#### INFORMAL DINNER

19:00 Meeting point: Hotel Savoyen Vienna lobby - transfer by bus

Fuhrgassl Huber — Neustift am Walde 68

An informal dinner in a real Viennese "Heuriger," the typical wine taverns located in between vineyards and woods on the edge of the town. The Fuhrgassl Huber has been awarded as "top heuriger with proven quality," and serves strictly local wines, accompanied by the most traditional dishes and desserts of the Austrian gastronomy!

### FRIDAY 11 OCTOBER

19:30 - 00:00

#### CLOSING DINNER

19:00 Meeting point: Hotel Savoyen Vienna lobby - transfer by bus

Hofburg — Heldenplatz

The FICPI Open Forum final evening will be hosted in the most iconic Viennese building: the Hofburg, the Austrian Centre of Power. Located in the very heart of the city, Vienna's Imperial Palace is one of the biggest palace complexes in the world: its construction commenced in the 1300s, and the building has been expanded over the centuries thanks to the Habsburg dynasty which, for nearly eight hundred years, controlled the fortunes of Austria, the Holy Roman Empire, the Austrian Empire and the Austro-Hungarian Empire. The Open Forum closing dinner will take place in the amazing Festsaal, Hofburg's largest hall; to close this exclusive event, there will be a very special live music show which will make everybody dance!

### SATURDAY 12 OCTOBER

18:00 - 21:00

#### RECEPTION - AUSTRIAN CHAMBER OF PATENT ATTORNEYS

Museum of Natural History — Maria Theresia Platz

The Austrian Chamber of Patent Attorneys cordially invites all delegates and delegates' guests who decide to stay a little bit longer in Vienna to an informal get together, to meet and enjoy networking in one of the most magnificent historical buildings in Vienna. Guided tours through selected collections of this outstanding museum will be offered.





## EXCURSIONS

### WEDNESDAY 9 OCTOBER

14:30 - 17:30

PRE-OPEN FORUM OPTIONAL EXCURSION

#### Imperial Vienna — Schönbrunn Palace

The Schönbrunn Palace, the former summer residence of the Habsburgs, is one of Europe's most beautiful Baroque complexes. Owing to its historical importance, beautiful location, magnificent architecture and the splendid layout of its gardens, this palace is considered the top sight in Vienna and has been listed as a UNESCO world cultural heritage site since 1996. You will visit the Schönbrunn Palace from its most magnificent side: the glittering world of Empress Maria Theresa, in the 22 state rooms on the piano nobile, in all their impressive authenticity.

### THURSDAY 10 OCTOBER

09:30 - 15:30

DELEGATES' GUEST EXCURSION

#### Touch, taste and enjoy the legend of Austrian wine — Klosterneuburg Abbey

The Klosterneuburg Abbey, with its sacred works of art, has been one of Austria's most important religious and cultural centres for over 900 years. The combination of practised faith, unique art treasures and one of the oldest and biggest vineyards in Austria gives this monastery its unmistakable charm. In the Monastery's wine estate, you can uniquely experience the connection between a centuries-old wine-growing tradition and the most modern winery technology. FICPI Delegates' Guests will have the chance to taste legendary Austrian wine in one of the most ancient cellars in the world!

### FRIDAY 11 OCTOBER

09:30 - 15:00

DELEGATES' GUEST EXCURSION

#### Vienna music tour by old-timer tram

During this tour you will experience Vienna by tracing the footsteps of some of the famous composers who lived and worked here. The best way to discover the world's capital of music is by tram, which is still the favourite public transportation of the Viennese. You will take a step back to the past by travelling on an old-timer tram, which runs along Vienna's Ringstrasse boulevard, passing by the city's most important sights. Exclusive lunch in a private room of the **Sacher** hotel restaurant, where the most famous cake in the world was created in 1832!

### SATURDAY 12 OCTOBER

09:30 - 17:00

POST-OPEN FORUM OPTIONAL EXCURSION #1

#### The Danube Valley — Wachau

A full-day excursion to show you the beauty of the Wachau, the most romantic part of the Danube Valley. You will enjoy a pleasant boat trip through this scenery full of history and legends where the Danube winds its way past charming old villages and views of the vineyards. Lunch on board. The excursion will also include the visit of Melk, the "cradle of Austria", and its magnificent Benedictine Abbey, a pearl of the Austrian Baroque.

10:00 - 14:30

POST-OPEN FORUM OPTIONAL EXCURSION #2

#### Spanish Riding School performance

The Spanish Riding School in Vienna is the only institution in the world which has practiced for more than 450 years, and continues to cultivate classical equitation in the Renaissance tradition of the Haute Ecole (UNESCO intangible cultural heritage of humanity). You will have the exceptional opportunity to attend the world-famous performance by the Lipizzans - the Ballet of the White Stallions - taking place in the baroque Winter Riding School at the Hofburg Palace, the most beautiful riding hall in the world. This performance, resulting from years of training for the horsemen and their Lipizzans, accompanied by classical Viennese music, enchants the audience and creates a really unique atmosphere. Lunch at world-famous **Demel**, the true realm of Viennese confectionery art since 1746!

08:15 - 17:00

POST-OPEN FORUM OPTIONAL EXCURSION #3

#### Sporting activity — Golf

The Colony Golf Club opened in 1990 as the first 36-hole golf course in Austria, and has been a member of the "Leading Golf Courses" since the beginning. Discover the two 18-hole Championship Courses in the midst of the Gutenhof forest and play golf in a paradisaical countryside!

Equipment: cart included. If you need to rent clubs, please contact ENIC Meetings & Events: [ficpi@enic.it](mailto:ficpi@enic.it)

08:00 - 13:30

POST-OPEN FORUM OPTIONAL EXCURSION #4

#### Sporting activity — Mountain bike tour

A real adventure by mountain bike through the Viennese woods! A specially trained guide will lead you on an exciting ride. This excursion is for skilled and fearless people only (duration approx. 4 hours - medium difficulty).

Equipment: bike included. Please bring your bike dress, shoes and gloves. If you need to rent a helmet, please contact ENIC Meetings & Events: [ficpi@enic.it](mailto:ficpi@enic.it).

## EXCURSION NOTES

Excursions that are marked as Delegates' Guest Tours are included in the Delegates' Guest registration fee. Excursions that are marked as Optional are not included in the registration fees of either Delegates or Delegates' Guests; these optional excursions must be booked and paid for at time of registration.

For all optional tours, a minimum number of participants is required. The final itineraries of the tours may vary slightly for logistical reasons.





## IMPORTANT INFORMATION

### Transportation

#### FROM AIRPORT

Vienna's central position in Europe makes it a hub offering optimal transportation connections to the whole world: almost 200 destinations across 70 countries are regularly served by 74 airlines. Vienna International Airport is located about 16 km east of Vienna in Schwechat; the city centre is easily and quickly reached by public transport: train, taxi or bus.

From the airport, you can reach the Austria Trend Hotel Savoyen Vienna by:

- CAT (City airport train): a 16-minute ride from Vienna airport to Wien Mitte railway station; the hotel is about 2 km from this station - [www.cityairporttrain.com](http://www.cityairporttrain.com)
- Express train S7: which takes approx. 30 minutes from Vienna airport to Rennweg station (direction 'Floridsdorf'); the hotel is 3 minutes' walking distance from this station. Make sure your train stops at Rennweg station (not all the trains do stop there) - [www.oebb.at](http://www.oebb.at)
- Taxi: approx. 20-minute trip  
Tel. +43 1 60 160 [www.taxi60160.at](http://www.taxi60160.at)  
Tel. +43 1 40 100 [www.taxi40100.at](http://www.taxi40100.at)
- Private transportation: ENIC Meetings & Events can arrange for private transfers. Please contact [ficpi@enic.it](mailto:ficpi@enic.it)

#### FOR EXCURSIONS & EVENTS

Transportation for the DGs' tours and the optional excursions, as well as for the social events, will be provided exclusively for those who have booked accommodation at the Austria Trend Hotel Savoyen Vienna. All transfers will depart from and return to this hotel exclusively. **The meeting point will be in the lobby of the Hotel Savoyen Vienna.** Delegates and Delegates' Guests staying in other hotels will be responsible for their own transportation to and from the various FICPI events.

### Climate

Vienna has a mild continental climate. The average temperature in October is 10°C / 50°F (minimum 5°C / 41°F - maximum 15°C / 59°F). On average, there are 7 days of rainfall during the month of October.

### Dietary Requirements

Special dietary requests (e.g. vegetarian, gluten-free, vegan...) can be accommodated. Please indicate clearly any special requests when completing your registration. Unfortunately, we will not be able to accommodate dietary requirements which have NOT been indicated in advance.

### Private Functions

We would like kindly to remind you of the Rule 11 of the FICPI Code of Conduct, which states that organising business-related receptions or private functions during official meetings of FICPI is contrary to the tradition and spirit of the Federation and is not permitted by FICPI.

### Dress Recommendations

Working Sessions: Business attire

DGs' and optional tours: Casual clothing, comfortable walking shoes are recommended.

Welcome Cocktail (9 October): Cocktail attire

Informal dinner (10 October): Casual clothing

Closing dinner (11 October): Formal attire

## Cancellation Policy

All requests for cancellation of registrations or accommodations must be submitted to the conference organiser, ENIC Meetings & Events, by email: [ficpi@enic.it](mailto:ficpi@enic.it).

For cancellations received by 28 June 2019, your registration fees will be refunded in full, subject to a €100 handling charge. For cancellations received between 29 June and 2 September 2019, 50% of your registration fees will be refunded and for the cancellation of accommodation booked through the organisers, one night will be charged. For cancellations received after 2 September 2019, and in case of no-show on the scheduled arrival date or an early departure, there will be no refund of the registration fees and you will be charged for the entire cost of the accommodation you booked through the organisers.

Substitutions may be made at any time before the event begins, against a €100 handling charge. Refunds, less a €100 handling charge, will be paid back AFTER the Forum.

Please note that FICPI cannot be held responsible for cancellation of your attendance at the 18th Open Forum for personal reasons, and no exceptions to the refund policies set forth herein will be made. It is therefore recommended to obtain personal travel insurance in case you need to cancel your attendance at the meeting for any unforeseeable reason.

## FICPI 18<sup>th</sup> Open Forum Organisers

#### ENIC MEETINGS & EVENTS SRL

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Email: [ficpi@enic.it](mailto:ficpi@enic.it)



In cooperation with  
the American Bar Association  
Intellectual Property Law Section

## Languages

All of the Open Forum working sessions and all of the guided tours will be held in English.

## Currency Euro (€)

Please check the current exchange rate with your currency (see, for example, [www.xe.com](http://www.xe.com))

## Power Connection

230V 50Hz. Regular continental European plugs and sockets.

## Continuing Education

CLE/CPD CREDIT — Continuing education credits may be available for practitioners from the United Kingdom, the USA, Italy, Japan, the Netherlands, Australia, New Zealand, and other countries.

## Disclaimer

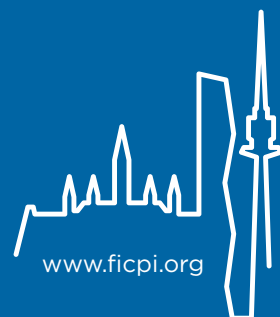
*All reasonable endeavours will be made to hold the FICPI 18th Open Forum and to present the programme as contained in the present brochure in a manner to assure the comfort and safety of the attendees. However, neither FICPI, nor the organisers nor any of FICPI's or the organisers' representatives or agents shall have any liability to any person as a result of cancellation of all or part of the meeting or any of the arrangements, programmes, or plans connected therewith or any loss, injury, damage or inconvenience which may be suffered by any person while travelling to or from the meeting, or during such person's presence in Austria in connection with the meeting. Participants are strongly advised to procure their own insurance against any such occurrences.*



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