

PROPOSED PROGRAM – DRAFT IN PROGRESS

**The Evolution of IP in the 21st Century Knowledge Economy
New Market Mechanisms and Policy – A Transatlantic Exchange
Friday Oct 5th 2012 8:30 TO 12:30 PM**

Hôtel Intercontinental Paris le Grand - 2 rue Scribe, 75009 Paris

8h30: Coffee / Breakfast

- **Opening Remarks : Patrick Terroir, Directeur Général Délégué, Propriété Intellectuelle, CDC**

9h00: First Keynote Speech

- **Teresa Stanek Rea, US Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the US Patent and Trademark Office - America Invents, US Patent Law**

9h20: First Panel – National, Regional and Global Policy Perspectives, Patent Law and Impact to Business

Moderator: Bruno Lanvin, Executive Director, INSEAD eLab

- **Vincent Champain, Directeur Secteur Public, GE France**
- **Jacques Darcy, Head of Technology Transfer & Intellectual Property, European Investment Fund**
- **Pedro Velasco Martins, Deputy Head of Unit, European Commission Directorate-General for Trade, Public Procurement and Intellectual Property – European Patent Policy, Harmonization of EU Patent Law**
- **Teresa Stanek Rea, US Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the US Patent and Trademark Office - America Invents, US Patent Law**
- **Thierry Sueur, Vice-President, European & International Affairs, Director IP, Air Liquide**

10h10: Q&A, Audience Participation

10h30: BREAK

10h50: Second Keynote Speech

- **Yves Lapierre, Directeur Général, INPI (l'Institut National de la Propriété Industrielle)**

11h10: Second Panel – The Business Perspective, the Evolution of Market Mechanisms for IP

Moderator: Frank Valentin, IP Practice Partner, De Gaulle Fleurance & Associés

- **Dean Becker, CEO, ICAP, Patent Brokerage-Building of Patent Market Mechanism, Auction, Brokerage**
- **Frédéric Caillaud, Director of Licensing & Business Development, L'Oréal**
- **Alfred Chaouat, Senior Vice President of Licensing & Intellectual Property, Technicolor (Thomson)**
- **Yves Lapierre, Directeur Général, INPI (l'Institut National de la Propriété Industrielle)**
- **Gerard J Pannekoek, President & CEO, IPXI Holdings, LLC**
- **Patrick Terroir, Directeur Général Délégué, Propriété Intellectuelle, CDC**

11h50: Q&A, Audience Participation

Closing Remarks : Yves Lapierre, Directeur Général, INPI (l'Institut National de la Propriété Industrielle)

All speakers confirmed