



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN

Bastiaan Koster, President
PO Box 440, Century City
7446 South Africa
t. +27 21 526 2800
f. +27 21 526 2801
Bastiaan.Koster@ficpi.org

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To: IP Attorneys

**RE \\\ FICPI WORLD CONGRESS 2015 - Hosted in Cape Town, South Africa - 13 to 17
April, 2015**

Dear IP Colleague

If you are in private practice this is the 2015 IP Conference not to be missed.

“Adapt to Advance”: Join leading IP professionals, Commissioners and Presidents of leading IP Offices, as well as leaders of industry, including SMEs, to debate how IP and the IP profession should adapt in order to advance. Gain insight on what will be required to run a successful IP firm in a changing IP environment.

The following heads of leading IP Offices are expected to participate in the Congress; Mr Benoît Battistelli, President of the EPO; Mr Francis Gurry, Director General of WIPO; Mr António Campinos, President of OHIM; Mr Hitoshi ITO, Commissioner of the JPO; The Commissioner or Deputy Commission of the Korean Intellectual Property Office. Confirmation is expected shortly from the USPTO, the Chinese Patent Office and IP India.

Topics to be debated and discussed include:

- IP in the future business landscape. The IP attorney as a critical business asset?
- How do big businesses value the portfolios they acquire? How do they justify their IP budgets?
- Major pharmaceutical patent issues
- Trademark issues such as trademark clogging and the measures to answer it
- Managing your assets in the software space
- Design protection
- IP5 Initiatives, the Global Dossier and ePCT
- IP Treaties and Harmonisation – Economic Friend or Foe?
- IP Infringement and Management Boot Camp
- The IP Profession: Where will we be in 20 years?

Please visit the Congress website www.ficpi2015capetown.com for more information.

The Congress will be open to FICPI members only. To enquire about becoming a FICPI member in your country, please contact secretariat@ficpi.org.

Yours sincerely,

Bastiaan Koster
FICPI President
bastiaan.koster@ficpi.org