



**The 2nd International Convention on
The Economy of Innovation
March 21-22, 2016, Tel-Aviv, Israel**

FINAL CONFERENCE PROGRAM

Monday, March 21, 2016

Gathering and Registration, 8:30-9:30. A light breakfast buffet will be offered.

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Opening Plenary Session, Monday, March 21, 2016, 9:30 am-10:45 am, HALL A

Greetings:

- Adv. Tal Band, President AIPPI-Israel, Co-chair of the conference organizing committee
- Mr. Gerard Myon, Treasurer General, AIPPI

Ms. Ayelet Shaked, Minister of Justice: *In view of the Copyright and the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who are Visually Impaired or Otherwise Print Disabled*

Keynote lecture: Mr. Francis Gurry, Director General of the World Intellectual Property Organization (WIPO): Intellectual Property and Israel in the globalized knowledge economy

Keynote lecture: Prof. Isaiah (Shy) Arkin, Vice President of the Hebrew University for Research and Development: From research to application.

Parallel Sessions planned for Monday, March 21, 2016 (Tel-Aviv)

IP TRENDS IN ASIA < Monday, March 21, 11:15 am- 1:00 pm > HALL C

Asia in general, and particularly China and India, that together have more than a third of the world population, have become important economic powers, with economies that continue to grow. IP has become an important driver of growth and progress of the Asian economies and have changed them forever. The session will provide an overview of IP issues in this part of the world.

Moderator: Mr. Pravin Anand, Managing Partner, Anand and Anand

Speakers:



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- Prof. Dr. Guangliang Zhang, Renmin University of China (former IP judge): Enforcement of Intellectual Property in China under the Background of Innovation Driven Development
- Honorable Mr. Justice A.K. Sikri, Justice, Supreme Court of India: Notes on the Legal Patent Regime in India
- Mr. Deqiang Zhu, Patent Attorney, CCPIT, China: Effective Enforcement of Patent Right in China.
- Mr. Desmond Tan, Partner, Davies Collison Cave LLP, Singapore: IP in ASEAN in view of the Trans Pacific Partnership (TPP) and ASEAN Economic Community (AEC).

INNOVATIVE HEALTH CARE < Monday, March 21, 11:15 am- 1:00 pm > **HALL A**

The world of healthcare is rapidly changing. Critical issues such as rising healthcare costs, the prevalence of chronic conditions, an aging population and changing payment models require a radical transformation in the way we manage healthcare. At the same time, new technologies provide the promise of digital solutions and personalized medicine, due to the abundance of electronic data available. Health organizations, pharmaceutical companies and startups are looking into ways to leverage analytical technologies that can digest, derive insights and gain value from the data. In this session, we will explore the enormous potential of innovative tools to transform healthcare, as well as the challenges we will face along the way.

Moderator: Dr. Sharon Hausdorff, Deputy General Patent Counsel, Teva Pharmaceutical Industries Ltd.

Speakers:

- Dr. Cornelis (Kees) Schüller, Group Head of Patents, Intellectual Property Department, Nestec SA, Vevey, Switzerland: Personalized Food, Personalized Health
- Dr. Aharon Schwartz, Consultant, former Head of Teva Innovative Ventures: Innovative Healthcare-personalized medicine?
- Ms. Michal Rosen-Zvi, IBM Director for Health Informatics: The promise of big data in Healthcare - Challenges and Barriers
- Mr. Guido Benjamin Pardo-Roques, President & CEO Philips Israel, CEO Philips Medical System Technologies: Healthcare in a digital world- Addressing key unmet needs
- **Mr. Yakov Litzman, Minister of Health**



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TRADEMARKS AND GEOGRAPHICAL NAMES < Monday, March 21, 11:15 am- 1:00 pm > **HALL B**

To a French consumer "champagne" means a wine of any type and any grape variety grown on a vineyard in the Champagne region of France. To a consumer in North America "champagne" simply means a sparkling white wine without any connection to any particular producer or region. To an American beer drinker "Budweiser" is a trade mark, whereas in the Czech Republic "Budweiser" means a beer from the former Budweis region. Producers use common and proprietary languages to convey consumer information about their products. What happens when those languages share common words, but use them with different meanings? Are proprietary rights infringed or diluted? Are consumers confused? Are new treaties needed to enforce language codes? Or are conflicts between trademarks, geographical indications and common language just a tempest in a (Darjeeling) tea pot?

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Moderator: Mr. Howard Poliner, Director of Intellectual Property Law, Israeli Ministry of Justice.

A salon style coordinated intra panel/audience discussion including:

- Mr. Massimo Vittori, Managing Director of oriGIn
- Mrs. Jacqueline Bracha, Deputy Director of the Israel Patent Office
- Mr. Craig Thorn, Managing Partner of DTB Associates, on behalf of the Consortium for Common Food Names trade organization (CCFN)
- Adv. Raimondo Galli, Studio Galli Avvocati, Italy

RECENT DEVELOPMENTS IN THE INTERPLAY BETWEEN IP AND COMPETITION LAW **(ANTITRUST)** < Monday, March 21, 2:30 pm- 4:00 pm > **HALL C**

Antitrust law and intellectual property law have long been considered in tension. A patent carves out an exception to the applicability of antitrust laws. While antitrust law seeks to eliminate monopolies and encourage competition, intellectual property law rewards creators and inventors with a limited monopoly. Patent laws encourage monopoly power by granting patent holders the right to exclude and be free from competition, while antitrust law generally proscribes monopoly and encourages competition.

Recent years have proven particularly busy dealing with this interface, in Israel and abroad, with several landmark decisions granted by courts and regulators .



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The session will bring together decision makers, regulators and stakeholders in the field of antitrust, to present, discuss and evaluate recent developments in the ever important interface and perhaps tension between IP law and Antitrust laws, given the principles and rationale guiding the two .

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As this interface is not widely discussed or decided by courts and regulators in Israel, the composition of session speakers will enable to learn of experience, views and recent trends dealing with competition law and IP, as well as thoughts on how Israeli law should evolve in order to deal with this challenging task of balancing the IP and Antitrust doctrines.

Moderator: Adv. Hagai Doron, S. Horowitz & Co.

Speakers:

- Judge Professor Ofer Grosskopf, Israeli Central District Court: Regulating the Transition from Monopoly to Competition – The Case of Patents Expiration in the Pharmaceutical Industry
- Judge Dr. Iris Soroker, Rishon LeTzion Magistrate Court: Opening the market to Parallel Importation
- Dr. Jurgen Dressel, Head Global Patent Litigation Strategy, Novartis Pharma: The Importance of Patents in the Pharmaceutical Sector – secondary pharmaceutical patents
- Adv. Yonatan Cwikel, Israeli Antitrust Authority: Reverse Payment Settlements

MEDICAL DEVICES AND IP < Monday, March 21, 2:30 pm- 4:00 pm > HALL A

Israel is a powerhouse of new medical technologies. It is estimated that a third of the new game-changing medical technologies come out of Israel. Patents play a key role in the ability to successfully commercialize medical technologies and as by its nature development of medical technologies require a multidisciplinary approach, so does the patent strategy. A successful patent strategy needs also to take regulatory issues into consideration.

Moderator: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee

Speakers:

- Mr. Rafael (Rafi) Beyar MD, DSc, CEO & Director General, Rambam Healthcare Campus: The Long Road from Innovation to Medical Product



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- Mr. Moshe Mizrahy, CEO of Home Skinovations: From Startup to NASDAQ - Creating value through IP
- Dr. Jacob (Kobi) Richter, Chief Technology Officer of Medinol: Patent enforcement as preparation for patent prosecution

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TRADEMARKS AND PUBLIC POLICY (PLAIN PACKAGING) < Monday, March 21, 2:30 pm- 4:00 pm > HALL B

Product packaging is designed to attract consumer interest to a product and thereby promote sales of such product. Trademarks are a key element of product packaging and play an important, if not essential role, in attracting consumer attention, distinguishing the goods of one trader from the goods of other traders of similar goods and promoting brand loyalty. Trademarks are also property rights recognized under the TRIPS Agreement and national law. However when trademarks are used to market legal products that create health hazards for their consumers private property rights clash with public policy concerns. The fight against tobacco use has led to legislation worldwide first limiting advertising of tobacco products and lately several national legislators have begun to require cigarette products to be marketed only in "Plain Packages" that contain visual content and either no trademarks or in a form consisting of the mark in small block letters. The "Plain Packaging" movement could also be extended to other products. Is plain packaging legislation consistent with TRIPS? With national law property rights? Is plain packaging effective in changing consumer tastes or are health warning and or limits on advertising sufficient. How dependent is product marketing on advertising and trademark for its commercial success? These and other issues will be discussed by the panel.

Moderator: Mr. Erez Kaminitz, Deputy Attorney General (Civil Law), Israel Ministry of Justice

Speakers:

- Prof. Itamar Grotto, Director of Public Health Services, Israel Ministry of Health: The role of public health authorities in improving consumer habits
- Mr. Michiel Reerink, Regulatory Strategy Vice President, Japan Tobacco International (JTI): Plain Packaging- Why banning brands is bad policy
- Prof. Daniel J. Gervais, Vanderbilt Law School, Vanderbilt University: TRIPS and Plain Packaging National Legislation (video?)
- Ms. Sharon Givoni, Sharon Givoni Consulting, Australia: Plain Packaging rules in Australia, their history and impact.



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IP AND INTERNATIONAL TRADE AGREEMENTS < Monday, March 21, 4:30 pm- 6:00 pm > **HALL C**

Intellectual property issues are becoming more prevalent in free trade agreements. The TRIPS Agreement which is part of the WTO was signed more than 20 years ago. Since then, many free trade agreements were signed, the most recent being the Trans Pacific Partnership (TPP). Many of those new agreements are TRIPS + and include obligations that in some cases go far beyond TRIPS e.g. in the area of pharmaceuticals, copy right, GI's and enforcement. Israel experience with IPR chapter in trade agreements is very limited, however, when negotiating new agreement, Israel will have to decide what IPR provisions, if any, it wishes to include.

The speakers in this Panel will discuss different aspects of IPR in trade agreements contributing from their vast experience and expertise in this area. The moderator of the Panel heads the Foreign Trade Administration in the Ministry of Economy & Industry , in charge of, inter alia, Israel's trade policy and trade agreements.

Moderator: Mr. Ohad Cohen, Deputy Director General and Director, Foreign Trade Administration (FTA) in the Israeli Ministry of Economy

Speakers:

- Mr. Wolf Meier-Ewert, Counsellor Intellectual Property, World Trade Organization (WTO)
- Ms. Terry Creighton, Vice President, Global Public Policy for Teva Canada, and a member of Teva's Global Government Affairs team
- Mr. Joseph Damond, Senior Vice President, International Affairs, The Biotechnology Industry Organization (BIO)
- Mr. Howard Poliner, Director of Intellectual Property Law, Ministry of Justice

MONETIZATION AND IP < Monday, March 21, 4:30 pm- 6:00 pm > **HALL B**

Although there is a growing global patent monetization market, the US still leads the patent monetization game. Recent US Supreme Court decisions cast a cloud on patent-eligibility of inventions in several fields in which there was always a massive patent activity, particularly software and life sciences. These decisions have a dramatic impact on the patent monetization market. Against this there is a growing global patent monetization market that may somewhat offset the down-trend in the US. The session will deal with these issues.

Moderator: Adv. Ehud Hausman, Senior Partner, Reinhold Cohn



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Speakers:

- Mr. Andrew Ramer, Managing Director, IP Division, Cantor Fitzgerald: Status of the U.S. patent marketplace
- Mr. Keith Bergelt – CEO of Open Invention Network: Alternative Forms of IP Monetization in an Increasingly Open Source World
- Mr. Anthony Del Monaco – Litigation partner at Finnegan Henderson: Monetization Strategies for Generating Revenue from Your Technology
- Mr. Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO) : A Look at Selected Breakthrough Innovations

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Gala Event, Monday, March 21, 2016, 18:00-21:00

- Greetings: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee
- Meet leading Israeli women Entrepreneurs:
 - Prof. Ronit Satchi-Fainaro, Sackler School of Medicine, Tel Aviv University
 - Ms. Batsheva Moshe, CEO, Unistream Life Changing Entrepreneurship
- Dinner
- "QUARTETOUKAN" Arab-Jewish Ensemble

Opening plenary Session, Tuesday, March 22, 2016, 9:30 am- 11:00 am, HALL A

Introduction: Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee

Greetings by Mr. Sheldon Klein, Vice President of AIPLA

Plenary session: IP AND THE ROLE OF THE JUDICIARY

Dealing with IP cases often presents extra challenges to the judiciary. IP cases tend to be complicated and require more resources. This is particularly true in cases which involve technological aspects, such as patent and trade secret cases. Already in the 19th century, Lord Esher, M.R. wrote that: "... a man had better have his patent infringed or have anything happen to him in this world, short of losing all his family by influenza, than have a dispute about a patent". Has that perception changed? Are judges better equipped these days to



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tackle the challenges of the 21st century, when it comes to deciding issues that involve law and technology?

Various legal systems offer diverse approaches and their experience should be carefully considered. In Israel, IP disputes are tried by different tribunals and no one tribunal is vested with developing the expertise, knowledge and body of law on IP, necessary to provide both efficient and sound service to the litigants, as well as guidance to the business and legal communities. How can this be rectified?

These and other questions on the role of the judiciary in trying IP cases will be discussed in this session, by experienced judges from various steps of the ladder in the judicial system and from different points of view.

Moderator: Adv. Tal Band, President of AIPPI-Israel, Co-chair of the conference organizing committee

Speakers:

- Justice Hanan Melcer, Israeli Supreme Court: Rights of Action and Civil remedies in IP"
- Justice (retired) Dr Amiram Benyamini, District Court: Judicial Activism and Judge-Made Law in IP
- Mr. Asa Kling, Israel Commissioner of Patents and Trademarks: Perspectives of an IP tribunal
- Justice A.D. Sikri, Judge, Supreme Court India: Role of courts in developing IP- Indian Perspective

Parallel Sessions planned for Tuesday, March 22, 2016 (Tel-Aviv) HALL C

TRENDS AND RULINGS REGARDING SERVICE INVENTIONS <Tuesday, March 22, 11:30 am-1:00 pm>

Inventions are made by individuals, who are often employees. The law in Israel provides that inventions arrived at by employees, in consequence of their service, are the property of the employer. The law imposes on the employee duties of disclosure and cooperation. Furthermore, the law provides that, absent an agreement determining whether, to what extent and on what conditions the employee is entitled to remuneration for a service invention, the matter shall be decided by a specialized tribunal.

In recent years there appear to be more and more cases in this area of law. Some cases addressing disputes over service inventions created confusion and uncertainty. Various



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companies find such uncertainty to hinder their business and create an environment which is unfriendly to R&D efforts and investments in Israel.

Issues relating to employee inventions are dealt with in various jurisdictions, not necessarily based on the same principles and guidelines. This may present a challenge to global players operating in several jurisdictions.

The panel, consisting of leading experts from various jurisdictions, will explore the above challenges from different perspectives, in Israel, the US and Europe, and will consider suggestions with respect to how technology-based companies can minimise the risks associated with the above.

Moderator: Adv. Liad Whatstein, Liad Whatstein & Co.

Speakers:

- Adv. Tal Band, President of AIPPI Israel, Co-chair of the conference organizing committee, Senior Partner of S. Horowitz & Co.: Employees Inventions in Israel: Where Do we Go From Here?
- Dr. Ralph Nack, Partner, Noerr, Deputy Reporter General, AIPPI: Employees' Invention Law in Germany and Europe
- Mr. Philip C. Swain, chair of AIPPI US and Partner, Foley Hoag LLP: Employee Inventions in the United States
- Ms. Einav Zilber, Patent Attorney and Intellectual Property counsel for Applied Materials Israel & India, Chairperson of the Israeli Patent Attorneys Association: Employees inventions- A view from the Industry.

CHANGES IN THE EUROPEAN PATENT SYSTEM (Unitary Patent Court, UPC) <Tuesday, March 22, 11:30 am- 1:00 pm> **HALL A**

Major changes of the European Patent System are under way as Europe is preparing to introduce a new European Patent with Unitary effect and a single Unified Patent Court with divisions located throughout Europe.

This session will present the major features of the new Unitary Patent and how it differs from the current European Patent despite a common grant procedure. This session will also review the major features of the Unified Patent Court (UPC), which will have exclusive jurisdiction for the litigation of both Unitary Patents and European Patents over almost the entire territory of the EU. The speakers will discuss the fundamental changes and



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implications the imminent introduction of the UPC will bring about for companies, judges, lawyers and patent agents alike.

Moderator: Mr. Francois-Régis Hannart, Principal Director of European and International Cooperation, European Patent Office (EPO).

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- Mr. Thierry Calame, Partner and Head of Intellectual Property Group, Lenz & Staehelin, past Reporter General of AIPPI, AIPPI Switzerland: The institutional and jurisdictional issues of the UPC
- Mr. Gerard Myon, Treasurer General, AIPPI: Unitary Patent System
- Mrs. Susanne Ås Sivborg, Director General, Swedish Patent and Registration Office: An overview of the Rules of procedure in view of the UPC.
- Dr. Cornelis (Kees) Schüller, Group Head of Patents, Intellectual Property Department, Nestec SA, Vevey, Switzerland: UPC "What Else?", an Industry perspective

THE FUTURE OF "BIG DATA" <Tuesday, March 22, 11:30 am- 1:00 pm> **HALL B**

Digitization of information has brought down the costs of storage, aggregation and retrieval of information to near zero levels sparking an international revolution in the way businesses and governments collect, access and further use such information from the now mundane automated inventory analysis or book search to the futuristic medical diagnostic and discovery applications to the more controversial areas of telephone data collection and financial records monitoring by law enforcement entities. Growth is exponential. Data is collected ubiquitously and nearly without notice whether at point of sale of products or by internet robots. Opportunities for discovery of new information from and analysis of existing data is becoming limitless. Big Data has great value for those who use it and at times proprietary rights for those who create it or create means for accessing data. No less striking are the implications for privacy, anonymity and correcting mistaken personal data.

Moderator: Prof. Niva Elkin-Koren, Professor of Law and a director of the Haifa Center of Law & Technology at the University of Haifa School of Law

Speakers:

- Mr. Amit Ashkenazi, Legal Advisor of The Israel National Cyber Bureau (INCB): Cybersecurity and Big Data – legal aspects.
- Dr. Michal Shur-Ofry, the Hebrew University: Big Data and the Challenge of Access to Error



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- Prof. Roni Gamzu, director general of Ichilov Medical Center, and the former director general of the Health Ministry: Big Data in Health Care
- Mr. Amir Milo, General Manager, Engineering, Microsoft Israel R&D Center: Big, Bigger, Extra Big: Litigation in a World of Big Data
- Mr. Yaron Blachman, Technology & Forensics Consulting Leader, PWC Israel: Gut & gigabytes: Capitalizing on the art & science in decision making

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**COMMERCIALIZATION OF KNOW-HOW AND IP RIGHTS (TTOS) <Tuesday, March 22,
2:30 pm- 4:00 pm> HALL C**

Technology transfer and collaborative R&D agreements often necessitate to bridge between different business cultures and across an expectation barrier. This is particularly the case in such deals between an academic institute and a corporation or between corporations in different countries. Although such agreements are common practice, serious issues always surface with no simple solutions.

Moderator: Mr. Yaacov Michlin, CEO and president of Yissum, Technology Transfer company of the Hebrew University of Jerusalem:

A salon style coordinated intra panel/audience discussion including:

- Dr. Yona Geffen, CEO, Avraham Pharmaceuticals Ltd.
- Prof. Oded Shoseyov, the Hebrew University of Jerusalem
- Adv. Suzanne Erez, IBM Israel IP counsel
- Adv. Amir Naiberg, CEO of Yeda R&D, Technology Transfer of the Weizmann Institute of Science

**HOW TO BUILD A WINNING AND VALUABLE PATENT PORTFOLIO <Tuesday, March 22, 2:30
pm- 4:00 pm> HALL A**

Patent are a key component in value creation in the technology world and for most industries it is difficult to envisage a technology licensing deal or an acquisition that will go through without a robust patent portfolio. Against this, case law and legislative changes in the US and in other countries make it considerably more challenging to obtain patents, in general and such having reasonable scope of protection, in particular. These trends, now more than ever before, require to carefully work out an IP strategy, with balanced use of trade secrets and patents to support the business and optimize value creation.



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Moderator: Mr. Paul Fenster, Head of Local and Foreign Litigation Support, Ehrlich & Fenster: Patents, What and Why-An Overview

Speakers:

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- Mr. Yehuda Binder, Founder & CEO of *May Patents*: Why in patents 1+1=3, and the Israeli problem
- Mr. Damir Cefo, Counsel at Cohen & Gresser LLP: Building a Powerful US Patent Portfolio from the Ground Up
- Mr. Robin Keulerz, Partner at Olbricht Patentanwälte: Patents and Startup Companies – a Case Study
- Dr. Ilan Cohn, AIPPI-Israel, Co-chair of the conference organizing committee, Senior Partner, Reinhold Cohn: IP Strategy- Key for Generating Value in a Tech Venture

ENFORCEMENT OF COPYRIGHT LAWS IN THE DIGITAL AGE <Tuesday, March 22, 2:30 pm-4:00 pm> **HALL B**

Enforcement of copyrights in the Digital Age has created challenges and business models that didn't previously exist. What enforcement tools are available in the on line environment and are they sufficiently effective or not worth their effort? Are the 1996 WIPO Copyright Treaties provisions on Rights Management and Technological Protection Measures still relevant? Were they relevant in 1996? Have copyright business models emerged that can prosper without effective enforcement tools? How have libraries and other culture repositories been impacted by digitization and on line enforcement tools? These and related issues will be discussed by the panelists.

Moderator: Adv. Haim Ravia, Pearl Cohen Zedek Latzer Baratz.

Speakers:

- Senior Judge Gideon Ginat, The District Court of Tel-Aviv Jaffa: Israeli case law: a judge's view
- Ms. Kim Habraken, Director and Senior Counsel, Content Protection (EMEA) at Twentieth Century Fox: Siteblocking didn't break the Internet
- Mr. Jonathan Band, Policybandwidth: Shaping the Law- Lessons from America
- Mr. Yoram Mokady: HOT vice president for content and regulation: War on Piracy- a view from the trenches
- Prof. Michael Birnhack, Executive Director of the S. Horowitz Institute for Intellectual Property, Faculty of Law, Tel-Aviv University: The (ir)relevance of Copyright Law.



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IP AND MEDIA: THE STORY OF SUCCESSFUL FORMATS <Tuesday, March 22, 4:30 pm- 6:00 pm> **HALL C**

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A TV format refers to a general plot or genre for a many chaptered television program such as comedies, dramas, game shows and reality programs around which specific characters, participants, scenes and stories are built. Demand for new television content in today's multi channeled internationalized world is constantly growing. Cross border trade in successful program formats has become a prime method for reducing costs in developing new content. Trade in Israeli program formats has become a sizeable export industry in recent years. Protection of formats overlaps many fields of IP from brand management to possible copyright in certain elements and know how (or "production bibles") supplied under confidentiality. The panel will discuss format development, protection and commercialization

Moderator: Prof. Michael Birnhack, Executive Director of the S. Horowitz Institute for Intellectual Property, Faculty of Law, Tel-Aviv University

A salon style coordinated intra panel/audience discussion including:

- Adv. Avital Onn Shachar, General Legal Counsel and Business Affairs, Keshet International Ltd.
- Mr. Avi Armoza, Armozaformats.
- Mr. Ran Telem, previously the senior VP of content at Israel's Keshet Media Group
- Adv. Tony Greenman, Tony Greenman Law Offices and adjunct professor at the Law Faculty of the Hebrew University

The Changing Patent Scene in the USA <Tuesday, March 22, 4:30 pm- 6:00 pm> **HALL B**

The U.S. patent scene has changed dramatically over recent years, following the coming into force of the America Invents Act (AIA) as well as in view of some recent Supreme Court decisions relating to questions of patent-eligibility under §101. Patentees as well as patent challengers face a host of new issues including the applicability of inter partes post grant procedures (PGR, IPR and CBM procedures), increased difficulties in obtaining patents in the field of computer-related inventions as well as in the field of biological inventions, and others.

Moderator: Mr. Sandy Colb, founder of Sanford T. Colb & Co. Intellectual Property & Law

Speakers:

Part A on Patent Eligibility – Section 101



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Mr. Jeffrey Lewis, Partner, Fried Frank, New York: Litigating Patent Eligibility via Dispositive Motions in the U.S.A.

Mr. Frederick H. Rein, Partner, Goodwin Procter: Patent Subject Matter Eligibility in the United States

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Part B on the America Invents Act

Mr. David Postolski, Gearhart Law (AIPLA): Post Grant Review Proceedings in the United States

Mr. Barry J. Schindler, Co-Chair of Greenberg Traurig's Global Patent Prosecution Group: the Effects of the change from first-to-invent to first-inventor-to-file, including filing strategies and monetization.

Closing Plenary Session, Tuesday, March 22, 2016, 6:00 pm- 6:30 pm HALL B

Keynote Lecture: Mr. Dirk Pilat, Deputy Director, Directorate for Science, Technology and Innovation, **OECD**: IP, Innovation and Growth: Looking Ahead

Concluding Remarks, Prize draw and farewell:

Adv. Tal Band, President AIPPI-Israel, Co-chair of the conference organizing committee

The schedule and program are tentative and may be changed.



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יום שלישי, 22 במרץ 2016 | מלון דיוויד אינטרקונטיננטל, ת"א | כחלק מארועי "ועידת ישראל לקניין
רוחני" HALL D

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סדנת סטרטאפים:

9:30-11:00

Pretotyping, גירסה מפתיעה של ה-Lean Startup - אלה מטלון, פורום MIT ליזמות

מימון המונים - ד"ר דוד צביליחובסקי, בית הספר למוסמכים במנהל עסקים ע"ש ליאון רקנאטי,
אוניברסיטת תל-אביב

מיתוג מוצלח לחברה צעירה - פרופ' שי דנציגר, בית הספר למוסמכים במנהל עסקים ע"ש ליאון
רקנאטי, אוניברסיטת תל-אביב {ביום ראשון}

11:15-12:15 להתכונן לעבודה מול רשות הפטנטים – הכרת השרותים (חלקם חנימיים) המוצעים
באתר רשות הפטנטים ככלי לשימוש היזם: רישום, חיפוש ומידע - יואב סין-מליה, בוחן פטנטים בכיר
וראש תחום מאגרי מידע וחיפוש, וקארין הרמן, בוחנת פטנטים בכירה במחלקת ביוטכנולוגיה, רשות
הפטנטים, משרד המשפטים

הערך המוסף של סקר ספרות מקיף לקבלת תמונה טכנולוגית מקיפה, מודיעין תחרותי ומידע שיווקי -
עידית אופיר, ארד אופיר

12:30-14:00 להתכונן לפגישה עם עורך פטנטים ולהפיק ממנה את המירב – ד"ר יצחק יוגב (גוג'
ישראל) ועיבב זילבר (אפלייד מטריאלס)

תקצוב פטנטים – מודלים לשנים הראשונות. ועיבב זילבר (אפלייד מטריאלס) אגודת עורכי הפטנטים
בישראל

קריאת פטנטים – למה לקרוא פטנטים? למה קשה לקרוא פטנטים? שיטות לקריאה יעילה של
פטנטים. ד"ר יצחק יוגב (גוג' ישראל) ועיבב זילבר (אפלייד מטריאלס ישראל) - אגודת עורכי
הפטנטים בישראל