

Tentative Program (not for distribution)

# The 3<sup>rd</sup> International Convention on The Economy of Innovation

April 30-May 1, 2018



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Tuesday, May 1

1. **2<sup>nd</sup> day Opening Session: Education and the Building of an Innovation-based Technology**  
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. Ada Yonat, The Martin S. and Helen Kimmel Professor of Structural Biology.  
<https://www.weizmann.ac.il/YonathNobel/>
- ✓ Prof. Aaron Ciechanover, Technion

2. **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:

- ✓ Prof. Martin Senftleben, Professor of Intellectual Property, VU University Amsterdam, and Senior Consultant, Bird & Bird, <https://research.vu.nl/en/persons/martin-senftleben>
- ✓ Mr. Howard Poliner, Director of Intellectual Property Law, Israeli Ministry of Justice.
- ✓ Ms. Shira Perlmutter, Chief Policy Officer and Director for International Affairs at the USPTO.
- ✓ Dr. Ofer Tur Sinai, Faculty Member and Lecturer, Faculty of Law, Ono Academic College

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### 3. 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**

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. Tsafir Noyman, Adv. – Legal counsel, Israel Innovation Authority. (Mr. Noyman will speak on reliefs in exporting knowledge from Israel and on cooperating with various entities abroad)
- ✓ 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)

### 4. 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.

AIPPI Israel

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## 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/shalev>
- ✓ 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 - Executive partner, Kamet Ventures, an InsureTech start-up studio (part of the AXA Group) - [www.kametventures.com](http://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/>

## 5. 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/>
- ✓ Mr. 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/](https://www.surrey.ac.uk/law/people/ryan_abbott/)

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## 6. 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 am- 1:30 pm

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:

- ✓ Georg Kirsch, Senior Patent Litigation Counsel, Bayer, <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](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/>

## 7. 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:

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- ✓ Sheldon Klein, Principal, 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>
- ✓ 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>

## 8. 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:

- ✓ 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.

## 9. 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: Stan McKoy  
**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 websites, 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.
- ✓ Ayelet Feldman, Department of Legislation and Legal Counsel, Ministry of Justice

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10. **“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/](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/>

11. **2<sup>nd</sup> 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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