



German Patent  
and Trade Mark Office



UNION OF EUROPEAN PRACTITIONERS IN INTELLECTUAL PROPERTY  
UNION EUROPÄISCHER BERATER FÜR GEISTIGES EIGENTUM  
UNION DES PRATICIENS EUROPÉENS EN PROPRIÉTÉ INTELLECTUELLE

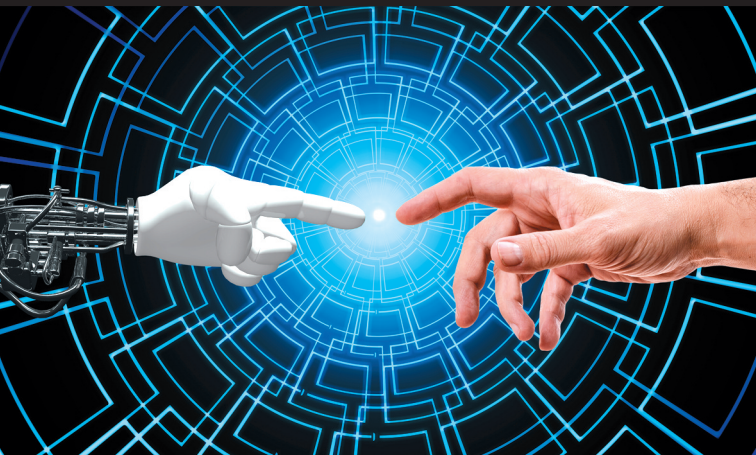
# UNION-IP Round Table

**Smart IP - Applying  
intelligence to patenting,  
licensing and enforcing IP  
on new technology**

**Munich  
February 22, 2019**

**German Patent and  
Trade Mark Office  
Zweibrückenstrasse 12, 80331 Munich**

**Organized by the Patents Commission of UNION-IP  
and the German Patent and Trade Mark Office**



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**UNION-IP Round Table Program,  
February 22, 2019**

**Program Smart IP - Applying intelligence  
to patenting, licensing and enforcing IP  
on new technology**

**08:15 - 08:45 Registration**

**08:45 - 09:00 Welcome words**

**Jean-Yves Plaçais**, President of UNION-IP

**Cornelia Rudloff-Schäffer**, President of DPMA

**09:00 - 9:20 Introductory remarks**

**Prof. Dr. Peter Georg Picht**, University of Zurich

**09:20 - 10:30 Protecting new technologies**

Chair: **Hans Mertens**, President of Software Commission of  
UNION-IP

**Granting patents for new technologies**

**Georg Weber**, Director in the ICT sector of DG1,  
European Patent Office

**Creating and owning patents for new  
technologies**

**René Allart**, Senior IP Counsel (Digital Imaging), Philips

**Peter Hedman**, Senior Patent Attorney, Ericsson  
(Device, Service & Media)

**Q&A**

**10:30 - 10:55 Coffee break**

**10:55 - 11:45 Enforcing IP on/with/thanks  
to new technologies**

Chair: **Monia Baccarelli**, President of IP Litigation Commission  
of UNION-IP

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## **Procedural challenges and new dispute solutions**

Judge **Matthias Zigann**, Presiding Judge, District Court Munich

## **IP, AI and legal decision making**

Judge **Amedeo Santosuosso**, President of IP Chamber, Milan Court of Appeal

## **Q&A**

## **11:45 - 12:35 Licensing in a digital world**

Chair: **Dr. Johann Pitz**, VP IP Litigation Commission of UNION-IP

## **Licensing for a digital communication world: structures and framework**

**Christian Loyau**, Legal Director, European Telecommunications Standards Institute (ETSI)

## **License options and injunctions**

**Dr. Dominik Bauer**, Senior Manager, AUDI AG

## **Q&A**

## **12:35 - 13:25 Round Table discussion with all panelists**

## **13:25 - 13:30 Closing remarks**

**Reinier Wijnstra**, President of Patents Commission of UNION-IP

## **13:30 - 15:00 Get-together & lunch**

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Smart IP is changing the world: not only the physical one, but also the IP World. Prof. Picht will bring us up to date on this subject, followed by three specific sessions, and a general discussion with all panellists.

The first session will provide an overview of inventions made in different Industry 4.0 fields (such as smart objects, AI, IoT). We will investigate specific aspects of patent applications in new technologies in the proceedings for grant at the EPO. From the industry perspective, we will hear about patenting strategy considerations, and approaches to obtaining and licensing valuable patents.

The second session will address the ownership of IP rights when the author is a learning machine, new parameters for infringement and validity assessment, and cross-border issues. The judges will inform us about procedural challenges, new dispute resolutions and the decision making process involving new technologies from the administrative and judicial perspective.

The third session will deal with licensing options and their legal frame work in the field of new technologies. We will hear about specific challenges ETSI is facing with the improvement of SEP declarations and their impact on FRAND negotiations. From an industry perspective we will hear about the applicability of equity principles in context with injunctions and respective license strategies.

**UNION-IP's** 2019 Munich Round Table will be an outstanding opportunity to hear from judges and experienced professionals about the impact of new technologies on IP and to exchange views on the subject with colleagues from all over Europe.

# REGISTRATION FORM

**MUNICH - February 22, 2019**

**German Patent and Trade Mark Office  
Zweibrückenstrasse 12, 80331 Munich  
DPMAforum**

## **UNION-IP Round Table**

**Smart IP - Applying intelligence to patenting,  
licensing and enforcing IP on new technology**

→ **Yes**, register me for the Round Table:

|                  |           |
|------------------|-----------|
| Name             |           |
| Surname          |           |
| Title            |           |
| Office / Company |           |
| Street           |           |
| ZIP              | City      |
| Country          |           |
| Tel.             | Fax       |
| E-Mail           |           |
| Date             | Signature |

→ **Fee:**  € 90 for **UNION-IP** members and  
 € 140 for non-members.

Please indicate payment info: **UNION-IP** RT 2019  
+ name of participant

The fee includes a buffet lunch and coffee breaks.

→ **Bank:** Bank transfer (free of charge for the recipient)  
to UNION-IP | IBAN: BE08 7360 4195 7113 | BIC: KREDBEBB  
on or before: **February 22, 2019.**

Accommodation is not provided.

Please send the completed form to the  
Secretariat of the Round Table c/o:

Nils T. F. Schmid

BOEHMERT & BOEHMERT

Pettenkofenstr. 22, 80336 Munich, Germany

Tel.: +49-89-559680 | Fax: +49-89-559685090

E-Mail: union@boehmert.de

Please present this invitation upon arrival at the DPMA!

I wish to receive a certificate for proof of participation  
(at a training session acc. to § 15 FAO).



## WHAT IS “UNION-IP”

**UNION-IP** is an association of practitioners in the field of Intellectual Property, that is, of individuals whose principal professional occupation is concerned with Patents, Trade Marks or Designs and related subjects and who carry on their profession independently or as employees.

**UNION-IP** is a private, free, international association that is not dependent on any national or international authority: it approves its own members, in accordance with its statutes, in total independence, and likewise decides on its own activities and its own budget.

It aims on the one hand to work continuously on current developments in Intellectual Property in Europe, especially by making early submissions during the preparation of proposed laws and treaties with the intention of influencing them; and on the other hand to devote itself to the improvement of professional and personal understanding between European practitioners in the Intellectual Property field in different countries and different branches of the profession.

## WHAT IS A “UNION-IP ROUND TABLE”

This Round Table is organized by **UNION-IP** in cooperation with the German Patent and Trade Mark Office. The **UNION-IP** Round Table offers the opportunity for practitioners to hear from authoritative speakers on topics of interest in the European IP field, and just as importantly to interact with and influence them by feeding back their own practical experience. The integral Question and Answer sessions and friendly discursive nature of the event, with the opportunity to chat during breaks, lead to real exchange and development of views on both sides.

Participants tend to find these practitioner-lead events a real and useful antidote to the more commercial seminars familiar to all.

If you are not yet a member of **UNION-IP** and would like to join this friendly, active and interesting organization please go to our website where you can join online. Membership also entitles you to reduced prices for this, and other, **UNION-IP** events.

**For more information:**

**<http://www.union-ip.org>**