International Patent Information Conference & Exposition

The Premier Conference for Patent Information Professionals

10-13 MARCH 2013 - SEVILLE, SPAIN

Visit www.IPI-ConfEx.com for details and registration
## Conference Preliminary Schedule

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<th>Sunday, 10 March</th>
<th>Monday, 11 March</th>
<th>Tuesday, 12 March</th>
<th>Wednesday, 13 March</th>
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<tbody>
<tr>
<td><strong>Conference Registration</strong></td>
<td>Exhibition Hall Opens 08:30</td>
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<td></td>
<td>Conference Opening and Plenary Session 09:00</td>
<td>Plenary Session 09:00</td>
<td>Plenary Session 09:00</td>
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<td></td>
<td>Featuring industry speakers and more, with mid-morning Networking Breaks and Vendor/Exhibition Hall Demonstrations</td>
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<td>Conference Lunch</td>
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<tr>
<td><strong>Optional Vendor Workshops</strong></td>
<td>IPI KnowledgeExchange™ (Breakout Discussion Groups)</td>
<td>IPI-Tutorials™</td>
<td>IPI-MasterClass™ (continued)</td>
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<tr>
<td>Workshop I</td>
<td>Plenary Session Resumes</td>
<td>Plenary Session Resumes</td>
<td>Plenary Session Resumes</td>
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<td>Workshop II</td>
<td>Featuring industry speakers and more, with mid-afternoon Networking Breaks and Vendor/Exhibition Hall Demonstrations</td>
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<tr>
<td>Workshop III</td>
<td>Session Ends 17:00</td>
<td>Session Ends 17:00</td>
<td>Session Ends 17:00</td>
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<td>Workshop IV</td>
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<td>Workshop V</td>
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<tr>
<td><strong>Evening</strong></td>
<td>Evening Welcome Reception in Exhibition Hall 18:00 – 19:30</td>
<td>Conference Networking Dinner 18:00 – 22:00</td>
<td>Evening Free for Networking</td>
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</table>

## Who Should Attend and Why?

No other conference in Europe fulfils so precisely the need for the professional development and continuing education of Patent Information Professionals.

Patent Information Specialists, Information Managers and Scientific & Technical Search Experts working in corporations, academic or government research organisations, or other specialist scientific research environments, will benefit from attending.

- Learn best practice methods for implementing patent searching and management solutions from experienced users from leading corporations
- Get updated on patent office future plans and other industry news to understand how this may affect your information work
- Keep patent searching skills current by attending presentations and special vendor workshops, learning practical methods for enhanced retrieval, analysis and reporting
- Meet key vendors of patent information products and services in the Exhibition Hall
- Benefit from the special IPI-MasterClass™ session, which provides an in-depth look at one particular topic of high interest
- Network with other information professionals from leading corporations and patent information associations throughout Europe and internationally
- Hear case studies and comparisons of different patent information applications
- Find out how legal aspects affect patent information management and searching

**Register Today!** Visit [www.ipi-confex.com](http://www.ipi-confex.com) for the latest details on the programme, workshops and tours.
Programme Highlights
The following is a list of speakers and topics that will be covered in the Plenary Session at the IPI-ConfEx 2013.

**IPI MasterClass™ Presentation: You’ll never walk alone......Why, Where and How National Patent Offices Co-Operate**
Stephen Adams - Managing Director, Magister Ltd.

**Cooperative Patent Classification (CPC) Three Months Onwards**
Nigel Clarke - Head, Online Products and User Support, EPO

**The User Experience of the Cooperative Patent Classification (CPC) - Initial Reactions**
Gerold Frers - Head of Patent Information, Siemens

**The Scientific Value of Patents - How Accessible and Useful is the Scientific Content of Patents?**
Wolfgang Thieleman - Head of Information Retrieval and Analysis, Bayer Pharma

**Significant Improvement and Addition to Patent Translate**
Heiko Wongel - Director, Patent Information Promotion & Training

**“There and Back Again”: A Medicinal Chemist’s Journey into Patent Analysis and Back to the Lab as Patent Liaison**
Shawn D. Britt - Patent Analyst, Novartis Institute for Biomedical Research

**Advanced Features of Free Asian Databases**
Christine Kämmer - Asian Patent Information, European Patent Office

Monika Hanelt - Patent Information Manager, Agfa Graphics & President of the PDG

**Selecting and Implementing a New Search and Analysis Framework**
Gerard van der Ligt - Director Business Intelligence, Philips Intellectual Property & Standards

**Federated Searching**
Nigel Clarke - Head, Online Products and User Support, EPO

**Certification of Patent Information Professionals - Current Status and Future Plans**
Speaker to be announced

Also, presentations by:
- Thomson Reuters
- Minesoft
- STN
- Dialog
- LexisNexis
- TPR International
- BizInt Solutions
- Search Technology

Workshop Highlights
For Sunday, 10 March, delegates are provided with further professional development and learning opportunities via a series of workshops. Attendance at these workshops is open to all registered delegates and is included in the registration fee.

Tutorials
The IPI-Tutorials™ return by popular demand. The tutorials provide you with time to focus on exploring selected practical topics in more depth. Led by a tutor experienced in the topic, these sessions will be delivered in smaller groups in a tutorial style, with interaction and questions from participants encouraged.

**IPI-Tutorials™**

- Best Practices and Techniques in Freedom-To-Operate Searching
  - Gerhard Fischer - Manager, Patent Information Group, Syngenta

- Creating Groupies: Marketing The Patent Information Team and Patent Searchers in the Corporate Environment
  - Margaret Rainey - Manager, Patents Information, GlaxoSmithKline

With more to be announced.

KnowledgeExchange™
Discussion Session
Encompassing information within small to medium sized companies as well as large organisations.

**IPI KnowledgeExchange™**
Covering Innovative Approaches, Benchmarking & Meeting the Challenges

Covering topics such as:
- a) Patent Information from Latin America and other non-Asian Emerging Economies
- b) Semantic Search
- c) Patent Classification Systems
- d) Quality in Searching
- e) Chemical Structure Searching
- f) Patent Searching by the End User
- g) The Future Role of the Patent Information Professional
- h) Machine Translation
- i) Mining of Full-Text Sources
- j) Visualisation and Analytics

For the very latest programme information, please visit the conference website, www.ipi-confex.com.
Fax Registration Form

Dr./Mr./Ms. Last Name ____________________________

Organisation ________________________________________

Address ____________________________________________

City and Post Code ____________________________

Country ____________________________

Date of Arrival & Departure (if known) ____________________________

As well as the main conference sessions, I plan on attending the following meals/ events (included in Registration Fee):

- Yes ☐ No ☐ Sun. 10th March - Vendor Workshops
- Yes ☐ No ☐ Sun. 10th March, Evening Welcome Reception
- Yes ☐ No ☐ Mon. 11th March, Lunch
- Yes ☐ No ☐ Mon. 11th March, Conference Gala Dinner
- Yes ☐ No ☐ Tues. 12th March, Lunch
- Yes ☐ No ☐ Wed. 13th March, Lunch

Special dietary requirements: ☐ Vegetarian ☐ Other ____________________________

Includes 3-day meeting, attendance at workshops and exhibits, welcome reception, 3 lunches, Monday gala dinner, coffee breaks, & registration materials

☐ Yes ☐ No Please register me for IPI-ConfEx 2013

Signature of Attendee ____________________________ Date ____________________________

Choose either Method of Payment:

☐ By Wire Transfer in Euros
☐ By Credit Card in Euros

Name on Credit Card ____________________________

Complete this form by printing clearly and faxing it directly to the IPI Organisers at +1 (858) 592 7693

Early-Bird Rate (by 31 January) ......€ 995 EUR

Regular Rate ......€ 1095 EUR

(Full registration details, including rates for Sponsors/Exhibitors and Non-Sponsoring Vendors are available on the conference website)

“The best one-stop-shop conference for our profession in Europe.” - IPI-ConfEx Delegate

“IPI-ConfEx is a real eye opener. The tutorials and knowledge exchange sessions are a must for anyone who is starting off and for the seasoned professional who needs to tackle challenges from a new angle.” - IPI-ConfEx Delegate

“Excellent event to see where the commercial providers are heading, new developments, live testing in the exhibition. Gives the overall status quo.” - IPI-ConfEx Delegate

“The IPI-ConfEx is a great opportunity to get up-to-date with latest developments in the industry and with new tools and to network with other colleagues.” - IPI-ConfEx Delegate

“Great, compact, high quality, networking-optimized conference in inspiring surroundings” - IPI-ConfEx Delegate