

Global IP Exchange™

Maximising the value of your IP
Portfolio to secure continued growth

20th – 22nd March, 2011
Munich, Germany

Legal
a division of IQPC



Global IP Exchange™

Up to
15 CPD
points
Solicitors Regulation Authority

Maximising the value of your IP
Portfolio to secure continued growth

20th - 22nd March, 2011
Munich, Germany

Building upon the success of the 2010 **Global IP Exchange™**, we are delighted to announce the 2nd Global IP Exchange™ for Europe.

The **Global IP Exchange™** is an exclusive, invitation only event that has been designed to provide today's Senior IP Counsel with new ideas, insights and information that will transform their department and increase the value of the company's IP portfolio. The event will tackle a wide array of crucial business strategy issues; from protecting your IPR in emerging markets to protecting against trademark infringements online. Attendees will be able to tailor their agenda by selecting from a range of presentations, strategic topics for discussion and one-on-one business meetings.

Expert Speakers Include:



Ignacio de Castro
Deputy Director
WIPO Arbitration and
Mediation Centre



Peter Spours
Director IP Strategy and
Transactions
Tom Tom



Jean-Yves Art
Associate General Counsel
Microsoft



Philippe Coen
Vice President, Counsel
The Walt Disney Company



Dr. Juergen Koch
Head of Corporate IP
Robert Bosch GmbH



Shona Merigeault
Director of Global IP Department
Lafarge SA



Matthew Goodwin
Vice President, Global
Head of Patents
Unilever PLC



Margot Fröhlinger
Director, DG Markt -
Knowledge Based Economy
European Commission

Topics being discussed this year include:

- Protecting your IPR in emerging countries – the practical and political considerations.
- Global regulatory harmonisation
- How you can devise and implement a successful brand protection strategy using new technologies and platforms.
- IP and its complicated relationship with competition law
- Practices and procedure to help control the costs of IP litigation.
- Value your IP portfolio – cut costs and maximise profits.



Why You Cannot Afford to Miss this Opportunity

- Unique **invitation only event** which will only feature senior IP Counsel from leading European companies.
- Unsurpassed **formal and informal networking** opportunities to share and exchange ideas and concepts.
- Benchmark your current strategies and initiatives with other leading companies in our exclusive **BrainWeave™ discussions**.
- Meet the leading solution providers relevant to your business needs in **private, pre-scheduled one-on-one meetings**.
- A wide range of **conference and discussion sessions** led by peer-level presenters sharing case-studies, best practices and unique updates that are most relevant to your current priorities.
- Maximising your time out of office by **customising your own itinerary**. Select the conference sessions, BrainWeave™ discussions and business meetings that match your initiatives and current business needs, so that you have full control of your time at the Exchange.



Global IP Exchange

20th – 22nd March, 2011
Munich, Germany

More Value for your Time out the Office

The Global IP Exchange™ offers a variety of unique learning styles and sessions, which you can select from to build a customised itinerary that reflects your current initiatives, priorities and future strategic objectives.

Conference Sessions

The highly crafted conference sessions reflect the strategic issues that senior IP executives have identified as priorities during our lengthy research process. You will choose from a selection of plenary and concurrent sessions covering a myriad of issues that will create the foundation of your agenda. Session formats include: Co-presented Case Studies, Panel Discussions, Case Reviews, Roundtable Discussions and Interactive Debates.

One-on-One Business Meetings

An integral part of your agenda is the one-on-one business meetings with leading solution providers and law firms. When you register for the Global IP Exchange™, you will be asked to identify the solutions and services you are currently considering, so we can invite leading experts to the Exchange who will fit your business needs.

Prior to the Exchange, you will be able to assess the solution providers who will be attending and select 6-8 who offer products and services that match your initiatives and priorities.

Your selections are then incorporated into your customised agenda. These private 30 minute one-on-one meetings give you the opportunity to hear from leading specialists, whose industry knowledge and experience enable them to make a valuable contribution to the requirements of your business. They offer objective, flexible and relevant strategies for success.

This unique aspect of the Global IP Exchange™ serves to simplify the process for sourcing new solutions and external counsel, enable you to discover strategies that are working for others and offer you early previews of emerging technologies.

BrainWeave™ Discussions

Our signature BrainWeave™ sessions encourage discussion, debate and learning in an unscripted and informal setting. You can choose to participate in these interactive roundtable style sessions on topics which are top of mind issues. You will be able to select from four possible BrainWeave™ topics which will be incorporated into your personal itinerary. These 60 minute discussions will be moderated to ensure that the discussions stay on-course and deliver maximum benefit to you. Ask questions, share experiences and ideas and find the right answers to your immediate concerns.



Who you will meet: Exchange Delegates

To ensure the Exchange offers the highest degree of relevancy for attendees, only senior executives responsible for intellectual property within their organisation are invited. This exclusive format allows you to connect with those peers whose insights you respect most – through exceptional networking, business meetings and strategic information sharing sessions.

IP Executives in attendance will include:

- Chief IP Counsel
- General Counsel, IP
- Associate General Counsel, IP
- VP/EVP/SVP of IP
- Chief Patent Counsel
- Chief Trademark Counsel
- Head of Trademark
- Head of Brand
- Head of Patent Litigation

IP Exchange Solution Providers

Solution Providers are invited based on the requirements of attending delegates. The solution providers at the Global IP Exchange™ specialise in the following areas:

Patents

- Literature & Prior Art Search
- Patent Litigation
- Patent Portfolio Management
- Patent Prosecution and Applications
- Patent Renewal and Analytics
- Translation services

IP Licensing

- Escrow Agents
- License Valuation Services
- Licensing and IP Transactions
- Transactional Counseling

Trademarks & Copyrights

- Anti counterfeiting & Ant diversion Systems
- Domain Name Registration and Protection
- Trademark Clearance and Registration
- Trademark Litigation
- Trademark Portfolio Management

IP Business Services

- Competitive Research and Analysis
- Document Records Management
- IP Audit Services
- IP Expert Services
- IP Insurance Services
- IP Management Consultants and Services
- Language Translation Services
- Legal Process Outsourcing
- Mergers and Acquisitions Advisors
- Staffing and Recruitment
- IP Risk advisory firms
- Advisors/Corporate security

Trade Secrets

- Data Security and Privacy
- Employment Law Specialists
- Patents
- Literature & Prior Art Search

Brand Protection

- Brand Protection Online
- Technology Solutions
- Anti-counterfeiting

Global IP Exchange

20th – 22nd March, 2011
Munich, Germany

What Your Participation Includes:

This exclusive event is strictly for senior intellectual property counsel. If you haven't received an invitation to this event and would like to know if you qualify to attend please call +44 (0) 207 368 9709, email exchangeinfo@iqpc.com or fill in an invitation application online at www.globalipexchange.co.uk

Participation for qualifying delegates includes:

- 2 nights accommodation at a 5* hotel
- Access to the secure pre-event website to customise your schedule for the Exchange
- Selection of BrainWeaves™, keynote presentations and conference sessions
- Selection of one-on-one business meetings with solution providers
- Breakfast, lunch and refreshments
- 2 Networking Drinks Receptions and Networking Dinner on Day 2

LAW SOCIETY CPD POINTS:

CPD is both an opportunity to formalise your training and keep up to date with the law. With up to 15 CPD points available at the Corporate Counsel Exchange, this is a great opportunity to stay updated in 2010. CPD accreditation is awarded by the Solicitors Regulation Authority. To claim CPD credits, visit www.sra.org.uk after the event. Please note our reference no. DJE/IQPC.

Delegate Testimonials from Global IP Exchange™ 2010

"I found the Global IP Exchange very well organized and very worthwhile, in all respects. The contacts I made, both during the one-to-one sessions and in between were also most useful."

- **General Counsel, Philips**

"Excellent organisation, high level speakers, enough time for discussions, interesting network possibilities"

- **IPR Counsel, Research in Motion**

"Very valuable (business meetings), they allow to discuss much more in depth our needs and the proposed solutions"

- **Chief IP Counsel Europe, Cargill**

"Seniority of delegates was amazing"

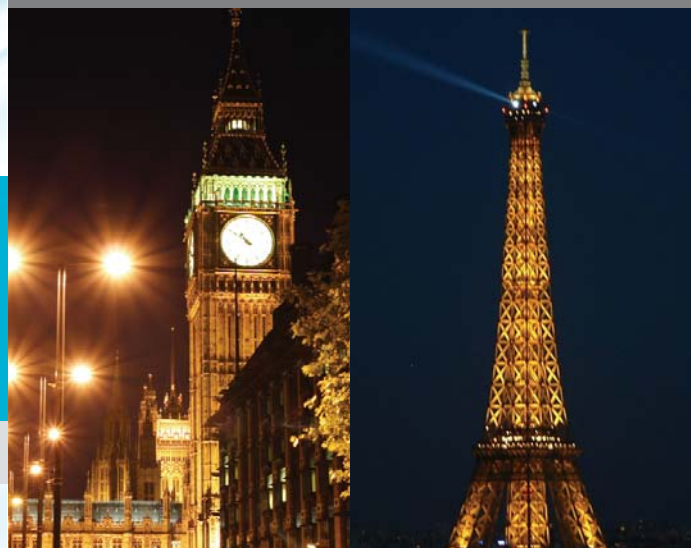
- **Director Licensing & Innovation, Clarke Modet**

Legal IQ
a division of IQPC

Legal IQ is an online community dedicated to providing members of the legal profession with information regarding current legal and regulatory issues. Legal IQ offers legal information resources such as podcasts and presentations, as well as events such as webinars, conferences and Exchanges. At legal IQ, lawyers, attorneys and in-house counsel have the opportunity to network with peers within the legal profession through Q&A as well as group membership. Legal IQ is the premier informational resource for legal professionals of all levels of experience and areas of practice. www.legaliqonline.com

The Venue

All Exchange venues are very carefully selected. We believe that the backdrop and ambience are crucial to the success of an Exchange. By tying in rich traditions, historic significance and unsurpassed quality at stunning locations across Europe; these venues present the perfect setting to conduct business and meet a peer group of senior strategists. The hotels provide a peaceful and productive retreat, ensuring that you are able to focus on your priorities for participating in this Exchange.



Media Partners:

CDR news



BRUSSELS LEGAL

EUROPEAN GC

THE IN-HOUSE LAWYER

THE EUROPEAN LAWYER

Intellectual Property Watch
Transparency for the public interest

WIPIR
WORLD INTELLECTUAL PROPERTY REVIEW

Supporting Organisations:



IACCM
International Association for Contract and Commercial Management

ACG
The Anti-Counterfeiting Group
Campaigning Against the Trade in Fakes
www.a-cg.org