



From IP to NP* *Net Profit*

November 10 and 11, 2013, Israel

Tentative Detailed Program

Sunday, November 10, 2013

8:30 am- 9:00 am	Registration & Reception
9:30 am- 11:00 am	<p>Greetings:</p> <ul style="list-style-type: none"> ○ Mr. Stephan Freischem, Secretary General of AIPPI ○ Mr. Carsten Fink, Chief Economist, Economics and Statistics Division, WIPO ○ Prof. Dina K. Prialnik, Vice Rector, TA University <p>Opening Address and Keynote Lectures:</p> <ul style="list-style-type: none"> ● Prof. Daniel Zajfman – President of the Weizmann Institute: <i>Academic excellence, basic scientific research and commercialization: can they work together?</i> ● Mr. David Kappos - former Under Secretary of Commerce for Intellectual Property and Director of the US Patent and Trade Office and current Partner of Cravath, Swaine and Moore, LLP: <i>The role of IP in the future World development</i>
11:00 am- 11:30 am	Coffee Break Special Sponsors' Session
11:30 am- 1:00 pm Parallel Sessions	<p>Senior Management & Stakeholders: Commercialization of Know-How and IP Rights: The Role of the Government, Academia and Industry</p> <p>Conveners: Ms. Einat Zisman, CEO of Hadasit, Hadassah's Technology Transfer Company, Mr. Eli Baran, Head of Communication & Electronics Sector, Office of the Chief Scientist, Ministry of Economy</p> <p>Moderator: Dr. Kfir Luzzatto, Luzzatto & Luzzatto.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Eli Baran, Head of Communication & Electronics Sector, Office of the Chief Scientist, Ministry of Economy. - Mr. Yaacov Michlin, President & CEO of Yisum, Technology Transfer company of the Hebrew University of Jerusalem - Dr. Aharon Schwartz, Consultant, former head of Teva Innovative Ventures - Prof. Sean O'Connor, University of Washington School of Law. <p>Entrepreneurs: Workshop on Approaching Investors: The Role of IP in Seeking and Securing Investments from Angels, Capital Ventures and Private Equities</p>

	<p>Convener: Ms. Karin Mayer Rubinstein, CEO of Israel Advanced Technology Industries (IATI)</p> <p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Carsten Fink, Chief Economist, Economics and Statistics Division, WIPO - Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel - Mr. Yaky Yanay, VP Finance & CFO, Pluristem Therapeutics Inc. - Dr. Hadar Ron, M.D., Managing Partner at Israel Healthcare Ventures. <hr/> <p><i>IP Professionals: Copyright and the Future of “Open Source”</i></p> <p>Conveners: Prof. Michael Birnhack, Faculty of Law, Tel-Aviv University, Mr. Yoav Alkalay, Senior Attorney at the IBM General Legal Department, and, and Mr. Amit Itai, Law Students Association, Tel-Aviv University</p> <p>Moderator: Prof. Michael Birnhack, Faculty of Law, Tel-Aviv University</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Ms. Suzanne Erez, Intellectual Property Counsel, IBM. - Mr. Haim Ravia, Partner, Chair of the Internet, IT & Copyright Group, at Pearl Cohen Zedek Latzer (PCZL). - Mr. Muli Ben-Yehuda, Systems Researcher and an expert in the area of machine and I/O virtualization. - Dr. Ron Rymon, Co-Founder and Executive Chairman at “White Source”.
1:00 pm-2:30 pm	Lunch / Sponsored Luncheons
2:30 pm-4:00 pm Parallel Sessions	<hr/> <p><i>Entrepreneurs and IP Managers: Seminar on IP Rights Registration in a Constantly Changing World- Part A: Claim Construction & Implications</i></p> <p>Conveners: The Israel Patent Office & WIPO</p> <p>Moderator: Mr. Asa Kling, Head of the Israel Patent Office</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Edward D. Manzo, Partner, Husch Blackwell (U.S.) and lead author of books on claim interpretation and on the America Invents Act. - Mr. Mathieu de Rooij, ZBM Patents & Trademarks: ”Patent Drafting Advice to Prepare for Future Prosecution at the EPO” - Mrs. Jacqueline Bracha, Deputy Director of the Israel Patents Office: “Examination Procedures and Guidelines Designed to Obtain Patent Claim Clarity” - Dr. Cynthia A. Webb, Partner at Webb & Co. <hr/> <p style="text-align: center;"><i>IP Professionals:</i> Enforcement of IP Rights in US, Europe, Asia & Israel</p>

	<p>Conveners and Moderators: Ms. Rinat Shiran-Rasky, Vice President & General Patent Counsel at Teva Pharmaceutical Industries Ltd. and Ms. Einav Zilber, Director, Intellectual Property Legal Counsel at Applied Materials</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Judge Dr. Amiram Benyamini, District Court of Tel-Aviv - Mr. Trevor Cook, President of the UK Group of AIPPI, Secretary to the British Copyright Council Working Group on Copyright and Technology, Partner at Bird & Bird, on Unitary Patent Court and the new court system in Europe. - Mr. Pravin Anand, managing partner of Anand and Anand, India - Mr. David Hashmall, Head of Litigation Team, Goodwin & Procter, New York
<p>4:00 pm- 4:30 pm</p>	<p style="text-align: center;">Coffee Break Special Sponsors' Session</p>
<p>4:30 pm- 5:30 pm</p> <p>Parallel Sessions</p>	<p><i>Senior Management, Stakeholders & Entrepreneurs: IP in the Digital Age</i></p> <p>Convener: Prof. Michael Birnhack, Professor of Law, Faculty of Law, Tel-Aviv University, Israel</p> <p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Prof. Peter S. Menell, Co-Director of the Berkeley Center for Law & Technology - Dr. Orit Fischman Afori, Associate Professor (Senior Lecturer), College of Management Academic Studies Law - Mr. Daniel Ilan, counsel, Cleary Gottlieb Steen & Hamilton LLP, NY, on "User-Generated Content and the "Free Billion Dollar App" (Waze, Twitter and other case studies)." <hr/> <p><i>Legal Professionals: Business and Taxation Aspects of IP</i></p> <p>Conveners: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel and Mr. Tal Band, President AIPPI-Israel, Senior Partner at S. Horowitz & Co.</p> <p>Moderator: Dr. Gal Ehrlich, Ehrlich & Fenster</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. John Fisher, International Tax Partner at KPMG Somekh Chaikin, Israel, on "Intellectual Property – Upsetting the Tax World Order" - Ms. Nava Swersky Sofer, Entrepreneur, Venture Capitalist, Senior Executive, Innovation and Technology Commercialization Expert and Consultant. Former CEO of Yisum. - Mr. Yuval Horn, Founder, Horn & Co. Law Office
<p>This session ends at 6pm</p>	<p><i>Senior Management: The Role of Trademarks in New Businesses of the 21st Century</i></p> <p>Convener: Mr. Nachman Cohen Zedek, Senior Partner at Pearl Cohen</p>

	<p>Zedek Latzer (PCZL)</p> <p>Moderator: TBA</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Judge Dr. Michal Agmon-Gonnen, District Court of Tel-Aviv - Mr. Michael Avner, EVP, CLO & Company Secretary, Strauss Group - Ms. Verena Von Bomhard, Partner, Hogan Lovells (Alicante office, Spain) - Mr. Carsten Fink, Chief Economist, Economics and Statistics Division, WIPO, presenting the biennial WIPO IP Report (2013 edition) on the role that trademarks and branding play in today's global marketplace
<p>6:00 pm- 7:30 pm</p>	<p style="text-align: center;">Gala Dinner Event (advance tickets)</p> <p>Special address on Smartphone Wars by Mr. Marshall Phelps, founding partner of Intellectual Ventures and author of "<i>Burning the Ships</i>"</p> <p style="text-align: center;"><i>Mr. Phelps will be introduced by Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel</i></p> <p>The dinner will be followed by an optional Newe Zedek night tour (pubs included)</p>

Monday, November 11, 2013

<p>8:30 am- 9:00 am</p>	<p>Registration & Reception</p>
<p>9:30 am- 11:00 am</p>	<p>Plenary Session: Chief Judge of the United States Court of Appeals for the Federal Circuit, Randall R. Rader Judge of the Revision Chamber, Federal Court of Justice, Germany Dr. Klaus Grabinski on <i>The Rationale and Role of Specialized Patent Courts</i></p> <p>Conveners: Mr. Seth Heller, Arnold & Porter, USA and Mr. Tal Band, President AIPPI-Israel, Senior Partner, S. Horowitz & Co.</p> <p>Moderator: Mr. Matthew Wolf, Partner and Co-Chair of Intellectual Property, Arnold & Porter, USA</p>
<p>11:00 am- 11:30 am</p>	<p>Coffee Break</p>
<p>11:30 am- 1 pm</p> <p>Parallel Sessions</p>	<p><i>Entrepreneurs: Generating Value from Patents</i></p> <p>Conveners: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel and Mr. Andrew Ramer, Co-Founder and Chief Executive Officer of Marqera</p> <p>Moderator: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group</p> <p>Speakers: - Mr. Eran Zur, Senior Partner at Koru Ventures - Mr. Andrew Ramer, Co-Founder and Chief Executive Officer of Marqera - Mr. Barry Schindler, Greenberg Traurig, USA - Dr. Koenraad Wuyts, head of the Intellectual Property Group at Royal KPN N.V. ("KPN")</p> <hr/> <p><i>Senior Management & Stakeholders: The Interface Between IP and Competition Law</i></p> <p>Conveners: Mr. Hagai Doron, partner at S. Horowitz & Co., and Mr. Tal Band, President AIPPI-Israel, Senior partner, S. Horowitz & Co.</p> <p>Moderator: Dr. David E. Tadmor, Tadmor & Co. Attorneys at Law</p> <p>Speakers: - Prof. Michal Gal, University of Haifa School of Law - Judge Tamar Bazak-Rappaport, District Court of Jerusalem. - European Commission Representative - TBA</p> <hr/> <p><i>IP Professionals: The Emerging Importance of Design Protection</i></p> <p>Conveners: Mr. Howard Poliner, Director of Intellectual Property Law, Israel Ministry of Justice.</p>

	<p>Moderator: Mr. Howard Poliner, Director of Intellectual Property Law, Israel Ministry of Justice</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. William H. Mandir, Esq., Sughrue Mion PLLC, on design patent protection in the US - Mr. Yoav Tikochinsky, Founder and managing partner of Tiko product design - Ms. Michal Eitan, head of the Industrial Design Master Program, Bezalel Academy of Arts and Design - Mr. David Musker, Partner, RGC Jenkins & Co., UK
<p>1:00 pm- 2:30 pm</p>	<p>Lunch & Sponsored Luncheons</p>
<p>2:30 pm- 4:00 pm</p> <p>Parallel Sessions</p>	<p><i>Senior Management & Stakeholders: IP Trends in Asia</i></p> <p>Convener: Dr. Ilan Cohn, Senior Partner, Reinhold Cohn Group, Israel</p> <p>Moderator: Mr. Eliran Elimelech, Commercial Attache at the Israeli Embassy in Beijing, China</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Liu Jian, Deputy Director, International Cooperation Department, SIPO, China - Prof. V.C. Vivekanandan, MHRD IP-Chair Professor, NALSAR University of Law, India. - Mr. Soh Kar Liang, Head of the Singapore office Ella Cheong LLC. - Mr. Eiichiro Kubota, Partner in Intellectual Property, Media & Technology (IPMT) practice, Hogan Lovells (Tokyo office) <hr/> <p><i>Entrepreneurs and IP Managers: Seminar on IP Rights Registration in a Constantly Changing World- Part B: Corporate Patents Management</i></p> <p>Conveners: The Israel Patent Office & Arad-Ophir</p> <p>Moderator: Mr. Sanford T. Colb, Sanford T. Colb & Co.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Dr. Noam Mushkin, Perrigo: “Managing a Global Corporate Patent Portfolio” - Ms. Rinat Shiran-Rasky, Vice President & General Patent Counsel at Teva Pharmaceutical Industries Ltd on due diligence - Ms. Micaela Modiano, Senior Partner at Modiano & Partners - ILPO Information and Searching Specialist and Arad-Ophir: “Different Search Approaches by Applicants and the Patent Authority” <hr/> <p><i>Entrepreneurs and IP Professionals: Trends and Rulings Regarding Service Inventions</i></p> <p>Conveners: Mr. Tal Band, President AIPPI-Israel, Senior Partner at S. Horowitz & Co., and Mr. Nir Kantor, The Manufacturers Association of Israel, Head of the Chemical, Pharmaceutical & Environmental Society.</p> <p>Moderator: Mr. Tal Band, President AIPPI-Israel, Senior Partner at S. Horowitz</p>

	<p>Speakers:</p> <ul style="list-style-type: none"> - Mr. Amir Hayek, the Director General of The Manufacturers Association of Israel -Mr. Howard Poliner, Director of Intellectual Property Law, Israel Ministry of Justice - Dr. Assaf Jacob, Radzyner School of Law, Interdisciplinary Center (IDC) Herzliya -Dr. Rafi Margalot, Vice President and General Manager, Mobile & IT, HP Software - TBA
<p>4:00 pm- 4:30 pm</p>	<p style="text-align: center;">Coffee Break</p>
<p>4:30 pm- 6:00 pm</p>	<p>Closing Panel: “Striking the Right Balance, an Analysis of the Present, a Look to the Future”</p> <p>Moderator: Mr. Stephan Freischem, Secretary General of AIPPI</p> <ul style="list-style-type: none"> - Prof. Yochai Benkler, Harvard Law School - Dr. Shuki Gleitman, General Partner of Platinum Ventures; former Chief Scientist and Director General of Israel’s Ministry of Industry and Trade. - Prof. Hagit Messer Yaron, President of the Open University, Israel, former Chief Scientist of the Ministry of Science <hr/> <p style="text-align: center;">Closing Comments</p> <p style="text-align: center;">Mr. Tal Band, President AIPPI-Israel, Senior Partner at S. Horowitz & Co.</p>