

PATSOFT®

2009

United States
Patent Application

IT-FORNEBU
4.-5. JUNE



Marshall C. Phelps jr.
KEY NOTE SPEAKER



Mikko Välimäki Per Morten Hoff Nils Haga
MODERATORS

PROGRAM

5TH ANNUAL!

THE LEADING NORDIC

PATENTING SOFTWARE CONFERENCE

THIS YEAR'S TOPIC:

"IPR & BUSINESS MODELS IN AN OPEN CULTURE"

WHY TAKE PART:

INCREASE YOUR UNDERSTANDING

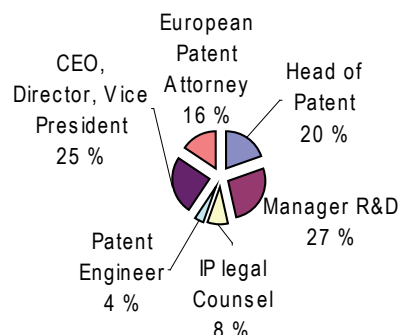
Gain new insights into IPR from the leading companies and personnel within the ICT-sector

GET INSPIRED

Key Notes, Workshops and Debates!

NETWORK - NETWORK-NETWORK

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



*Delegate profile previous forums

MORE INFO:

www.patsoft.no

"PATSOFT® is the leading IPR community within the ICT, telecom and info-media-sector in the Nordic region. "The PATSOFT® mission" is to show SME's the opportunities to navigate and to help them choosing IPR strategies,"

PATSOFT®2009
in cooperation with:

[[simula](http://simula.innovation) . innovation

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KEY NOTE SPEAKER:

Marshall C. Phelps



Corporate Vice President
for IP Policy and Strategy
Microsoft Corp.

Phelps took IBM from a few million dollars in IP-related annual revenues to over a billion dollars in a little over a decade. Bill Gates hired him to head Microsoft's IP strategy and help establish the company as an emerging patent leader. Phelps was one of the first elected to the IP Hall of Fame!

MODERATOR:

Mikko Välimäki



Professor
Helsinki University
of Technology

Välimäki is the author of "The rise of Open Source Licensing: A challenge of the use of intellectual Property in the software industry. He is co-founder of several start-ups such as DjOnline, a patented online music distribution system, and Open Source License Checker, a software tool that reports copyright and licensing information from source packages.

Thursday **June the 4.th**

PART 1: "IPR AND BUSINESS MODELS IN AN OPEN CULTURE"

09.15 **Welcome by Simula Innovation**

09.30 **An historical introduction
IPR as a strategic tool for innovation and commercialization in
Microsoft Corporation**

By Marshall C. Phelps jr.,
Vice President And Deputy General Counsel for Intellectual Property
Microsoft

Debate/questions

10.30 **Telenor R&I: Business models for New Venture Creation**

By Hans Chr. Hauglie,
Director
Telenor Research & Innovation

11.00 **Refreshments and networking break**

11.30 **Ip strategy and business models in an open Culture**

By Stephan Brodschöll
General Counsel
Opera Software

12.00 **PANEL DEBATE**

Moderator:
Mikko Välimäki
Professor
Helsinki University of Technology

Introduction:

Over view IPR challenges with different business models.
The evolution in the software-sector.

By Mikko Välimäki (25 min):

PANEL DISCUSSION:

Marshall C. Phelps jr., Hans Chr. Hauglie and Stephan Brodschöll

13.10 **Lunch**

PART 2:

NEW BUSINESS CREATION STRATEGIES

Moderator:
Per Morten Hoff
Director
ICT Norway

14.15 **The released paper on Innovation from the Norwegian Parliament**

By Bjørn Tore Kjellemo
Director
Research and Innovation Departement
Norwegian Ministry of Trade and Finance

14.45 **CASE TROLLTECH ASA: IP strategy for a growing company
How to get bought by Nokia?**

By Cathrine Bore
QT Software (Trolltech ASA)

15.15 **PANEL DEBATE:
The industry's thoughts on the released Paper on Innovation from
the Norwegian Parliament**

Introduction / moderator: Per Morten Hoff
Director
ICT Norway

Panel:
Truls Berg(Movation), Bjørn Tore Kjellemo (NHD), Cathrine Bore (QT
Software), Per Morten Hoff (IKT-Norge)

16.00 **End seminar day one**

IT FORNEBU PUB

17.00 **Dinner Cruise at the Oslofjord.**

Enjoy a fabelous dinner at the Restaurant house at the new Opera in
Oslo! MS RIGMOR will transport the guests from Fornebu SAS
Radisson Hotel across the Oslofjord and to the Operahouse where the
dinner take place 18.30. Don't miss a nice guided evening!

(Separate program).

Arena PATSOFT 2009

Simula Innovation at IT-Fornebu
is hosting the PATSOFT®-
Conference 2009.

Welcome to two interactive days!



Per Morten Hoff ICT Norway



"Patents stimulate innovation
and create new jobs!"

About PATSOFT:

**"Very good presentations from
Speakers with "Patentfight
experience"**

Silvija Seres, VP Product Marketing FAST

**"It is crucial that SMEs realise
the importance of IPR strategy
at an early stage. The confer-
ence provided great insights
into IPR strategies while
bringing together leading IPR
experts."**

Mark Buchanan,
R&D Director Norsk Solkraft

**"The best speakers, dedicated
and illuminating panel de-
bates!"**

Lars Monrad-Krohn,
Entrepreneur Norsk Data



Registration

Web: www.patsoft.no

Email: post@patsoft.no

Phone: + 47 91 86 62 36

Prices

Visit www.patsoft.no for complete overview of prices and discounts. (All prices are EX VAT.)

Discounts

Present your conference discount code when you register. Rules for registration, cancellation and other information at www.patsoft.no

All prices are EX. VAT.

Rules for registration, cancellation and other information: watch www.patsoft.no. Students: contact us for special rates!

Hotel

Early booking ensures accomodation
Stay at SAS Radisson Fornebu from NOK 995 per night incl breakfast!!

More information:

Tel. +00 47 91 86 62 36,
post@patsoft.no

Location



Friday June the 5.th

08.30 **Cofee and tea**

09.00 **Resume day one**

09.20 **IPR strategy & commercialization**

By Nils Haga

Director - Business Development

IT-Fornebu AS

Questions and discussion

10.00 **Software Patenting**

By Jarle Sæbø

Partner

Advokatfirmaet Grette DA

10.30 **Refreshments and networking break**

PART 3

PATENTING SOFTWARE WORKSHOPS

11.00

Workshop 1:	Workshop 2:
<p>IPR for norwegian ICT companies: (Two best practice SME cases + paneldebate)</p> <p>Moderators: Geir Jacobsen & Felipe Aguilera-Børresen Innovasjon Norge</p>	<p>Conflicts in the patenting process</p> <p>By Advokatfirmaet Grette DA</p>

30 min Break

Workshop 3:	Workshop 4:
<p>How do you find patent information? By Uppdragshuset AB</p>	<p>Patent -Dispute Resolution - What do you do? Advokatfirmaet Grette DA</p>

13.30 **Lunch**

14.30 **End of Conference**

NB! Changes in program may occur.