Landmark Changes in Patent Information & Adapting to the New Paradigm
### Conference Preliminary Schedule

<table>
<thead>
<tr>
<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>Morning Session</strong></td>
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<tr>
<td>Conference Registration</td>
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<tr>
<td>Exhibition Hall Opens 08:30</td>
<td>Exhibition Hall Opens 08:30</td>
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<tr>
<td>Conference Opening and Plenary Session 09:00</td>
<td>Plenary Session 09:00</td>
<td>Plenary Session 09:00</td>
<td>Plenary Session 09:00</td>
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<tr>
<td>Featuring industry speakers and more, with mid-morning Networking Breaks and Vendor/Exhibition Hall Demonstrations</td>
<td>Featuring industry speakers and more, with mid-morning Networking Breaks and Vendor/Exhibition Hall Demonstrations</td>
<td>Featuring industry speakers and more.</td>
<td>Interactive Poster Session</td>
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<td>IPI MasterClass™</td>
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<td>Conference Lunch</td>
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<tr>
<td>Optional Vendor Workshops</td>
<td>IPI KnowledgeExchange™ (Breakout Discussion Groups)</td>
<td>IPI-Tutorials™ (continued)</td>
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<tr>
<td>14:00 - 18:00</td>
<td>Plenary Session Resumes</td>
<td>IPI-Tutorials™</td>
<td>Plenary Session Resumes</td>
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<tr>
<td>Workshop I</td>
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<td>Workshop II</td>
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<td>Workshop III</td>
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<td>Workshop V</td>
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<tr>
<td>Featuring industry speakers and more, with mid-afternoon Networking Breaks and Vendor/Exhibition Hall Demonstrations</td>
<td>Featuring industry speakers and more, with mid-afternoon Networking Breaks and Vendor/Exhibition Hall Demonstrations</td>
<td>Featuring industry speakers and more, and more</td>
<td>Session Ends 17:00</td>
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<td>Session Ends 17:00</td>
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<td>Official Closing of Conference at 17:00</td>
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<td><strong>Afternoon Session</strong></td>
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<td>Conference Networking Dinner 18:00 – 22:00</td>
<td>Evening Free for Networking</td>
<td>Evening Free for Networking</td>
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<td>Evening Welcome Reception in Exhibition Hall 18:00 – 19:30</td>
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<td><strong>Evening</strong></td>
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### Who Should Attend?
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.

**DON’T GET LEFT BEHIND! Keep your knowledge current & maintain your patent information competitive edge!**

- 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
- 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

> **The America Invents Act (AIA) dramatically changes the US IP landscape. Basic understanding of the new principles is essential for the patent information specialist as new sources of state-of-the-art are opened with the new proceedings, such as with the new Post Grant Review (PGR) and Inter Partes Review (IPR) Proceedings.**

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**Secure Your Place Today!** Visit [www.ipi-confex.com](http://www.ipi-confex.com) to register and for the latest details on the programme.
Programme Highlights
The following is an example of what will be covered in 2013. For a full list of speakers and topics please visit www.ipi-confex.com

The 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 Impact, Assessment and Reactions
Gerold Frers - Head of Patent Information, Siemens

Eric P. Raciti - Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

The Scientific Value of Patents - How Accessible and Useful is the Scientific Content of Patents vs Scientific Papers when put under the Text-Mining Microscope?
Wolfgang Thieleman - Head of Information Retrieval & Analysis, Bayer Pharma

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

Case Study: The Bridge between Research and Legal - How a patent analyst’s expanding role as intermediary between the scientists and attorneys is positively impacting the patent filing process
Shawn D. Britt - Patent Analyst, Novartis

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

Certification of Patent Information Professionals - Current Status and Future Plans
Susan Helliwell - Patent Searching Manager, Reckitt Benckiser

Simple, Powerful Solutions to Meet Business Needs Using Analytics & Scientific Literature
Cynthia Murphy - Senior Vice President, IP Solutions, Thomson Reuters

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

Also, hear the latest updates from:
Dialog, Minesoft, TPR, STN, LexisNexis, Questel, BizInt and Search Tech.

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

IPI KnowledgeExchange™

a) How has your search team prepared for the Cooperative Patent Classification (CPC)? - Reactions and Experiences
b) The America Invents Act and its impact on searching - identify the 5 most crucial changes and create an action plan to implement these within your organization
c) Getting ready for the European Community Patent - What do patent information professionals/searchers need to know and do?
d) Implementing new company strategic objectives and managing change in an information department
e) Toning your information professional muscles - Your action plan for identifying your most valuable transferrable skills & keeping them in top condition to provide maximum flexibility for your company
f) How to survive in a downturn economy - demonstrating and measuring the value of the services of your department
g) The ‘edge’ - defining your unique value and communicating it to the company via internal marketing methods that work
h) What are your attorneys thinking - what’s important to them in today’s climate and how to meet their needs
i) Timesaving tips and strategies for working faster - bring along your favorite time/cost-saving strategy to share, and learn what techniques others use to work smarter
j) Crowdsourcing - Where are we now, and how does this fit into the patent information professional’s remit?

Knowledge of the new cooperative patent classification system is critical for performing searches and running patent alerts from January 2013 onwards. All database systems have implemented the new classification, and avoiding searching this field will certainly result in missing some relevant documents. How the new scheme is built up and what exactly has been changed is a must-know for each searcher.

Aalt van de Kuilen - CEPIUG President

Tutorials
The tutorials provide you with time to focus on exploring selected practical topics in more depth. These are tutor led, small interactive groups.

Successful European Oppositions - Analysis and Lessons for the Patent Information Professional
Aalt van de Kuilen - Global Head of Patent Information, Abbott

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

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

Applying Performance Management Principles in Patent Information Services
Lucy Akers, Senior Corporate Patent Analyst

Workshop Highlights
Delegates are provided with further professional development and learning opportunities via a series of workshops. Workshops are open to all registered delegates and are included in the registration fee.

IPI-ConfEx Professional Development Workshops

Workshops presented by:
• Thomson Reuters • Minesoft • STN • Questel • BizInt

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! 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 ________________________________________

Registration Rate ......€ 1095 EUR

Contact us for special group rates of 3 or more

PLEASE NOTE: Complete this form by printing clearly and faxing it directly to the IPI Organisers at +1 (858) 592 7693 (available on the conference website). The preferred, more convenient method of registering is online at www.ipi-confex.com.

Fax ______________________________________________________

E-mail ____________________________________________________

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Hotel: This form is not an application for a hotel room. Please also complete the separate Hotel Booking Form (available on the conference website) and submit to the Hotel directly.

Cancellation Policy: All cancellations must be in writing. Cancellations must be received by the 1st day of the prior month to the month of the event and are subject to a EUR 100 cancellation handling fee. All fees are non-refundable after the 1st day of the prior month to the month of the event. Substitution of registrant within the same organisation is permissible at any time at no charge (please contact the Conference Organisers and we will be happy to assist you in transferring your registration).

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