

# The 2010 Protecting Innovation Conference

## Safeguarding the New :How to Use IP Rights Effectively

13 October 2010, London

*“Dealing with a host of hot topics, this is a very practical conference which will appeal to all those who need to keep up-to-date with the latest developments in law and practice.”*

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- 9.00 Registration and Coffee**
- 9.30 Chair's Welcome and Introduction**  
*Hilary Pearson, Bird & Bird LLP*
- 9.45 Patent Litigation within Europe**
- Why patent?
  - Why enforce your patent?
  - Patent litigation: mechanics, strategy and cost
- Jennifer Jones, Bird & Bird LLP*
- 10.30 Does Current Law Stifle or Promote Innovation?**
- A brief history of intellectual property
  - “Non-IP” - alternative options to protecting innovation
  - Commercial factors in innovation and competition
  - Keeping it all in perspective
- Graeme Fearon, Thring Townsend Lee & Pemberton*
- 11.15 Coffee**
- 11.30 Trade Secrets**
- Scope of trade secrecy protection
  - Derived or transformed information
  - Qualifying criteria
  - Managing trade secrets in practice
  - Remedies
- Lorna Brazell, Bird & Bird LLP*
- 12.15 Internet Disputes**
- Trade libel on the internet
  - Copyright infringement online
  - Trade mark infringement online
  - Passing off online
  - Risk management in relation to internet disputes
- Rosanna Cooper, RT Coopers*
- 1.00 Lunch**
- 2.00 Designs and Copyright - am I Missing Something?**
- The ins and outs of copyright and design protection
  - Does my business need to consider designs and copyright?
  - Is it a replacement or a bolt-on to other protection?
  - How do I decide what to use, and how do I use it?
- Can you show me that in practice?
- Aaron Wood, Wood*
- 2.35 Trade Marks and Online Branding to Promote and Protect Innovation**
- The special role of the brand name
  - Trade mark protection of IPRs
  - Special considerations for online brand promotion
  - Managing potential risks on the internet
  - Sustainable online brand strategies
- Shireen Smith, Azrights*
- 3.10 Tea**
- 3.25 International Aspects of IP Protection**
- IP - national and trans-national rights
  - International schemes for IP protection
    - Patents
      - International - Patent Cooperation Treaty
      - Europe - European Patent Convention
    - Trade marks
      - International - Madrid Agreement and Protocol
      - EU - Community Trade Marks
    - Copyright
      - International - Berne Convention
      - EU - Copyright Directive
    - Designs
      - EU - Community Designs
  - Case studies
    - IP Protection in the US
    - IP Protection in China
- Hilary Pearson, Bird & Bird LLP*
- 4.10 Patent Protection for Software and Business Method Inventions**
- What Inventions can be protected?
  - Differences between jurisdictions
    - USA
    - European patent office
    - UK
  - Case studies
  - Strategies for protection
  - Alternatives - trade secrets & copyright
- Dr Julie Richardson, Reddie & Grose*
- 4.45 Chair's Concluding Remarks and Questions**
- 5.00 Conference Close**

# The 2010 Protecting Innovation Conference

The risks and rewards of innovation are well rehearsed. This conference focuses on the effective protection of innovation through the prudent application of intellectual property rights. Dealing with such subjects as managing potential risks online through to the commercial factors in innovation and competition, this is a very practical conference which will appeal to in-house and private practice lawyers alike.

The panel of specialist IP law speakers will deal with the following top topics:

- Patent litigation ■ Does current law stifle or promote innovation? ■ Trade secrets ■ Designs and copyright ■ Patentability of software
- Internet disputes ■ Trade marks and online branding to promote and protect innovation ■ International schemes for IP protection

## Chair:

**Hilary Pearson** is a consultant in Bird & Bird's Intellectual Property Department. She specialises in work for the IT related intellectual property. Her involvement in this industry began in 1980 when she became a US lawyer in Silicon Valley. She later worked with a leading intellectual property firm in Texas and qualified as a US patent attorney. Her Oxford physics degree means that she can handle complex technology, and she has managed international semiconductor patent litigation for leading chip manufacturers.

## Speakers:

**Lorna Brazell** is a partner in Bird & Bird LLP's IP Department. Her practice is broadly based, and includes advising on the development and exploitation of intellectual property across a range of industries as well as the enforcement of rights and defence of infringement claims. Lorna's original degree subject was geophysics and she spent a number of years in research at the University of Cambridge before choosing a career in law. She lectures and publishes widely on a range of topics relating to her areas of interest, and was general editor of *Intellectual Property Law Handbook* published by Law Society Publishing in 2008.

**Dr Rosanna Cooper** is global head of RT Coopers and head of the intellectual property and technology department. She specialises in intellectual property, life sciences and pharmaceuticals, technology transfer, regulatory law, clinical trials and data protection. She is highly regarded as a leading expert in regulatory law, pharmaceuticals and IP and was a partner in a West End firm in London and a senior lawyer in the City of London before establishing RT Coopers. She studied for her Ph.D. in organic and medicinal chemistry at Kings College, University of London and pursued her postdoctoral research with SmithKline Beecham (now GlaxoSmithKline).

**Graeme Fearon** is Head of Intellectual Property at Thring Townsend, Lee & Pembertons. He concentrates particularly on trademarks and brands, advising brand-owners on setting up, exploiting and protecting their brand portfolios. He also helps businesses maximise the use of their technology and know-how and has significant experience working with software and rights in information. Graeme joined Thring Townsend after 10 years in the City.

**Jennifer Jones** is an Associate at Bird & Bird. She holds an MSc in molecular biology and genetics from the University of British Columbia, a law degree from Dalhousie University and an LLM from the University of Cambridge. She has particular expertise in multi-jurisdictional patent disputes involving a range of technological areas such as pharmaceuticals, biotechnology, and medical devices. She is dual qualified, in England and Canada, having begun her career as an IP lawyer in Toronto.

**Dr Julie Richardson** is a partner with Reddie & Grose, Patent and Trade Mark Attorneys. Her patent practice focuses on electronics; she has extensive experience of radar systems, communication systems, image and data processing systems and text entry/retrieval systems. She also undertakes general electrical work, including power networks, and mechanical work, including luggage and fixings. Prior to joining Reddie & Grose in 1996 she was employed as an engineer by the Ministry of Defence in their Engineering Services Department. She then attended Strathclyde University where she was awarded a PhD for her research on system identification.

**Shireen Smith** is the founder of Azrights, a niche Intellectual Property law firm, specialising in online brand management. She has a masters degree in IP from QMW, and has extensive experience both in private practice and in industry, having held positions at Coopers & Lybrand, Reuters and Eversheds. Shireen focuses on online branding, websites, internet marketing and social media. She has written numerous articles on this area recently, including in the magazine of the *Society for Computers and Law*, and in *Delia Venables Internet Newsletter*. She has also contributed a chapter in Bloomsbury's *Q Finance, The Ultimate Resource* on 'Dealing with Cyber-squatters'.

**Aaron Wood** is the owner of Wood, a specialist intellectual property practice which he set up in late 2009 after having worked for large international law firms and in industry for almost 10 years. Aaron's main area of work is in helping businesses to protect the fruit of their inspiration and perspiration, make the most of this protection and navigate the choppy waters of other people's rights. He is a regular writer and speaker on intellectual property issues, and is a UK and European Trade Mark and Design Attorney.

6 Hours CPD

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