



## From IP to NP\* *Net Profit*

November 10 and 11, 2013, Israel

### Tentative Detailed Program

#### Sunday, November 10, 2013

8:30 am- 9:00 am	Registration & Reception
9:30 am- 11:00 am	<p>Greetings:</p> <ul style="list-style-type: none"> <li>○ <b>Mr. Stephan Freischem</b>, Secretary General of AIPPI</li> <li>○ <b>Mr. Carsten Fink</b>, Chief Economist, Economics and Statistics Division, WIPO</li> <li>○ <b>Prof. Dina K. Prialnik</b>, Vice Rector, TA University</li> </ul> <p>Opening Address and Keynote Lectures:</p> <ul style="list-style-type: none"> <li>● <b>Prof. Daniel Zajfman</b> – President of the Weizmann Institute: <i>The future of the Israeli Academy: Papers or Patents</i></li> <li>● <b>Mr. David Kappos</b> - former Under Secretary of Commerce for Intellectual Property and Director of the US Patent and Trade Office and current Partner of Cravath, Swaine and Moore, LLP: <i>The role of IP in the future World development</i></li> </ul>
11:00 am- 11:30 am	Coffee Break Special Sponsors' Session
11:30 am- 1:00 pm  Parallel Sessions	<p><b>Senior Management &amp; Stakeholders: Commercialization of Know-How and IP Rights: The Role of the Government, Academia and Industry</b></p> <p>Conveners: Ms. Einat Zisman, CEO of Hadasit, Hadassah's Technology Transfer Company, Mr. Eli Baran, Head of Communication &amp; Electronics Sector, Office of the Chief Scientist, Ministry of Economy</p> <p>Moderator: Dr. Kfir Luzzatto, Luzzatto &amp; Luzzatto.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Mr. Eli Baran</b>, Head of Communication &amp; Electronics Sector, Office of the Chief Scientist, Ministry of Economy.</li> <li>- <b>Mr. Yaacov Michlin</b>, President &amp; CEO of Yissum, Technology Transfer company of the Hebrew University of Jerusalem</li> <li>- <b>Dr. Aharon Schwartz</b>, Consultant, former head of Teva Innovative Ventures</li> <li>- TBA</li> </ul> <hr/> <p><b>Entrepreneurs: Workshop on Approaching Investors: The Role of IP in Seeking and Securing Investments from Angels, Capital Ventures and Private Equities</b></p> <p>Convener: Ms. Karin Mayer Rubinstein, CEO of Israel Advanced</p>

	<p>Technology Industries (IATI)</p> <p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Mr. Carsten Fink</b>, Chief Economist, Economics and Statistics Division, WIPO</li> <li>- <b>Dr. Ilan Cohn</b>, Senior Partner, Reinhold Cohn Group, Israel</li> <li>- <b>Mr. Yaky Yanay</b>, VP Finance &amp; CFO, Pluristem Therapeutics Inc.</li> <li>- <b>Dr. Hadar Ron</b>, M.D., Managing Partner at Israel Healthcare Ventures.</li> </ul> <hr/> <p><i>IP Professionals: Copyrights and the Future of “Open Source”</i></p> <p>Conveners: Prof. Michael Birnhack, Faculty of Law, Tel-Aviv University, Mr. Yoav Alkalay, Senior Attorney at the IBM General Legal Department, and, and Mr. Amit Itai, Law Students Association, Tel-Aviv University</p> <p>Moderator: <b>Prof. Michael Birnhack</b>, Faculty of Law, Tel-Aviv University</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Ms. Suzanne Erez</b>, Intellectual Property Counsel, IBM.</li> <li>- <b>Mr. Haim Ravia</b>, Partner, Chair of the Internet, IT &amp; Copyright Group, at Pearl Cohen Zedek Latzer (PCZL).</li> <li>- <b>Mr. Muli Ben-Yehuda</b>, Systems Researcher and an expert in the area of machine and I/O virtualization.</li> <li>- <b>Dr. Ron Rymon</b>, Co-Founder and Executive Chairman at “White Source”.</li> </ul>
<p>1:00 pm- 2:30 pm</p>	<p>Lunch / Sponsored Luncheons</p>
<p>2:30 pm- 4:00 pm</p> <p>Parallel Sessions</p>	<p><i>Senior Management &amp; Stakeholders: The Interface Between IP and Competition Law</i></p> <p>Conveners: Mr. Hagai Doron, partner at S. Horowitz &amp; Co., and Mr. Tal Band, President AIPPI-Israel, Senior partner, S. Horowitz &amp; Co.</p> <p>Moderator: <b>Dr. David E. Tadmor</b>, Tadmor &amp; Co. Attorneys at Law</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Prof. Michal Gal</b>, University of Haifa School of Law</li> <li>- <b>Judge T amar Bazak-Rappaport</b>, District Court of Jerusalem.</li> <li>-TBA</li> <li>-TBA</li> </ul> <hr/> <p><i>Entrepreneurs and IP Managers: Seminar on IP Rights Registration in a Constantly Changing World- Part A: Claim Construction &amp; Implications</i></p> <p>Conveners: The Israel Patent Office &amp; WIPO</p> <p>Moderator: <b>Mr. Asa Kling</b>, Head of the Israel Patent Office</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Mr. Edward D. Manzo</b>, Partner, Husch Blackwell (U.S.) and lead author</li> </ul>

	<p>of books on claim interpretation and on the America Invents Act.  <b>-Mr. Mathieu de Rooij</b>, ZBM Patents &amp; Trademarks: "Patent Drafting Advice to Prepare for Future Prosecution at the EPO"  <b>- Mrs. Jacqueline Bracha</b>, Deputy Director of the Israel Patents Office: "Examination Procedures and Guidelines Designed to Obtain Patent Claim Clarity"  <b>-Dr. Cynthia A. Webb</b>, Partner at Webb &amp; Co.</p> <hr/> <p style="text-align: center;"><i>IP Professionals:</i>  <b>Enforcement of IP Rights in US, Europe, Asia &amp; Israel</b></p> <p>Conveners and Moderators: Ms. Rinat Shiran-Rasky, Vice President &amp; General Patent Counsel at Teva Pharmaceutical Industries Ltd. and Ms. Einav Zilber, Director, Intellectual Property Legal Counsel at Applied Materials</p> <p>Speakers:  <b>- Judge Dr. Amiram Benyamini</b>, District Court of Tel-Aviv  <b>- Mr. Trevor Cook</b>, President of the UK Group of AIPPI, Secretary to the British Copyright Council Working Group on Copyright and Technology, Partner at Bird &amp; Bird, on Unitary Patent Court and the new court system in Europe.  <b>- Mr. Pravin Anand</b>, managing partner of Anand and Anand, India  <b>- Mr. David Hashmall</b>, Head of Litigation Team, Goodwin &amp; Procter, New York  <b>- Mr. Ilan Maor</b>, Managing Director, SHENG-BDO Ziv Haft China BD</p>
<p>4:00 pm- 4:30 pm</p>	<p style="text-align: center;">Coffee Break Special Sponsors' Session</p>
<p>4:30 pm- 5:30 pm</p> <p>Parallel Sessions</p>	<p><i>Senior Management, Stakeholders &amp; Entrepreneurs: IP in the Digital Age</i></p> <p>Convener: Prof. Michael Birnhack, Professor of Law, Faculty of Law, Tel-Aviv University, Israel</p> <p>Moderator: TBA</p> <p>Speakers:  <b>- Prof. Peter S. Menell</b>, Co-Director of the Berkeley Center for Law &amp; Technology  <b>- Dr. Orit Fischman Afori</b>, Associate Professor (Senior Lecturer), College of Management Academic Studies Law  <b>- TBA</b></p> <hr/> <p><i>Legal Professionals: Business and Taxation Aspects of IP</i></p> <p>Conveners: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel and Mr. Tal Band, President AIPPI-Israel, Senior Partner at S. Horowitz &amp; Co.</p> <p>Moderator: <b>Dr. Gal Ehrlich</b>, Ehrlich &amp; Fenster</p> <p>Speakers:  <b>- Mr. John Fisher</b>, International Tax Partner at KPMG Somekh Chaikin, Israel, on "Intellectual Property – Upsetting the Tax World Order"</p>

	<p>- <b>Ms. Nava Swersky Sofer</b>, Entrepreneur, Venture Capitalist, Senior Executive, Innovation and Technology Commercialization Expert and Consultant. Former CEO of Yissum.</p> <p>- <b>Mr. Yuval Horn</b>, Founder, Horn &amp; Co. Law Offices</p>
5:30 pm- 5:45 pm	Closing Comments and Next Day Overview
6:00 pm- 7:30 pm	<p>Gala Dinner Event (advance tickets)</p> <p>Special address on Smartphone Wars by <b>Mr. Marshall Phelps</b>, founding partner of Intellectual Ventures and author of "<i>Burning the Ships</i>"</p> <p><i>Mr. Phelps will be introduced by Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel</i></p> <p>The dinner will be followed by an optional Newe Zedek night tour (pubs included)</p>

Monday, November 11, 2013

8:30 am- 9:00 am	Registration & Reception
9:30 am- 11:00 am	<p>Plenary Session:</p> <p><b>Chief Judge of the United States Court of Appeals for the Federal Circuit, Randall R. Rader</b></p> <p><b>Judge of the Revision Chamber, Federal Court of Justice, Germany Dr. Klaus Grabinski</b></p> <p>on</p> <p><i>The Rationale and Role of Specialized Patent Courts</i></p> <p>Conveners: Mr. Seth Heller, Arnold &amp; Porter, USA and Mr. Tal Band, President AIPPI-Israel, Senior Partner, S. Horowitz &amp; Co.</p> <p>Moderator: Mr. Matthew Wolf, Partner and Co-Chair of Intellectual Property, Arnold &amp; Porter, USA</p>
11:00 am- 11:30 am	Coffee Break
11:30 am- 1 pm  Parallel Sessions	<p><i>Entrepreneurs: Generating Value from Patents</i></p> <p>Conveners: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel and Mr. Andrew Ramer, Co-Founder and Chief Executive Officer of Marqera</p> <p>Moderator: <b>Dr. Ilan Cohn</b>, Senior Partner, Reinhold Cohn Group</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>- <b>Mr. Eran Zur</b>, Senior Partner at Koru Ventures</li><li>- <b>Mr. Andrew Ramer</b>, Co-Founder and Chief Executive Officer of Marqera</li><li>- <b>Mr. Barry Schindler</b>, Greenberg Traurig, USA</li><li>- <b>Dr. Koenraad Wuyts</b>, head of the Intellectual Property Group at Royal KPN N.V. ("KPN")</li></ul> <hr/> <p><i>Senior Management: The Role of Trademarks in New Businesses of the 21<sup>st</sup> Century</i></p> <p>Convener: <b>Mr. Nachman Cohen Zedek</b>, Senior Partner at Pearl Cohen Zedek Latzer (PCZL)</p> <p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>- <b>Judge Dr. Michal Agmon-Gonnen</b>, District Court of Tel-Aviv</li><li>- <b>Mr. Michael Avner</b>, EVP, CLO &amp; Company Secretary, Strauss Group</li><li>- <b>Ms. Verena Von Bomhard</b>, Partner, Hogan Lovells (Alicante office, Spain)</li><li>- TBA</li></ul> <hr/> <p><i>IP Professionals: The Emerging Importance of Design Protection</i></p> <p>Conveners: Mr. Howard Poliner, Director of Intellectual Property Law, Israel Ministry of Justice.</p>

	<p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Mr. Howard Poliner</b>, Director of Intellectual Property Law, Israel Ministry of Justice</li> <li>- <b>Mr. William H. Mandir, Esq.</b>, Sughrue Mion PLLC, on design patent protection in the US</li> <li>- <b>Mr. Yoav Tikochinsky</b>, Founder and managing partner of Tiko product design</li> <li>- <b>Ms. Michal Eitan</b>, head of the Industrial Design Master Program, Bezalel Academy of Arts and Design</li> </ul>
<p>1:00 pm- 2:30 pm</p>	<p>Lunch &amp; Sponsored Luncheons</p>
<p>2:30 pm- 4:00 pm</p> <p>Parallel Sessions</p>	<p><i>Senior Management &amp; Stakeholders: IP Trends in Asia</i></p> <p>Convener: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel</p> <p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Mr. Liu Jian</b>, Deputy Director, International Cooperation Department, SIPO, China</li> <li>- <b>Prof. V.C. Vivekanandan</b>, MHRD IP-Chair Professor, NALSAR University of Law, India.</li> <li>- <b>Mr. Soh Kar Liang</b>, Head of the Singapore office Ella Cheong LLC.</li> <li>- <b>Mr. Eiichiro Kubota</b>, Partner in Intellectual Property, Media &amp; Technology (IPMT) practice, Hogan Lovells (Tokyo office)</li> </ul> <hr/> <p><i>Entrepreneurs and IP Managers: Seminar on IP Rights Registration in a Constantly Changing World- Part B: Corporate Patents Management</i></p> <p>Conveners: The Israel Patent Office &amp; Arad-Ophir</p> <p>Moderator: <b>Mr. Sanford T. Colb</b>, Sanford T. Colb &amp; Co.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Dr. Noam Mushkin</b>, Perrigo: “Managing a Global Corporate Patent Portfolio”</li> <li>- <b>Ms. Rinat Shiran-Rasky</b>, Vice President &amp; General Patent Counsel at Teva Pharmaceutical Industries Ltd on due diligence</li> <li>- <b>Ms. Micaela Modiano</b>, Senior Partner at Modiano &amp; Partners</li> <li>- Amdocs/ HP representative</li> <li>- <b>ILPO Information and Searching Specialist and Arad-Ophir</b>: “Different Search Approaches by Applicants and the Patent Authority”</li> </ul> <hr/> <p><i>Entrepreneurs and IP Professionals: Trends and Rulings Regarding Service Inventions</i></p> <p>Conveners: Mr. Tal Band, President AIPPI-Israel, Senior Partner at S. Horowitz &amp; Co., and Mr. Nir Kantor, The Manufacturers Association of Israel, Head of the Chemical, Pharmaceutical &amp; Environmental Society.</p> <p>Moderator: <b>Mr. Tal Band</b>, President AIPPI-Israel, Senior Partner at S. Horowitz</p>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>- <b>Mr. Amir Hayek</b>, the Director General of The Manufacturers Association of Israel</li> <li>- <b>Mr. Howard Poliner</b>, Director of Intellectual Property Law, Israel Ministry of Justice</li> <li>- <b>Dr. Assaf Jacob</b>, Radzyner School of Law, Interdisciplinary Center (IDC) Herzliya</li> <li>- <b>Dr. Rafi Margalot</b>, Vice President and General Manager, Mobile &amp; IT, HP Software</li> <li>- TBA</li> </ul>
<p>4:00 pm- 4:30 pm</p>	<p style="text-align: center;">Coffee Break</p>
<p>4:30 pm- 6:00 pm</p>	<p>Closing Panel: “Striking the Right Balance, an Analysis of the Present, a Look to the Future”</p> <ul style="list-style-type: none"> <li>- <b>Prof. Yochai Benkler</b>, Harvard Law School</li> <li>- <b>Dr. Shuki Gleitman</b>, General Partner of Platinum Ventures; former Chief Scientist and Director General of Israel’s Ministry of Industry and Trade.</li> <li>- <b>Prof. Hagit Messer Yaron</b>, President of the Open University, Israel, former Chief Scientist of the Ministry of Science</li> </ul> <hr/> <p style="text-align: center;">Closing Comments</p> <p><b>Mr. Tal Band</b>, President AIPPI-Israel, Senior Partner at S. Horowitz &amp; Co.</p>