

PATSOFT®

2008

DRAFT PROGRAM

NTNU
June 5.-6.

4TH ANNUAL CONFERENCE!

THE LEADING NORDIC CONFERENCE

Practical application of IPR in the ICT sector

THIS YEAR'S TOPIC

How to strengthen collaboration between universities and the corporate sector?
How to employ IPR as a strategic planning tool?
How to combine IPR and "open innovation"?

THREE REASONS WHY YOU SHOULD TAKE PART

INCREASE YOUR UNDERSTANDING

Get new insights on IPR from the leading companies and personnel within the ICT-sector

GET INSPIRED

Get inspired by a number of speeches, workshops and debates

NETWORK - NETWORK-NETWORK

A unique opportunity to gain new contacts within the IPR and ICT-community,

SPEAKERS

Arne Halaas Professor NTNU (Founder of FAST)
Grete Faremo, Director of Legal Affairs Microsoft W-E.
Per Morten Hoff, Director of ICT Norge

MORE INFO

www.patsoft.no

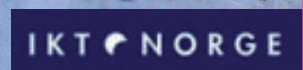
PATSOFT is the leading IPR community within the ICT, telecom and info-media-sector in the Nordic region. PATSOFT suits those seeking knowledge and who want to be inspired by some of the leading European and US companies and personnell within the IPR / ICT-sector.

PATSOFT 2008
in cooperation with:



Microsoft

Supporting partners



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Moderator:
Gry Molvær



Per Morten Hoff
ICT Norway



“Patents stimulate innovation
and create new jobs!”

Key note speaker:
Professor Arne Halaas



“Patents more important than
papers!” Listen to the founder
behind Fast Search & Transfer

Thursday June the 5.

08.30–09.30 Registration

PART 1:

How can public and private R & D combined increase the national understanding and innovation based on the intellectual capital within a community?

09.30 **The industry`s thoughts on the upcoming Paper on Innovation from the Norwegian Parliament**

Per Morten Hoff
Director
ICT Norway

10.00 **What do we want with our R&D?**

By Arne Halaas
Professor
NTNU

10.30 **Refreshments and networking Break**

11.00 **The new IPR policy of the Norwegian Research Council**

By Odd M. Reitevold
Senior Advisor
Norwegian Research Council

12.00 **Debate:**

Contributors:

Per Morten Hoff, Odd Reitevold, Arne Halaas, Grete Faremo, TTO NTNU

12.30 **Lunch**

PART 2:

IPR as a strategic tool in the ICT-sector

13.30 **Strategic application of IPR in the ICT-sector. How do you patent and protect software and business models**

By Kristine Madsen
Attorney/Partner
Bull & co

14.00 **Case**

14.30 **IPR as a strategic tool for innovation and commercialization in Microsoft Corporation**

By Grete Faremo
Director of Legal Affairs
Microsoft Western Europe

15.00 **Refreshments and networking Break**

PART 3:

The trends and development in the Patent System

15.30 **Recent changes and future projects in European Patent Law**

By Robert Jackson
Partner - Patent Attorney
Frank B. Dehn & Co

15.30 **Recent changes and future projects in US Patent Law**

By

16.00 **Paneldebate:
Facing the global challenges of IPR – International aspects of the patent system and its importance for businesses.**

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

Contributors:

Per Morten Hoff, Kristine Madsen, Robert Jackson

16.45 **End seminar day one**

19.00 **Dinner. Separate program.**

Arena PATSOFT 2008

NTNU og NTNU Technology Transfer AS are hosting PATSOFT@ 2008. Enjoy the fantastic student and R&D facilities at Gløshaugen!



Foto: NTNU INFO

Grete Faremo Microsoft



References

“Veldig bra med foredrag fra folk som har vært ”i patentkamp””

Silvija Seres, VP Product Marketing FAST

“Jeg kan bare vurdere dette ut i fra egen nytteverdi, og den var veldig stor. Programmet og foredragsholdere var veldig bra!” Truls Unholt Devoteam daVinci Consulting

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

Lars Monrad-Krohn, norsk datagründer



Registration

Web: www.patsoft.no

Email: post@patsoft.no

Phone: + 47 91 86 62 36

Prices

Watch www.patsoft.no for complete overview of prices and discounts

Discounts

Present your conference discount code when you registrar.

Students: get in touch for special prices

All prices are EX. VAT.

Rules for registration, cancellation and other information: watch www.patsoft.no.

Hotel

Early booking ensures accomodation

Prices from NOK 745,-1365,-

More information:

Haakon Gjems

Tel. +00 47 91 86 62 36,

haakon@skandse.no

Location

The conference will find place in the "Realfagsbygget" at Gløshaugen, NTNU.

Bus Take the bus nr 5 or 52 from city center to the stop "Gløshaugen Syd".

Parking

Watch: http://www.ntnu.no/parking/parkeringskart_gloshaugen.htm

Friday June the 6.th

08.30 **Cofee and tea**

09.00 **Resume day one**

By Gry Molvær, moderator

PART 4: Creating an IPR strategy in a world of open innovation

09.30 **IPR combined with open source**

By Tor Arne Bellika

Managing Director

Innovation Performance AS

10.00 **Strategies for IPR when using user generated technology**

By Bjørn Olstad

Chief Technology Officer

Fast Search & Transfer

10.30 **Refreshments and networking Break**

11.00 **Combining an open community with IPR strategies for commercialization**

By Edvard Sørgård

ARM Connected Community Network

ARM Norway

11.30 **IPR strategier ved anvendelse av brukerstyrt teknologi**

By Jon Bing

Professor dr juris

University in Oslo

12.00 **Refreshments and networking Break**

12.30 **Debate:**

Can open innovation and user generated technology be protected?

Will users accept industry creating great revenues on their intellectual property.

Contributors:

Bjørn Olstad, Jon Bing, Edvard Sørgård

13.00 **Lunch**

Moderator: Tor Arne Bellika