### Monday 11 March

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<td>Welcome Remarks</td>
<td>Ford Khorsandian - IPI Organisation</td>
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<td>Impact of the America Invents Act (AIA) on Patent Searching - From the Corporate Patent Searchers Perspective</td>
<td>Lucy Akers - Senior Corporate Patent Analyst</td>
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<td>Simple, Powerful Solutions to Meet Business Needs Using Analytics &amp; Scientific Literature</td>
<td>Cynthia Murphy - Senior Vice President, IP Solutions, Thomson Reuters</td>
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<td>Precision Patent Searching on ProQuest Dialog™: All for One and One for All</td>
<td>Eddie Watkins - Director, Platform Communications, ProQuest Dialog</td>
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<tr>
<td>12:05 - 12:20</td>
<td>LexisNexis IP Solutions will Innovate and Expand in 2013</td>
<td>Ronen Speyer - IP Sales Specialist, LexisNexis</td>
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<td>12:20 - 12:30</td>
<td>Creating Multi-Database Reports and Visualizations - Problems and Solutions</td>
<td>Diane Webb - President, BizInt Solutions, Inc.</td>
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### IPI Tutorials (Two parallel sessions)

**Session One: 13:40-14:40**  
**Session Two: 14:50-15:50**

**TUTORIAL A: Successful European Oppositions - Analysis and Lessons for the Patent Information Professional**  
Aalt van de Kuilen - Patent Information Specialist, Abbott Healthcare Products B.V.

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

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

**TUTORIAL D: Applying Performance Management Principles in Patent Information Services**  
Lucy Akers - Senior Corporate Patent Analyst

### Wednesday 13 March

**Session Chair:** Alfred Moradi - Patent Analyst, Shell International

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Wolfgang Thieleman - Head of Information Retrieval and Analysis, Bayer Pharma |
| 09:40 - 10:10 | 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 |
| 10:10 - 10:16 | New Ideas in VantagePoint  
Nils Newman - Director, New Business Development, Search Technology |
| 10:16 - 11:05 | Poster Session and Converse & Refresh |

**Posters Include:**  
- Searching IP Related Information for Pharmaceuticals in China  
  Minli Tao - IP Information Analyst, Novartis  
- Search Strategies & Trends in Regenerative Medicine Patenting: The impact of Cooperative Patent Classification (CPC)  
  Luca Falcioni - IP Manager, Promethera Biosciences  
- Empirical Instruction Obtained from Dojo-Style School Program for Patent Information Map Analysis (PIMA) during 7 years in Japan  
  Tsutomu Kiriyama - Guest researcher of Japio, Chair of PDG of INFOSTA  
- The Essential Patents Analysis of LTE-Advanced Communication Technology  
  Kyoungshil Lee - Researcher, Korea Institute for Advancement of Technology (KIAT)

### Sunday 10 March

**Educational Workshops**

Workshops are open to all registered delegates and are included in the registration fee.

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| 13:15 - 13:40 | Creating Patent Reports and Visualizations with the BizInt Smart Charts Product Family  
John Willmore - VP, Product Development, BizInt Solutions, Inc.  
Diane Webb - President, BizInt Solutions, Inc. |
Renaud Garat - Sales & Patent Business Director, Questel  
Paul Germeraad - Intellectual Assets Inc., Questel |
| 14:30 - 15:10 | Searching in DWPI Chemistry Resource (DCR) on STN  
Robert Austin - Senior STN Trainer, FIZ Karlsruhe |
| 15:15 - 16:30 | Thomson Innovation: Enhanced Sources & Insight 2013  
Bob Stembridge - Customer Relations Manager, Thomson Reuters |
| 16:35 - 17:15 | Product Updates and Enhancements - PatBase, PatentOrder, Minesoft Inspec and Patent Archive  
Rahman Hyatt - Director, Minesoft |
| 17:15 - 18:00 | 5-Minute Networking Mixer |
| 18:00 - 19:30 | Conference Welcome Reception in the Exhibition Hall |

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| 10:15    | IPI MasterClass™  
              International Co-operation in Patenting; Negotiating Tiers without Tears – Part 1: The Unitary Patent |

**Welcome Remarks**

Ford Khorsandian  
IPI Organisation


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

It will be years before the changes of the America Invents Act are fully appreciated. Notwithstanding, the inescapable conclusion is that the earlier and more completely a party knows the prior art landscape, the better that applicant will fare. The new First Inventor to File system places an explicit value on early preparedness. Requests for the new Post Grant Review (PGR) must be completed within 9 months of a challenged patent’s issue date, leaving little time for iterative searching. Inter partes reviews, like PGRs, carry serious estoppels that compel early identification of the best prior art. New third-party pre-issuance submissions of prior art have strict time windows that compel proactive prior art mastery, as well.

**Impact of the America Invents Act (AIA) on Patent Searching - From the Corporate Patent Searchers Perspective**

Lucy Akers  
Senior Corporate Patent Analyst

After a brief introduction, this talk provides some initial impressions of the potential impact of the America Invents Act (AIA) on patent searching. AIA is the most sweeping change in US patent reform for 60 years. The perspective is provided from an experienced patent information professional working in a world class corporate setting, and providing patent information as well as patentability, freedom-to-operate and validity searching to corporate R&D as well as the patent attorneys in the legal department.

**IPI MasterClass™  
International Co-operation in Patenting; Negotiating Tiers without Tears – Part 1: The Unitary Patent**

Stephen Adams  
Managing Director  
Magister Ltd.

For over 40 years, efforts to create a single, economic patent system for the territories of Europe have failed. On a global scale, national patent offices are struggling to deal with an ever-increasing workload, whilst information specialists face a rapidly burgeoning state-of-the-art. This MasterClass will tackle two initiatives which attempt to deal with these problems.
At the end of 2012, the passage of two new EU Regulations paved the way towards a workable solution in Europe. Much remains to be done, and the implications for the patent information specialist in their everyday work have not been examined in any detail so far. This first part of the MasterClass will consider how the Unitary Patent will operate from the point of view of the applicant and the information specialist.

### 10:55 - 11:30
**Converse & Refresh**
Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! All refreshment breaks are located in the Exhibition Hall.

### 11:30 - 12:20

**Simple, Powerful Solutions to Meet Business Needs Using Analytics & Scientific Literature**

*Cynthia Murphy*
<br>**Senior Vice President, IP Solutions**
<br>**Thomson Reuters**

The role of the patent information professional continues to evolve. In today’s business environment, info pros are being asked to do more with less, and to provide even greater insights to the internal constituents they serve.

This session will start with a high level look at the global patent landscape. It will then drill down into the effects of this landscape on the information professional and the need for new strategies to meet the evolving demands you face. We will take a deep dive into the world of analytics, exploring user-friendly visualization tools that can be easily created and provide business value. Finally, we will show examples of the importance of including scientific literature as part of prior art research, and how it can be seamlessly incorporated into your workflow.

You’ll leave the session with a deeper understanding of the state of patents today and how you, as a patent information professional, can be even more successful and impactful than you already are.

### 12:20 - 12:35

**Precision Patent Searching on ProQuest Dialog™: All for One and One for All**

*Eddie Watkins*
<br>**Director, Platform Communications**
<br>**ProQuest Dialog**

How do you monitor competitor activity? Where do you go for premium content to support the innovation cycle? Is meeting individual searcher needs and skill levels a challenge?

Discover ProQuest Dialog™ — an intuitive new world of patents searching optimized for users of all skill levels, from novice to advanced to expert. With the largest collection of integrated patent and non-patent literature partnered with powerful search and collaboration tools, see how ProQuest Dialog allows you to quickly find, organize, and share the right information, helping you uncover new opportunities, stay current on industry trends and competitors, and fuel the drive for innovation across your organization. This presentation will review the ProQuest Dialog product strategy, patents roadmap, and future development plans.

### 12:35 - 12:40

**Conference Announcements**

### 12:40 - 13:50

**Networking Lunch**

Enjoy the local cuisine in this buffet style lunch which offers the opportunity to meet new people or spend time with old friends.
IPI KnowledgeExchange™ - Round Table Discussion Sessions

Focus discussion session encompassing information within small to medium sized companies as well as large organisations. Reports from the discussions will be presented partly during the Open Forum Discussion on Tuesday and the remainder during the poster session on Wednesday.

- How has your search team prepared for the Cooperative Patent Classification (CPC)? - Reactions and Experiences
- The America Invents Act (AIA) and its impact on searching – Identify the 5 most crucial changes and create an action plan to implement these within your organization
- Getting ready for the European Community Patent - What do patent information professionals/searchers need to know and do?
- Implementing new company strategic objectives & managing change in an information department
- 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
- How to survive in a downturn economy – demonstrating and measuring the value of the services of your department
- The information professional’s ‘edge’ – defining your unique value and communicating it to the company via internal marketing methods that work
- What are your attorneys thinking – what’s important to them in today’s climate and how to meet their needs
- 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
- Crowdsourcing – Where are we now, and how does this fit into the patent information professional’s remit?

Converse & Refresh

Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! All refreshment breaks are located in the Exhibition Hall.

15:20 - 15:50

Federated Search

Nigel Clarke
Head, Online Products and User Support
European Patent Office

In response to unambiguous requests from the user community for a single point of access for legal status data, the EPO began to develop a network of interoperable patent registers. From the beginning it was clear that this was a substantial undertaking, involving technical, financial, and political cooperation between the participating IP offices. Nevertheless significant progress has been made.

This presentation will report the developments to date, and the future direction. Furthermore it has become clear that the basic business and data models and the data retrieval technology underlying the federated search concept, can support far wider applications than originally thought. Some possibilities are already being implemented and will be presented.
Case Study: TPR as a Strategic Partner to Reinforce Patent Information Departments

Mike Gulker
Business Development
TPR International

This brief talk will examine the strategic search partnership between TPR and the patent information department of a top global manufacturing corporation. With TPR meeting the search needs of busy departments, we will show how this particular partnership is helping to enhance the value and marketability of the company’s patent information team by adding additional expertise and capacity through fully customized, international patent and literature search solutions. With companies and their internal business units in constant flux, this discussion will shed light on what others have done (and what’s possible) to make your department even more valuable to your company’s strategic direction.

IPI-Award Announcement 2013

Lucy Akers, IPI-Award Board Chair
Ford Khorsandian, IPI Organisation

The International Patent Information Award is aimed at recognizing individual contributions towards the advancement of patent information and related disciplines, and to the patent information world in general. Users of patent information and producers of patent information are equally eligible to be nominated for the Award.

In addition to honoring the individual recipients, the purpose of the IPI-Award is to illuminate the importance of patent information in support of the increasingly fast-paced developments in technology. For past Award winners and nomination details, please see www.ipi-award.com

Minesoft: Quality, Functionality and New Data Sources

Rahman Hyatt
Director
Minesoft

Introducing the new developments around PatBase and other Minesoft products such as Minesoft Inspec and the PatentOrder document delivery service. Learn more about how data quality is ensured in PatBase at the same time as worldwide coverage continues to expand, particularly for Asian countries. New functionality added over the last 12 months will be outlined, including the Classification Finder which allows easy navigation of the CPC. Find out about recent developments with PatentOrder including a new web interface incorporating direct links for ordering file histories, as well as the newly launched Minesoft Inspec platform – an exciting new Prior Art resource.

Looking for Similar Documents – A Case Study

Bettina de Jong
Head Patent Analysis
Shell International B.V.

The practical examples presented in this talk will give an impression of the usefulness and drawbacks of such “similarity” searches, and will illustrate our experiences, including an unexpected result.
### Conference Gala Dinner & Networking Event

All attendees are invited to be a part of this very special evening. This dinner offers an opportunity to connect with peers on the first night of the conference while enjoying local food and entertainment. Coaches will be provided to transport delegates to and from the venue.

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### Tuesday 12 March 2013

#### 09:00 - 10:00

**The Cooperative Patent Classification (CPC) Three Months Onwards**

Nigel Clarke  
*Head, Online Products and User Support*  
*European Patent Office*

The CPC has replaced ECLA at the EPO and USClass at the USPTO. Staff of both offices have access to internal CPC systems for their work. At the EPO, the decision was taken to locate the public CPC browser in Espacenet, and nowhere else. The design of the CPC browser has been influenced by a number of considerations; the CPC scheme itself, the requirement to display CPC metadata (notices references etc) and useability requirements (in consultation with external users), whilst retaining familiar basic search principles. The resultant user interface is thus highly informative, and customisable while retaining the customary user friendliness of Espacenet.

This presentation describes the development and current implementation of the CPC browser in Espacenet. This presentation further reports the public reaction to the CPC scheme during the first three months of implementation.

#### 10:00 - 10:30

**The User Experience of the Cooperative Patent Classification (CPC) – Initial Impact, Assessment and Reactions**

Gerold Frers  
*Head of Patent Information*  
*Siemens*

The introduction of the Cooperative Patent Classification (CPC) in January 2013 is a major change not just for the EPO and the USPTO but for all users of patent information. This presentation will review the first few months of the implementation of the CPC and assess the impacts (positive and negative) from the perspective of the user community.

#### 10:30 - 10:45

**STN Product Update – The Choice of Patent Experts**

Jan Baur  
*STN Trainer*  
*FIZ Karlsruhe*

STN’s unique combination of the value-add CAS and Derwent databases with first level information together with sophisticated tools allows information professionals to search most efficiently. Recent enhancements to the STN portfolio include e.g. new patent full-text databases, and other sources for prior-art search. To enable focused retrieval of highly relevant documents the numeric property search functionality has been added to many databases including the Derwent World Patent Index. Besides, new alert functionality and biomedical content enhance pharmacovigilance support.
10:45 - 11:20

Converse & Refresh
Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! All refreshment breaks are located in the Exhibition Hall.

11:20 - 11:35


Renaud Garat  
Sales and Patent Business Director  
Questel

Paul Germeraad  
Intellectual Assets Inc.  
Questel

Questel’s Online IP Portal Orbit unites under one integrated interface powerful tools for patent searching and monitoring, patent archiving and analysis of the increasingly complete data pool including searchable full text from the Far East and searchable legal status data. Questel’s "IP Business Intelligence” module allows users to analyze the ever increasing amount of data supplied in Questel’s database using their own analysis axis. As such, clear overview and landscaping is obtained in self-explanatory diagrams and graphs, supporting the analyst’s tasks to highlight those facts that need to be understood in order to reach strategic business decisions and share this information across departments and among decision makers.

The presentation will illustrate practical examples of Orbit’s IP analytical tools for Business Strategy decision making.

11:35 - 12:05

Certification of Patent Information Professionals - Current Status and Future Plans

Susan Helliwell  
Patent Searching Manager  
Reckitt Benckiser

Following on from the evaluation of the mock exams, held in October 2011, there has been a lot of activity directed towards the implementation of examination and certification of patent information professionals. This presentation will not only give a status update but also provide a look behind the scenes on the development of ‘real’ exams.

12:05 - 12:20

LexisNexis IP Solutions will Innovate and Expand in 2013

Ronen Speyer  
IP Sales Specialist  
LexisNexis

When it comes to patents, LexisNexis® has an expertly designed suite of solutions to help you work smartly, efficiently and confidently. In this presentation we will inform you about what is on the agenda for the Q1 release and what we can disclose for the rest of 2013 for TotalPatent, PatentOptimizer, IPDD and some new services. We will be showing you some real examples of our product and invite you to try our products for yourselves. We expect to surprise you with innovative new features and solid content expansions.
Creating Multi-Database Reports and Visualizations - Problems and Solutions

Diane Webb  
President  
BizInt Solutions, Inc.

To create meaningful patent reports and visualizations from multiple databases, data must first be normalized and deduplicated. This presentation will show how new BizInt Smart Charts capabilities – BizInt Smart Charts Reference Rows and the Vantage Point -- BizInt Smart Charts Edition -- can be used in conjunction with BizInt Smart Charts for Patents to prepare your data for accurate analysis, reports and visualization.

Conference Announcements

Networking Lunch
Enjoy the local cuisine in this buffet style lunch which offers the opportunity to meet new people or spend time with old friends.

IPI Tutorials
Each tutorial will run in two parallel sessions. Delegates will be able to attend two out of the three options available.


Aalt van de Kuilen  
Patent Information Specialist  
Abbott Healthcare Products B.V.

European patents can be opposed within nine months after grant. The success rate of oppositions seems to be dependent on the technical area. A complete revocation of a granted patent may become the result of a successful opposition. The main reasons for revocation are lack of inventive step (43%), lack of novelty (22%) or added subject matter (11%). From the patent information perspective, an opposition search against an European Patent needs, therefore, be focused on inventive step and novelty. In this tutorial we will focus on ways to successfully oppose European patents.

TUTORIAL B: Best Practices and Techniques in Freedom-To-Operate Searching

Gerhard Fischer  
Manager, Patent Information Group  
Syngenta

Nowadays Freedom-to-operate (FTO) searches are the major task for Information Professionals in many industries. Why is this the case? First and foremost, it is almost inherent to high-tech products that they include pieces of technologies from third parties requiring a check for infringement before starting big scale development and going to the market. Furthermore, many of these searches are related to patent life-cycle management aiming to maximize the value of inventions. The high number of FTO searches is also due to the fact that these searches are today conducted at earlier R&D development stages than in the past to detect very early on blocking patent rights and avoid costly licensing deals or to end up with nonmarketable products. 

A systematic approach for this type of searches is mandatory to ensure efficient use of resources and maintain high quality at the same time. This tutorial comprises all steps from defining the assignment up to the delivery of the information to the client:
- General considerations
- Under which circumstances should a FTO search be conducted?
- Questions to be asked when defining a FTO search.
- How narrow or broad can such a search practically be conducted; how broad should you search in the description including examples?
- What types of sources should be searched, patent sources only or are there situations that require NPL databases searches as well?
- Special considerations if multi characteristic claims (A+B+C, etc.) are searched.
- Should you search for claims only or also include the description?
- Reporting: What information should be included, preferable formats, wording to be used?

**TUTORIAL C: Creating Groupies: Marketing The Patent Information Team and Patent Searchers in the Corporate Environment**

**Margaret Rainey**  
*Manager, Patents Information*  
*GlaxoSmithKline*

As a patent searcher in a corporate environment, you already have a 'captive audience' for your services compared with the external marketplace. Lucky you! So why would you need to 'sell' yourselves to your organisation? And how might you go about it?

This tutorial will examine these questions and others as a starting point for interactive discussion, looking at some reasons and ideas for promoting your team and yourself within a corporate environment. How can you educate clients, managers and others about the wonderful things you can do for them? How can you impress them enough to turn mere clients into ‘groupies’, who then become your fans and active supporters? Why does this matter, within the corporate structure?

Bring your ideas along, and be prepared to contribute! The aim is to take home some new thoughts to help your team and yourself raise your profiles within your organisation, and show the real value and benefits of in-house patent information professionals to your company. Let's create ourselves some information Groupies!

**TUTORIAL D: Applying Performance Management Principles in Patent Information Service**

**Lucy Akers**  
*Senior Corporate Patent Analyst*

This tutorial will focus on performance management techniques while encouraging the participants to share and contribute their experiences with these techniques, as applied in the patent information area. A clear description of the performance management life cycle will be presented. The tutorial will also provide recommendations for reporting and for leadership of performance management, including some suggestions for creating a balanced performance scorecard.

This tutorial will be of interest to patent information managers who would like to improve their leadership skills and also of interest to individual patent information analysts who wish to better understand how to communicate the status of their performance and projects.

**15:50 - 16:20**

**Converse & Refresh**  
Take time to refuel and relax. Get the energy boost you’ll need to make the most of the many opportunities that surround you! All refreshment breaks are located in the Exhibition Hall.

**16:20 - 17:20**

**Open Forum Discussion on the 3 Landmark Developments and Policy Changes in Patents**

With a focus on the 3 landmark developments and policy changes in patents, this will be an interactive, open discussion forum encouraging participation from all delegates.

**Three IPI KnowledgeExchange™ Report Backs**

Summaries from three of the KnowledgeExchange™ discussion groups will be shared at the start of the Open Forum:

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?

17:20

Close of Day. Evening free to networking.

Wednesday 13 March 2013

09:00 - 09:40

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 and Analysis
Bayer Pharma

Analyzing bibliographical information of patents for competitive intelligence is a common practice and can without doubt yield valuable insight. But how accessible and useful is the scientific content of patents; especially if current technologies as text mining are used to extract and analyze the scientific information? Often these tools where optimized to analyze abstracts of scientific publications and not patents. So how useful is what you get if you apply these tools and methods to patents which are structured so differently and which are not written with purpose to publish scientific facts. This talk will address this question with examples from the field of pharmaceutical research.

09:40 - 10:10

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 Institute for Biomedical Research

More and more the protection of Intellectual Property in the pharmaceutical industry requires the increased collaboration of patent practitioners and scientists. We have been piloting the expansion of the role of a patent analyst to include that of a liaison serving as an intermediary who understands the needs of both the research and legal department. The responsibilities of the liaison include ensuring the gathering of data to support a timely and robust patent filing, ensuring that patent practitioners have a comprehensive understanding of the prior art, guiding scientists at early stages of research with regards to the IP landscape and delivering; training seminars to increase Novartis scientists understanding of the hurdles that need to be overcome on the road to a granted patent.

The purpose of this presentation will be to explore the initiatives that are taking place at Novartis through the patent liaison function to ensure that, as much as possible, the patent filing process is comprehensive and timely. Furthermore this presentation will examine the opportunities and challenges that the role of an intermediary brings with specific examples from the author’s personal experience shared.

10:10 - 10:16

New Ideas in VantagePoint

Nils Newman
Director, New Business Development
Search Technology

This product presentation will provide an overview of new features in VantagePoint. Included in recent advancements are new visualizations, connections to other tools, and new platforms for VantagePoint.
Poster Session & Refreshment Break

Enjoy an unique and interactive poster session. Browse the posters on display and gather around the presenter for an unstructured discussion. Get more in-depth and propose questions. This session is sure to get your mind flowing and your networking going with this interactive forum!

POSTER: Searching IP Related Information for Pharmaceuticals in China

Minli Tao
IP Information Analyst
Novartis Pharma AG

With the development of the Chinese pharmaceutical industry and the emerging of the Chinese market, IP rights are becoming more and more important in China. However due to the language barriers it is difficult to search detailed IP related information, such as patent documents, regulatory data, in China. We will present basic rules and regulations of Chinese IP rights, how to search IP related information in the Chinese National Register and worldwide databases.

POSTER: Search Strategies & Trends in Regenerative Medicine Patenting: The impact of Cooperative Patent Classification (CPC)

Luca Falciola
IP Manager
Promethera Biosciences

The information on relationships between paracrine communication and stem cells is spread over a large amount of patent and scientific publications. This article provides an overview of some major issues to be considered when searching for such information by using freely available databases. Major trends that drive innovation in scientific and patent production, as well as association between specific topics, can be established by including specific database indexing, such as MeSH and European (ECLA) and International (IPC) patent classification codes, in the search strategy. The interest in applying similar approaches for retrieving relevant information and documents is shown by some examples of quantitative and qualitative analysis of scientific and patent production related to stem cells in general, and on the effect of paracrine factors on the isolation, differentiation, or use of stem cells in particular.

POSTER: Empirical Instruction Obtained from Dojo-Style School Program for Patent Information Map Analysis (PIMA) during 7 years in Japan

Tsutomu Kiriyama
Guest reseacher of Japio
Chair of PDG of INFOSTA

The best practice of PIMA is presented about case study of virtual intellectual property strategy of stationary “ball pen” where Japanese companies have technological advantage in the world. The dojo-style school program had been done during one-year term as follows below. This program had been supported by Raytec.Co.
1. Each group is consisted of an adviser, a leader and several searchers from different Japanese companies.
2. Each group challenges to select freely a respective theme for PIMA under a respective concrete sub-theme, for instance, searching virtual IP strategy of four companies (LEADER, CHALLENGER, FOLLOWER, NITCHER) in certain industrial field (such as stationary ball-pen).
3. Each group challenges to integrate Japanese Patent Information with Non-patent Information such as journal literature, law and regulation, and market information. (122 words)
4. Each group challenges to verify his IP strategy (his hypothesis) through flag-Patent Information and publically make the interim presentation and the final presentation twice a year.
POSTER: The Essential Patents Analysis of LTE-Advanced Communication Technology

Kyoungshil Lee
Researcher, Technology Strategy Research Division
(KIAT) Korea Institute for Advancement of Technology

LTE-Advanced, the next major step of LTE, has begun to gain momentum with the spread of LTE. Most carriers worldwide are preparing or launching commercial LTE services, and telecom giants such as AT&T, NTT DoCoMo plan their LTE-Advanced deployments in 2013. With the rapid spread of the next mobile technology, a raging competition for market initiative among technology giants leads to a global patent war. Under these circumstances, governments and enterprises need to know their technological level, competitiveness, and competitors’ R&D strategy to not only survive but take the initiative in the patent war.

In this paper, we analyze essential patents of LTE-Advanced, key IPRs for implementing standardized technologies and major weapons in patent battles in the next generation mobile telecom market. First we conduct basic statistical analysis on the entire essential patents data and present status and statistics of the patents by major countries, patent holders and detailed technological fields. Second a comparative study is also done using 4 quantitative patent indices to identify the degree of market preemption, technological importance and competitiveness of main patent holders.

It is expected that the findings herein will be utilized as helpful data to prepare for future patent disputes and a guide to establish enterprise strategy and government policy for gaining a competitive edge in the next generation mobile communications market.

POSTERS: IPI KnowledgeExchange™ Report Backs
Summaries from seven of the IPI KnowledgeExchange™ discussion groups will be shared in poster format during this session

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 and 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 information professional’s ‘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?

11:05 - 11:35


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

The corporate membership of the Patent Documentation Group (PDG) encompasses experts from the information and patent departments of about 40 research-driven, blue-chip companies with major R&D sites in Europe. The member companies utilise - on a daily basis - scientific, technical, patent and other intellectual property-related information for their business operations. In accordance with the PDG vision “Comprehensive patent information is available to all interested parties”, the organization strives to ensure that comprehensive patent information is accessible to all industrial companies in an effective and efficient manner.

The talk will summarize the milestones already achieved and the challenges European industry is currently facing relating to the quality of patent information. The presentation will conclude with a review of the roadmap of PDG for the coming years.
Significant Improvement and Addition to Patent Translate

Heiko Wongel  
Director, Patent Information Promotion & Training  
European Patent Office

Reducing the cost of protecting inventions, and removing the language barrier that has impeded access to information on the state of the art are the main goals of the EPO’s machine translation programme, developed in partnership with Google. For patent information from Asian countries, but also in multilingual Europe, the language barrier used to cause many difficulties for patent searchers in the past. Patent Translate now makes it easy for English speakers worldwide to access full-text documentation from many EPO member states as well as the large and rapidly increasing volume of Chinese-language patent documents. More languages and features are about to added and will change the way we look at patent information from some rapidly developing regions of the world.

A Peer Review on your Own Patent Searches; Nice to Have or Need to Have?

Frédérique Klein  
Patent Information Professional  
DSM

Patent searching can be an intensive, time consuming job, especially if the type of search and the results could have a high impact on the business. This is typically the case for risk assessments such as freedom to operate studies, where getting it wrong could put a large risk on a business case. Reduction of possible IP risks requires experience, skill and knowledge, such as a clear understanding of the search request. In addition to that a proper knowledge of content and functionality of patent databases, knowledge about claim scope and legal status is paramount to providing a search result that gives a reliable insight in the IP situation at hand. Omissions in these types of searches, such as misspellings, the wrong scope, too limited used of databases and the like, may later have a dramatic impact on the business. During this presentation features of the peer review system applied that at DSM Intellectual Property to mitigate these risks, will be highlighted.

Networking Lunch

Enjoy the local cuisine in this buffet style lunch which offers the opportunity to meet new people or spend time with old friends.

IPI MasterClass™  
International Co-operation in Patenting; Negotiating Tiers without Tears – Part 2: The Patent Prosecution Highway

Stephen Adams  
Managing Director  
Magister Ltd.

For over 40 years, efforts to create a single, economic patent system for the territories of Europe have failed. On a global scale, national patent offices are struggling to deal with an ever-increasing workload, whilst information specialists face a rapidly burgeoning state-of-the-art. This MasterClass will tackle two initiatives which attempt to deal with these problems.

The Patent Prosecution Highway will be considered in this second part of the Masterclass. The original Patent Prosecution Highway was limited to post-grant sharing of prosecution details between national patent offices. Within the framework of the PCT, there are now moves to expand this concept, to include sharing of information during the examination stages as well. This may have a number of significant impacts upon documentation, including an overall acceleration of patent grants and consequent increased volumes of data to be handled by the searcher.
### Case Study: Selecting and Implementing a New Search and Analysis Framework to Rationalize Access to Patent Information at All Levels of the Organization

Gerard van der Ligt  
*Director Business Intelligence*  
*Philips Intellectual Property & Standards*

Philips Intellectual Property and Standards, demands with 450 employees and a customer base of thousands of R&D staff, access to patent information and analysis on a variety of levels. This had led to a patchwork of purchased and home built applications which required some rationalization. We defined general requirements, like a minimum number of tools, no in house development, high quality and acceptable price (obviously) and serving all user communities like R&D staff, attorneys, IP Management and patent information professionals (both operational and strategic). During a two year process, from first discussions with suppliers, via selection, development, testing and migration until final implementation, we learned some interesting lessons worthwhile sharing.

### 15:00 - 15:30

**Converse & Refresh**  
Take time to refuel and relax. Get the energy boost you'll need to make the most of the many opportunities that surround you! All refreshment breaks are located in the Exhibition Hall.

### 15:30 - 16:30

**Advanced Features of Free Asian Databases**

Christine Kämmer  
*Asian Patent Information*  
*European Patent Office*

The workshop will focus on various features of the free databases offered by the JPO, SIPO, KIPO and TIPO. After a quick review of the functionalities of the English interfaces, participants will learn how to work with the original-language interfaces to supplement their searches and minimise potential gaps in the information provided. Topics to be covered will include: retrieving documents and machine translations, finding legal status information, checking the payment of fees, accessing the electronic file and finding citation information.

### 16:30 - 16:40

**Closing Remarks**

IPI Organisation
Educational Workshops *(offered free of charge to registered delegates)*

Further professional development and learning opportunities are available through educational workshops. Attendance at these workshops is open to all registered delegates and is included in the registration fee.

**13:15 - 13:40**

**Creating Patent Reports and Visualizations with the BizInt Smart Charts Product Family**

John Willmore  
VP, Product Development  
BizInt Solutions, Inc.  

Diane Webb  
President  
BizInt Solutions, Inc.

This workshop will demonstrate how to use new features in BizInt Smart Charts for Patents, BizInt Smart Charts Reference Rows, and VantagePoint - BizInt Smart Charts Edition to create accurate and useful reports and visualizations of patent information. We'll show you how to:

- create reports combining data from different patent databases and identify related records across databases, using BizInt Smart Charts for Patents;
- clean-up, normalize, and transform data from different databases using tools in VantagePoint - BizInt Smart Charts Edition;
- filter patent families by authorities of interest;
- summarize data from related records into a single row using BizInt Smart Charts Reference Rows;
- export reports in HTML, Word, Excel, and Acrobat, with links to backing records and related information;
- analyze and visualize your normalized and de-duplicated data in VantagePoint - BizInt Smart Charts Edition.

**13:45 - 14:25**


Renaud Garat  
Sales and Patent Business Director  
Intellectual Assets Inc.  
Questel

Paul Germeraad  
Business Director, Intellectual Assets Inc.  
Questel

Questel's Online IP Portal Orbit unites under one integrated interface powerful tools for patent searching and monitoring, patent archiving and analysis of the increasingly complete data pool including searchable full text from the Far East and searchable legal status data. Questel’s "IP Business Intelligence" module allows users to analyze the ever increasing amount of data supplied in Questel’s database using their own analysis axis. As such, clear overview and landscaping is obtained in self-explanatory diagrams and graphs, supporting the analyst’s tasks to highlight those facts that need to be understood in order to reach strategic business decisions and share this information across departments and among decision makers. The presentation will illustrate practical examples of Orbit’s IP analytical tools for Business Strategy decision making.

**14:30 - 15:10**

**Searching in DWPI Chemistry Resource (DCR) on STN**

Robert Austin  
Senior STN Trainer  
FIZ Karlsruhe

Specific chemical substances in Derwent World Patents Index documents are readily accessible via its structure searchable database segment, the DWPI Chemistry Resource (DCR). In this workshop we will explore the content of DCR and demonstrate the search capabilities using a series of examples, including tips on combining multi-file search results with REGISTRY, CAPLUS and MARPAT.
Thomson Innovation: Enhanced Sources & Insight 2013

Bob Stembridge  
Customer Relations Manager  
Thomson Reuters

Thomson Reuters Intellectual Property (IP) Solutions are used by customers worldwide throughout the IP lifecycle. Thomson Innovation provides decision support for the IP needs throughout an organisation. The latest version sees the addition of new content and features to ensure the most thorough research, and help you discover key trends, keep abreast of technological and competitive developments and deliver the business critical intelligence, vital to your organisation's success.

In this workshop, you will learn about:

- New CPC codes allows for more precise searching, bypassing the language barrier, increasing the accuracy of the results and providing full flexibility in defining and analyzing the relevant information.
- Enhanced scientific literature and conference proceedings from more than 12,000 journals dating back to 1898 and over 6.5 million conference papers from more than 150,000 conferences covering 80% of the PCT Minimum Documentation Requirements.
- New patent coverage and content including full-text Vietnam, Thailand and Malaysia content, as well as enhanced Japanese and Chinese coverage.
- Increased ThemeScape, Charts and Text Clustering Record Limits allowing for more in depth analysis.

We will also have a sneak peek at further improvements that are planned in the coming months.

Product Updates and Enhancements – PatBase, PatentOrder, Minesoft Inspec and Patent Archive

Rahman Hyatt  
Director  
Minesoft

The workshop will cover updates to various Minesoft products and discuss how these can be used to the best effect. PatBase coverage enhancements and new functionality will be reviewed, including implementation of the CPC and new Full Text collections. Driven by user feedback, these developments further enhance the search and review capabilities of PatBase, the global patent family database. Improvements to PatentOrder – the rapid document delivery service - will also be outlined. Learn more about the unique benefits of our new non-patent literature resource, Minesoft Inspec, designed for fast, precise engineering and technology research. Join us for insights into these and many more innovative Minesoft developments.

5-Minute Mixer

The 5-minute mixer is designed to give you the chance to meet other conference delegates to make one-on-one connections. It’s truly a one-of-a-kind networking opportunity where you get to mix and meet with other professionals in the industry to forward your career or to share ideas and information. You will get to spend a total of 5 minutes with each new person on a rotating basis.

Conference Welcome Reception in the Exhibition Hall

Usher in the conference in style! Make sure to arrive in time to see old friends and make new connections at the official Welcome Reception on Sunday night. Meet the exhibitors while you enjoy hors d’ oeuvres and beverages.