



Third Annual DLA Piper Global Intellectual Property Symposium

30 OCT 2015

12:00 AM - 12:00 AM

MY PLAZA HALL

Meiji Yasuda Building 4F

2-1-1 Marunouchi, Chiyoda-Ku, Tokyo

Directions

Tokyo

With great honor and pleasure, DLA Piper announces our third annual Global Intellectual Property Symposium. In this symposium, leading lawyers from the US, Germany and Australia will discuss the latest developments in IP law. We will also feature Japanese guest panelists who will discuss ways to assert patents aggressively.

Symposium discussion topics will include:

GLOBAL PATENT LITIGATION: STRATEGIES FOR ADDRESSING PRODUCT COPYING AND DEFENDING TURF

Since products are now sold globally, counterfeit or infringing products can spread around the world very quickly, infringing your rights, while competitors can use courts around the world to attack your position. It is no longer efficient to address this problem country by country. Globally coordinated strategies, utilizing the best aspects of the legal process in each country, are the only way to effectively approach such litigation.

Presenters will discuss:

- Understanding the differences in law, practice and procedure in major jurisdictions worldwide, and employing them to best advantage
- Coordinating actions globally to address patent infringement worldwide
- Choosing jurisdictions for best remedies

DRAFTING COMMERCIALY VALUABLE PATENT CLAIMS TO SURVIVE POST-AIA VALIDITY CHALLENGES

We will present a new approach to drafting patent claims that addresses these concerns:

Ways to more quickly obtain high-quality patents at lower cost

Attaining a competitive advantage

Better survival in the USPTO post-grant validity procedures and subsequent litigation

PATENT ASSERTION ENTITIES 2015: RECENT EVENTS, PREDICTIONS AND STRATEGIES

US litigation against patent assertion entities poses serious problems for many Japanese companies. In this session, the presenters will identify the current key players in the patent assertion industry, discuss developments likely to unfold in the near future, and provide strategic insights supported by recent cases on tactics to defeat the patent assertion entity threat.

IMPACT OF THE UPCOMING UNITARY PATENT SYSTEM ON EP PATENT PROSECUTION

Implementation of the European Union's new Unitary Patent System is at hand. We will discuss practical considerations for European patent practitioners in developing patent strategies, preparing patent applications and prosecuting those applications in the European Patent Office in light of this dramatic legal change.

PRESENTERS

T. Daniel Christenbury – Partner and Global Co-Chair, Patents, Intellectual Property and Technology Group, DLA Piper (Philadelphia)
Dr. Markus Gamp, LL.M. – Partner and Global Co-Chair, Patents, Intellectual Property and Technology Group, DLA Piper (Munich)
Dr. Michael Lettenberger – Physicist, Patent Attorney, European Patent Attorney, European Trademark Attorney, Epping Hermann Fischer (Munich)
Robynne Sanders – Partner, and Global Co-Chair, Patents, Intellectual Property and Technology Group, DLA Piper (Melbourne)
Matthew Satchwell – Partner, Patent Litigation, Intellectual Property and Technology Group, DLA Piper (Chicago)
Paul Steadman – Partner, Patent Litigation, Intellectual Property and Technology Group, DLA Piper (Chicago)

PANEL DISCUSSION

We will host a panel discussion featuring our Japanese guest panelists, who will discuss how, when and why to get management to assert your patents aggressively, and the challenges associated with such action.

PANELISTS

Hirohiko Usui – Professor, Meijo University Law School; Director, Intellectual Property Division, DENSO Corporation
Masayoshi Sumida – Professor, Tokai University Law School; Attorney, Takino, Kawasaki & Associates (International Patent Office)
Hajime Shirasaka – Patent Attorney, President at Shirasaka & Patent Partners; Intellectual Property Management Skills Test Examiner Certified by the Government of Japan
Erika Takeuchi – Asia Pacific IP Attorney, Intellectual Property Department, Dow Corning Toray Co. Ltd.

Following the program we will host a casual cocktail reception offering you the opportunity to meet and network with guest speakers and other attendees. Reception will be held at the offices of DLA Piper adjacent to My Plaza Hall.

We look forward to seeing you at the symposium.

FRIDAY, OCTOBER 30, 2015

12:30 p.m. – 1:00 p.m. Registration

1:00 p.m. – 5:30 p.m. Program

5:30 p.m. – 6:30 p.m. Reception

FOR MORE INFORMATION

Please contact Cheryl Freedman at .