

2007

PATSOFT®

Fornebu 4.-5. Juni

NORDENS LEDENDE KOMPETANSESAMLING:

Praktisk bruk av IPR i Telecom og IKT-bransjen

Årets tema

“IP in a flat world” Rettighetsspørsmål i en stadig mer global verden

Norge og EPO Norges innmelding i den europeiske Patentorganisasjonen EPO

Konfliktløsning Hvordan finne positive løsninger på IPR-konflikter?

Tre grunner til å delta

1. Oppdatert kompetanse

Få ferske IPR-erfaringer fra de ledende bedrifter og fagpersoner innen IKT-sektoren

2. Skreddersydd opplegg

Velg mellom et utvalg workshops, foredrag og debatter

3. Networking–Networking–Networking

Førsteklasses muligheter til å få kontakter innen IPR-bransjen og IKT-industrien, utnytt pauser og sosiale aktiviteter!

Info

PATSOFT er Nordens ledende kompetansesamling innen IPR (Intellectual Property Rights) for Telecom- og IKT-bransjen.

PATSOFT passer de som ønsker kunnskap og som vil bli inspirert av noen av de beste europeiske og amerikanske bedrifter og fagpersoner innen IPR og IKT

Mer info: www.patsoft.no

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IKT NORGE

PATSOFT arrangeres av Skandse
World Class IPR Competence

Monday 4 June

Part 1: International trends: "IPR in a flat world"

Grete Faremo Microsoft



"Et viktig insentiv for norske selskaper til å investere i teknologi og kunnskap, er vissheten om at de vil være i stand til å sikre seg rettighetene til det de utvikler. Uten denne vissheten reduseres insentivet til å investere i forskning og utvikling."

Keynote speaker



Isaac de la Peña Ambite, Nokia, er seniormanager og ansvarlig for å koordinere teknologi- og forretningsutviklingsprosjekter for Nokias forskningsavdelinger med ulike samarbeidsprosjekter og selekterte oppkjøp. Ambite er for tiden Sloan Fellow ved MIT School of Management.

08.30-09.00 **Coffee and tea**

09.00-09.10 **Welcome by IKT-Norge, Per Morten Hoff**

09.10-09.15 **Introduction by moderator, Aslak Bonde**

09.15-09.55 **The Nokia IPR strategy**

"Many think patenting is worthless in a fast moving technology area like the mobile industry, where being first and get a lead, is the main competitive advantage. So why is Nokia among the world's no. 1 in patenting?" What to learn from it?

By Isaac de la Peña Ambite, Senior Manager Nokia Enterprise Solutions & Sloan Fellow MIT School of Management

09.55-10.10 **Introduction to Panel debate: IP in a flat World**

Moderator: Grete Faremo, Director of Law & Corporate Affairs, Western Europe, Microsoft

10.10-10.25 **Discussion in groups á 4 persons**

Get together with three other participants and prepare 1-2 questions in the panel debate!

10.25-11.15 **Paneldebate**

11.15-11.35 **Break**

11.35-12.00 **Asia – the world's booming region for mobile innovations**

How to deal with IP in Asia

- Regional differences (Japan vs. China)
- How to file and enforce IP in Asia?

By Katarina Lundblad Pinnekamp, Leogriff AS

12.00 - 12.20 **Patenting software in the US**

How do you find the right lawyer and how to finance the patent consulting? Experiences from a norwegian software company just going global

By Bjørn Holte, CEO b-Menu AS

12.20-12.30 **Break**

12.30-13.00 **Microsoft Corp - Novell Inc: recent collaboration agreements**

This story shows how Linux and Windows distributors can build bridges to work together for the benefit of mutual customers, focusing on customer needs and respecting IP. The reality of the mixed environments of today's enterprise IT infrastructure requires new thinking about "co-opetition" between vendors with different proprietary or open source licensing and business models.

By Mark Lange, Senior Attorney, Microsoft EMEA

13.00-14.05 **Lunch**

Part 2: TIM session

Moderator: Simula Innovation

What happens:

IPR-experiences / trends in the ICT and TIM sector
New business creation
2 cases + continue in the break

14.10–14.45 To use patents to stimulate innovation

- Telenor ASA -

By Hans Chr. Hauglie, director Telenor Research & Innovation

14.40–15.05 “From Content is King to the user is King”

VP Product Marketing [also in charge of IP]

By Dr. Silvija Seres, VP Product Marketing, Fast

15.05–15.30 Discussion into the break

Each speaker moves to different rooms where the audience can ask more questions and continue the discussions

Part 3: How to turn IPR conflicts into opportunities?

When Norway enter the European Patent Organization (EPO) from January 2008 the amount of foreign patents will increase and more patent conflicts will possibly occur

Moderator: Morten Balle, Partner, Protector Intellectual Property Consultants

15.30–16.00 Introduction: “When SMEs become plagiarized: What should they do?”

Free legal aid and advice to small companies who get plagiarized. Stop plagiarism, if not will SME finish their R&D

By Professor Torger Reve, BI

16.00–16.10 The NORDIP Foundation-encouraging SMEs to wisely manage their IP

We propose a model to support SMEs building, trading and asserting intellectual Property - To be discussed further in pub debate 1

By Morten Landsgård, Partner Leogriff

16.15–16.30 A learning-rich conflict case

IPR- tvistehåndtering, bevissikring med videre (Hvordan oppnå best mulig resultat)

Haavind Vislie, speaker to be announced

16.30–16.50 Photocure: coming out stronger from litigation

Or how Photocure turned a conflict into a positive licensing case

By Kjetil Hestdal, President and CEO Photocure

16.50–17.15 Break

17.15–18.30 Parallel pub debate

Pub debate 1:

- Constructive IPR Conflicts continue

Moderator: Leogriff AS

Pub debate 2:

- Innovation 2008 – “Stortingsmelding 2008 om innovasjon”
- What should Norway do to attract international companies and to get a position abroad?

Moderator: to be announced

19.30 Dinner and cultural program, Restaurant Odanata Fornebu.

Separate program to be announced

Arena PATSOFT 2007

IT-Fornebu og Simula Innovation AS er arena for årets PATSOFT-konferanse. Opplev den tidligere hovedflyplassen; modernisert og trivelig med alle tekniske hjelpemidler, inklusive trådløst gjestenett.



Foto: IT-Fornebu

Professor Torger Reve



Foto: Morten Brun

Tidligere BI-rector Torger Reve vil ha fri retts hjelp for små bedrifter som får sine produkter plagiert av større konkurrenter

Referanser tidligere PATSOFT

“The whole thing was well worth the money, but I most enjoyed the case study as a real life exercise.”

James Berg, Selvaag Gruppen AS

“Takk for et meget stimulerende arrangement!”

Per Wethe, Inst. for energiteknikk, Kjeller

“De beste foredragsholdere, engasjert og illuminerende diskusjon i panelet.”

Lars Monrad-Krohn, norsk datagründer

GET READY FOR TAKE OFF !



Påmelding

Web: www.patsoft.no

Epost: post@patsoft.no

SMS: 91 86 62 36

Pris

Deltakelse:

Begge dager: NOK 8.900

Deltakelse kun 4. juni: NOK 5.500

Deltakelse kun 5. juni: NOK 4.500

Rabatter:

Henvis til rabattkoder ved påmelding.

Det gis ingen rabatt hvis deltakelse

kun på én dag

Studenter: Ta kontakt for spesialpris

Middag og kulturelt program:

(med spesielt inviterte og speakers. Tor-mod Hermansen holder innlegg om IT-Fornebu: NOK 1.200 (spesifiser ved påmelding)

Alle priser er ekskl. MVA. Betingelser for påmelding, avbestilling og annen informasjon: se www.patsoft.no.

Hotell

Reserver tidlig for å være sikker på ledig rom.

Mer informasjon: Haakon Gjems

Tel. +47 91 86 62 36,



Transport

Bussrute 28, 31, 31 E, 302 og 542 går fra Oslo Sentrum og helt frem til IT-Fornebu.

Tog går til Lysaker stasjon med overgang til bussrute 31, eventuelt taxi.

Veibeskrivelse

Veien er skiltet frem til parkering i parkeringshusets 1. eller 4. etasje

Nærmere info: www.it-fornebu.no

Tuesday 5 June

08.30–09.00 Coffee and tea

09.00–09.15 Resume

By moderator

09.15–09.45 Maximising Value-Add from Intellectual Property via Product Service-Systems

By Associate Professor Tim McAloone, Technical University of Denmark

Professor McAloone works with Danish industry, finding new methods and models for a wide range of product development issues, such as product/service-systems, product innovation and the process of product development

09.45–10.15 Break

10.15–12.45 Parallel workshops

Learning through practical cases. Let's learn together!

Workshop 1:	Workshop 2:
Moderator: Leogriff / Protector	To be announced
"The Trademark Machine" - Armed with a patent application, a Norwegian start-up wants to conquer the world."	
Guided by Protector and Leogriff, in small groups, and with case documentation, participants will manage the company stepwise, taking decisions related to business model, licensing, IPR litigations ...	

12.45–13.45 Lunch

13.45–14.30 Patents pave the way

By Snorre Kjesbu, CEO Tandberg ASA

- Patents as an incentive to innovation in Tandberg
- Experiences and strategies from patents and standards

14.30–15.00 Summary

End of conference