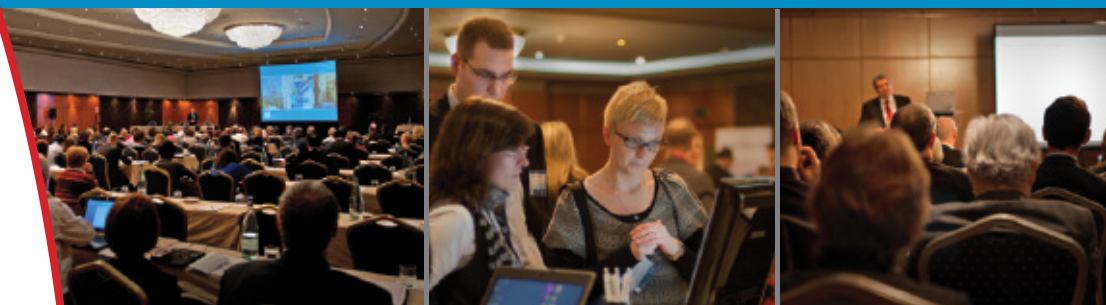




CONFEX

International Patent Information Conference & Exposition



2-5 MARCH 2014 • BERLIN, GERMANY

An international forum for professional development, continuing education, networking and the sharing of patent information best practices

- Learn best practice methods for implementing patent searching and management solutions through presentations and vendor workshops
- Network with other Patent Information Professionals from leading corporations
- Gain insight from the interactive IPI Tutorial sessions focusing on key patent information topics
- Hear patent office future plans and other industry news and trends
- Meet established and new patent information product and service suppliers

Register by
31st January
and Save
100 euro!

For full details and to register, visit
www.IPI-ConfEx.com



Conference Schedule

	Sunday, 2 March	Monday, 3 March	Tuesday, 4 March	Wednesday, 5 March
Morning Session	Conference Registration	Exhibition Hall Opens 08:30 Conference Opening and Plenary Session 09:00 Featuring industry speakers and more, with mid-morning Networking Breaks and Vendor/Exhibition Hall Demonstrations	Exhibition Hall Opens 08:30 Plenary Session 09:00 Featuring industry speakers and more, with mid-morning Networking Breaks and Vendor/Exhibition Hall Demonstrations	Exhibition Hall Opens 08:30 Plenary Session 09:00 Featuring industry speakers and more. Interactive Poster Session IPI MasterClass™
		Conference Lunch	Conference Lunch	Conference Lunch
Afternoon Session	Optional Vendor Workshops 14:00 - 18:00 Workshop I Workshop II Workshop III Workshop IV Workshop V	IPI KnowledgeExchange™ (Breakout Discussion Groups) Plenary Session Resumes Featuring industry speakers and more, with mid-afternoon Networking Breaks and Vendor/Exhibition Hall Demonstrations Session Ends 17:00	IPI-Tutorials™ Plenary Session Resumes Featuring industry speakers and more, with mid-afternoon Networking Breaks and Vendor/Exhibition Hall Demonstrations Session Ends 17:00	IPI-MasterClass™ (continued) Plenary Session Resumes Featuring industry speakers, and more Session Ends 16:00 Official Closing of Conference at 16:00
	Evening	Evening Welcome Reception in Exhibition Hall 18:00 – 19:30	Conference Networking Dinner 18:00 – 22:00	Evening Free for Networking

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 for the latest details on the programme, workshops and networking events.



Programme Highlights

The following is a list of speakers and topics that will be covered in the Plenary Session at the IPI-ConfEx 2014 in Berlin, Germany.

[IPI MasterClass™ focusing on “Legal Status” Information](#)

Stephen Adams - Managing Director, Magister Ltd.

[Challenges in Freedom-to-Operate Searches - Best Practices for Comprehensive and Dependable Reports](#)

Klaus Gundertofte - IP Information Specialist, CP&T, H.Lundbeck A/S

[Patent Landscapes: What can you do with it and what not](#)

Leo Janse - Senior Patent Analyst, Shell International B.V.

[Walking the Walk: Continuing Professional Development in the Corporate Environment](#)

Margaret M Rainey - Manager, Patent Information, GlaxoSmithKline

[Realigning Global Patent Filing Strategy with Business Goals](#)

Stephen A. Gigot - Partner, Michael Best & Friedrich LLP
Christopher B. Austin - Partner, Michael Best & Friedrich LLP

[What are the New Considerations for Patent Searchers with the America Invents Act \(AIA\) in Mind](#)

Speaker to be announced

[Creation of an Internal Patent Legal Status Information Portal: A Collective Approach to a Multi-County/Multi-Language Challenge](#)

Natalie Pilote - IP Information Analyst, Novartis Pharma

[The Cooperative Patent Classification \(CPC\) One Year On](#)

European Patent Office

[Searching the World \(of IP5\) is Not Enough?! - Let's Analyse Through a Case Study and Statistical Reviews](#)

“Balu” Marudai Balasubramanian - Chemical Information Sciences Lead, Afton Chemical Corp

[Duck Season. Rabbit Season. Chemistry Search. Biology Search.](#)

Kimberly Miller - Patent Analyst, Novartis

[WIPO Guidelines for the Preparation of Patent Landscape Reports](#)

Lutz Mailänder - Head Patent Information Section, WIPO

[Update on the Certification of Patent Information Professionals](#)

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

[Offering Reliable Legal Status Information with a Single Click](#)

Yolanda Sánchez García - European Patent Register Business Application Manager, European Patent Office

[PatBase is 10! Discover the Latest Enhancements and Other Minesoft News](#)

Rahman Hyatt - Director, Minesoft

[A Whole New World of Patent Research with ProQuest Dialog™](#)

Stuart Doig - Corporate Sales Director, ProQuest Dialog

[Patent Valuation: Unveil Intelligence and Value from Patent Data to Answer Key Business Questions](#)

Questel - Speaker to be announced

[What's New in VantagePoint](#)

Nils Newman - Director, New Business Development - Search Technology

[LexisNexis is taking it a step further!](#)

Ulrike Biedermann - Sales Specialist, LexisNexis

[“You Don't Know What You're Missing” - Exploit Valuable Data from Patent and Sequence Records using the BizInt Smart Charts Product Family](#)

Bertha Adamson, Product Support Manager, BizInt Solutions, Inc.

IPI Tutorial Sessions

The tutorials provide you with time to focus on exploring selected practical topics in more depth. These sessions will be delivered in smaller groups in a tutorial style, with interaction and discussion from participants encouraged.

[Tutorial: Asian Patent Information Searching/Sources/Challenges](#)

Peter Kallas - Head of Chemicals and Engineering Information, BASF

[Tutorial: European oppositions and US Invalidity - Analysis and Lessons for the Patent Information Professional](#)

Aalt Van de Kuilen - Patent Information Specialist, representing CEPIUG

[Tutorial: Spotlight on ASEAN - Patent Information from South East Asian Countries](#)

Jutta Haußer - Asian Patent Information, European Patent Office

IPI KnowledgeExchange™ Discussion Session

Covering Innovative Approaches, Benchmarking & Meeting the Challenges

Encompassing information within small to medium sized companies as well as large organisations. Followed by presentation to all delegates during the plenary session. Discussion topics include:

- Patent analytics and patent landscaping - Current status of best practices
- Integrating text mining tools with other applications (e.g. cheminformatics tools, bioinformatics tools, etc.)
- Impact of recent changes of US patent law, AIA (America Invents Act)
- Considerations for Freedom-to-Operate Searching; including how to read claims, legal status information especially Asian, and national phase information
- How is semantic searching being used currently, and plans for the future
- Tips & tricks for full-text searching - Methods for reducing noise and reviewing focused results from tools such as Patbase, Orbit.com, Total Patent and Thomson Innovation
- How to overcome the challenges of reviewing the high amount of exotic patents (esp. Asian) without a dedicated corporate patent searcher in Asian countries, and no outsourcing budget
- Unitary patent - The impact of its implementation for patent searching
- Enterprise-wide current awareness platforms (or solutions) for patent and literature updates
- The CPC after more than 1 year in operation - Remarks, complains, update frequency, usefulness for searching, etc.

Workshop Highlights

On Sunday 2 March delegates are provided with further professional development and learning opportunities via a series of educational workshops. Attendance at these workshops is open to all registered delegates and is included in the registration fee. Workshops by:

STN • Minesoft • Questel • BizInt • others to be announced

For more detailed information on the presentations, sessions and workshops, visit www.ipi-confex.com

Registration Rates & Benefits

EARLY BIRD REGISTRATION (by 31 January)	• • • • • •	STANDARD REGISTRATION (from 1 February onwards)
995 EUR		1095 EUR

Full details and pricing available at www.ipi-confex.com

Registration Benefits
<ul style="list-style-type: none"> + Admission to all Conference Sessions & Workshops/Training + Admission to Exhibition Hall + Participation in all Networking Opportunities + Sunday Welcome Reception & Monday Gala Dinner Event + Lunch and Refreshment Breaks (main conference days) + Conference Materials (Registration Bag, Agenda, Attendee List & PowerPoint Presentations)

Venue Information - Hotel Palace Berlin, Germany

All conference sessions, workshops and exhibits will take place at the Hotel Palace Berlin, Germany. This venue has been selected for its overall excellent facilities, comfort and reasonable cost for participants. Berlin's central location within Europe makes it easy for participants travelling from Europe and international cities. There are many direct flights and rail routes into Berlin. The venue is situated just 9km from Berlin's Tegel airport (TXL) and a short distance from the local/city railway and mainline train station.



Registration Form

Complete this form by printing clearly and faxing it directly to the IPI Organisers at +1 (858) 592 7693
The preferred, more convenient method of registering is online at www.ipi-confex.com
 (Full registration details, including rates for Sponsors/Exhibitors and Non-Sponsoring Vendors are available on the conference website)

Dr./Mr./Ms. Last Name _____ First Name _____

Organisation _____ Job Title _____

Address _____ Phone _____

City, Post Code & Country _____ E-mail _____

Date of Arrival & Departure (if known) _____

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

- Yes No Sun. 2nd March - Vendor Workshops
- Yes No Sun. 2nd March - Evening Welcome Reception
- Yes No Mon. 3rd March - Lunch
- Yes No Mon. 3rd March - Conference Gala Dinner
- Yes No Tues. 4th March - Lunch
- Yes No Wed. 5th March - Lunch

Special dietary requirements: Vegetarian Other _____

Confirmation Procedure: Each conference registration application is subject to final confirmation by the IPI Organisers via email.

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).

Disclaimer: Please note that any information provided by the IPI Organisers in connection with the IPI-ConfEx is subject to change without notice. THE IPI ORGANISERS DISCLAIM ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, WITH RESPECT TO THE INFORMATION, PRODUCTS AND SERVICES PROVIDED IN CONNECTION WITH THE IPI-CONFEX, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT. The IPI Organisers do not represent or warrant that the information provided in connection with the IPI-ConfEx is accurate, complete, reliable or current. You agree that the IPI Organisers, its affiliates, and the officers, directors, employees and agents of the IPI Organisers (the "IPI Parties") shall not be responsible or liable for any damages or injuries arising in connection with the IPI-ConfEx, including any direct, indirect, incidental, special, consequential or exemplary damages. You agree to indemnify, defend and hold harmless the IPI Parties from and against any and all claims, liabilities, damages, losses, or expenses, arising out of or in any way connected with the IPI-ConfEx.

Non-Solicitation: Other than the official IPI-ConfEx Sponsor Exhibitors, attendees agree not to solicit business during IPI-ConfEx. All attendees, including Sponsor Exhibitors, also agree that any special events (i.e any organised social events or technical programs and seminars during or within seven days either side of the conference days within the geographical region of the conference venue) must be in consultation with, and formally pre-approved well in advance by the conference organisers in writing. Without exception, all attendees to the Conference & Exposition and the organisations (including affiliates) they represent are required to strictly adhere to this condition.

Registration Type (please select one):

Industry Delegate, 995€ by 31 January (1095€ thereafter)

Other Type (see the conference website for details of other registration types)

•••••

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

Yes! Please register me for IPI-ConfEx 2014

Signature of Attendee _____ Date _____

Payment: By Wire Transfer in Euros By Credit Card in Euros

Name on Credit Card _____