

CTC Legal Events

WINTER INTELLECTUAL PROPERTY CONFERENCE 2024



13-14 November, 2024
London, UK

Program

Event Eve

19:00-22:00	Welcome drinks reception <i>Networking & branding sponsorship opportunity available</i>
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Day 1

09:00-09:30	Registration & refreshments
09:30-09:40	<u>Welcome & introduction</u>
09:40-09:50	<u>Keynote:</u> Tencent
09:50-10:50	<u>Session 1: The intersection of AI and IP: balancing innovation and protection</u> As AI revolutionizes industries and creates new opportunities for innovation, it also brings about legal and ethical challenges related to IP rights, ownership, and protection. The session will explore practical strategies to balance the promotion of AI-driven creativity with the protection of valuable IP assets. The discussion will focus on the changing landscape of AI and IP, highlighting best practices, emerging trends, and potential policy considerations. <i>Speakers: Arun Hill, Senior Consultant, Clarivate</i> <i>Speaker sponsorship opportunities available</i>
10:50-11:20	Refreshment break & networking
11:20-12:20	<u>Session 2: Improving the patent process: enhancing client experience through patent prosecution and administration</u> The process of patent prosecution and administration can be complex and time-consuming, with potential delays, revisions, and rejections. This session will identify best practices for application drafting, patentability opinions, examiner interviews, appeals, interferences, due diligence strategies, and communication with clients. <i>Speakers: Giovanna Vigano, Senior Counsel at MasterCard</i> <i>Speaker sponsorship opportunities available</i>
12:20-13:20	<u>Session 3: A generation of counterfeit consumers</u> Considering the staggering statistics surrounding GenZ's purchase and consumption of counterfeit goods, this session will assess the wider impact

	<p>of counterfeit products, identify issues with the consumer perception of fakes, and offer actionable steps to reinstall faith in genuine products.</p> <p><i>Speakers: Bence Bozóki, Senior IP Counsel at Mars</i> <i>Speaker sponsorship opportunities available</i></p>
13:20-14:30	Networking lunch and exhibition exploration
14:30-14:40	Keynote: <i>Exciting announcement coming soon!</i>
14:40-15:40	<p>Session 4: Maximizing synergy: nurturing dynamic partnerships between in-house counsel and private practice</p> <p>The relationship between in-house lawyers and private practice professionals is crucial for client satisfaction and business success. In this session, we will delve into challenges and opportunities for establishing strong partnerships to achieve shared goals with valuable insights and practical strategies for fostering effective partnerships and driving mutual success.</p> <p><i>Speakers: Emma Lonnen, Patent Attorney at Elekta</i> <i>Speaker sponsorship opportunities available</i></p>
15:40-16:00	Refreshment break & networking
16:00-16:10	Keynote: <i>Exciting announcement coming soon!</i>
16:10-17:00	<p>Fireside Chat: <i>Exciting announcement coming soon!</i> <i>Speaker sponsorship opportunities available</i></p>

TBC	<p>Drinks reception <i>Networking & branding sponsorship opportunity available</i></p>
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Day 2

09:00-9:30	Arrival & refreshments
09:30-9:40	<p>Keynote: Aligning your IP strategy with legal and commercial needs <i>Adeline-Fleur Fleming, Senior Managing Counsel, Mastercard</i></p>
09:40-10:40	<p>Session 5: Game on: navigating IP in the gaming industry</p> <p>Trademarks, copyrights and patents all have vital roles to play in protecting innovation in the gaming industry, particularly with the increase in advertising opportunities within video games. IP owners and IP professionals must be vigilant to protect their technology and brand. This session will discuss available protection for assets in the gaming industry,</p>

	<p>aspects such as deformation, and licensing trademarks in video games.</p> <p><i>Speakers: Tencent; Tomasz Gawliczek, Partner at JWP</i> <i>Speaker sponsorship opportunities available</i></p>
10:40-10:50	<p>Keynote: Navigating the IP landscape in Russia: protection, enforcement, and risk management for rights holders</p> <p>This keynote will address the current IP situation in Russia, highlighting concerns from IP rights holders. Key issues include whether IP rights can still be protected, maintained, and enforced, the risks of losing existing rights, and practical steps to safeguard IP amid ongoing challenges.</p> <p><i>Speaker: Riikka Palmos, Senior Partner at Papula-Nevinpat</i></p>
10:50-11:20	Refreshment break & networking
11:20-12:20	<p>Session 6: To patent or not to patent... a trade secret debate</p> <p>This session will explore arguments for and against patenting an innovation and evaluate it as a means of protection compared to a trade secret. Highlighting the advantages and drawbacks of each approach, the panellists will shed light on the considerations that businesses must weigh when safeguarding their innovations.</p> <p><i>Speakers: MacKenna Roberts, General Counsel, Life Sciences and Regulatory Law, Choice TeleMed.</i> <i>Speaker sponsorship opportunities available</i></p>
12:20-13:20	<p>Session 7: Securing your brand online: domain names as an anticounterfeiting device</p> <p>Considering the prevalence of e-commerce and today's evolving digital landscape, securing the right domain name that aligns with a brand and its registered trademarks is crucial for a company's success. This session will cover domains as part of a broader IP strategy including dotBrand domains, monitoring systems for similar and infringing domains, domain blocking, and tools for domain enforcement.</p> <p><i>Speakers: Magdalena Hesse, Brand Protection Manager at Next Holdings Ltd</i> <i>Speaker sponsorship opportunities available</i></p>
13:20-14:40	Networking lunch and exhibition exploration
14:40-14:50	<p>Keynote: Wellbeing in practice: tips and techniques for ip professionals</p> <p><i>Diane Silve, Director & Senior Trademark Counsel, Mondelez International</i></p>
14:50-15:50	<p>Session 8: Navigating the complex landscape of standard essential patents (SEPs)</p>

	<p>The session will tackle the nuanced world of SEPs, diving into the complexities and challenges of navigating, licensing, and litigating SEPs along with addressing knowledge gaps between licensees and licensors in today's dynamic market. The panel will present valuable insights on key considerations, recent developments, and best practices for effectively managing SEPs.</p> <p><i>Speaker sponsorship opportunities available</i></p>
15:50-16:00	<u>Closing remarks</u>

16:00-18:00	Closing drinks reception
19:00	<p>Ticketed closing dinner (subject to availability)</p> <p><i>Networking & branding sponsorship opportunity available</i></p>

The timings and presentations are subject to change.

Please contact faye@ctclegalmedia.com with any questions.