

The 3rd International Convention on The Economy of Innovation

April 30-May 1, 2018



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MONDAY, APRIL 30

1. 1st day Opening Session

Monday, April 30, 9:00 am- 10:15 am

Greetings:

- ✓ Mr. Gerard Myon, Treasurer General of AIPPI International
- ✓ Ms. Mariana Karepova, Head of Austrian Patent Office
- ✓ Video greeting of Dr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO)
- ✓ Mr. Georg Weber, Director Information and communications technology (ICT), European Patent Office, on behalf of the EPO President

Speakers:

Moderator: Adv. Tal Band, Senior Partner, S. Horowitz and former President, AIPPI Israel

- ✓ Justice Asher Grunis, President of the Supreme Court of Israel 2012 – 2015 on: *Judge made law in the field of intellectual property*
- ✓ Aharon Aharon, CEO, Israel Innovation Authority

2. THE US PHARMACEUTICAL INDUSTRY – DRIVING FORCES – PATENTS AND FDA

Convener: Ilan Miller, Adv., Intellectual Property and Medical Information Manager, Dexcel Pharma. <https://www.linkedin.com/in/ilan-miller-97269122>

Monday, April 30, 10:45 am- 12:15 pm

Two major legal arenas are in the heart of any drug development, brand or generic. In the first arena, the patent landscape and future potential litigation are considered. In the second arena, the FDA regulatory pathway and the possible regulatory incentives are considered.

The purpose of this session is to discuss recent development in the patent and FDA arenas, and their impact on the pharmaceutical industry.

Speakers:

- ✓ Kurt R. Karst, director, Hyman, Phelps & McNamara P.C. <http://www.hpm.com/vattorney.cfm?RID=22>
- ✓ Robert F. Green, founding partner of Green, Griffith & Borg-Breen LLP <https://greengriffith.com/robert-green/>
- ✓ Dr. Sharon Hausdorff, Senior assistant general patent counsel at Teva Pharmaceutical Industries, Ltd. <https://www.linkedin.com/in/sharon-hausdorff-1072884/>
- ✓ Matthew R. Weinberg, Chief Executive Officer, The Weinberg Group, <https://weinberggroup.com>

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3. PATENTING SOFTWARE AROUND THE WORLD – A COMPARISON OF REGIMES

Convener: Sandy Colb, Founder, Sanford T. Colb & Co. <http://stc.co.il/SanfordTColb.asp>

Monday, April 30, 10:45 am- 12:15 pm

Patenting software-related inventions has become increasingly challenging as a result of changes in the law, changes in revisions of patent office practice and enforcement of software-related patents. The session will examine these issues, including opportunities for patenting software, software based systems and methods and business methods and enforcing such patents in some major jurisdictions including the USA, Israel, Europe, China, Japan and India. Leading patent practitioners in these jurisdictions will present the current legal and practical framework in each jurisdiction.

Speakers:

- ✓ Morgan Chu, Partner, Irell and Manella, <https://www.irell.com/professionals-22.html>
- ✓ Claude Stern, Partner, Quinn Emanuel, <https://www.quinnemanuel.com/attorneys/stern-claude-m>
- ✓ Duncan White, Partner, Marks & Clerk, UK <https://www.marks-clerk.com/Home/Our-People/White-Duncan.aspx?lang=en-GB#.WhuwK0ojTIU>
- ✓ Makoto Onda, President, Patent Attorney, Onda Techno Intl. Patent Attorneys, <https://www.ondatechno.com/English/attorney/ondam.html>
- ✓ Mr. Gerard Myon, partner at LAVOIX IP; and the Treasurer General of AIPPI International.
- ✓ Mr. William H. Mandir, Partner, Sughrue Mion, PLLC, Washington D.C., <http://www.sughrue.com/wmandir/>

4. The Inter-Relations / Overlap Between Trademarks and Designs

Convener & Moderator: Ron Klagsbald <https://www.linkedin.com/in/ronklagsbald> , Ron Klagsbald, Law Offices

Monday, April 30, 10:45 am- 12:15 pm

The existence of trademark rights and design rights evoke issues of coexistence of these rights as opposed to the exclusive regime of one right over the other in the object for which protection is required. These questions and hesitations are rooted in the underlying principles of these two rights. Such issues would arise mainly (but not only) when three –dimensional objects are involved. Should trademark and design rights coexist and protect simultaneously the same object? Or rather should protection of one of these rights rule out the possibility to use the other form of protection? What are the different views of different legal systems. We will discuss these and other issues of interest in this panel.

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Speakers:

- ✓ Jeffrey Handelsman, Associate, Greenblum & Bernstein, US
<http://www.gbpatent.com/professionals/attorneys/jeffrey-handelsman/>
- ✓ Eyal Price, Price-Plinner Law Offices : Israeli Legislation and development of the case Law
<https://www.linkedin.com/in/eyal-price-bb1175a/>
- ✓ Adv. Asa Kling, former Director of the Israel Patent Office: Insights into the new Israeli Designs Law
<https://www.linkedin.com/in/asa-kling-4b40887>
- ✓ Verena von Bohmard- Bohmard IP, Alicante, Spain: the EU perspective and recent developments in this matter in the EU. <http://bomhardip.com/verena-von-bomhard/>

5. Dealing with the Diversity of Trade Secrets Protection in an Age of Increased Statutory Treatment and Expanding Commercial Interest

Convener: Dr. Neil Wilkof, Partner, Dr. Eyal Bressler, Israel, <http://www.bressler.co.il/neil-j-wilkof/>

Moderator: Dr. Jeffrey Belson, HP Inc., Indigo Digital Press Division.

Monday, April 30, 12:15 pm - 1:30 pm

The increased activity in legislation of trade secrets in the US and EU serves to highlight the heightened interest in the area, which can only be expected to continue. This session will consider the extent of the diversity that still characterizes trade secret protection as well as provide suggestions on how to better navigate through this legal labyrinth. Interesting global angles will be discussed, such as the nature of trade secret protection in the US, where the long legal tradition of protection at the state, intersects with the Defend Trade Secrets Act of 2016, the EU Trade Secrets Directive, which attempts to provide a structure for trade secret protection across the EU, the UK position in light of Brexit, and the best ways to handle trade secrets in transactions and due diligence.

Speakers

- ✓ Emily Michiko Morris - Visiting Professor and Director of the LL.M. Program at the University of Maine School of Law, and Eastern Scholar at the Shanghai University of Political Science and Law <https://mainelaw.maine.edu/faculty/profile/michiko-morris-emily/>
- ✓ Karen Elburg, Partner, Herzog, Fox & Neeman, Israel <http://www.hfn.co.il/lawyer/karen-elburg/main>
- ✓ Neil Wilkof, Partner, Dr. Eyal Bressler, Israel <http://www.bressler.co.il/neil-j-wilkof/>
- ✓ Roland Mallinson, Partner, Taylor Wessing in London <https://united-kingdom.taylorwessing.com/en/expert/view/london/roland-mallinson>

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6. MEDICAL DEVICES AND IP

Moderator: Roy Melzer, Head of Software, Information Sys. Department, Ehrlich & Fenster of the Ehrlich Group, http://www.ipatent.co.il/enm/enm-team/roy_melzer/

Monday, April 30, 12:15 pm -1:30 pm

Israel is a powerhouse of new medical technologies. It is estimated that a third of the new game-changing medical technologies come out of Israel. Patents play a key role in the ability to successfully commercialize medical technologies and as by its nature development of medical technologies require a multidisciplinary approach, so does the patent strategy. A successful patent strategy needs also to take regulatory issues into consideration.

Speakers:

- ✓ Ori Hadomi, CEO of Mazor Robotics, <https://www.mazorrobotics.com/index.php/mazor-robotics-leading-innovators-in-spine-surgery/about-us/management-team>
- ✓ Michal Geva, Managing Partner and Co-Founder, Triventures. <http://www.triventures.net/team/michal-geva/>
- ✓ Adv. Dr. Marco Greco, Italy
- ✓ Moritz Höffe, Patent Attorney, Grünecker Patent- und Rechtsanwälte, Germany
- ✓ Adam Samansky, Member, Mintz Levin. <https://www.mintz.com/professionals/detail/name/adam-p-samansky> צריך אישור פורמלי

7. INTERNET OF THINGS (IoT) AND STANDARD ESSENTIAL PATENTS (SEPs)

Convener: Dr. Ralph Nack, attorney-at-law, AIPPI Bureau Member

Monday, April 30, 12:15 pm -1:30 pm

The Internet of Things (IoT), in particular building automation (connected home/building) and connected cars are exponentially growing technology markets. This growth offers unparalleled opportunities in particular for startups to rapidly become established market players by development and marketing of new electronic and/or mechatronic devices. IoT functionality is essentially based on existing and upcoming telecommunication standards, e.g. Z-Wave, ZigBee, Thread, 5G. Every IoT device needs to be fully compliant with the respective telecommunication standard in order to operate. However, functionalities of telecommunication standards tend to be subject to patent protection – these patents are called Standard Essential Patents (SEPs). Consequently, ensuring Freedom-to-Operate (FOT) and access to Fair, Reasonable and Non-Discriminatory (FRAND) licenses of such SEPs is critical for the sustainable success of IoT startup companies. The panel will discuss best practices & strategies for SEP licensing and litigation, both from a legal and a practical perspective.

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Speakers:

- ✓ Dr. Ralph Nack, attorney-at-law, AIPPI Bureau Member: FRAND, SEP litigation
- ✓ Ms. Klaudia Blach-Morysinska, patent and trademark attorney, attorney-at-law, Zaborski, Morysiński Law Office, Poland, <http://www.zaborski-morysinski.pl/en/team/klaudia-blach-morysinska-attorney-at-law-patent-attorney/>, on: Best practices & strategies for SEP licensing
- ✓ Mr. Yehuda Herbst, General Counsel at Moonscape and AGT International
- ✓ Adv. Ehud Hausman, Senior Partner, manages the Hi-Tech department of Reinhold Cohen, <http://www.rcip.co.il/en/our-team/ehud-hausman/>
- ✓ Mr. Uri Copenhagen, Senior Examiner, Israeli Patent Office on:

8. Overlapping Intellectual Property Rights In The Fashion Industry

"Fashion is not an island — it's a response"!

Convener: Dr Eyal Bressler <http://www.bressler.co.il/eyal-bressler>

Chair/moderator: Dr. Reinhard Oertli, Partner, Meyerlustenberger Lachenal Ltd. (MLL),

Switzerland <http://www.mll-legal.com/professionals/detail-view/person/oer/>

Monday, April 30, 3:00 pm- 4:30 pm

Fashion, e.g., the prevailing types of clothing, are at once (i) ornamental, decorative and stylish, on the one hand, and (ii) functional, on the other. The dual nature of fashion lies uneasily in intellectual property law within and between copyright, trademark, and design law protection. Much of the difficulty in understanding these relationships derive from an unclear understanding of the nature of functionality, and how this impacts on the scope of these overlapping IP (and non-IP) rights. The session will address these issues.

Speakers:

- ✓ Shai Shalom (Fashion Designer, Israel) "A designer's view of fashion: It is a whole lot different"; <http://www.shai-shalom.com/doc/ShaiShalom>
- ✓ Dr. Yanai Toister (Shenkar College of Engineering, Design & Art, Israel) - "Thoughts on the commercialization of creativity & culture"; <http://yanaitoister.com/about/>
- ✓ Prof. Dr. Jan Bernd Nordemann, Boehmert & Boehmert, Germany: "Trademarks and copyright in the fashion industry"; <https://www.boehmert.de/en/team/jan-bernd-nordemann/>
- ✓ Dr. Neil Wilkof, Partner, Dr. Eyal Bressler, Israel : "Alternative means for IP-like protection in the fashion industry"; <http://www.bressler.co.il/neil-j-wilkof/>
- ✓ Dr. Reinhard Oertli, Partner, Meyerlustenberger Lachenal Ltd. (MLL), Switzerland, "Enforcing fashion rights: The European view". <http://www.mll-legal.com/professionals/detail-view/person/oer/>
- ✓ Mrs. Jacqueline Bracha, Deputy Director of the Israel Patent Office

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9. SERVICE INVENTIONS

Convener: David Gilat, Senior Partner, Gilat, Bareket & Co. -Reinhold Cohn Group,

<http://www.rcip.co.il/en/our-team/david-gilat/>

Monday, April 30, 3:00 pm- 4:30 pm

"Service Inventions", better known as inventions made by employees, is one of the most controversial subjects in the field of Intellectual Property. The everlasting debate on the subject uncovers different and sometimes opposite approaches to the role of Intellectual Property in the era of globalization. Thus, the debate exposes for example a tension between the desire to lift restrictions on free movement of people on the global level and the risk of human capital flight on the national level. Similarly, it is a challenge to find the golden mean way to attract investment without stifling creativity and the innovative environment. The debate further involves policy issues, such as governmental intervention in the labor market. As intellectual properties have become the most influential factor on economic growth, the importance of this topic cannot be underestimated.

The discussion will highlight the subject from different angles both from theoretical and pragmatic aspects.

Speakers:

- ✓ Adv. Tal Band, Senior Partner, S. Horowitz
- ✓ Dr. Ishai Ilani, Senior Technologist at Western Digital, An inventor who became famous in Israel in view of the decision in the Ilani v. Actelis case, which started the buzz surrounding service inventions in Israel. Dr. Ilani will present the perspective of the employees, as reflected in his own experience. <https://www.linkedin.com/in/ishai-ilani-07053b3>
- ✓ Mr. Ron Moscona, Partner, Dorsey & Whitney LLP (London) <https://www.dorsey.com/people/m/moscona-ron> . Ron will provide the British and European perspectives
- ✓ Adv. Sarit Erez, Partner, Luthi+Co, on her thesis on the influence of organizations on employee-inventor's disclosure <http://luthi.co.il/team/sarit-erez/>

10. THE INTERFACE BETWEEN IP AND COMPETITION LAW

Convener: Reuven Behar, Partner, Fischer Behar Chen Well Orion & Co.

Monday, April 30, 3:00 pm- 4:30 pm

Charging excessive prices for products protected by patents is a source of controversy and occasionally comes up, in particular, although not only in the field of pharmaceuticals. The Israeli Restrictive Trade Practices Law provides that establishing "unfair prices" by a monopoly may be deemed as abuse of a dominant position. In a 2015 case, the Central District Court ruled that prosecuting a patent application that was eventually abandoned amounts to abuse of a dominant position and the defendant (Sanofi) was ordered to pay a percentage of its profit to the plaintiff

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(Unipharm). Royalties paid to societies for intellectual property rights have also been under scrutiny, both in Israel and worldwide. These and other issues will be covered in the session.

Speakers:

- ✓ Judge Prof. Ofer Grosskopf, Central District Court
- ✓ Judge (retired) Dr. Iris Soroker, The head of the Heth Academic Center for Research of Competition and Regulation, of the College of Management.
- ✓ Thomas Vinje, Partner, Chairman, Global Antitrust Group, Clifford Chance, Brussels
https://www.cliffordchance.com/content/cliffordchance/people_and_places/people/partners/be/thomas_vinje.html
- ✓ Adv. Liad Whatstein, Founding Partner, Liad Whatstein & Co.,
<http://liadwhatstein.com/lawyer/liad/>
- ✓ Dr. Shlomi Parizat, Chairman of Finance Committee, Shenkar - Engineering. Design. Art. and Dean's Fellow, Recanati Business School, The Hebrew University.

11. IP AND LICENSE AGREEMENTS (panel)

Convener: Yael Baratz, Senior Partner, Pearl Cohen Zedek Latzer Baratz

Monday, April 30, 5:00 pm- 6:30 pm

Many aspects of license agreements present complex legal issues that a licensing practitioner, who negotiates and drafts cross border license agreements, must take into account. We will focus on the following topics: Can a contractual obligation to pay royalties extend beyond the life of a patent? Can a licensee challenge a licensed patent? What tax obligations are imposed on a licensee when remitting payments to a licensor? And what anti-trust issues arise in the context of licensing?

Speakers:

- ✓ Dr. Arpita Maiti, Senior Director, External R&D Innovation (ERDI), Inflammation & Immunology at Pfizer, <https://www.linkedin.com/in/arpita-maiti-3a4b17/>
- ✓ Mr. Mike Lee, Director at Sterne, Kessler, Goldstein & Fox P.L.L.C. of Washington DC.
<http://www.skqf.com/michaellee>
- ✓ Prof. Michal S. Gal, S.J.D, Director of the Forum for Law and Markets, Faculty of Law, University of Haifa, President, International Academic Society of Competition Law Scholars (ASCOLA), <http://weblaw.haifa.ac.il/en/faculty/gal/pages/home.aspx>
- ✓ Mr. Moshe Bina, Senior Manager, International Taxation, Deloitte Israel,
<http://opendatany.com/attorney.php?id=4695532>
- ✓ Mr. Curtis McDaniel, Vice President, Global Legal Advisor at Ferring International Center S.A., <https://www.linkedin.com/in/curtmcdaniel/?ppe=1>

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12. INTELLECTUAL PROPERTY IN THE ERA OF 3D PRINTING

Convener: Heidi M. Brun, Owner and Managing Patent Attorney, Heidi Brun Associates

<http://heidibrun.com/ourteam.htm>

Monday, April 30, 5:00 pm- 6:30 pm

3D printing is on our doorsteps and will change the manufacturing world and the consumer products market. In this brave new world, innovators will face new challenges in protecting their innovations since existing protection paradigms, such as patents and design protection, may be less effective particularly as the server storing a downloadable printing instruction file may be in one region (where IP rights may not be registered) and the user printing the 3D model may be in another region. Should other types of protection be sought? Is there a need for a new regulated environment? Are there lessons that may be learned from the music and film industry? These and a host of other IP-related issues associated with 3D printing will be discussed.

Speakers:

- ✓ Mr. Carsten Fink, Chief Economist, WIPO <https://www.ictsd.org/about-us/carsten-fink>
- ✓ Prof. Timothy Holbrook, Professor of Law, Emory Law <http://law.emory.edu/faculty-and-scholarship/faculty-profiles/holbrook-profile.html>
- ✓ Adv. Carlo Sala, Owner, Studio Associato, Milano, <https://www.linkedin.com/in/carlo-sala-146668/>
- ✓ Shirit Schwarz Leibovitch, Designer.
- ✓ Lee-Bath Nelson, Co-Founder, VP Marketing and Business Development, "Make it LEO"

13. A STARTUP NATION - THE ISRAEL EXPERIENCE

Dr. Shlomo Cohen, Dr. Shlomo Cohen & Co.

http://www.shlomocohen.co.il/en/professionals/shlomo_cohen

Monday, April 30, 5:00 pm- 6:30 pm

In the last generation Israel has become a major center of innovation and technological entrepreneurship. In this session we will explore the reasons which brought Israel to this position: cultural and political factors, government policy and action, and of course IP law.

Shlomo Cohen will moderate this session. Participants will include experts from government, industry, innovation, and IP.

Speakers:

- ✓ Prof. Oded Shoseyov, Protein Engineering and Nano-Biotechnology, The Robert H. Smith Institute of Plant Science and Genetics, The Robert H. Smith Faculty of Agriculture, Food and Environment, the Hebrew University of Jerusalem
http://departments.agri.huji.ac.il/botany/people/Oded_Shoseyov/

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- ✓ Mr. Donald J. Rosenberg, Executive Vice President, General Counsel and Corporate Secretary of Qualcomm Incorporated, <https://www.qualcomm.com/company/about/leadership/donald-rosenberg>
- ✓ Dr. Orna Berry, Corporate Vice President and General Manager for Israel Center of Excellence at EMC Corporation.

14. 2nd day Opening Session: Education and the Building of an Innovation-based Economy

Tuesday, May 1, 9:00 am- 10:15 am

Generation of intellectual property is among the utmost creativities of the human mind. But creativity and ingenuity are not enough as the ability to produce high quality IP is strongly based on education. Israel, with its relative scarcity of natural resources, depends on IP for its economic growth and prosperity; and hence on education as a key ingredient for a bright economic future. The session will address this topic with panelists who are significant players in the interface between education and IP.

Speakers:

- ✓ Prof. Aaron Ciechanover, Nobel Prize Laureate, Technion
- ✓ Prof. Omri Yadlin, President, Sapir College

15. COPYRIGHT AND DESIGN OVERLAP: IS THERE A SOLUTION?

Moderator: Tamir Afori, Head of Shibolet & Co.'s <http://www.shibolet.com/attorneys/tamir-afori/>

Tuesday, May 1, 10:45 am- 12:15 pm

The overlap of design and copyright protection in or in relation to article, is a question that has occupied the legal literature and jurisprudence throughout the world. Among others, this question raises issues of scope of protection as well as its duration. There are recent legislative changes and court decisions in many places, including the UK, US and Israel, that may have an impact on this issue. This complicated overlap issue from both academic and practical view-points of Israeli and foreign scholars and professionals will be discussed in this panel.

Speakers:

- ✓ Mr. Howard Poliner, Head of Intellectual Property Law Department, Legislation and Legal Counsel (Civil Law), Israeli Ministry of Justice.
- ✓ Ms. Shira Perlmutter, Chief Policy Officer and Director for International Affairs at the USPTO.
- ✓ Ofer Tur Sinai, Faculty Member and Lecturer, Faculty of Law, Ono Academic College

16. A NEW START FOR THE STARTUP NATION – A NEW TAX REGIME AND ITS IMPLICATIONS

Convener: Daphna Gilat, Senior Partner, Gilat, Bareket & Co. <http://www.rcip.co.il/en/our-team/daphna-gilat/>

Moderator: Karin Mayer Rubinstein, IATI <http://www.iati.co.il/team/>

Tuesday, May 1, 10:45 am- 12:15 pm

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The Israeli innovative ecosystem is known to generate large quantities of quality intellectual property (IP). However, for various reasons, many Israeli startups and global corporations that conduct R&D in Israel very often choose to register IP in the name of a foreign corporation, often one established for the sole purpose of being an IP-holding company, for the purpose of enjoying a favorable IP tax regime.

An Israeli government-sponsored legislation of a new tax regime providing major tax benefits to companies who register their IP in Israel can and should change this situation. Such tax benefits, which are accompanied by more flexible regulations governing cross-territory knowledge transfer, create a new and very inviting atmosphere for IP-oriented investments in Israel.

In this panel we will hear about those issues from leading figures in the Israeli economy.

Panelists:

- ✓ Ms. Karin Mayer Rubinstein, Adv. - CEO and President, Israel Advanced Technology Industries (IATI). (Mr. Mayer Rubinstein will host the panel) <http://www.iati.co.il/team/>
- ✓ Mr. Zafir Neuman, Adv. – The General Counsel, Israel's National Innovation Authority (Mr. Neuman will speak on the Innovation Authority's activities and relevant IP issues)
- ✓ Mr. Nadav Shemesh – Israeli Ministry of Finance. (Mr. Shemesh will speak on the intellectual property related tax reliefs that are provided by the Encouragement of Capital Investments Law 5719-1959)
- ✓ Ayal Shenhav, Partner, Shenhav & Co. Advocates & Notary, <http://www.shenhavlaw.com/team/dr-ayal-shenhav/>
- ✓ Mr. Carsten Fink, Chief Economist, WIPO <https://www.ictsd.org/about-us/carsten-fink>

17. USE OF BIG DATA IN THE RESEARCH AND INDUSTRY – IP CHALLENGES AND OPPORTUNITIES

Convener: Eran Bareket, Senior Partner, Gilat, Bareket & Co. <http://www.rcip.co.il/en/our-team/eran-bareket-2/>

Tuesday, May 1, 10:45 am- 12:15 pm

Big Data has been with us for at least a couple of decades. Yet the growth of digital storage capacity, ever expanding digitization coupled with advances in machine learning capabilities have made Big Data activities the forefront and battlefield of current research, commercialization and regulation, with Israel being a leading player. The panel will explore emerging trends and fundamental questions, at one of the hottest the intersection of law and technology.

Speakers:

- ✓ MD MPA. Prof. Varda Shalev, Director of the institute of research and innovation Maccabitech (Big-data and Epidemiology research). <https://med.tau.ac.il/profile/shalevv>

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- ✓ Dr. Michal Rosen-Zvi – IBM, Director, Health Informatics, IBM Research.
<http://conference.israelbrain.org/speakers/michal-rosen-zvi-phd>,
<https://il.linkedin.com/in/michal-rosen-zvi-948bb15>
- ✓ Michael Niddam - Senior at Kamet Ventures, an InsureTech start-up studio (part of the AXA Group) - www.kametventures.com. <http://www.kametventures.com/michael-niddam/>
- ✓ Ronny Sapir, Digital Health Manager at Israel Ministry of Health,
<https://www.linkedin.com/in/ronnysapir/>

18. TRADITIONAL MEDICINE – THE INFLUENCE OF IP ON COMMERCIAL USE AND ECONOMIC ASPECTS

Conveners & Moderators: Ms. Idit Ophir- Arad Ophir <https://www.linkedin.com/in/idit-ophir-86486138/>, Adv. Asa Kling, former Director of the Israel Patent Office
<https://www.linkedin.com/in/asa-kling-4b40887>

Tuesday, May 1, 12:15 pm- 1:30 pm

Traditional Medicine or Traditional Knowledge is generally considered as the collective heritage of indigenous people or local communities.

In the last decades, local communities and mainly governments of developing countries, have demanded protection of what they consider their or, at least public, intellectual property. Some have even created digital libraries of such molecules, open for public use, to make sure, it will not allow patenting by unauthorized third party.

The session will involve legal, regulatory and economic aspects of both traditional knowledge and biodiversity

Speakers:

- ✓ Prof. Shubha Ghosh, Crandall Melvin Professor of Law & Director, Technology Commercialization Law Program, Syracuse University College of Law
<http://law.syr.edu/profile/shubha-ghosh>
- ✓ Dr. Cynthia A. Webb, Senior Partner, Webb & Co.: Overcoming obstacles to patent protection for natural products <https://www.wbpatents.com/professionals/>
- ✓ Ms. Manisha Desai, Assistant General Patent Counsel at Eli Lilly and Company,
<https://www.linkedin.com/in/manisha-desai-1295b711/>
- ✓ José Carlos Vaz e Dias, Vaz e Dias Advogados & Associados
- ✓ Professor Ryan Abbott, University of Surrey. https://www.surrey.ac.uk/law/people/ryan_abbott/

19. CROSS BORDER ENFORCEMENT OF IP RIGHTS

Convener: Richard Luthi, Founder and Head of Luthi+Co <http://luthi.co.il/team/richard-luthi/>

Tuesday, May 1, 12:15 pm- 1:30 pm

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Patent owners frequently face the need to enforce or defend their patents in foreign jurisdictions. This is an expensive and time consuming exercise. It requires working with and instructing local lawyers and patent agents in unfamiliar legal environments. Patentees quickly learn that there are significant legal and procedural differences between jurisdictions which affect the strategy, time and cost of litigation, particularly if parallel proceedings in several countries are expected .

The aim of this session is to highlight and discuss some of these differences in key jurisdictions, such as the US and Europe and to discuss how these affect the choice of venue and the overall strategy. The session will also address how to best manage foreign litigation.

Speakers:

- ✓ Dr. Georg Kirsch, Senior Patent Litigation Counsel, Bayer Intellectual Property GmbH, <https://www.linkedin.com/in/georg-kirsch-40771814/>
- ✓ Bruce Genderson, Partner, Williams Connolly Washington, US, <https://www.wc.com/Profiles/Bruce-R-Genderson>
- ✓ Patrick Kelleher, Partner, Bird & Bird London, UK, <https://www.twobirds.com/en/our-lawyers/p/patrick-kelleher1>
- ✓ Liam Galin, Chairman of the Board of Directors, Flash Networks, Israel, http://www.flashnetworks.com/Executive_Team#Liam-Galin
- ✓ Zvi Joseph, VP and Deputy General Counsel, Amdocs Inc., <https://www.linkedin.com/in/zvi-joseph-3593284/>

20. RECENT DEVELOPMENTS IN U.S. IP LAW

The session is presented by the *IP Practice in Israel Committee* of American Intellectual Property Law Association (AIPLA).

Convener: Rivka Jungreis, Associate General Counsel, U.S. Generics IP, Teva Pharmaceuticals, US. <https://www.linkedin.com/in/rivka-jungreis-b86a8757/>

Tuesday, May 1, 12:15 pm- 1:30 pm

This session will address key developments in U.S. IP law that have occurred since the time of the 2016 AIPPI Israel Convention. Panelists with expertise in U.S. patents, trademarks, copyright, and design law will highlight recent appellate and Supreme Court cases in four 15 minute segments, followed by an interactive question/answer session with the audience.

Speakers:

- ✓ Sheldon Klein, Principal, Gray Plant Mooty; President-Elect of the American Intellectual Property Law Association (AIPLA) and AIPPI-US, on: trademarks <http://www.gpmlaw.com/People/Sheldon-Klein>
- ✓ Patrick Coyne, Partner, Finnegan; AIPLA Board Member, on patent litigation <http://www.finnegan.com/lawyers/bio.aspx?lawyer=20f551b9-be27-48d2-99ef-3cf315f2ecfb>

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- ✓ Frederick Rein, Partner, Goodwin ,on patent litigation, <http://www.goodwinlaw.com/professionals/r/rein-frederick>
- ✓ David Postolski, Partner, Gearhart, on patent prosecution/designs <https://www.gearhartlaw.com/david-postolski-esq>

21. TECH TRANSFER

Convener: Orli Tori, Chief Business Development Officer, Reinhold Cohn Group,

<https://www.linkedin.com/in/orlitori/>

Tuesday, May 1, 3:00 pm- 4:30 pm

Speakers:

- ✓ Mr. Ofir Alon, Director of the Israel Patent Office
- ✓ José Carlos Vaz e Dias, Partner, Vaz E Dias Advogados & Associados.
- ✓ Ms. Mariana Karepova, Head of Austrian Patent Office and Mr. Stefan Harasek, Chief Strategy Officer, Austrian Patent Office.
- ✓ Adv. Benjamin Soffer, Chief Executive Officer, T3, Technion Technology Transfer, Israel

22. SITE BLOCKING ORDERS: THE ROLE OF INTERNET INTERMEDIARIES IN THE BATTLE AGAINST PIRACY

Convener: Tamir Afori, Head of Shibolet & Co.'s <http://www.shibolet.com/attorneys/tamir-afori/>

Moderator: TBA

Tuesday, May 1, 3:00 pm- 4:30 pm

Internet piracy gives rise to large practical and legal challenges. Pirates are very often anonymous, hide in locations in which they are practically immune from legal action and cannot be brought to justice. Site blocking orders, ordering internet service providers to block the access to certain web-sites, is a means that has been the subject of legislative and judicial review in many countries. This, however, raises a host of practical and legal challenges. The panel will discuss these questions, from the point of view of international and local copyright owners, intermediaries, and renowned experts from the academia and from the legal practice.

Speakers:

- ✓ Okke Delfosvisser, General Counsel, Motion Picture Association EMEA
- ✓ Prof. Niva Elkin Koren, University of Haifa, Director of the Haifa Center of Law & Technology at the University of Haifa School of Law.
- ✓ Ms. Ayelet Feldman, Intellectual Property Law Department, Legislation and Legal Counsel (Civil Law), Israeli Ministry of Justice

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23. **“DAVID V. GOLIATH – GREED OR FAIR PLAY? – THE EVOLVING MARKET OF US PATENT ENFORCEMENT AND ITS RIPPLE EFFECTS”**
Convener & Moderator: Daniel Melman, Partner of Pearl Cohen Zedek Latzer Baratz' NY Office
https://www.pearlcohen.com/professionals/Daniel_J_Melman/

Tuesday, May 1, 3:00 pm- 4:30 pm

Innovators looking to monetize patents and other IP assets face an ever-shifting legal, technical, and financial environment. These challenges include identifying valuable assets, determining an appropriate licensing and/or litigation strategy, choosing the best forum(s) to take legal action, and securing financing for a robust enforcement campaign. In this session leaders in the field will address current trends and best practices in patent enforcement and other IP assets monetization campaigns and financing in view of recent changes in US case law and practice.

Speakers:

- ✓ Demetris Paraskevopoulos, Managing Director, NiF/T <https://www.nif-t.net/blank-1>
- ✓ Avi Basson, CEO, The Israeli Litigation Funding Fund <http://www.legalfund.co.il/team-1.html>
- ✓ Dallas Martin, SVP and General Counsel, iRunway <http://www.i-runway.com/leadership-team/dallas-martin.html>
- ✓ Gideon Drori, CEO, Tjat Systems 2006 Ltd. <http://www.tjat.com/our-team/>
- ✓ Steven Friel, CEO, Woodsford Litigation Funding, <https://woodsfordlitigationfunding.com/about-woodsford/meet-the-team/steven-friel/>

24. **2nd day Closing Session: CHANGING DYNAMICS IN THE BUSINESS OF IP**
Joff Wild, Editor in chief, IP Division of Globe Business Media Group
<https://www.linkedin.com/in/joff-wild-6a80bb8/>

Tuesday, May 1, 5:00 pm- 6:30 pm

After a series of adverse Supreme Court decisions and the introduction of the inter partes review regime by the America Invents Act, the climate for patent owners in the US is much more challenging than it was just a few years ago; while, at the same time, companies and governments in China and other Asian countries have become a lot more interested in the way in which IP can be used to drive revenues, increase profitability and provide greater commercial and financial flexibility. In Europe, meanwhile, individual jurisdictions such as Germany and the UK are seen as increasingly pro-patentee, and the possibility that the Unified Patent Court might finally come into being some time in 2018 has the potential to fundamentally change the way in which global patent disputes are conducted. This session will look at these recent developments to assess how they are affecting IP-based business models, as well as promoting a new collaborative approach to IP deal-making. It will also look forward or how the landscape might look in 2020.

Greetings:

- ✓ Sheldon Klein, President-Elect of the American Intellectual Property Law Association (AIPLA)

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Speakers:

- ✓ Giustino de Sanctis, CEO, Vectis IP, UK, <https://www.linkedin.com/in/giustinodesanctis/>
- ✓ Laura Quatela, Senior Vice President and Chief Legal Officer, Lenovo, US
<http://news.lenovo.com/about/management/laura-quatela.htm>
- ✓ Joseph M. Sommer, Vice President, AT&T Intellectual Property, AT&T Inc.
<https://www.linkedin.com/in/joe-sommer-209a7948/>

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