

Managing Intellectual Property:

Industry Perspectives and Career Opportunities

A session with the ICC Commission on Intellectual Property

University of Geneva, 13 December 2017

GOAL: The goal of the session is to present and discuss the importance of managing intellectual property from an industry perspective and to discuss IP career opportunities that might be open for students in an informal setting

DATE: 13 December 2017 from 9h15 to 11h30

LOCATION: Rooms U259 and U408, Uni Dufour, University of Geneva, Rue du Général-Dufour 24, 1204 Geneva 4

REGISTRATION:

Register online before **December 6, 2017** at:

<https://formulaire.unige.ch/outils/limesurveyfac/droit/index.php/319998?lang=en>

Registration is made on a first come, first served basis. Given that space is limited, please notify us by email (patricia.martin@unige.ch) in case you cannot attend.

INFORMATION:

Website: <http://unige.ch/droit/pi/conferences/managing-intellectual-property-industry-perspectives-and-career-opportunities/>

Contact person: Mrs Patricia Martin patricia.martin@unige.ch

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PROGRAMME

<p>9h15 - 9h25 <i>Room U259</i></p>	<p>Welcome remarks</p>	<p>Professor Jacques de Werra <i>Vice-Rector, University of Geneva</i></p>
<p>9h25 - 9h40 <i>Room U259</i></p>	<p>Why is IP important in today's economy?</p> <ul style="list-style-type: none"> • <i>What is IP and what is its role in today's economy?</i> • <i>What are the current topics in international discussions?</i> • <i>Why does ICC deal with IP?</i> 	<p>Daphne Yong-d'Hervé <i>Chief Intellectual Property Officer, ICC</i></p>
<p>9h40 – 10H35 <i>Room U259</i></p>	<p>How are IP assets managed (branding and technology)? Experiences from selected sectors and regions</p> <ul style="list-style-type: none"> • <i>What role does IP management play in the product lifecycle?</i> • <i>Which parts of the company are involved?</i> • <i>How is the IP strategy devised, implemented and enforced?</i> • <i>What challenges do companies face today (inter alia new technologies, big data)?</i> 	<p>Panelists:</p> <p>Ingrid Baele <i>Head of Intellectual Property & Standards Offices & Operations, Philips</i></p> <p>Axel Braun <i>Head International Developments, Roche</i></p> <p>Hao Ma <i>President, CCPIT Patent and Trademark Law Office</i></p>

<p>10h45 – 11h30 <i>Room U408</i></p>	<p>IP careers today and tomorrow</p> <p><i>After a brief presentation by the speakers and other ICC representatives on their careers, participants will have the chance to interact with them on their background, experience and tips related to IP careers over coffee/tea.</i></p>	<p>Professor de Werra <i>(Introduction)</i></p> <p>Speakers and other ICC representatives</p>
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