

Simula Innovation

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

PATSOFT 2007
i samarbeid med:

[**simula . innovation**]

Hovedsponsorer:

protector

Microsoft®

Samarbeidspartnere
og sponsorer:

CIP

LEOGRIF

IKT NORGE

ITFORNEBU

PATSOFT eies og arrangeres
av Skandse AS:

Skandse®

World Class IPR Competence

PROGRAM

Monday 4 June

Moderator Aslak Bonde



Aslak Bonde har arbeidet som politisk journalist i Aftenposten og i NRK dagsnytt. Siden 2002 har han arbeidet som frittstående analytiker, og utviklet nettstedet www.politiskanalyse.no

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

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.

Part 1: International trends: “IPR in a flat world”

08.30–09.00 **Coffee and tea**

09.00–09.10 **Welcome by Simula Innovation,**

By Anita Krohn Traaseth, CEO Simula Innovation AS

09.10–09.15 **Introduction by IKT-Norge,**

By Per Morten Hoff, CEO IKT Norge

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

10.00–10.30 **Introduction to Panel debate: IP in a flat World**

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

Presentation: Rikke Lind, Norwegian ministry of trade and Industry

10.30–11.10 **Paneldebate**

Grete Faremo (Microsoft), Rikke Lind (Norwegian Ministry), Snorre Kjesbu (Tandberg), Caroline Horsfield (Hydro Patent & Trademark departement)

11.10–11.45 **Break**

11.45–12.10 **Asia – the world’s booming region for mobile innovations**

How to deal with IP in Asia

By Katarina Lundblad Pinnekamp, Partner Leogriff

12.10 - 12.30 **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

12.40–13.10 **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

13.10–14.10 **Lunch**

Part 2: TIM session

Moderator: Lars Bjørn Larsen, 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?

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 plagiariation, 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 **IPR - Dispute resolution - What do you do?**

This session addresses issues that arise in an IPR conflict, such as how should you handle the dispute and how can you secure the evidence you need?

By lawyer Olav Marius Øyehaug, Advokatfirmaet Haavind Vislie AS

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: Haakon Thue Lie, Partner Leogriff

Pub debate 2:

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

Moderator: Aslak Bonde

19.30 **Dinner and cultural program, Restaurant Odanata Fornebu.**

Separate program.

Arena PATSOFT 2007

Simula Innovation AS på Fornebu er arena for årets PATSOFT-konferanse. Opplev et yrende forskermiljø vokse frem på den tidligere hovedflyplassen; modernisert og trivelig med alle tekniske hjelpemidler!



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

Kontakt

Web: www.patsoft.no

Epost: paamelding@patsoft.no

SMS: 91 86 62 36

Middag og kulturelt :

Alle foredragsholdere er invitert og spesielt inviterte deltar på middag etter konferansen den 4. juni i Fornebu gamle flytårn.

Tormod Hermansen holder innlegg om IT-Fornebu: (separat påmelding)

Transport

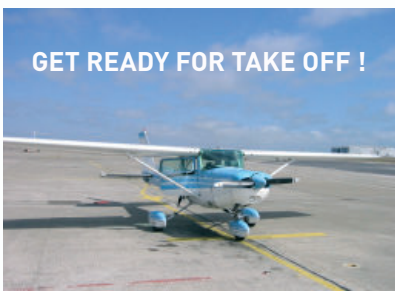
Bussrute 28, 31, 31 E, 302 og 542 går fra Oslo Sentrum og helt frem til IT-Fornebu.

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



Veibeskrivelse

Martin Lingesvei 17. Veien er skiltet frem til parkering i parkeringshusets 1. eller 4. etasje. Konferansen vil finne sted 1. og 4. etage i IT-Fornebu bygget. www.it-fornebu.no



Tuesday 5 June

08.30–09.00 Coffee and tea

09.00–09.15 Resume from day 1 (in norwegian)

By moderator [Aslak Bonde](#)

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: | Presentation / Workshop 2: |
|---|---|
| <p>“The Trademark Machine” - Armed with a patent application, a Norwegian start-up wants to conquer the world.”</p> <p>Moderator:Leogriff / Protector</p> <p>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 ...</p> | <p>Precubation, patenting and financing technological Development</p> <p>Moderator: Lars Bjørn Larsen, Simula Innovation AS</p> <p>1.T2M Precubator – effective commercialization of research based ideas</p> <p>Anita Krohn Traaseth, CEO Simula Innovation</p> <ul style="list-style-type: none">•How to operatively take an idea from the mind of the researcher to the market?•60 min incl. Q&A <p>Break 30 min</p> <p>2.Financing IPR in technological development</p> <ul style="list-style-type: none">• presentation on the challenges met by starting technologies companies with regard to attracting investors <p>By Katarina Lundblad Pinnekamp, partner Leogriff</p> <ul style="list-style-type: none">•60 min incl. Q&A |

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

14.30–14.40 Summary

By [Lars Bjørn Larsen](#), [Simula Innovaton AS](#)

- The End -