



## IPI-ConfEx 2008 Day-by-Day Programme

March 2<sup>nd</sup> – 5<sup>th</sup>, 2008

Optional Workshops March 2<sup>nd</sup> & 6<sup>th</sup>

Seville, Spain

*International Patent Information (IPI) Conference & Exposition*

*The Premier Conference and Exposition in Europe Tailored to the interests of Patent Information Professionals*

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### IPI-ConfEx Sessions 2<sup>nd</sup> – 5<sup>th</sup> March 2008

#### Sunday 2<sup>nd</sup> March 2008, 13:40 – 20:00

13:40 – 17:50	Optional Vendor Workshops (See Workshops table below) -- Open to all delegates	(1) Thomson Scientific (2) Fiz-Karlsruhe (3) Questel (4) Minesoft
18:00 – 20:00	Welcome Reception in Exhibits Hall honoring Board, Speakers & Chairs— Sponsored in part by Minesoft All Exhibits Open and All Delegates Invited	

#### Monday 3<sup>rd</sup> March 2008, 09:00 – 17:20

09:00 – 09:15	Conference Opening, IPI-ConfEx Board and Introductory Remarks	<b>Ford Khorsandian</b> , IPI Organisation & <b>IPI-ConfEx International Board of Counselors</b>
09:15 -- 10:20	Session Chair	<b>Bettina de Jong</b> , Shell International B.V.
09:15 – 09:35	Web 2.0 in the Enterprise. What is it? Examples of Usage	<b>Andrew Berridge</b> , Data Developer, <b>Pfizer</b>
09:35 – 10:00	What's the Weather Like? – Role of Information Scientists in company Knowledge Management & Competitive Intelligence Initiatives	<b>Yulia Aspinnall, PhD</b> , Head of Library and Information Services, <b>MedImmune</b>
10:00 – 10:20	Patent Research Challenges in the Global Economy	<b>David Brown</b> , Executive Vice President, Corporate Markets, <b>Thomson Scientific</b>
10:20 – 11:05	Networking Coffee Break in Exhibits Hall with Vendor Demos	
11:05 – 12:30	Session Chair	<b>Minoo Philipp</b> , <b>Henkel KGaA</b>
11:05 – 11:40	Systematic Approach to Freedom to Operate Searches from the Step of Defining the Assignment to Post Processing of the Information	<b>Gerhard Fischer, PhD</b> , Manager, Patent Information Intellectual Property, <b>Syngenta</b>
11:40 – 12:10	Implementing Cost-Effective U.S. Patent Invalidation Searches after KSR International, Co. v. Teleflex, Inc.	<b>Yateen Pargaonkar</b> , Senior Information Scientist, Patent Agent, IPBIS, <b>Procter &amp; Gamble</b>
12:10 – 12:25	Considerations for augmenting the reach and effectiveness of your search team	<b>Pallavi Campion</b> , <b>Technology &amp; Patent Research International</b>
12:25 – 12:30	Announcements	IPI-ConfEx Organisers
12:30 – 13:45	Networking Lunch in Atrio III, Sponsored in part by <b>Thomson Scientific</b>	
13:45 – 15:15	Session Chair	<b>Ford Khorsandian</b> , IPI Organisation
13:45 – 15:15	Innovative Approaches, Benchmarking, & Meeting the Challenges in the Following Breakout Groups of Interest:	<b>Breakout, Focus Discussion Session:</b> Encompassing Information within Small to

	<ul style="list-style-type: none"> <li>IP Landscaping and Mapping – Uses, Steps, and Reporting Options</li> <li>Text Mining and Visualisation Tools – Options, Successes and Pitfalls Based on User Experiences</li> <li>IPC 8 – What are the Issues, and Strategies to Avoid Pitfalls</li> <li>Patent Valuation – Different Techniques for Valuing Patent Worth</li> <li>Asian Patent Information – What Sources and Techniques Can Help Us Get Around the Barriers</li> <li>Cost Saving Techniques for Patent Searching</li> <li>Alert, Alert - Providing the Best Current Awareness Services Using Both Traditional and New Methods</li> </ul>	Medium sized Companies as well as Large Organisations
15:15 – 15:50	Networking Coffee Break in Exhibits Hall with Vendor Demos, Sponsored in part by <b>Fiz-Karlsruhe</b>	
15:50 – 17:20	Session Chair	<b>Peter Kallas, BASF Aktiengesellschaft</b>
15:50 – 16:20	Case Study: Increasing Productivity and Communication Using Questel's IP Workflow Management	<b>Hubert Kiehl</b> , Intellectual Property Director, SEB Group <b>Renaud Garat</b> , Sales Director, <b>Questel</b>
16:20 – 16:40	Recent Major Changes to U.S. Patent Law and How They Affect You	<b>Ron Kaminecki</b> , Registered U.S. Patent Attorney, Director, Intellectual Property Content, <b>Thomson Scientific</b>
16:40 – 17:10	<ul style="list-style-type: none"> <li>Patent Quality: Define, Measure, Improve and</li> <li>Review of the new U.S. Patent Laws and Rules, Changes and Proposals</li> </ul>	<b>Marc Adler</b> , Chief Intellectual Property Counsel and Associate General Counsel, <b>Rohm and Haas Company</b>
17:10 – 17:20	<b>Panel Discussion:</b> Changes in U.S. Patent Law	<b>Marc Adler</b> , Chief Intellectual Property Counsel and Associate General Counsel, <b>Rohm and Haas Company</b>  <b>Ron Kaminecki</b> , Registered U.S. Patent Attorney, Director, Intellectual Property Content, <b>Thomson Scientific</b>
18:00 – 22:00	Special Cultural Dinner and Entertainment Event, sponsored by <b>Technology &amp; Patent Research (TPR®) International, an InfoGlobal™ company; IPI-Award Announcement 2008</b>	
<b>Tuesday 4<sup>th</sup> March 2008, 09:00 – 17:00</b>		
09:00 – 10:35	Session Chair	<b>Piet Jan Andree, Technology &amp; Patent Research International</b>
09:00 – 09:30	Patent Landscaping: Process, Text Mining and Statistical Patent Valuation	<b>Gerard van der Ligt</b> , Director Business Intelligence, <b>Philips Intellectual Property &amp; Standards</b>
09:30 – 09:45	Make a Search on the Safe Side – A Case Study in the Pharmaceutical Field	<b>Christine Emmerich, PhD</b> , Marketing & Sales (STN Europe), <b>Fiz-Karlsruhe</b>
09:45 – 10:20	Integration of Chemical Structures from Patents for Pharmaceutical Discovery: A Pfizer Perspective	<b>David Walsh</b> , Information Scientist, <b>Pfizer Global Research &amp; Development</b>
10:20 – 10:25	BizInt Smart Charts Product Update	<b>Bertha Adamson</b> , Product Support Manager, <b>BizInt Solutions</b>
10:25 – 10:35	New Asian Data, and Analysis Tools For PatBase	<b>Jochen Lennhof</b> , Regional Business Manager, <b>Minesoft, Ltd.</b>
10:35 – 11:15	Networking Coffee Break in Exhibits Hall with Vendor Demos	

Chemical & Bio Track			Engineering Track		
11:15 – 12:35	Session Chair	<b>Heather Harvey, Akzo Nobel</b>	11:15 – 12:35	Extended Networking Coffee Break in Exhibits Hall with Vendor Demos	
11:15 – 11:35	Predictive Pharmacology: Using Data to Elucidate Novel Behavior of Compounds	<b>Jorge Manrique, VP Sales and Marketing, Prous Science/Thomson Scientific</b>			
11:35 – 11:50	Interpreting, Presenting, and Reporting Sequence Search Results	<b>Denis Bayada, PhD, Senior Application Scientist, GenomeQuest</b>			
11:50 – 12:15	Bio-Sequences Searching with Analysis of Strengths, Weaknesses, and Gaps of Available Databases	<b>Susanne Tropf, PhD, Specialty Chemicals Information, BASF-The Chemical Company</b>			
12:15 – 12:35	Towards In-House Searching of Markush Structures from Patents	<b>John M. Barnard, PhD, Scientific Director, Digital Chemistry, Ltd.</b>			
12:35 – 13:45	Networking Lunch in Atrio III, Sponsored in part by <b>Questel</b>				
Chemical & Bio Track			Engineering Track		
13:45 – 14: 45	Extended Networking Coffee Break in Exhibits Hall with Vendor Demos	13:45 – 14:45	Session Chair	<b>Alexander Mullen, PDG</b>	
		13:45 – 14:05	Combined Use of Semantic Enrichment and Added Metadata for Increased Patent Management Workflow Efficiency in an Industrial Environment	<b>Peter Atzmueller, Corporate Research, Intellectual Property Rights – Standards – Scientific Journals, voestalpine Stahl GmbH</b>	
		14:05 – 14:35	Effect of IPC 8 on the work of a Patent Information Department	<b>Torsten Gerber, Robert Bosch, GmbH</b>	
		14:35 – 14:45	Panel Discussion – IPC 8	<b>Antonios Farassopoulos, WIPO and Torsten Gerber, Robert Bosch GmbH</b>	
14:45 – 15:15	Networking Coffee Break in Exhibits Hall with Vendor Demos, Sponsored in part by <b>GenomeQuest</b>				
15:15 –17:00	Session Chair	<b>Barbara Politi, Abiogen Pharma SpA</b>			

15:15 – 15:45	Searching Non-Patent Literature and Internet Content – Potential and Drawbacks	<b>Maik Annies</b> , PhD, Patent Information Specialist, <b>Syngenta AG Intellectual Property</b>
15:45 – 15:51	LexisNexis TotalPatent – The Full Text Solution	<b>Richard Garner</b> , Product Director IP, <b>Lexis Nexis</b>
15:51 – 15:57	Improve your R&D Effectiveness and Manage Your Intellectual Property Assets with Luxid® for Life Sciences	<b>Manfred Pitz</b> , Director of Sales, <b>TEMIS Germany</b>
15:57 – 17:00 Innovative Approaches, Benchmarking, & Meeting the Challenges in the Following Breakout Groups of Interest:		<b>Presenters from the Breakout Focus Groups</b>
15:57 – 16:06	<ul style="list-style-type: none"> <li>IP Landscaping and Mapping – Uses, Steps, and Reporting Options</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
16:06 – 16:15	<ul style="list-style-type: none"> <li>Text Mining and Visualisation Tools – Options, Successes and Pitfalls Based on User Experiences</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
16:15 – 16:24	<ul style="list-style-type: none"> <li>IPC 8 – What are the Issues, and Strategies to Avoid Pitfalls</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
16:24 – 16:33	<ul style="list-style-type: none"> <li>Patent Valuation – Different Techniques for Valuing Patent Worth</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
16:33 – 16:42	<ul style="list-style-type: none"> <li>Asian Patent Information – What Sources and Techniques Can Help Us Get Around the Barriers</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
16:42 – 16:51	<ul style="list-style-type: none"> <li>Cost Saving Techniques for Patent Searching</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
16:51 – 17:00	<ul style="list-style-type: none"> <li>Alert, Alert – Providing the Best Current Awareness Services Using Both Traditional and New Methods</li> </ul>	Summary from Breakout Focus Groups presented in Plenary Session
<b>Wednesday 5<sup>th</sup> March 2008, 09:00 – 17:00</b>		
09:00 – 10:40	Session Chair	<b>Ann Chapman</b> , <b>Minesoft</b>
09:00 – 09:30	ASML's "closed loop" Patent Rights Alert System on iEPROS	<b>Gerard Ypma</b> , Senior Patent Researcher, <b>ASML Netherlands BV</b>
09:30 -- 10:05	Automating Literature Alerts: A Custom Solution using an external Application Programming Interface	<b>Andrew Berridge</b> , Data Developer, <b>Pfizer</b>
10:05 – 10:20	What's New from CAS	<b>Paul Peters</b> , International Marketing Manager, <b>CAS</b>
10:20 – 10:40	Beyond Keywords – Smart Alerts and Metadata Fingerprints: New Filter and Alerting Concepts in Thomson Pharma	<b>George Richter</b> , Development Manager, <b>Thomson Scientific</b>
10:40 – 11:20	Networking Coffee Break in Exhibits Hall with Vendor Demos, Sponsored in part by <b>CAS</b>	
11:20 – 12:30	Session Chair	<b>Colette Hedon</b> , <b>Sanofi-Aventis R&amp;D</b>
11:20 – 11:40	Patent Information Awareness Tool – Selection Process, Implementation and User Experiences	<b>Inga George</b> , Information Specialist, <b>AarhusKarlshamn Sweden AB Intelligence</b>
11:40 – 12:30	IPI MasterClass™ Presentation: Citations – Myth, Mystery or Magic?	<b>Stephen Adams</b> , Managing Director, <b>Magister Ltd.</b>
12:30 – 13:45	Networking Lunch in Atrio III	
13:45 – 15:30	Session Chair	<b>Margaret Rainey</b> , <b>GlaxoSmithKline</b>

13:45 – 14:30	IPI MasterClass™ Presentation <i>continued</i>	<b>Stephen Adams</b> , Managing Director, <b>Magister Ltd.</b>
14:30 – 15:10	Coming to Grips with Patent Information from China, Japan, and Korea	<b>Irene Schellner</b> , East Asian Patent Information, <b>European Patent Office</b>
15:10 – 15:30	What's new in IPC–2009	<b>Antonios Farassopoulos</b> , Head of Classification & Industrial Property Standard Service, <b>WIPO</b>
15:30 – 16:00	Networking Coffee Break in Exhibits Hall with Vendor Demos	
16:00 – 17:00	Session Chair	<b>Aalt van de Kuilen</b> , <b>Solvay Pharmaceuticals</b>
16:00 – 16:30	PATENTSCOPE®, WIPO Gateway to Access the World of Technology	<b>William Meredith</b> , Head of Patent Information and IP Statistics Service, <b>WIPO</b>
16:30 – 16:50	Analyses of Korean Invented U.S. Patents in Electronics and Chemistry Field – A Case Study	<b>Yong-Gil Lee</b> , Senior Researcher, Policy Planning Division, <b>Korea Institute of Science &amp; Technology</b> . Assistant Professor, Department of Technology Management and Policy, <b>Korea University of Science and Technology</b>
16:50 – 17:00	<b>CLOSING REMARKS</b>	
<b>Thursday 6<sup>th</sup> March 2008, 08:30 – 09:55</b>		
08:30 – 09:55	Optional Vendor Workshops (See Workshops table below) -- Open to all delegates	<b>(1) GenomeQuest (2) TEMIS</b>

## Vendor Workshops 2<sup>nd</sup> & 6<sup>th</sup> March 2008

### Sunday 2<sup>nd</sup> March 2008, 13:40 – 17:50

13:40 – 14:55	<b>Thomson Scientific Workshop:</b> Thomson Innovation: A Review of how the Revolutionary New Information Solution from TS can be used to Support the Innovation Process through all its Stages	<b>Bob Stembridge</b> , Customer Relations Manager, <b>Thomson Scientific</b>
15:00 – 15:40	<b>FIZ-Karlsruhe Workshop:</b> STN AnaVist 2.0 – New Content, Features, and Possibilities	<b>Basim Rahman, PhD</b> , <b>Fiz-Karlsruhe/STN International</b>
15:45 – 17:00	<b>Questel Workshop:</b> New Content, Services, and Enhancements from Questel	<b>David Dickens</b> , Director Patent Business, <b>Questel</b> <b>Ricardo Vieira</b> , Director of Industrial Designs & Rights Protection, <b>Questel</b>
17:10 – 17:50	<b>Minesoft Workshop:</b> Minesoft Product Updates – Patbase Enhancements, PatentOrder Coverage, PatentTracker Enhancements	<b>Rahman Hyatt</b> , Director, <b>Minesoft, Ltd.</b>

### Thursday 6<sup>th</sup> March 2008, 08:30 – 09:55

08:30 – 09:10	<b>GenomeQuest Workshop:</b> High Volume Search and Analysis Techniques for Biosequence Portfolios	<b>Denis Bayada, PhD</b> , Senior Application Scientist, <b>GenomeQuest, Inc.</b>
09:15 – 09:55	<b>TEMIS Workshop:</b> Manage Your Intellectual Property Assets with Luxid® for Life Sciences' Text Analytics	<b>Gilles Montier</b> , Strategic Account Manager, Life Sciences, <b>TEMIS</b> <b>Yoann Marsac</b> , Life Sciences Consultant, <b>TEMIS</b>