

**The 2nd International Convention on
The Economy of Innovation
March 21-22, 2016, Tel-Aviv, Israel**

TENTATIVE CONFERENCE PROGRAM

Sunday, March 20: "Start-Up Nation" tour for IP professionals: meet innovative companies and leading IP policy makers in Israel, in Rehovot (Weitzman Institute) and Jerusalem. The tour is offered to conference participants, at an additional cost.

Opening Plenary Session, Monday, March 21, 2016, 9:30 am-11:00 am

Greetings:

- Mr. Tal Band, President AIPPI-Israel, Co-chair of the conference organizing committee
- Mr. Gerard Myon, Treasurer General, AIPPI
- Representative of the Hebrew University of Jerusalem
- Mr. Francis Gurry, Director General of the World Intellectual Property Organization (WIPO)
- Ms. Ayelet Shaked, Minister of Justice.

Speakers: TBA

Parallel Sessions planned for Monday, March 21, 2016 (Tel-Aviv)

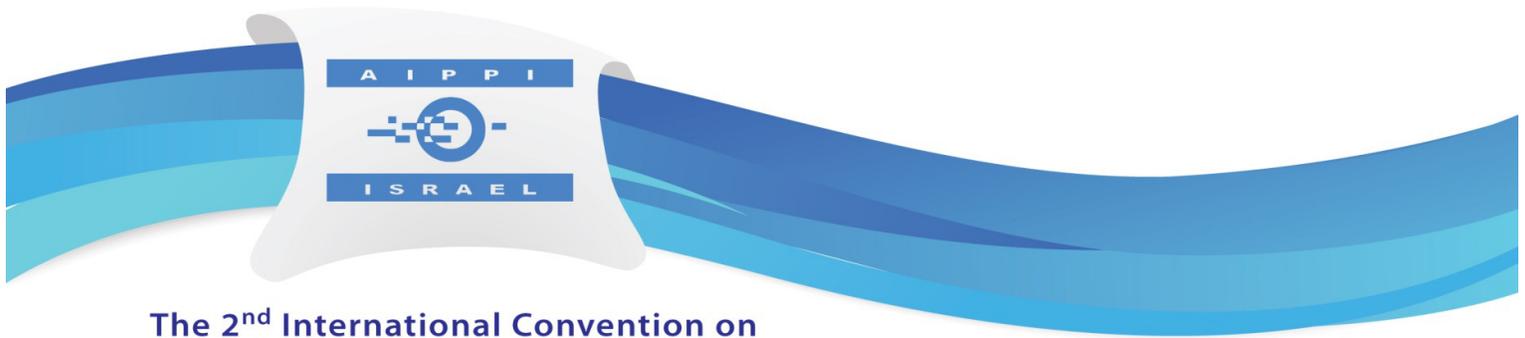
IP TRENDS IN ASIA < Monday, March 21, 11:30 am- 1:00 pm >

Asia in general, and China and India, that together have more than a third of the world population, have become important economic powers, with economies that continue to grow. IP has become an important driver of growth and progress of the Asian economies and have changed them forever. The session will provide an overview of IP issues in this part of the world.

Moderator: Pravin Anand, Managing Partner, Anand and Anand

Speakers:

- Prof. Dr. Guangliang ZHANG, Renmin University of China (former IP judge)
- Justice A.D. Sikri, Judge, Supreme Court India
- Mr. Deqiang ZHU, Patent Attorney, CCPIT, China on the new IP courts and recent enforcement statistics and issues
- Mr. Amarjit Singh, President of AIPPI India



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INNOVATIVE HEALTH CARE < Monday, March 21, 11:30 am- 1:00 pm >

Moderator: Dr. Sharon Hausdorff, Deputy General Patent Counsel, Teva Pharmaceutical Industries Ltd.

Speakers:

- Dr. Cornelis (Kees) Schüller, Group Head of Patents, Intellectual Property Department, Nestec SA, Vevey, Switzerland,
- Dr. Aharon Schwartz, Consultant, former Head of Teva Innovative Ventures
- Michal Rosen-Zvi, IBM Director for Health Informatics on WATSON
- TBA

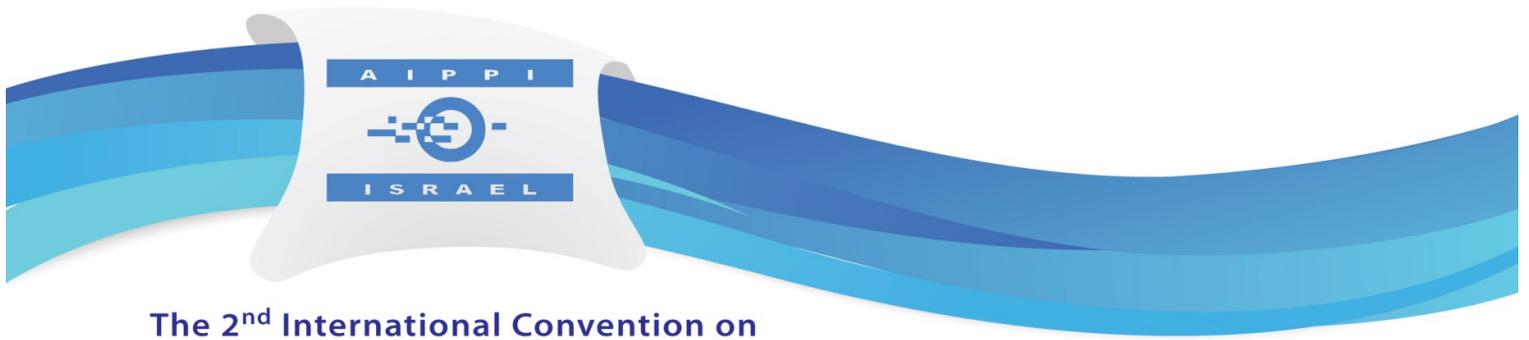
TRADEMARKS AND GEOGRAPHICAL NAMES < Monday, March 21, 11:30 am- 1:00 pm >

To a French consumer "champagne" means a wine of any type and any grape variety grown on a vineyard in the Champagne region of France. To a consumer in North America "champagne" simply means a sparkling white wine without any connection to any particular producer or region. To an American beer drinker "Budweiser" is a trade mark, whereas in the Czech Republic "Budweiser" means a beer from the former Budweis region. Producers use common and proprietary languages to convey consumer information about their products. What happens when those languages share common words, but use them with different meanings? Are proprietary rights infringed or diluted? Are consumers confused? Are new treaties needed to enforce language codes? Or are conflicts between trademarks, geographical indications and common language just a tempest in a (Darjeeling) tea pot?

Moderator: Howard Poliner, Director of Intellectual Property Law, Israeli Ministry of Justice.

Speakers:

- Massimo Vittori, Managing Director of oriGIn
- Mrs. Jacqueline Bracha, Deputy Director of the Israel Patents Office
- Craig Thorn, managing partner of DTB Associates, on behalf of the Consortium for Common Food Names trade organization (CCFN)
- Adv. Raimondo Galli, Studio Galli Avvocati, Italy



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**RECENT DEVELOPMENTS IN THE INTERPLAY BETWEEN IP AND COMPETITION LAW
(ANTITRUST) < Monday, March 21, 2:30 pm- 4:00 pm >**

Antitrust law and intellectual property law have long been considered in tension. A patent carves out an exception to the applicability of antitrust laws. While antitrust law seeks to eliminate monopolies and encourage competition, intellectual property law rewards creators and inventors with a limited monopoly. Patent laws encourage monopoly power by granting patent holders the right to exclude and be free from competition, while antitrust law generally proscribes monopoly and encourages competition.

Recent years have proven particularly busy dealing with this interface, in Israel and abroad, with several landmark decisions granted by courts and regulators .

The session will bring together decision makers, regulators and stakeholders in the field of antitrust, to present, discuss and evaluate recent developments in the ever important interface and perhaps tension between IP law and Antitrust laws, given the principles and rationale guiding the two .

As this interface is not widely discussed or decided by courts and regulators in Israel, the composition of session speakers will enable to learn of experience, views and recent trends dealing with competition law and IP, as well as thoughts on how Israeli law should evolve in order to deal with this challenging task of balancing the IP and Antitrust doctrines.

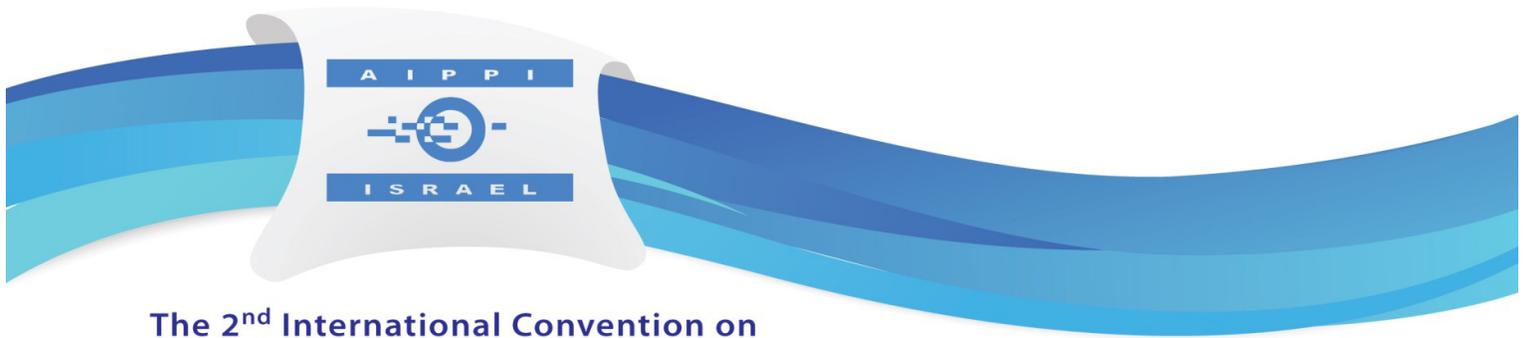
Moderator: Adv. Hagai Doron

Speakers:

- Judge Professor Ofer Grosskopf, Israeli Central District Court
- Judge Iris Soroker-Agmon, Rishon LeTzion Magistrate Court
- Dr. Jurgen Dressel Head Global Patent Litigation Strategy, Novartis Pharma
- Adv. Yonatan Cwikel, Israeli Antitrust Authority

MEDICAL DEVICES AND IP < Monday, March 21, 2:30 pm- 4:00 pm >

Israel is a powerhouse of new medical technologies. It is estimated that a third of the new game-changing medical technologies come out of Israel. Patents play a key role in the ability to successfully commercialize medical technologies and as by its nature development of medical technologies require a multidisciplinary approach, so does the patent strategy. A successful patent strategy needs also to take regulatory issues into consideration.



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Moderator: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee

Speakers:

- Rafael (Rafi) Beyar MD, DSc, CEO & Director General, Rambam Healthcare Campus
- Mr. Moshe Mizrahi, founder CEO at Syneron
- Dr. Jacob (Kobi) Richter, Chief Technology Officer of Medinol

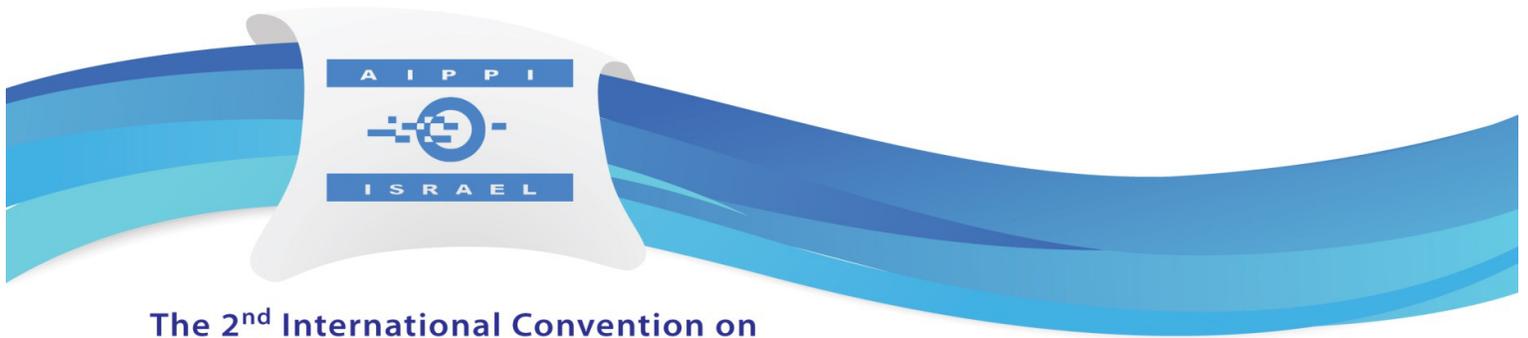
TRADEMARK AND PUBLIC POLICY (PLAIN PACKAGING) < Monday, March 21, 2:30 pm- 4:00 pm >

Product packaging is designed to sell products and that package design often consists trademarks and get up. Trademarks enable consumers to differentiate between products of the same type. Trademarks are also property rights recognized under the TRIPS Agreement and national law. However when trademarks are used to market legal products that create health hazards for their consumers private property rights clash with public policy concerns. The fight against tobacco use has led to legislation worldwide first limiting advertising of tobacco products and lately several national legislators have begun to require cigarette products to be marketed only in "Plain Packages" that contain visual content and either no trademarks or in a form consisting of the mark in small block letters. The "Plain Packaging" movement could also be extended to other products. Is plain packaging legislation consistent with TRIPS? With national law property rights? Is plain packaging effective in changing consumer tastes or are health warning and or limits on advertising sufficient. How dependent is product marketing on advertising and trademark for its commercial success? These and other issues will be discussed by the panel.

Moderator: Adv. Erez Kaminitz, Deputy Attorney General (Civil Law), Israel Ministry of Justice

Speakers:

- Prof. Itamar Grotto, Director of Public Health Services, Israel Ministry of Health
- Mr. Michiel Reerink, Regulatory Strategy Vice President, Japan Tobacco International (JTI)
- Prof. Daniel J. Gervais, Vanderbilt Law School, Vanderbilt University
- TBA



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IP AND INTERNATIONAL TRADE AGREEMENTS < Monday, March 21, 4:30 pm- 6:00 pm >

National sovereignty in intellectual property legislation is fast becoming replaced by supra-national multilateral treaties which set global uniform minimum monopoly levels for IP rights and for their enforcement. Frequently these multilateral IP obligations are tied into multilateral and bilateral trade agreements such that violations of an IP obligation can be offset through an unrelated trade benefit. Where the treaty contains a dispute resolution mechanism, such as with IP obligations under the TRIPS Agreement, national IP law can be effectively nullified by an international dispute tribunal. Countries may still set higher levels of protection in their national law or through their bilateral relations. Global harmonization of IP rights through multilateral treaties can reduce trade barriers and transaction costs in international trade and investment in IP. Treaties, on the other hand, are slow to evolve and respond to new changes in technology and commerce and once made effectively freeze out voters and national legislators from being able craft real time policy changes to meet new needs leaving that work, if at all, to creative national courts as the only remaining element of national sovereignty in IP policy development.

Moderator: Ministry of Trade

Speakers:

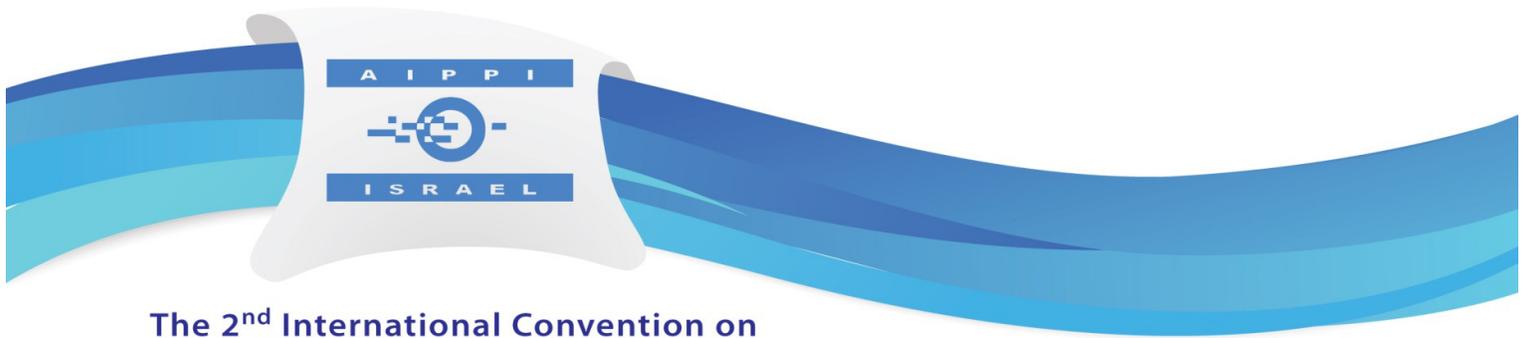
- Howard Poliner, Director of Intellectual Property Law, Ministry of Justice
- Adv. Terry Creighton, Vice President, Global Public Policy for Teva Canada, and a member of Teva's Global Government Affairs team
- Mr. Wolf Meier-Ewert, WTO
- TBA

MONETIZATION AND IP < Monday, March 21, 4:30 pm- 6:00 pm >

Although there is a growing global patent monetization market, the US still leads the patent monetization game. Recent US Supreme Court decisions cast a cloud on patent-eligibility of inventions in several fields in which there was always a massive patent activity, particularly software and life sciences. These decisions have a dramatic impact on the patent monetization market. Against this there is a growing global patent monetization market that may somewhat offset the down-trend in the US. The session will deal with these issues.

Moderator: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee

Speakers:



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- Andrew Ramer, Managing Director, IP Division, Cantor Fitzgerald
- Keith Bergelt – CEO of Open Invention Network
- Anthony Del Monaco – Litigation partner at Finnegan Henderson
- Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO)

Gala Event, Monday, March 21, 2016, 18:30-21:00

- Greetings: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee
- Meet leading Israeli Entrepreneurs
- "QUARTETOUKAN" Arab-Jewish Ensemble
- Dinner

Opening plenary Session, Tuesday, March 22, 2016, 9:30 am- 11:00 am

Introduction: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee

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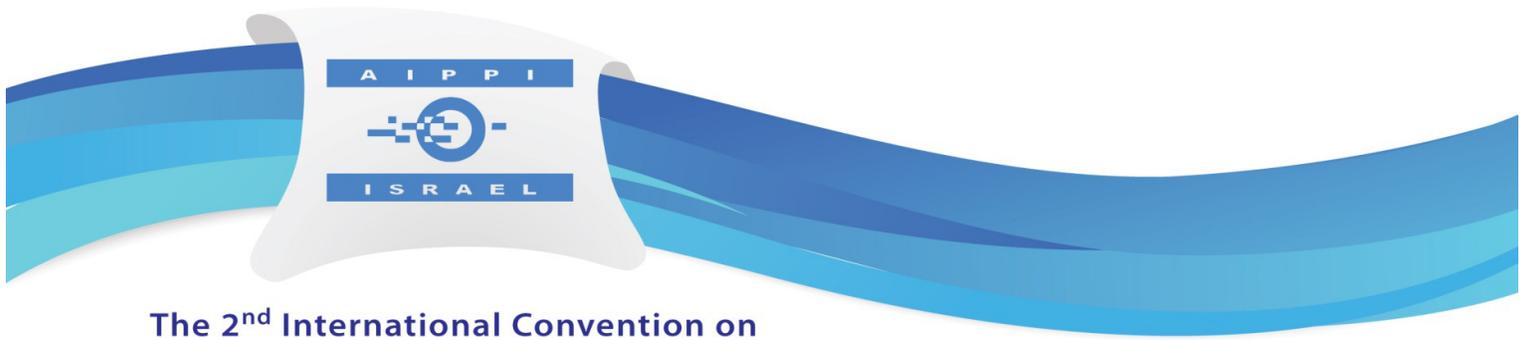
- TBA
- Ms. Emy Palmor, Director General, Israel Ministry of Justice

Plenary lecture: IP AND THE ROLE OF THE JUDICIARY

Moderator: Adv. Tal Band, President of AIPPI-Israel, Co-chair of the conference organizing committee

Speakers:

- Justice Hanan Meltzer, Israeli Supreme Court
- Justice (retired) Dr Amiram Benyamini, District Court
- Adv. Asa Kling, Israel Commissioner of Patents and Trademarks
- TBA



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Parallel Sessions planned for Tuesday, March 22, 2016 (Tel-Aviv)

TRENDS AND RULINGS REGARDING SERVICE INVENTIONS <Tuesday, March 22, 11:30 am-1:00 pm>

Inventions are made by individuals, who are often employees. The law in Israel provides that inventions arrived at by employees, in consequence of their service, are the property of the employer. The law imposes on the employee duties of disclosure and cooperation. Furthermore, the law provides that, absent an agreement determining whether, to what extent and on what conditions the employee is entitled to remuneration for a service invention, the matter shall be decided by a specialized tribunal.

In recent years there appear to be more and more cases in this area of law. Some cases addressing disputes over service inventions created confusion and uncertainty. Various companies find such uncertainty to hinder their business and create an environment which is unfriendly to R&D efforts and investments in Israel.

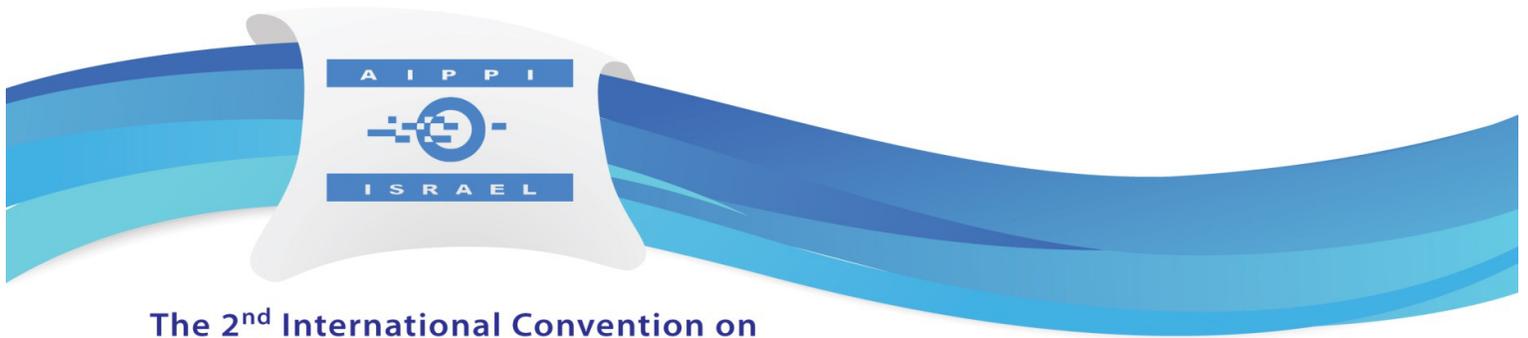
Issues relating to employee inventions are dealt with in various jurisdictions, not necessarily based on the same principles and guidelines. This may present a challenge to global players operating in several jurisdictions.

The panel, consisting of leading experts from various jurisdictions, will explore the above challenges from different perspectives, in Israel, the US and Europe, and will consider suggestions with respect to how technology-based companies can minimize the risks associated with the above.

Moderator: TBA

Speakers:

- Adv. Tal Band, President of AIPPI Israel, Co-chair of the conference organizing committee
- Dr. Ralph Nack, Partner, Noerr
- Philip C. Swain, Partner, Foley Hoag
- Adv. Einav Zilber, Director, Director, Global Law Department, Intellectual Property Counsel for Applied Materials Israel and Applied Materials India and chairman of the Israeli Patent Attorney Association



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CHANGES IN THE EUROPEAN PATENT SYSTEMS (UPC) <Tuesday, March 22, 11:30 am- 1:00 pm>

Moderator: TBA

- Thierry Calame, Partner and Head of Intellectual Property Group, Lenz & Staehelin, Deputy Reporter General, AIPPI Switzerland
- TBA
- TBA

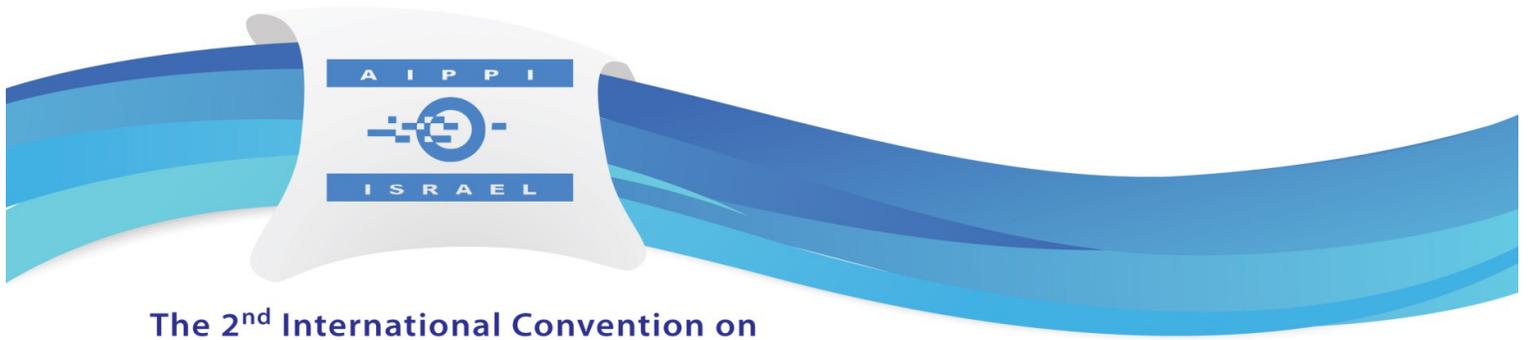
THE FUTURE OF "BIG DATA" <Tuesday, March 22, 11:30 am- 1:00 pm>

Digitization of information has brought down the costs of storage, aggregation and retrieval of information to near zero levels sparking an international revolution in the way businesses and governments collect, access and further use such information from the now mundane automated inventory analysis or book search to the futuristic medical diagnostic and discovery applications to the more controversial areas of telephone data collection and financial records monitoring by law enforcement entities. Growth is exponential. Data is collected ubiquitously and nearly without notice whether at point of sale of products or by internet robots. Opportunities for discovery of new information from and analysis of existing data is becoming limitless. Big Data has great value for those who use it and at times proprietary rights for those who create it or create means for accessing data. No less striking are the implications for privacy, anonymity and correcting mistaken personal data.

Moderator: TBA

Speakers:

- Amit Ashkenazi, Legal Advisor of The Israel National Cyber Bureau (INCB)
- Dr. Michal Shur-Ofry, the Hebrew University on Access to Error
- TBA
- TBA



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COMMERCIALIZATION OF KNOW-HOW AND IP RIGHTS (TTOS) <Tuesday, March 22, 2:30 pm- 4:00 pm>

Technology transfer and collaborative R&D agreements often necessitate to bridge between different business cultures and across an expectation barrier. This is particularly the case in such deals between an academic institute and a corporation or between corporations in different countries. Although such agreements are common practice, serious issues always surface with no simple solutions.

Moderator: Yaacov Michlin, CEO and president of Yisum, Technology Transfer company of the Hebrew University of Jerusalem:

Speakers:

- Dr. Yona Geffen, CEO, Avraham Pharmaceuticals Ltd.
- Prof. Oded Shoseyov, the Hebrew University of Jerusalem
- Dr. Suzanne Erez, IBM Israel IP counsel
- TBA

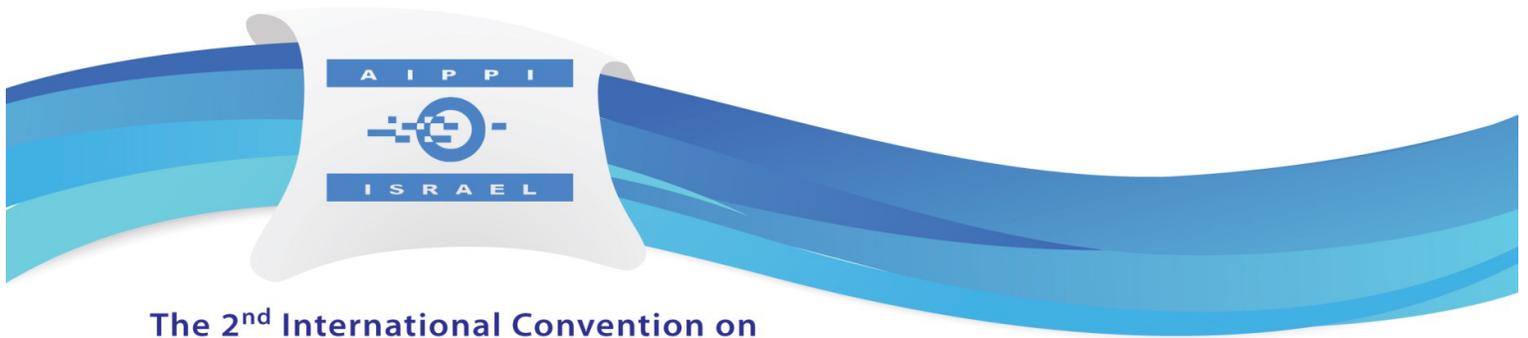
HOW TO BUILD A WINNING AND VALUABLE PATENT PORTFOLIO <Tuesday, March 22, 2:30 pm- 4:00 pm>

Patent are a key component in value creation in the technology world and for most industries it is difficult to envisage a technology licensing deal or an acquisition that will go through without a robust patent portfolio. Against this, case law and legislative changes in the US and in other countries make it considerably more challenging to obtain patents, in general and such having reasonable scope of protection, in particular. These trends, now more than ever before, require to carefully work out an IP strategy, with balanced use of trade secrets and patents to support the business and optimize value creation.

Moderator: Paul Fenster, Ehrlich & Fenster

Speakers:

- Yehuda Binder, Founder & CEO of *May Patents*.
- Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee
- TBA
- TBA



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ENFORCEMENT OF COPYRIGHT LAWS IN THE DIGITAL AGE <Tuesday, March 22, 2:30 pm-4:00 pm>

Enforcement of copyrights in the Digital Age has created challenges and business models that didn't previously exist. What enforcement tools are available in the on line environment and are they sufficiently effective or not worth their effort? Are the 1996 WIPO Copyright Treaties provisions on Rights Management and Technological Protection Measures still relevant? Were they relevant in 1996? Have copyright business models emerged that can prosper without effective enforcement tools? How have libraries and other culture repositories been impacted by digitization and on line enforcement tools? These and related issues will be discussed by the panelists.

Moderator: Adv. Haim Ravia

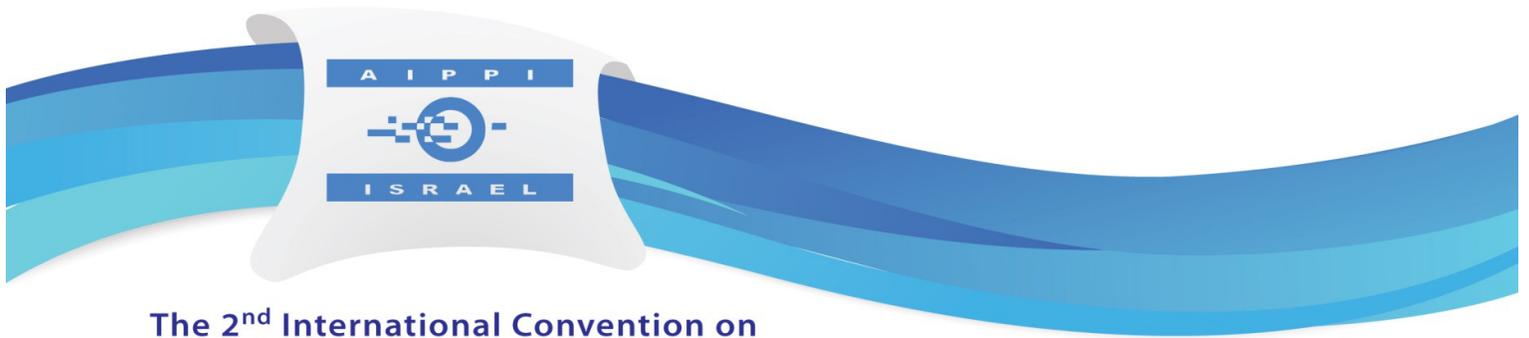
Speakers:

- Justice (retired) Mr. Gideon Ginat
- Ms. Kim Habraken, Director and Senior Counsel, Content Protection (EMEA) at Twentieth Century Fox
- Mr. Jonathan Band, Policybandwidth
- Mr. Moti Amitay, Deputy Director and General Counsel at International Federation of the Phonographic Industry.
- Prof. Michael Birnhack, Faculty of Law, Tel-Aviv University.

IP AND MEDIA: THE STORY OF SUCCESSFUL FORMATS <Tuesday, March 22, 4:30 pm- 6:00 pm>

A TV format refers to a general plot or genre for a many chaptered television program such as comedies, dramas, game shows and reality programs around which specific characters, participants, scenes and stories are built. Demand for new television content in today's multi channeled internationalized world is constantly growing. Cross border trade in successful program formats has become a prime method for reducing costs in developing new content. Trade in Israeli program formats has become a sizeable export industry in recent years. Protection of formats overlaps many fields of IP from brand management to possible copyright in certain elements and know how (or "production bibles") supplied under confidentiality. The panel will discuss format development, protection and commercialization

Moderator: Prof. Michael Birnhack, Faculty of Law, Tel-Aviv University



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Speakers:

- Adv. Avital Onn Shachar, General Legal Counsel and Business Affairs, Keshet International Ltd. Mr. Avi Armoza, Armozaformats.
- Mr. Ran Telem, previously the senior VP of content at Israel's Keshet Media Group
- Tony Greenman, Adv., Tony Greenman Law Offices and adjunct professor at the Law Faculty of the Hebrew University

THE CHANGING PATENT SCENE IN THE USA <Tuesday, March 22, 4:30 pm- 6:00 pm>

The U.S. patent scene has changed dramatically over recent years, following the coming into force of the America Invents Act (AIA) as well as in view of some recent Supreme Court decisions relating to questions of patent-eligibility under §101. Patentees as well as patent challengers face a host of new issues including the applicability of inter partes post grant procedures (PGR, IPR and CBM procedures), increased difficulties in obtaining patents in the field of computer-related inventions as well as in the field of biological inventions, and others.

Moderator: Mr. Jeffrey Lewis, Partner, Fried Frank, New York

Speakers:

Part A on Patent Eligibility – Section 101

Frederick H. Rein, Partner, Goodwin Procter, on Changes in patent eligibility criteria – Bio/Pharma.

Philip C. Swain, Partner, Foley Hoag on Changes in patent eligibility criteria – Electronics/Technology.

Part B on the America Invents Act

Denise W. DeFranco, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP and President of AIPLA-Israel committee, on the new post grant review procedures

Barry J. Schindler, Co-Chair of Greenberg Traurig's Global Patent Prosecution Group, on the Effects of the change from first-to-invent to first-inventor-to-file, including filing strategies and monetization.

The schedule and program are tentative and may be changed.