



FREEDOM TO OPERATE

MAXIMISING YOUR LICENSING STRATEGY TO AVOID PATENT INFRINGEMENTS IN THE LIFE SCIENCE INDUSTRY

MAY 27, 2008, RADISSON SAS SCANDINAVIA HOTEL, COPENHAGEN, DENMARK

IN THE CHAIR:

ANETTE HEGNER IP MANAGER, NKT HOLDING

HEAR FROM YOUR EMINENT SPEAKER PANEL:

ALLEN NORRIS VICE PRESIDENT AND HEAD OF GROUP INTELLECTUAL PROPERTY, UCB GROUP **BIRGITTE STEPHENSEN** DIRECTOR, INTELLECTUAL PROPERTY GENMAB **LARS BO KJERRUMGAARD** HEAD OF CORPORATE PATENTS, H. LUNDBECK **DR. ASHLEY J. STEVENS** DIRECTOR OFFICE OF TECHNOLOGY TRANSFER, BOSTON UNIVERSITY (USA) **KIM WAGNER** EUROPEAN PATENT ATTORNEY, PARTNER PLOUGMANN & VINGTOFT **STEEN PARSHOLT** SENIOR ADVISOR, PLOUGMANN & VINGTOFT **SOFIA NIKOLOPOULOU** EUROPEAN PATENT ATTORNEY, ZACCO SWEDEN

LAB innovator

20:00 / MAY 26TH 2008

EVENING DINNER

CONFERENCE, MAY 27TH 2008

08:30

REGISTRATION AND COFFEE

09:00

CHAIRMAN'S OPENING REMARKS

Anette Hegner IP Manager
NKT HOLDING

09:10

CAPITALISING ON FREEDOM TO OPERATE STRATEGIES TO BRING BIOTECH INVENTIONS TO THE MARKET

- Mastering a freedom to operate strategy to successfully commercialise your academic biotech inventions
- Protecting biotech R&D output to minimise your risks of litigation
- How do you obtain patents?
- Exploiting patent pooling to maximise your IP value
- Uncovering best experiences learnt so far

Dr. Ashley J. Stevens Director Office of Technology Transfer
BOSTON UNIVERSITY (USA)

09:55

EXAMINING THE RELEVANCY OF FREEDOM TO OPERATE DURING MERGERS AND ACQUISITIONS

- Examining current status and future freedom to operate trends in the life science industry
- Is the IP at all relevant for the deal?
- When should IP issues be brought into the evaluation of the deal?
- How can an FTO analysis be of value to the decision-makers?
- How detailed should an FTO analysis be in an M&A-process?

Kim Wagner European Patent Attorney, Partner and Steen Parsholt Senior Advisor
PLOUGMANN & VINGTOFT

10:40

MORNING COFFEE

11:10 / CASE STUDY:

DESIGNING A FREEDOM TO OPERATE STRATEGY TO MAXIMISE THE VALUE OF YOUR PATENTS

- Mastering a strategic FTO approach to win a competitive advantage in the life science industry
- Building patent portfolios to utilise your patents as profit centres in a global business organisation
- Taking advantage of freedom to operate to make licensing deals with biotechnology partners
- Maximising your business opportunities through freedom to operate
- How do you avoid patent infringements?

Allen Norris Vice President and Head of Group Intellectual Property
UCB GROUP

11:55 / KEYNOTE ADDRESS:

MASTERING YOUR FREEDOM TO OPERATE STRATEGY TO CROSS-LICENSE WITH PARTNERS & COMPETITORS

- Developing a patent strategy to protect inventions from your competitors in the 21st century
- Examining the business benefits with cross-licensing in a global pharmaceutical organisation:
 - Patent portfolios: Protecting the value of the patents through partnerships you're your competitors
 - Royalty fees & milestone payments: Identifying the value to collect fees on the critical patents
 - Freedom to operate: Ensuring delivery to the market on your inventions to win new business
- Maximising collaboration in the life science industry to deliver innovative drugs to the marketplace
- Where do we start?

Birgitte Stephensen Director Intellectual Property
GENMAB

12:40

LUNCHEON

13:30

DESIGNING A FREEDOM TO OPERATE STRATEGY FOR SMALL TO MID-SIZE COMPANY WITH LIMITED RESOURCES

- Developing an FTO strategy to strengthen your company's position in a global business environment
- Understanding FTO as a key element of business strategy
- Involving systematically people throughout the whole organization in FTO processes to obtain best possible results
- Establishing and maintaining FTO: Search strategies and evaluation
- Extracting full value from FTO evaluations to maximise your business opportunities

Sofia Nikolopoulou, European Patent Attorney
ZACCO SWEDEN

14:15 / CASE STUDY:

IDENTIFYING AVAILABLE TARGETS THROUGH FREEDOM TO OPERATE SEARCH TO GENERATE NEW BUSINESS

- Capitalising on freedom to operate to design around licensing strategy for critical patents
- Accelerating collaboration to speed up search for available targets through new technology tools
- Examining features with freedom to operate in-house operations in a pharmaceutical organisation:
 - Search: Identifying available targets and critical patents to innovate your R & D pipeline
 - Analyse: Identifying risk assessments to ensure you are able to move the R & D project from phase I to phase III

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- Strategy: Designing freedom to operate strategy to maximise business opportunities

- Mapping out risk assessments to strengthen your IP strategy for a new target & compound

Lars Bo Kjerrumgaard Head of Corporate Patents
H. LUNDBECK

15:00

AFTERNOON TEA

15:30 / PANEL DEBATE:

Speaker from the conference day will share their best first hand experiences to successfully deploy an FTO strategy to protect and commercialise inventions in a competitive business environment, the Life Science industry.

16:15

CHAIRMAN'S CLOSING REMARKS

16:25

END OF CONFERENCE

Lab Innovator invites you to remain for a cocktail reception immediately following the conference.



FREEDOM TO OPERATE

CONFERENCE CODE: LI021

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PLEASE COMPLETE THIS FORM AND FAX BACK TO: +45 3313 6253

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Host your top clients or your own team for professional development. A superb opportunity for groups of three or more delegates at preferential rates:

1-2 Attendees, including Documentation package	per delegate: 9.495 DKK
3+ Attendees, including Documentation package	per delegate: 7.995 DKK
Additional Documentation package, Qty:	per package: 2.000 DKK

EVENING DINNER:

Number of Attendees to the May 26 Dinner:	per delegate: 595 DKK
Number requiring Vegetarian for Evening Dinner and/or Luncheon:	

ACCOMMODATION:

Request Accommodation Booking at Radisson SAS Scandinavia Hotel to a reduced rate of 1.595 DKK:

Room(s) for	night(s)
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An 18 % service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. All prices excluding 25 % VAT. Payment is required within 5 working days.

Print Name:
Signatur:
Date:

4 EASY WAYS TO REGISTER:

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registration@labinnovator.com

Mail:
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Brolæggerstræde 6, 1.
DK-1211 Copenhagen K

Cancellations:

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