



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN

17TH OPEN FORUM



Programme

25-28 October 2017
Venice, Italy



THE FORUM PROGRAMME AT A GLANCE

WEDNESDAY 25 OCTOBER 2017			
09:30	Optional Tour 1: Gondola and Ghetto		
14:00	Optional Tour 2: Accademia Museum		
18:30	First Time Attendees & New Members Reception		
19:30	Welcome Reception		
THURSDAY 26 OCTOBER 2017			
07:00	Morning Jogging Session		
09:00	Plenary – Mediation: An interactive experience		
	PATENTS	TRADE MARKS	IP PRACTICE MANAGEMENT
11:00	A Question of Priority: Five things you should know about priority rights	Border Control: Special programmes to prevent piracy and counterfeiting	Finding the Right People: How to find and get the people you need
14:00	Plenary – Keynote: The European Patent Office		
14:45	Disclosures in the Grey Area	International Trade Mark & Design/Patent Litigation: Gucci v. Guess – Apple v. Samsung. What lessons can be learned?	Keeping the Right People
16:30	3D Printing: What to do when the Infringer is everywhere	What is Registrable as a Trade Mark and Where?	Time Management: Staying in control of your working day (and keeping your sanity!)



19:30	Informal Dinner: Dine Around Venice		
FRIDAY 27 OCTOBER 2017			
07:00	Morning Jogging Session		
	PATENTS	TRADE MARKS	IP PRACTICE MANAGEMENT
09:00	Self-Collision: How to avoid shooting your client in the foot!	International IP Rights: Tips and tricks international trade mark applications	Management in a Nutshell: Simple things to do and to avoid
11:00	Online Platforms: Why do you still need a patent attorney?	Trade Marks and the Bottom Line: Valuation of Trade Marks and Branding in the 21st Century	Cooperation with Non-Lawyer Firms: Bridging the gap between IP firms and external service providers
14:00	Extra Judicial Enforcement: Crossing Borders	Emerging Markets: Are you ready to advise your clients?	Decision Making: How to come to a decision in a partnership
16:00	FICPI Commission Meetings		
19:00	Closing Dinner: "Arsenale"		
SATURDAY 28 OCTOBER 2017			
09:45	Optional Tour A: Venice: 57th International Art Exhibition The Venice Biennale "Arte Viva"		
09:30	Optional Tour B: Burano and Torcello: Postcards from the laguna		
09:00	Optional Tour C: Sporting Activity – Golf		