19th Open Forum
CANNES, FRANCE 7 - 10 OCTOBER 2020

IP LAW UPDATE
DEBATE with leading experts from the profession, IP offices, government and the judiciary important developments in the field of IP law and practice and their impact on your day-to-day practice.

IP FIRM MANAGEMENT
EXCHANGE IDEAS with colleagues in other firms on how best to manage and adapt your IP practice to the challenges presented by increased competition, harmonisation and centralisation, and the 4th Industrial Revolution.

EXCELLENT NETWORKING
Whether this will be your first FICPI Open Forum or your 19th, the FICPI Cannes Open Forum offers all delegates multiple opportunities for HIGH-QUALITY NETWORKING with colleagues from all over the world, including sporting activities and social events.

THE FICPI OPEN FORUM IS OPEN TO ALL
FICPI members, non-members, intellectual property practitioners, and colleagues from industry and official bodies are all welcome to attend and exchange views.

FICPI is a global community, built on trusted relationships, which strengthens the practice of the independent IP attorney.

www.ficpi.org
CANNES
The city of film, beach and sumptuous food

For over 70 years the Cannes Film Festival has been the premiere festival of the seventh art. It’s the world’s largest event of its kind and has elevated Cannes to be the most famous destination of the Côte d’Azur. Every May the city is besieged by stars, journalists, photographers and fans.

Cannes is, however, more than just a paradise for cinema lovers and luxury tourism; with its privileged position, the city offers a wide variety of attractions. With its charming perched villages, coastal cities and pristine islands, the Côte d’Azur offers magnificent hidden gems to explore while staying in Cannes. Guests in search of authentic experiences will fall in love with the rich history and gourmet culinary traditions of the area.

Open Forum Registration

Online: www.ficpi.org/forum-registration
(payment by CREDIT CARD only)
Offline: Email events@ficpi.org to request a copy of the registration form and bank transfer details.

<table>
<thead>
<tr>
<th>Registration Fees</th>
<th>Early Bird (until 25 June 2020)</th>
<th>Full Registration (after 25 June 2020)</th>
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<tr>
<td>FICPI Members</td>
<td>€1,700</td>
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<tr>
<td>Non-Members</td>
<td>€2,050</td>
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<td>Delegates’ Guests</td>
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<td>Young Persons</td>
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<td>(18 and under)</td>
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Discounts*

Delegates
- First-time attendee: €100
- Second/Subsequent registrant from same firm or organisation: €100

Delegates’ Guests
- Second/subsequent guest: €100

*Only one discount may be claimed per registration.
The Open Forum Programme at a Glance

Monday 5 October
09:00 - 17:30 Bureau Meeting *

Tuesday 6 October
09:00 - 17:30 Study & Work Commission (CET) Meeting *

Wednesday 7 October
09:00 - 12:30 London Congress Planning Meeting *
14:00 - 17:00 Strategic Planning Committee (SPC) Meeting *
14:00 - 18:30 Optional Excursion **
19:00 - 20:00 New Members & First-Time Attendees’ Reception *
20:00 - 22:00 Welcome Reception

Thursday 8 October
07:00 - 08:00 Morning Jogging Session
09:00 - 17:30 Professional Sessions
09:00 - 15:30 Delegates’ Guests Tour
19:00 - 22:30 Informal Dinner

Friday 9 October
07:00 - 08:00 Morning Jogging Session
09:00 - 15:30 Professional Sessions
09:30 - 16:30 Delegates’ Guests Tour
16:00 - 17:30 Professional Excellence Commission (PEC) and Study & Work Commission (CET) Meetings *
19:00 - 01:00 Closing Dinner

Saturday 10 October
08:00 - 17:00 Optional Excursions **
Evening
Reception hosted by FICPI France and the Association des Conseils en Propriété Industrielle (ACPI): Location and time T.B.C.

* By prior invitation only
** Separate registration and payment required for optional excursions

Venue and Accommodation

Hôtel Martinez by Hyatt
73, Boulevard de la Croisette, 06400 Cannes, France
t. + 33 (0)4 93 90 12 34
www.hotel-martinez.com

Opened in the 1920s, the Hôtel Martinez embodies the lightheartedness of the Côte d’Azur and the Mediterranean lifestyle. Known for its warm and friendly atmosphere full of zest for life, this is the place to see and be seen on the Croisette. Inspired by its Art Deco style and the iconic colours of the French Riviera, the interior designer Pierre-Yves Rochon breathed new life into this historic luxury hotel with its recent renovation. In all its refined rooms, featuring city or sea view, white lacquer furnishings are perfectly highlighted by blue sky or light yellow colours; for the highest level of pampering, marble bathrooms offer a rain shower.

Reservation and Payment

Hotel reservation must be made online directly with the hotel via its website: www.hotel-martinez.com.

Please use booking code G-KFQM.

All rooms will be allocated on a first-come, first-served basis. We strongly recommend that you register for the Forum and book your accommodation as soon as possible to ensure availability, preferably before 25 June 2020.

Reservation requests received by the hotel after 6 September 2020 will be subject to availability and different rates and conditions might apply.

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<tr>
<th>Room Type</th>
<th>Single Occupancy</th>
<th>Double Occupancy</th>
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<td>King Room City View</td>
<td>€220</td>
<td>€240</td>
</tr>
<tr>
<td>Deluxe Room City View</td>
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<tr>
<td>Premium Room City View</td>
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<tr>
<td>Premium Room Sea View</td>
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<td>€390</td>
</tr>
<tr>
<td>Junior Suite Sea View</td>
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<td>€490</td>
</tr>
</tbody>
</table>

The main differences between accommodation categories is size of the room and the view; free Wi-Fi is included for all guests. Prices are per night and include breakfast, service, and VAT. City tax is not included.

At the time of organising this event, the best possible rates were negotiated with the hotel for FICPI Delegates. It is possible that better rates for a limited number of rooms may be available through other channels closer to the event, but with no guarantee that rooms at those prices will be available for the entire duration of the FICPI event.

Please see the HOTEL TERMS & CONDITIONS section under IMPORTANT INFORMATION for more information.
Working Programme

All working sessions will be recorded and made available on FICPI’s website to registered participants after the Forum.

PLENARY SESSION

Thursday 8 October
09:00 – 10:30

HOW HAVE COMMODITIZATION AND ‘UBERIZATION’ AFFECTED OUR PROFESSION, AND WHERE ARE WE HEADED?

MODERATOR:
ALAIN LECLERC, PARTNER, FASKEN; PRESIDENT, IPIC (CA)

SPEAKERS:
HAYDN EVANS, EVP STRATEGY, CPA GLOBAL, (GB)
BARBARA FIACCO, PARTNER, FOLEY HOAG; PRESIDENT, AIPLA, (US)
NANNO LENZ, PARTNER, KEIL & SCHAFFHAUSEN; PRESIDENT, PATENTANWALTSKAMMER, (DE)
PATRICK PIERRE, SENIOR EXECUTIVE VICE PRESIDENT, QUESTEL, (FR)

Increasingly diverse services are now being offered by corporate service providers. Moreover, the corporate service providers seem to get bigger and bigger through organic growth or acquisitions. Some service providers have even started to acquire firms offering attorney services.

Will the service providers develop into direct competitors for the filing and prosecution work of IP firms or remain on the fringe of patent and trademark attorney practice? Since service providers have access to the economic data of many IP firms, e.g. via e-billing services, may this result in a particular business advantage for them? Will this phenomenon result in a rapid “uberization” of the profession, in which the service providers replace the attorneys as primary points of contact for clients?
One of the many challenges facing patent practitioners is keeping up to date with the many changes to patent laws and practices occurring around the world at what seems to be an ever-increasing pace. Recognising that it is impossible to predict what will happen between preparing the program for the Forum and the Forum itself, this session will update delegates on the latest developments around the world right up to the day of the session. A panel of experts will summarise the most recent critical developments in the patent field that every practitioner should know about, explain their significance, and suggest how clients can either take advantage of them or minimise potential adverse effects.

MODERATOR: DR. ALEXANDER WYWROLL, PARTNER, WINTER BRANDL ET AL. (DE)
SPEAKERS: STERLING FILLMORE, PARTNER, WORKMAN NYDEGGER, (US)
HOWARD HAO, PARTNER, LAWSON INTELLECTUAL PROPERTY, (CN)
MARIANA MOSTARDEIRO, PARTNER, DANHEIMANN, SIEMSEN, BIGLER & IMANEMA MOREIRA, (BR)
HERALD NEMEC, PARTNER, SCHWARZ & PARTNER, (AT)

Friday 9 October
09:00 – 10:30 | Session 5.1
URGENT ENFORCEMENT OF PATENTS – OBTAINING AND DEFENDING PRELIMINARY OR INTERLOCUTORY INJUNCTIONS

Sometimes the action of an unauthorised third party prompts a patentee to take urgent action to enjoin potential infringement. If there is insufficient time for the courts to fully assess validity of the claims of the patent, to maintain the status quo until such time as the substantive issues can be resolved the patentee may be able to obtain a preliminary injunction. Under what circumstances will courts be prepared to grant such preliminary injunctions, and what are the consequences for the patentee should the claims of the patent be ultimately found to be invalid or not infringed? This will be discussed from the perspective of the patentee and the potential infringer.

MODERATORS: ANDREW HEIKILE, PARTNER, BKSB, (US)
SPEAKERS: RICHARD EBBINK, PARTNER, BRINKHOF, (NL)
SPEAKER FROM HOYNG ROKH MONEGIER, (FR)
P. BRANKO PEJIC, PARTNER, GREENBLUM & BERNESTEIN, P.L.C., (US)

INDUSTRY SPEAKER

14:00 – 15:30 | Session 6.1
STATUS OF FRAND/SEP CASE LAW IN EUROPE

In 2017 the EU Commission provided suggestions for a “balanced, smooth and predictable framework for SEPs” based on: 1) incentivising the development and inclusion of top technologies in standards, by preserving fair and adequate return for these contributions, and 2) ensuring smooth and wide dissemination of standardised technologies based on fair access conditions.

There is little harmonization within and between EU member states, and international ramifications (theoretically, FRAND must be worldwide). SEP litigation is breaking out of the closed telecom space into other areas and, with increasing use of telecommunication in other industries, there will be very few industries spared.

MODERATOR: JÜGEN SCHMIDTCHEN, PARTNER, KRAMER BARKSE SCHMIDTCHEN, (DE)
SPEAKERS: JUDICIARY SPEAKER
LICENSEE SPEAKER
LICENSOR SPEAKER

10:45 – 12:15 | Session 6.2
IMPACT OF THE EU PATENT COURT SYSTEM – THE PERSPECTIVES OF LICENSORS, LICENSERS AND LICENSEES

Since considerable time can elapse between grant of a patent and litigation to enforce it, it may be desirable to amend the patent before litigation, due to new developments in case law, prior art that has come to light since grant, or possibly decisions issued on corresponding patents in other jurisdictions. Under what circumstances is it possible to make such amendments, and are there any risks? What if there is insufficient time to make amendments prior to initiating the litigation – is it possible to amend the patent after litigation has commenced? What prosecution strategy should be employed where post grant amendment is not permitted? This session will explore the various factors to be taken into account when preparing a patent for litigation.

MODERATOR: R. DANNY HUNTINGTON, PARTNER, ROTHWELL FIGG, (US)
SPEAKERS: GREG CHAMBERS, PARTNER, PHILIPS ORMOND FITZPATRICK, (AU)
IAN KIRBY, PARTNER, CARPMAELS, (GB)
YUZURU OKABE, PARTNER, OKABE INTERNATIONAL PATENT OFFICE, (JP)
DAN WARREN, PARTNER, EVERSHEDS SUTHERLAND, (US)

ARTIFICIAL INTELLIGENCE IN PATENT EXAMINATION

The EPO has announced a project to provide a preliminary search to examiners by applying AI. What is the status of this project? What are the perspectives for the future? To what extent are other patent offices exploring the use of AI in processing patent applications, including assisting examiners in assessing patent applications? What sort of guidance are patent offices providing to applicants and examiners in relation to patents claiming AI-related inventions? Representatives from the USPTO, EPO and JPO will discuss current initiatives related to the use of AI and the provision guidelines for the examination of AI-related inventions, as well as their predictions for the future.

MODERATOR: BRETT J. SLANEY, PARTNER, CSPT IP, (CA)
SPEAKERS: STEVE ROWAN, VICE-PRESIDENT PATENT GRANTING PROCESS, EPO, (DE)
JANUSKE SENBON, JAPAN PATENT OFFICE, (JP)
SPEAKER FROM USPTO

14:00 – 15:30 | Session 7.1
ARTIFICIAL INTELLIGENCE IN PATENT EXAMINATION

Thursday 8 October
11:00 – 12:30 | Session 2.1
BREAKING NEWS FROM AROUND THE WORLD

14:00 – 15:30 | Session 3.1
PATENTS IN SPACE AND INTERNATIONAL WATERS – CAN THEY BE ENFORCED?

Intellectual property protection for developers of inventions in the maritime, aeronautical and space industries is extremely important; however does the current patent system adequately serve the interests of these industries? Since IP rights are inherently territorial, how do holders of IP rights in these industries enforce their patents when much of the use of these inventions is in space or international waters? Also, what happens if a ship or aircraft utilizing such an invention finds itself temporarily within the jurisdiction of a patent, for example while at an international port or airport? To what extent can the use of patented inventions on board ships, aircraft, spacecraft or oil rigs constitute patent infringement?

MODERATOR: KIM FINNILÄ, PARTNER, BERG GREEN (FI)
SPEAKERS: DONNA LAWLER, PRINCIPAL, AZIMUTH ADVISORY, (AU)
RIKARD MIKALSEN, PARTNER, ZACCO, (NO)
PATRICIA SIMAO SARTORIUS, SENIOR IP COUNSEL, GE AVIATION, (IT)

16:00 – 17:30 | Session 4.1
AMENDING YOUR PATENT – CAN IT BE DONE PRIOR TO OR DURING LITIGATION?

Since considerable time can elapse between grant of a patent and litigation to enforce it, it may be desirable to amend the patent before litigation, due to new developments in case law, prior art that has come to light since grant, or possibly decisions issued on corresponding patents in other jurisdictions. Under what circumstances is it possible to make such amendments, and are there any risks? What if there is insufficient time to make amendments prior to initiating the litigation – is it possible to amend the patent after litigation has commenced? What prosecution strategy should be employed where post grant amendment is not permitted? This session will explore the various factors to be taken into account when preparing a patent for litigation.

MODERATOR: R. DANNY HUNTINGTON, PARTNER, ROTHWELL FIGG, (US)
SPEAKERS: GREG CHAMBERS, PARTNER, PHILIPS ORMOND FITZPATRICK, (AU)
IAN KIRBY, PARTNER, CARPMAELS, (GB)
YUZURU OKABE, PARTNER, OKABE INTERNATIONAL PATENT OFFICE, (JP)
DAN WARREN, PARTNER, EVERSHEDS SUTHERLAND, (US)
### TRADEMARKS

**STREAM LEADER:** TONI P. ASHTON, SPECIAL REPORTER, TRADEMARKS AND DESIGNS, (CA)

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#### Thursday 8 October

11:00 – 12:30 | **Session 2.2**

**THE CONTINUING SAGA OF DISAPPEARING IP RIGHTS**

Emerging technologies; the fast pace of new inventions; government involvement in bilateral agreements; governments setting social policy and Court involvement therein, all have an effect on IP rights, including dooming perhaps, some rights to becoming relics.

**MODERATOR/SPEAKER:**

ROBERT S. KATZ, PARTNER, BANNER & WITCOFF, (US)

**SPEAKERS:**

ANIL BHOLE, PARTNER, BHOLE IP LAW, (CA)

M. FARRUKH KHAN, SENIOR PARTNER, UNITED TRADEMARK AND PATENT SERVICES, (UA)

SHIRLEY KWOK, CONSULTANT, RIBEIRO HUI, (HK)

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14:00 – 15:30 | **Session 3.2**

**THE “CANS” AND “CANNOTS” OF CANNABIS IP RIGHTS**

Canada is a leader in decriminalizing and legalizing regulated cannabis (marijuana) use. Does this mean that the National governments in Europe, the USA or for example, India support this development? There is in fact, a diversity of opinion around the world on what should be done. Should limited medical uses be permitted? Should recreational uses be allowed? Should all forms of Cannabis be allowed. The debate focuses too on the impact to health and safety of the product. All of this impacts IP Rights. The panelists will discuss where some form of legalization has happened or is likely to occur. Are special rules going to apply to, for instance, trademark rights? Are patent rights affected? What related technologies are being developed in view of liberalization in different countries? Are there ambiguous rules in some countries or states within countries?

**MODERATOR/SPEAKER:**

KERI JOHNSTON, MANAGING PARTNER, JOHNSTON LAW, (CA)

**SPEAKERS:**

DR. RAJESHKUMAR ACHARYA, MANAGING PARTNER, H.K. ACHARYA & COMPANY, (IN)

ALEJANDRO CARDENAS, PARTNER, MCQY ABOGADOS S.C., (MX)

ANNICK MOTTET HAUGAARD, PARTNER, LYDIAN, (BE)

COLEEN MORRISON, MANAGING DIRECTOR, PCK INTELLECTUAL PROPERTY, (CA)

DONNA TOBIN, PARTNER, ROYER COOPER COHEN BRAUNFELD LLC, (US)

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16:00 – 17:30 | **Session 4.2**

**ASSESSING TRADEMARK RISKS IN M&A TRANSACTIONS**

In many countries, when the assets of a business are sold and the parties do not specify that the trademarks are included in the transfer, the general rule is that the seller is presumed to have transferred the marks of that business to the buyer. However, it is not always clear which marks relate to the business being acquired and which do not. This session will cover various topics including identification of IP assets; pre-closure review of agreements, websites, recent acquisition activity, and more, to help avoid common pitfalls in trademark due diligence review.

**MODERATOR/SPEAKER:**

NARESH KILARU, PARTNER, PINNEGAN, (US)

**SPEAKERS:**

DR. CHRISTIAN CZYCHOWSKI, PARTNER, BOEHMERT & BOEHMERT, (DE)

GARY DANIEL, IP LAWYER, DEETH WILLIAMS WALL, (CA)

LEI (RAY) ZHAO, PARTNER, UNITALEN ATTORNEYS AT LAW, (CN)

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#### Friday 9 October

09:00 – 10:30 | **Session 5.2**

**JOINT CUSTODY: TIPS AND TRENDS FOR CO-BRANDING**

Many companies are joining forces in the marketplace with creative product and service offerings. While these marketing marriages are great for expanding brand scope, they create unique business and IP risks. This panel will explore the different types of co-brands, risks inherent in such joint ventures, strategies for enforcement, dealing with party disputes, essential terms for co-brand agreements, and important factors to consider in different jurisdictions.

**MODERATOR/SPEAKER:**

JOHN PICKERILL, PARTNER, FREDRIKSON & BYRON, (US)

**SPEAKERS:**

UGUR AKTEKIN, PARTNER, GÜN + PARTNERS, (TR)

MARIA GERAeva, ATTORNEY, GOWLING WLG, (RU)

EDUARDO MIRAVETE, MCQY ABOGADOS, (MX)

CONNIE ZHUANG, PARTNER, GLOBE LAW, (CN)

11:00 – 12:30 | **Session 6.2**

**TRADEMARKS OFF WORLD: NEW FRONTIER OR LOST IN SPACE?**

This cutting-edge “Space Programme” will look at trademark law in outer space from 2020 to 2120. Representatives from current space exploring countries will give their predictions and viewpoints on what a legal infrastructure for trademarks off-world (Earth Orbit, Moon and Mars) may be. Current UN treaties, the Law of the Sea, national statutes, contractual clauses, and possible new international agreements will all be examined. Join this exciting panel as we blast off into the unknown together!

**MODERATOR/SPEAKER:**

CLARK W. LACKERT, PARTNER, CARLTON FIELDS, (US)

**SPEAKERS:**

EUGENE ARIEVICH, SENIOR COUNSEL, BAKER & MCKENZIE CIS, (RU)

SHEJA ENTESHAME, MANAGING PARTNER, ALG INDIA LAW OFFICES LLP, (IN)

JONATHAN GOODWILL, ASSOCIATE, CARLTON FIELDS, (US)

TINGXI HUO, MANAGING PARTNER, CHOFN CHINESE IP SERVICES, (CN)

14:00 – 15:30 | **Session 7.2**

**TRADEMARKS IN CRISIS**

What happens when a trademark owner is overwhelmed by a scandal that threatens to shake its reputation to the core? Can its brands, especially those that express core values, escape unscathed or is remedial action required? What should a trademark owner do? Mats Urde, a researcher and consultant in brand strategy, will discuss how to handle a trademark in trouble.

**MODERATOR/SPEAKER:**

LARS THYRESSON, SENIOR PARTNER & CEO, HANSSON THYRESSON, (SE)

**SPEAKERS:**

MATS URDE, ASSOCIATE PROFESSOR, LUND UNIVERSITY, (SE)
**Thursday 8 October**

**11:00 – 12:30 | Session 2.3**

**LEADERSHIP AND ORGANISATION: TAKING COMMAND OF YOUR IP FIRM**

This session focusses on how to organize and lead a firm. What is leadership, what decisions need to be made and how to make them? The presenters will also talk about the different ways in which decisions are prepared and made in smaller versus bigger firms. What are the differences between making decisions by the entire partnership, in dedicated sub-committees, by a managing partner or a managing director? How can you concurrently work on legal cases, manage a team and also manage your firm?

**MODERATOR:**
RUTH CHRISTOPHERSEN, PARTNER, BC PATENT, (DE)

**SPEAKERS:**
BRITTA HÜLLER, CONSULTANT, BRIMFUL, (DE)
STEVEN BENEY, PARTNER, BERESKIN PARR, (CA)
ANDY MU, PARTNER, BANNER WITCOFF, (US)

**14:00 – 15:30 | Session 3.3**

**HAPPY NOT TO BE A PARTNER: CAREER PLANNING OUTSIDE THE PARTNER TRACK**

In the past, successful associates wanted to become partners. Now that the millennials are progressing to senior ranks it becomes apparent that the traditional partner track - a device created by the baby boomers - is not always attractive to them. Firms are now required to develop career plans that keep valuable and experienced staff happy without becoming a partner. At the same time, the digitization of the firms requires a high level of IT readiness and experience of the office staff, i.e. skills that are in high demand and hard to find in a thinning job market. This session will discuss careers for professionals and for office staff that may be pursued in a law firm outside the partner track.

**MODERATOR:**
XIMENA CASTELLANOS, PARTNER, CASTELLANOS & CO, (CO)

**SPEAKERS:**
JULIE BARRETT, CONSULTANT, PURPOSEFUL STEP BUSINESS AND CAREER CONSULTING, (GB)
JUSTIN CASSELL, PARTNER, WORKMAN NYDEGGER, (US)
MARIO DENTON, CONSULTANT, THE STRONG MESSAGE, (ZA)

**Friday 9 October**

**09:00 – 10:30 | Session 5.3**

**LEGAL TECH: BIG DATA FOR THE PROFESSION — THE TRANSPARENT PROFESSION**

This session will shed a light on what Big Data may offer to the profession. How can Big Data be used in business development and in your daily work practice? But there may be also a risky side of Big Data: IP firms and IP professionals may need to consider its impact on their communications strategies and on their clients. We look at what is possible today and what will be possible tomorrow.

**MODERATOR:**
GEORG PUCHBERGER, PARTNER, PUCHBERGER & PARTNER, POLYMIND GMBH, (AT)

**SPEAKERS:**
TONY AFRAM, CEO, FOUNDER, IP QUANTS AG, (CH)
VOLKER RÜRUP, CEO, FOUNDER, PATENTPILOT, (DE)

**11:00 – 12:30 | Session 6.3**

**GROWING UP: RECOGNISING AND MANAGING CHANGES IN LAW FIRMS**

Do IP firms, just as their human counterparts, have a life cycle? Do they start out young and fresh, mature into more complacent characters and then grow old? This session revolves around the big turning points in the lives of a firm and their partners. The presenters will share the experiences and decisions they have made at these turning points, such as the decision to stay small or become small again, to go big or even multinational, or to do high-profile instead of high-volume work. It will also be discussed whether there are clearly recognizable and objective signs for a paradigm shift in your firm or your ownership career.

**MODERATOR:**
GUILLAUME DE LA BIGNE, PARTNER, LLR, (FR)

**SPEAKERS:**
CHRISTIAN CHUN, PARTNER, CHUN AND PARTNERS, (KR)
EMMANUEL DU BULLAY, FOUNDER, ASSOCIÉS EN GOUVERNANCE, (FR)
ALEXANDER HÄRTEL, PARTNER, KATHER AUGENSTEIN, (DE)
DEMIAN STAUBER, PARTNER, RENTSCH PARTNER AG, (CH)
Social Programme

The 2020 Open Forum will offer Delegates and Delegates’ Guests an exciting social programme, with an opportunity to explore the French Riviera and its hidden beauties through the optional tours and excursions.

WEDNESDAY 7 OCTOBER

19:00 – 20:00
NEW MEMBERS & FIRST-TIME ATTENDEES RECEPTION

Hôtel Martinez — Veranda Bar
A special reception will be held immediately prior to the welcome cocktail to allow new FICPI members and first-time Open Forum attendees to meet with active FICPI officers and learn more about the Federation’s activities and how to get involved. 

In case of bad weather, the reception will be held in a private banquet room inside the hotel.

20:00 – 22:00
WELCOME RECEPTION

Hôtel Martinez — La Plage du Martinez
The FICPI Forum welcome reception will take place at the private beach of the Hôtel Martinez, with its privileged view over the entire bay of Cannes, right in front of the hotel. On the world-famous and glittering “Croisette” the guests will be surrounded by the translucent Mediterranean Sea and a delicate sunset lined by soft, sandy beaches.

THURSDAY 8 OCTOBER & FRIDAY 9 OCTOBER

07:00 – 08:00
MORNING JOGGING SESSIONS

Meeting point: Hôtel Martinez lobby
Sporty types and early risers are invited to join a jogging session on each of these two mornings.

In case of bad weather, the reception will be held in a private banquet room inside the hotel.
THURSDAY 8 OCTOBER

19:30 – 22:30
INFORMAL DINNER
19:00 Meeting point: Hôtel Martinez lobby – transfer by bus

Dining in the town of Mougins
The informal dinner will take place all around the charming medieval village of Mougins, where the International Gastronomy Festival takes place every year to celebrate the great food and wine tradition of the Provençal region. This small city has a strong culinary tradition and, through the years, many great chefs have managed the many restaurants still present in the old city centre.

The dinner will take place in the main square of the village where the restaurants were visited by many artists and celebrities, such as Pablo Picasso, Winston Churchill, Catherine Deneuve, Edith Piaf and Christian Dior, who spent some time and lived in Mougins during their stay in the French Riviera.

FRIDAY 9 OCTOBER

19:30 – 01:00
CLOSING DINNER
19:00 Meeting point: Hôtel Martinez lobby – transfer by bus

The Palm Beach
Place Franklin Roosevelt
The FICPI Open Forum final evening will be hosted at the Palm Beach which has been part of the Cannes legend and allure for almost a century. This sophisticated venue is renowned as a symbol of elegance, glamour and hospitality in perfect French Riviera style.

The Palm Beach is located on the so called “Croisette Cape” with an exceptional panoramic view over the seaside, the Lérins islands, the mountains and the whole bay of Cannes.

During the dinner you will taste the local flavours, filled with the “d’Azure” sun, and the evening will terminate with a DJ set to get everybody on the dance floor!
Excursions

**WEDNESDAY 7 OCTOBER**

14:00 – 18:30

**PRE-OPEN FORUM OPTIONAL EXCURSION**

**The Maeght Foundation and Saint-Paul de Vence**

The Maeght Foundation is France’s most important private foundation dedicated to modern and contemporary art. This unique architectural complex houses one of Europe’s largest collections of paintings and sculptures by artists such as Joan Miró, Alexander Calder, Fernand Léger, Georges Braque, Alberto Giacometti and Marc Chagall. The Foundation is located only few minutes away from one of the pearls of the French Riviera: Saint-Paul de Vence. This small, typically medieval village is one of the most appreciated tourist destinations in France. Villagers, poets, sculptors and painters gathered throughout the ages in this magical place, strolling on the still-intact fortified walls or sitting in the shade of centuries-old plane trees.

**THURSDAY 8 OCTOBER**

09:00 – 15:30

**DELEGATES’ GUEST EXCURSION**

**The Marineland experience and Antibes**

Marineland is a one-of-a-kind marine zoological park with some of the world’s most emblematic sea species and one of the two dolphinariums in Europe presenting killer whales and dolphins. From hunting and playing to expressing signs of affection, orcas, dolphins and sea lions will perform with their trainers in a spectacular show. After the show, FICPI Delegates’ Guests will visit the picturesque nearby town of Antibes and have lunch there in a typical bistro in the main square.

**FRIDAY 9 OCTOBER**

09:30 – 16:30

**DELEGATES’ GUEST EXCURSION**

**Grasse and the ancient art of perfume**

Delegates’ Guests will visit Fragonard, one of the oldest perfumeries of the Côte d’Azur, founded in the city of Grasse at the beginning of the 20th century. Right after a visit to the ancient factory, our Guests will enjoy a private workshop: “How to create a perfume.” They will discover 9 fragrances, learn about olfactory recognition and create their own customized 100ml bottle of a genuine Fragonard essence. After lunch, the excursion will end with a nice walk in the city centre of Grasse, the world’s capital of perfume.
SATURDAY 10 OCTOBER
09:30 – 17:00
POST-OPEN FORUM OPTIONAL EXCURSION #1

Escape to the Principauté de Monaco —
Oceanographic Museum OR Top Cars Collection

This full-day excursion will start with an unforgettable boat trip from Cannes to Monaco. On arrival in Monaco the group will be able to visit their preferred choice of either the Monaco Oceanographic Museum or the Top Cars Collection owned by HSH The Prince of Monaco. The Oceanographic Museum, inaugurated in 1910, is a majestic building that houses exhibitions and collections of various species of sea fauna and sea-related objects. The main goal of the museum is dedicated to love and protection of the marine environment.

Those who decide to visit the Vintage Car Collection instead will be able to admire the personal collection of Prince Rainier III of Monaco, assembled over a 40-year period. He has gathered and restored some 100 cars, including models built by the most famous manufacturers in the world.

After lunch, return to Cannes by bus.
SATURDAY 10 OCTOBER (CONT’D)

08:00 – 17:00
POST-OPEN FORUM OPTIONAL EXCURSION #3

Sporting activity — Golf
The Saint Donat Golf Club is located in a privileged geographical area between sea and mountains, on the wonderful hills of Grasse. This magnificent Par 71 course of 6031 metres is characterised by the diversity of its layout and its raised landscapes born of the pen of the world-famous golf course architect Robert Trent Jones II.

If you need to rent clubs, please contact ENIC Meetings & Events: ficpi@enic.it

09:30 – 16:00
POST-OPEN FORUM OPTIONAL EXCURSION #2

Nice and the Provençal touch
Discover the Provençal colours and flavours among the narrow streets of old Nice, with its famous flower and food market. The tour includes a stop to taste some of the local specialties, such as "socca" (a chickpea flour pancake cooked with olive oil), and have a look at Nice through the eyes of its vibrant inhabitants. After lunch, those who are departing for home today from Nice airport may reach it directly without going back to Cannes.

EXCURSION NOTES

Excursions that are marked as Delegates’ Guest Tours are included in the Delegates’ Guest registration fee. Excursions that are marked as Optional are not included in the registration fees of either Delegates or Delegates’ Guests; these optional excursions must be booked and paid for at time of registration. For all optional tours, a minimum number of participants is required. The final itineraries of the tours may vary slightly for logistical reasons.
SATURDAY 10 OCTOBER (CONT’D)

08:30 – 16:00
POST-OPEN FORUM OPTIONAL EXCURSION #4

Sporting activity — Soft canyoning at the Gorges du Loup
Enjoy a real adventure fully surrounded by nature! This activity combines hiking and swimming in a nice, small river in the preserved countryside of the Gorges du Loup. The paths are accessible without too much difficulty and include descent on foot in pure mountain water without ropes, wearing technical equipment, assisted by professional canyoning guides. Lunch will follow.

This activity is accessible to anyone in good physical condition who is able to swim (duration: a couple of hours; medium difficulty).

SATURDAY 10 OCTOBER
Evening
POST-OPEN FORUM RECEPTION

After the day’s exciting excursions, join us for an evening reception hosted by FICPI France, the Association des Conseils en Propriété Industrielle (ACPI).

The place and exact time of the evening reception will be announced closer to the Open Forum.
IMPORTANT INFORMATION

Dress Recommendations

**Working Sessions:** Business attire  
**DGs’ and optional tours:** Casual clothing, comfortable walking shoes are recommended.  
**Welcome Cocktail (Wednesday 7 October):** Cocktail attire  
**Informal dinner (Thursday 8 October):** Casual clothing  
**Closing dinner (Friday 9 October):** Business or formal attire

Language

All of the Open Forum working sessions and all of the guided tours will be held in English.

Continuing Education

CLE/CPD CREDIT — Continuing education credits may be available for practitioners from the United Kingdom, the USA, Italy, Japan, the Netherlands, Australia, New Zealand, and other countries.

Dietary Requirements

Special dietary requests (e.g. vegetarian, gluten-free, vegan...) can be accommodated. Please indicate clearly any special requests when completing your registration. Unfortunately, we will not be able to accommodate dietary requirements which have NOT been indicated in advance.

Climate

The average temperature in early October is 22°C (72°F) during the day and 13°C (55°F) at night. On average, there are 9 days of rainfall during the month of October. The Mediterranean reaches 19°C and there are 6 hours of sunshine per day, making for perfectly suitable swimming conditions.

Currency — Euro (€)

Please check the current exchange rate with your currency (see, for example: [www.xe.com](http://www.xe.com))

Power Connection

230V 50Hz. Regular continental European plugs and sockets.

Registration/Information Desk

The Registration/Information Desk will be open on **Wednesday 7 October** from 09:00 to 12:30 and from 14:00 to 18:00, and on **Thursday 8 October** from 09:00 to 12:30

Private Functions

We kindly remind you of the Rule 11 of the FICPI Code of Conduct, which states that organising business-related receptions or private functions during official meetings of FICPI is contrary to the tradition and spirit of the Federation and is not permitted by FICPI.

Transportation

Located in the heart of the Côte d'Azur, Cannes is easily accessible by most means of transport.

FROM NICE AIRPORT

The Nice Côte d'Azur International Airport (NCE), located 27 km or 30-40 minutes by car from Cannes, is a major gateway to Southern Europe. It serves 90 destinations with direct flights and welcomes almost 50 airlines. The airport is fitted with excellent facilities and services, with two passenger terminals allowing for swift passage.

- **Shuttle Bus:** Cannes Xpress Line No. 210. Nice airport to the centre of Cannes. Departures commence at 08:00 and run half-hourly until 19:00 with last bus at 20:00. Journey time is just under an hour. [www.sudmobilite.fr](http://www.sudmobilite.fr)
- **Private Transfer:** ENIC Meetings & Events can arrange for private transfers. Please contact: ficpi@enic.it
- **Taxi:** Flat rate for Nice airport to Cannes transfer: €80 (for 1 to 4 passengers) + €2 for booking. Extra charges for luggage might apply. Note: 2019 prices  
  Tel. +33 (0) 4 93 99 27 27 - [www.taxi-cannes.net](http://www.taxi-cannes.net)  
  It is highly recommended to book taxis in advance, as waiting times may be quite long.

FOR EXCURSIONS & EVENTS

Transportation for the Delegates’ Guests tours and the optional excursions, as well as for the social events, will be provided exclusively for those who have booked accommodation at the Hôtel Martinez Cannes. All transfers will depart from and return to this hotel exclusively. The meeting point will be in the lobby of the hotel. Delegates and Delegates’ Guests staying in other hotels will be responsible for their own transportation to and from the various FICPI events.

Terms of Registration

**DELEGATES**

The registration fee for Delegates covers admission to the working sessions, working lunches and coffee breaks, plus participation in the evening social programme. The Delegate registration fee does not cover the optional excursions on Wednesday 7 October and Saturday 10 October.

Each Delegate seeking admission to the Open Forum must pay his or her own registration fee, and this includes professional assistants or associates of Delegates who wish to participate in the working sessions. Persons registered as Delegates cannot take part in the Delegates’ Guests programme.

**DELEGATES’ GUESTS**

The registration fee for Delegates’ Guests covers participation in the Delegates’ Guests programme and the evening social programme. The registration fee does not cover participation in any working sessions, working lunches or coffee breaks (which are restricted to registered Delegates), or in any of the optional excursions on Wednesday 7 October and Saturday 10 October.
Hotel Terms & Conditions

CHECK IN/OUT
Check-in time is from 15:00; check-out is before 12:00. Should the check-out time not be respected, the hotel reserves the right to charge a half (½) night rate. To guarantee early check-in or late check-out, an additional night must be reserved and paid for. Pre- and post-Forum nights will be offered at the above rates on request and based upon hotel availability.

BUFFET BREAKFAST
A breakfast buffet is included in the room rate and will be served for the FICPI delegates from 07:00 to 10:00, as follows:
• 5, 6 and 11 October: Served in the restaurant “Le Jardin”
• 7 - 10 October: Served in private banquet room “Citrus 1”
Should guests decide to have a continental breakfast served in their hotel room, or an American buffet breakfast served in the Le Jardin restaurant on these dates, it will be charged at extra cost based on the Room Service or restaurant rates.

HOTEL RESERVATION AND PAYMENT
Hotel reservation for the FICPI 19th Open Forum must be made online by each guest via the hotel’s website at www.hotel-martinez.com. When booking please choose “Corporate or Group Code” and insert the special code dedicated to the FICPI meeting: G-KFQM.

A credit card payment in the amount of the FULL cost of the stay will be required from each guest at time of reservation. If any credit card details are not valid, the reservation will be refused by the hotel. After 6 September 2020 (the cut-off date), the hotel will accept reservations only upon availability, and different rates and conditions might apply. Any amendment or cancellation of the booking must be made online, by clicking again on “BOOK NOW” and choosing “My Reservations”; please enter the confirmation number you received by email, your first & last name, and click on the “change” or “cancel” button.

If you wish to add extra nights before or after the dates of the Forum, or encounter problems with your booking, please contact the dedicated person in charge of the FICPI allotment: joelle.jesusek@hotel-martinez.com. Tel. +33 (0) 4 92 98 74 31.

Cancellation Policies

EVENT REGISTRATION
All requests for cancellation of registrations must be submitted to the conference organiser, ENIC Meetings & Events, by email to: ficpi@enic.it

• For cancellations received by 25 June 2020, your registration fees will be refunded in full, subject to a €100 handling charge.
• For cancellations received between 26 June and 5 September 2020, 50% of your registration fees will be refunded.
• For cancellations received from 6 September 2020, there will be no refund of the registration fees.

Substitutions may be made at any time before the event begins, against a €100 handling charge. All refunds will be made less a €100 handling charge, and will be paid back after the Forum.

HOTEL REGISTRATION
All requests for cancellation of accommodation must be submitted to the hotel through the online booking portal, with the following refund conditions:

• For cancellations received by 25 June 2020, full refund
• For cancellations received between 26 June and 5 September 2020, partial refund (for a reservation of 3 nights, 1 night will be charged; for a reservation of 4-5 nights, 2 nights will be charged; for a reservation of 6-7 nights, 3 nights will be charged)
• For cancellations received after 6 September 2020 the reservation is 100% non-refundable, including for any partial cancellation.

In case of no-show on the scheduled arrival date, or of shortened stay, you will be charged for the entire cost of the accommodation you have booked.

Please note that FICPI cannot be held responsible for cancellation of your attendance at the 19th Open Forum for personal reasons, and no exceptions to the refund policies set forth herein will be made. It is therefore recommended to obtain personal travel insurance in case you need to cancel your attendance at the meeting for any unforeseeable reason.

Disclaimer
All reasonable endeavours will be made to hold the FICPI 19th Open Forum and to present the programme as contained in the present brochure in a manner to assure the comfort and safety of the attendees. However, neither FICPI, nor the organisers nor any of FICPI’s or the organisers’ representatives or agents shall have any liability to any person as a result of cancellation of all or part of the meeting or any of the arrangements, programmes, or plans connected therewith or any loss, injury, damage or inconvenience which may be suffered by any person while travelling to or from the meeting, or during such person’s presence in France in connection with the meeting. Participants are strongly advised to procure their own insurance against any such occurrences.

19th Open Forum Organisers
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