



IPI-ConfEx 2007 Day-by-Day Programme

March 4th – 7th, 2007

Optional Workshops March 4th & 8th

Sorrento, Italy

The table below provides the Detailed Programme for the International Patent Information (IPI) Conference & Exposition – The Premier Conference and Exposition in Europe Tailored to the interests of Patent Information Professionals.

The conference, and vendor showcase exhibition, will be held from **March 4-7** in Sorrento, Italy with optional Workshops on March 4th & 8th. More programme details, along with presentation abstracts and speaker biographies, are posted on the conference website at <http://www.IPI-ConfEx.com>. Register now to ensure your place.

IPI-ConfEx Sessions 4 th – 8 th March 2007		
Sunday 4 th March 2007, 12:30 – 20:00		
12:30 – 18:00	Optional Vendor Workshops (See below)	PatAnalyst, Elsevier MDL, OmniViz, FIZ-K (STN), Minesoft, Questel.Orbit
18:00 – 20:00	Welcome Reception for delegates honoring Board, Speakers & Chairs - Sponsored by Minesoft All Exhibits Open	
Monday 5 th March 2007, 09:00 – 17:10		
09:00 – 09:15	Conference Opening, IPI-ConfEx Board and Introductory Remarks	Ford Khorsandian , IPI Organisation & IPI-ConfEx International Board of Counselors
09:15 - 10:50	Session Chair	Michele Fattori , Head of Documentation Services, Basell Polyolefins Intellectual Property
09:15 – 09:45	Strategies for the Integration of Information	Ben Gardner , Biology Data Manager with Research Informatics Scientific Information Services Group, Pfizer
09:45 – 10:25	Data Integration, Text Mining, and Graphical Exploration Techniques in Patent Mapping and Analysis	Nicolas Grandjean , Genome and Proteome Sciences, Novartis Institutes for Biomedical Research
10:25 – 10:45	A Client Case Study: Accelerating Search Processes, Extending Analysis Functionality, and Improving Decision Making for Patent Information Professionals	Stuart Dodd , Vice President, Professional Services, Thomson Scientific
10:45 – 10:50	Announcements	IPI Organisation
10:50 – 11:20	Networking Coffee Break in Exhibits Hall with Vendor Demos, sponsored by FIZ-Karlsruhe	
11:20 – 12:30	Session Chair	Minoo Phillip , Scientific Information Manager, Henkel KGaA
11:20 – 11:40	IT Strategy and Architecture in Information Management	Jürgen Müller , IT Architect, BASF
11:40 – 12:15	Panel Discussion: Challenges of Data Integration	Thomas Lorenz , Research Director, BASF Ben Gardner , Biology Data Manager with Research Informatics Scientific Information Services Group, Pfizer Nicolas Grandjean , Genome and Proteome Sciences, Novartis Institutes for Biomedical Research
12:15 – 12:30	PatAnalyst™: Umbrella for Integrated R & D Scenarios	Oliver Niese , Director Professional Services, empolis GmbH Christophe Prigent , PatAnalyst™ Department Manager, Jouve
12:30 – 14:00	Networking Lunch, sponsored by Thomson Scientific	

14:00 – 15:20	Session Chair	Subramaniyan Narayanaswami (Swami) , Technology & Patent Research (TPR) International
14:00 – 14:15	Patent Searching: How Can Value be Added to the Process	Jorge Manrique , VP Sales & Marketing, Prous Science
14:15 – 14:35	Case Study; Implementing an Alerting and Document Management Service Using Minesoft Software Services	Michael Schuderer , European Patent Attorney Corporate Intellectual Property, Wacker Chemie AG & Jochen Lennhof , Business Manager, Germany, Switzerland, Austria, Minesoft Ltd.
14:35 – 14:50	Making the Difference - FIZ Karlsruhe's Strategy to Enhance the Quality of First Level Patent Data on STN	Rainer Stuike-Prill , Vice President of Marketing & Sales, FIZ Karlsruhe
14:50 – 15:20	Simplified Design Searching with DesignFinder	Ricardo Vieira , Director of Industrial Designs & Rights Protection, Questel.Orbit
15:20 – 15:50	Networking Coffee Break in Exhibits Hall with Vendor Demos, sponsored by Prous Science	
15:50 – 17:10	Session Chair	Peter Kallas , Head of Chemicals & Engineering Information, BASF
15:50 – 16:30	The Holy Grail – Patent Quality: Define, Measure, Improve	Stephen Falk , Senior Patent Attorney, Rohm and Haas Company (<i>Presenting on behalf of</i>) Marc Adler , Chief Patent Counsel, Rohm and Haas Company (Patent Attorney)
16:30 – 17:00	Unique Approaches to Freedom to Operate Searches	Michael Fuller , Partner, Knobbe, Martens, Olson and Bear, L.L.P. (Patent Attorney)
17:00 – 17:10	IPI LegalForum™: Attorney Question and Answer Panel	Stephen Falk , Senior Patent Attorney, Rohm and Haas Company (Patent Attorney) Michael Fuller , Partner, Knobbe, Martens, Olson and Bear, L.L.P. (Patent Attorney)
18:00 – 22:00	Conference Dinner, sponsored by Technology & Patent Research (TPR) International, an InfoGlobal organisation; IPI-Award Board ten-minute announcement of Award recipient for 2007	
Tuesday 6th March 2007, 09:00 – 17:10		
09:00 – 10:43	Session Chair	Ann Chapman , Director, Minesoft Ltd.
09:00 – 09:40	Managing Intellectual Assets in an Environment of Scarce Resources	Carl Lucas , Senior Intellectual Capital (IC) Leader, The Dow Chemical Company
09:40 – 10:10	How to be Recognized as a Strategic Partner with Senior Management in a Global Company - a Patent Manager's Perspective	Gerhard Fischer , Manager, Patent Information Department, Intellectual Property and Licensing Syngenta
10:10 – 10:25	The InfoGlobal™ Connection	Trudi Jones , Vice President, Technology & Patent Research (TPR) International
10:25 – 10:31	Patent Drafting, Analysis and Dissection: LexisNexis® Introduces PatentOptimizer™	Brian Elias , Director of Intellectual Property Product Management, LexisNexis
10:31 – 10:43	MDL Patent Chemistry Database - New Content	Eva Seip , Senior Product Manager, Elsevier MDL

Engineering Track			Chemical & Bio Track		
10:43 – 11:15	Networking Coffee Break in Exhibits Hall, sponsored by IFI Patent Intelligence		10:43 – 12:15	Exhibits & Vendor Demos in Exhibition Hall Networking Coffee Break included sponsored by IFI Patent Intelligence	
11:15 – 12:35	Session Chair	Gerold Frers , Head of Patent Information, Siemens AG			
11:15 – 11:35	Starting a Search Department in Bangalore India - Recruitment, Training, Overseas management, Quality Control	Gerard van der Ligt , Director Business Intelligence, Philips Intellectual Property & Standards			
11:35 – 11:55	Positioning of the Information Professional within the Corporate Structure and Marketing of Services: CIRA, Italian Aerospace Research Centre, Best Practices in the Field	Ferruccio Diozzi , CIRA , Documentation Centre, Head			
11:55 – 12:25	Patent Information for Electrical/Engineering Technologies - Open Discussion	Introduced & Moderated by: Muriel Bourgeois , Global Patent Support, Deputy Manager, & Sylvain Roustan , Patent Information Specialist, Thomson Licensing SA			
12:25 – 12:35	Future Follow-Up	Chair			
12:35 – 13:40	Networking Lunch, sponsored by Questel.Orbit		12:15 – 13:40	Networking Lunch, sponsored by Questel.Orbit	
13:45 – 15:30	Exhibits & Vendor Demos in Exhibition Hall Networking Coffee Break Included sponsored by OmniViz		13:40 – 15:30	Session Chair	Aalt van de Kuilen , Senior Information Specialist, Solvay Pharmaceuticals B.V.
			13:40 – 14:05	How to Search for Synthetic Methods in Patent & Scientific Literature - Integrating Reaction Databases	Marudai Balasubramanian "Balu" , Senior Advisor, Research Informatics, Pfizer Global Research & Development
			14:05 – 14:35	An Investigation into Analyzing Patents by Chemical Structure	Mark Calcagno , Information Scientist, IPBIS - Business Information Services, Procter & Gamble
			14:35 – 15:05	Comparison of Patent Bio Sequence Information Sources -Based on Critical Evaluation of Multiple Data Sources	Mark Harper , Patent Information Scientist, Sanofi-Aventis
			15:05 – 15:30	Networking Coffee Break in Exhibits Hall with Vendor Demos, sponsored by OmniViz	

15:30 – 17:10	Session Chair	Donna Kaye Wilson , Senior Manager IP, Pfizer
15:30 – 16:00	IPC 8 - Post Implementation Analysis of Results from a User Perspective	Gerold Frers , Head of Patent Information, Siemens AG
16:00 – 16:15	How Indexing Can Save Your Life (or at least your Search)!	Jim Brown , Customer Services Manager, IFI Patent Intelligence
16:15 - 16:35	Patenting of Biopharmaceuticals: The World Turned Upside-Down – Twice	Peter Steele , Director, Current Awareness, PharmaChem Markets, Thomson Scientific
16:35 – 16:55	Analysis of Patent Citation Networks with Mathematica	Bernard Gress , Economist, Fannie Mae
16:55 – 17:10	The Outlook for the Patent Information Industry - an Information Business View	David Brown , Executive Vice President, Corporate Markets, Thomson Scientific
Wednesday 7th March 2007, 09:00 – 17:00		
09:00 – 10:45	Session Chair	Marjolaine Thulin , Patent Information Specialist, Awapatent AB
09:00 – 09:20	PDG Celebrates 50 Years of Activity in the Patent Information Field - Past Successes and Future Challenges	Minoo Philipp , Scientific Information Manager, Henkel KGaA
09:20 – 09:35	Case and Abbreviation Recognition in the Processing of Full Text Datasets	Vicki L. Burnett , Sr Director of Technology Applications, OmniViz
09:35– 10:15	Searching Indexed Databases versus Text Mining – The Battle Between “Traditional” Added-Value Databases and Information Extraction from Full-Text	Wolfgang Thielemann , Head of Information Retrieval; Patent, Literature & Competitor Information, Bayer Healthcare AG
10:15 – 10:40	High Quality Classification in Patent Landscaping	Piet van Zanten , Senior Officer, Philips Intellectual Property & Standards
10:40 – 10:45	Announcements	IPI Organisation
10:45 – 11:15	Networking Coffee Break in Exhibits Hall with Vendor Demos, sponsored by Elsevier MDL	
11:15 – 12:40	Session Chair	Neil Walden , Principal Information Analyst, GlaxoSmithKline
11:15 – 11:20	GenomeQuest - Biological Sequence Search and IP	Hendrik Heus (Henk) , Vice President Services, Gene-IT
11:20 – 11:25	BizInt Smart Charts for Patents - New Features	Bertha Adamson , Product Support Manager, BizInt Solutions
11:25 – 11:45	Searching for Intellectual Property Information in Unusual Places: The Use of Patent and Other IP Sources on Dialog	Ron Kaminecki , Director, Intellectual Property Content, Thomson Scientific
11:45 – 11:51	Analyzing Patent Literature to Gain Competitive Insight with <i>Luxid®</i>	Guillaume Mazières , Vice-President Sales & Marketing, TEMIS
11:51 – 12:40	IPI MasterClass™ Presentation – Part 1 The Text, the Whole Text and Nothing But the Text - Some Considerations of Full-Text Databases for the Searcher	Stephen Adams , Managing Director, Magister Ltd.
12:40 – 14:00	Networking Lunch, sponsored by PatAnalyst	
14:00 – 15:25	Session Chair	Margaret Rainey , Manager, Patents Information, GlaxoSmithKline
14:00 – 14:55	IPI MasterClass™ Presentation – Part 2 The Text, the Whole Text and Nothing But the Text - Some Considerations of Full-Text Databases for the Searcher	Stephen Adams , Managing Director, Magister Ltd.

14:55 – 15:25	Extracting Additional Value and Intelligence from Patent Registers	Aalt van de Kuilen , Senior Information Specialist, Solvay Pharmaceuticals B.V.
15:25 – 15:55	Networking Coffee Break in Exhibits Hall with Vendor Demos, sponsored by TPR, an InfoGlobal Organisation	
15:55 – 17:00	Session Chair	Henk Tomas , Senior IP Information Specialist, Akzo Nobel
15:55 – 16:15	Patent & Non Patent Literature Searching Italian Sources: a Possible Challenge?	Guido Moradei , Managing Director, Studio Moradei
16:15 – 16:35	From Searching to Reporting: Different Needs and Adequate Approaches	Heinz Mueller , Patent Officer, Swiss Federal Institut for Intellectual Property
16:35 – 16:50	MIMOSA a Cornerstone in Electronic Publication and Retrieval of Intellectual Property Data	Alfred Wenzel , Patent Information, European Patent Office
16:50 – 17:00	Closing Remarks	Ford Khorsandian , IPI Organisation
Thursday 8th March 2007, 09:00 – 12:05		
09:00 – 12:00	Optional Vendor Workshops (see below)	Thomson Scientific, BizInt Solutions, TEMIS, Gene-It

Vendor Workshops 4th & 8th March 2007

Sunday 4th March 2007, 12:40 – 18:00

12:40 – 13:25	PatAnalyst Workshop: PatAnalyst™: Intelligent Control Center for your IP Global Information	Oliver Niese , Director Professional Services, empolis GmbH Christophe Prigent , PatAnalyst™ Department Manager, Jouve
13:35 – 14:20	Elsevier MDL Workshop: MDL® Patent Chemistry Database (PCD) – Tips & Tricks Session	Eva Seip , Senior Product Manager-Patent Solutions, Elsevier MDL
14:30 – 15:15	Omniviz Workshop: Introduction to the Newest OmniViz Product (version 5.0): Disambiguation and Other Cool Concepts	Jeffrey D. Saffer , President and CEO; Vicki L. Burnett and Philip J. Monroe , Senior Directors of Technology Applications, OmniViz, Inc.
15:25 – 16:10	FIZ Karlsruhe (STN) Workshop: INPADOCDB on STN – The Next Generation	Claus-Dieter Siems , Product Manager Patents and Engineering and Christiane Emmerich , Product Manager Patent, FIZ Karlsruhe
16:20 – 17:05	Minesoft Workshop: Minesoft Product Updates – PatBase Enhancements, PatentOrder Coverage, PatentTracker Enhancements	Rahman Hyatt , Business Development Director, and Jochen Lennhof , Business Manager, Germany, Switzerland, Austria, Minesoft Ltd.
17:15 – 18:00	Questel.Orbit Workshop: QPAT from Search Formulation to Reporting and Everything in Between	David Dickens , Director, Patent Business, Questel Intellectual Property Group, Questel.Orbit

Thursday 8th March 2007, 09:00 – 12:05

09:00 – 10:15	Thomson Scientific Workshop: Client Case Study: A Real-World Case Study - How Working with a Professional Services Team Improves Productivity and Drives Better, Faster Results	Stuart Dodd , Vice President, Professional Services, Thomson Scientific Benno Jensen , Product Specialist, Thomson Scientific Corporate Markets
10:20 – 10:50	BizInt Workshop: Creating Patents Reports with BizInt Smart Charts for Patents	Bertha Adamson , Product Support Manager, BizInt Solutions
10:55 – 11:40	Temis Workshop: Luxid®: Applying Text Analytics to the Patent Literature to Gain Competitive Insight	Guillaume Mazières , Vice President Sales & Marketing, TEMIS
11:45 – 12:05	Gene-IT Workshop: GenomeQuest: Using Biological Sequences in Intellectual Property Searches	Hendrik Heus (Henk) , Vice President Services, Gene-IT