

World Intellectual Property Day Celebration **Terrace Pavilion, House of Commons - 26th April, 2016**



At the invitation of Pete Wishart MP, Chair of the All Party Parliamentary Intellectual Property Group, the Intellectual Property Awareness Network – IPAN – is delighted to present its annual UK celebration of World IP Day again in the Terrace Pavilion of the House of Commons.

The IPAN Board of directors and its Chair, Professor Ruth Soetendorp, welcome you and our eminent panel of speakers to this our sixth celebration of World IP Day, this year with the theme: “IP in the Fast Lane”.

Today, IPAN is also re-launching its Issue Briefs, newly revised for 2016 and kindly printed for us by the Print & Design Unit of the Intellectual Property Office.

“In the UK we have fewer natural resources than many countries so we depend more than most on our brains and our inventions. So Intellectual Property and its protection are of major and increasing importance. This means having the right framework for its protection, online and offline, enforcing the law against theft and counterfeit and educating our young people on the amazing opportunities.”

The Baroness Neville-Rolfe DBE CMG, IP Minister

Programme: “IP in the Fast Lane”

4.00 pm	REGISTRATION
4.15 pm	INTRODUCTION Professor Ruth Soetendorp Chair, IPAN; Associate Director, Centre for IP Policy and Management, Bournemouth University
4.20 pm	Baroness (Lucy) Neville-Rolfe DBE CMG Parliamentary Under Secretary of State and Minister for Intellectual Property Dr Paolo Aversa Lecturer in Strategy at Cass Business School; Fellow of the Center for Automotive and Mobility Innovation at University Ca’Foscari, Venice Dr Anthony Tridico Managing partner of Finnegan’s European office in London, Expert in post-grant proceedings for US and European Patent law John P Ogier Director and Vice-Chair, IPAN; Intellectual Property Economist
5.00 pm	INFORMAL DISCUSSIONS AND NETWORKING – Drinks and Canapés
6.00 pm	CLOSE OF EVENT

About our Speakers



Baroness (Lucy) Neville-Rolfe - was appointed Parliamentary Under Secretary of State for Department for Business, Innovation & Skills and Minister for Intellectual Property in July 2014. After the 2015 election she also became a Minister in the Department for Culture, Media and Sport. She is the UK Representative on the European Union Competitiveness Council and has been a Conservative member of the House of Lords since 2013.

Early in her career, Lucy worked as a civil servant in the Ministry of Agriculture, Fisheries and Food, and in the Prime Minister's Policy Unit. She served as Director of the Deregulation Unit in the Cabinet Office from 1995 - 1997. From 1997-2013 she worked as an executive for Tesco plc being a Main Board director from 2006-13. She has sat on the boards of several other major businesses, and the China Britain Business Council. She is a member of the London Business School's Governing Body.



Paolo Aversa - is lecturer in strategy at Cass Business School, City University London, visiting Professor at the University of Trento, and Fellow of the Center for Automotive and Mobility Innovation at University Ca' Foscari, Venice. Formerly he held position at the Wharton School, University of Pennsylvania. He is one of the leading academic experts in the business of motorsport and Formula 1.

His expertise lies at the intersection of innovation, business models, and competitive strategy. He works with companies within and outside the racetrack. His research has featured around 300 times in international media. In 2015 he received the "SIIE-EBS Best Innovation Paper Award", for the best innovation paper in the world published in a top academic journal. His most recent academic works are published in Organization Science, Industrial and Corporate Change and Advances in Strategic Management.



Anthony Tridico - is the Managing Partner of Finnegan's European office located in London. His own IP law practice centres on US post-grant proceedings, appeals and oral hearings as well as European opposition and appeal proceedings for technical areas ranging from biotechnology, chemical and pharmaceutical sciences to medical devices, diagnostic tools, and instrumentation.

He also focuses on international patent prosecution and portfolio management, strategic counselling including pre-litigation analysis and due diligence investigations. His extensive knowledge of the diversity and practice of the European legal system and how it differs from the United States, allows him to effectively counsel clients with global interests in intellectual property.



Ruth Soetendorp - is Chair of IPAN, Convenor of its Education Group and Professor Emerita and Associate Director of the Centre for Intellectual Property Policy and Management at Bournemouth University and HEA National Teaching Fellow (2002). She teaches IP Management at City University London, and patent/trademark foundation studies at Bournemouth.

She has worked extensively in the UK and internationally on IP education, including with the IPO, CIPA, University of the Arts London, Epigeum Ltd @ Imperial College, Aston, Leicester and Reading Universities. EPO, OHIM (now EUIPO), WIPO, the EC, Global Women Inventors & Innovators Network, and with the Indian Government's Technical Education Quality Improvement Programme (TEQUIP). Research with NUS on student attitudes to IP was published 2012, and into HEI IP Policies is due in 2016. Ruth coordinated the OHIM (EUIPO) IP Education in EU member state schools research (2015) and is currently researching Design Infringement (IPO, due 2016).



John P Ogier is Vice-Chair of IPAN and Convenor of its Finance, Business and Economics Group. His particular interest is in realising the value of IP in business, financial services and the economy.

From 2006 to the start of 2014 he served as Registrar of Intellectual Property in the Bailiwick of Guernsey where he established the IPO. This included the development of IP legislation, international agreements and policy advice alongside the administration of the Office decisions. During his time as Registrar he also established Guernsey's on-line Company Registry and served as Deputy Public Trustee. He had previously worked as the Commerce and Employment's economic and strategic adviser.

About IPAN

- IPAN is an independent, not-for-profit, charitable company limited by guarantee with a diverse membership drawn from the professional, business and education sectors, united in their commitment to improve understanding about IP and its key role for the knowledge economy.
- IPAN's main goal is to help improve education about IP, enabling the knowledge market to function. With its broad membership and experience base, IPAN can add to the educational IP initiatives of other bodies and act as an independent thought leader.
- IPAN does not lobby for any particular member or sector viewpoint and membership is open to both organisations and individuals supporting IPAN's educational objectives. A list of members is available on the IPAN website at www.ipaware.net
- For more information about IPAN's activities or to apply to join, please email: ipan@ipaware.net or telephone: 02074 409360

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British Brands Group - seeks the optimum climate for brands in the UK to thrive. A strong IP system is a fundamental part of that, allowing us to distinguish between Products, encouraging innovation and providing a solid foundation for reputational investments. Brands guide our choices and purchasing decisions every day. Generated over a lifetime of experiences and knowledge, our brands give us reassurance and confidence and, in some cases, a means for self-expression. Building strong brands in the hearts and minds of individuals is the Holy Grail for many companies and they invest billions to do so, an estimated £33 billion a year in the UK. Their success creates growth, exports and jobs that pay a 42% wage over non-IP intensive industries. Meanwhile, companies' desire to create strong brands stimulates investment in sustainability, responsible business and ways of working that fit with our expectations as individuals and as a society.



Chartered Institute of Patent Attorneys (CIPA) - is the professional and examining body for patent attorneys in the UK, representing virtually all the 2,000+ registered patent attorneys in the UK, whether in industry or in private practice. Total membership is over 3,500 and includes trainee patent attorneys and other professionals with an interest in intellectual property (patents, trade marks, designs and copyright). CIPA represents the views of the profession to policy makers at national, European and international level, with representatives sitting on a range of influential policy bodies and working groups in the UK and overseas.



Contra Vision - founded in 1985 to pursue the exploitation of its dominant patent for one-way vision and other see-through graphics, its portfolio also includes some 30 patented or patent-pending improvement inventions in this field. Contra Vision's products and those of its licensees are seen worldwide on the windows of bus wraps, building wraps, as advertisements on retail outlets, bus stops, etc. Licensed architectural products include the energy-saving and privacy-providing louvres surrounding the Headquarters of the European Commission in Brussels, the replacement windows to the original Museum of America, now part of the Smithsonian, Washington, and glazing to the new Norman Foster-designed United Nations Plaza Building in New York. Contra Vision Ltd received a Queen's Award for Enterprise for International Trade in 2014 and for Innovation in 2015.



Finnegan Europe LLP - recently recognized as 'Global IP Firm of the Year,' is proud to support World IP Day. Finnegan advises clients on the latest changes to intellectual property law and assists them with obtaining, enforcing, and leveraging both U.S. and European IP rights. With more than 350 lawyers and attorneys focused solely on IP – plus an additional 550 professionals and support staff, including legal assistants, dedicated docketing, research, litigation support, and information technology specialists – Finnegan has the capacity and depth of experience to hit the ground running with virtually any technology or legal issue.



Gowling WLG - is an international law firm created by Gowlings, a leading Canadian law firm, and Wragge Lawrence Graham & Co (WLG), a leading UK-based international law firm. It provides clients with legal services at home and around the world, and to help them succeed no matter how challenging the circumstances. With more than 1,400 legal professionals across offices in 18 cities worldwide and specialised expertise in countries around the globe, our clients have access to in-depth expertise in key global sectors along with a top-tier suite of legal services. The firm has a market leading IP practice comprising over 200 professionals in seven key jurisdictions including Russia, China and the UAE. The team has sector specialization in Life Sciences, Tech, Advanced Engineering, Fashion and Retail and is supported by a strong anti-trust team.



Institution of Engineering & Technology (IET) - is one of the world's largest engineering institutions with over 167,000 members in 150 countries. It is also the most interdisciplinary – to reflect the increasingly diverse nature of engineering in the 21st century. Energy, transport, manufacturing, information and communications, and the built environment: the IET covers them all. The IET is working to engineer a better world by inspiring, informing and influencing our members, engineers and technicians, and all those who are touched by, or touch, the work of engineers. We want to build the profile of engineering and change outdated perceptions about engineering in order to tackle the skills gap. This includes encouraging more women to become engineers and growing the number of engineering apprentices.



Knowledge Transfer Network - is the UK's Innovation Network. We connect people to speed up innovation, solve problems and find markets for new ideas. Established by Innovate UK to build better links between science, creativity and business, the Knowledge Transfer Network has specialist teams covering all significant sectors of the economy, from defence and aerospace to the creative industries, the built environment to biotechnology and robotics. Our expertise in connecting sectors, disciplines and skills with the right collaborations and business approach is what helps unlock the tremendous hidden value in people and companies. Working with large and small companies, government agencies and research organisations, with tech hubs and start-ups, public funding bodies, VCs and private investors, KTN has built a unique network that helps enterprising people and companies reach the full potential of their innovative capabilities. In the last five years, KTN has helped thousands of businesses secure funding to drive innovation. And we support them throughout their business cycle to see that investment through to success.



Wilson Gunn - is a national firm of patent and trade mark attorneys having offices in Manchester, Birmingham, London and Chesterfield. Our attorneys provide strategic advice across all aspects of IP, including patents, trade marks, designs and copyright. We specialise in protecting, maintaining and enforcing our clients' IP rights in the UK, Europe and around the world. We also advise on the impact of competitors' IP. Our team has considerable expertise in IP aspects of corporate deals, including IP audits, analysis and evaluation, due diligence and managing the recordal of completed transactions. We act for a diverse range of clients, including multinational corporations, SMEs, research institutions and entrepreneurial individuals. As IP experts, we also advise and assist other professionals, including solicitors, accountants and consultants. Recognised for our efficient and cost-effective service, with a strong reputation for quality, we place great emphasis on client care to deliver outstanding service levels. Our technical expertise and commercial approach are combined with a user-friendly, approachable style. Wilson Gunn has a proven track record of showing businesses how to get the most out of their IP.

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EIP Europe - EIP is a Legal 500, Chambers & Partners, and IAM Patent 1000 recommended firm, advising on all areas of IP with 22 partners and over 140 staff practising from its UK offices in Bath, Cardiff, Leeds and London, as well as in San Diego, Düsseldorf and Tokyo. EIP's combination of patent, trade mark and design attorneys with specialist IP litigators is highly unusual in the UK legal services market, providing clients with significant advantages, including advice on all stages of IP protection and rights enforcement, including cross-border litigation in the UK and Germany, and prosecution in the UK and US. EIP won the Queen's Award for Enterprise 2013, in the category of Outstanding Achievement in recognition of having increased its overseas sales by 136% over a three year period.



Federation against Copyright Theft - is the UK's leading content protection organisation, whose members comprise companies from the film, TV, and sports broadcasting industries. Established in 1983, FACT works closely with the police, Trading Standards and other law enforcement agencies, both in the UK and internationally, to protect and represent the interests of its members' IP. The creative industries support 1.8 million jobs in the UK and are worth £9.6 million an hour to the UK economy. FACT's work is vital ensuring that this important engine of the economy continues to flourish. FACT's world-class services are entirely flexible and tailored to each member's requirements. They include internet investigations; forensic examinations; intelligence; research and analytics; scanning, notice and takedown services; alternative enforcement activities; and criminal prosecutions.



Federation against Software Theft - formed in 1984, FAST is a not-for profit organisation limited by guarantee and wholly owned by its members. IP underpins the investment made in software products enabling use of these products through a licensing regime in the UK and internationally. A stable, assured and certain IP anchor ensures obtaining the finance to enable investment in the software development lifecycle. FAST aims to reduce, restrict and/or lessen the incidence of unauthorised dealings in computer software. It works with its members, law enforcement communities (trading standards officers and local police forces), to detect and combat the sale of infringing software and it also helps organisations regularise their software estates when reports of possible misuse or under-licensing have been received about them.



The Institute of
Trade Mark
Attorneys

Institute of Trade Mark Attorneys - established in 1934 as the professional body for those qualified to act for owners of trade mark and allied IP rights, including designs, both nationally and internationally, ITMA has approximately 1,500 members. A list of all fully qualified trade mark attorneys throughout the UK is available on the ITMA website (www.itma.org.uk). Those listed are professionally qualified and can provide expert advice ranging from the selection and protection of a trade mark through to enforcing the same against infringers before the courts. ITMA members are updated through seminars and conferences on changes in law and practice in trade marks and related fields, so that they can continually offer clients the very best service and enhance the standards of the profession. ITMA also helps to develop IP law and practice and promote the value of IP nationally and internationally, liaising closely with the EUIPO, WIPO and the UK IPO and sharing thoughts and best practice with other national IP offices.



Institute of International
Licensing Practitioners Limited
Professionals at Commercialising Technology

International Institute of Licensing Practitioners - Founded in 1969 and operating globally, the IILP is devoted to the commercialisation of all forms of technology and of the written and digital fruits of the creative industries by way of specifically licensing but in many other commercial ways, so to return fullest economic value to their creators. The Institute is pro-active in supporting both the security of IP and its better understanding through education and training and fully endorses the annual celebration of IP and this year's national theme "IP in the Fast Lane". Indeed many of our members act for those in the related industries of motor engineering, racing and associated industries. Metaphorically also the acceleration of IP generally is very much applauded, with all this promises for economic growth and prosperity.



James Ware Stephenson LLP - is a boutique IP law firm, situated in Gray's Inn. At the heart of our practice is a deep understanding of the creative industries and the legal factors that underpin our clients' commercial and professional success. We work extensively with and provide effective solutions to the music industry and other creative sectors including fashion, photography, digital media, film and TV as well as theatre, live entertainment, and the games industry. We have particular expertise in the development and protection of our clients' brands including the commercialization of their intellectual property through promotion and merchandising.



Managing IP - founded in 1990, Managing Intellectual Property have been leaders in providing the latest IP news and stories for 26 years. Our global editorial team conducts over 30 annual in-depth interviews with in-house counsel from leading corporates companies and publish these interviews in our monthly magazine both online and in print. Our customer base is impressive with 89% of the top 50 global IP law firms currently subscribing to the publication making it a must have for leaders in the industry. An annual membership to Managing Intellectual Property includes: Managing Intellectual Property magazine in print, unlimited digital access, the IP Stars Trademark, Patent and Copyright rankings in print, regular special focus guides, including IP in Brazil, China, Canada, Europe, and India, Webinars with experts on topical IP developments.

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Silverman Sherliker LLP - is a full service law firm based in the City of London, providing an extensive range of legal advice to corporate, commercial and private clients. For 35 years, Silverman Sherliker has supported both start-ups and established businesses. Our clients include local Tech City creatives, who know us as SiliconRoundaboutLaw®, as well as businesses throughout the UK, EU and the world. We recognise that IP continues to provide the future of the UK's economic prosperity. We provide free access to IP experts, complimentary advice and introductions to our network of entrepreneurs and business leaders. Our team of IP lawyers integrates with our specialists in other areas of business law, to provide our clients with seamless legal representation. Our firm is a member of INTA and the Key User Group at the EUIPO (formerly OHIM). *Silverman Sherliker... because legal matters ®*