



IP Protection for Plant Innovation

9th International Conference

Chairman

Michael Kock

Inari Agriculture,
Cambridge, MA (USA)/Basel (Switzerland)

Keynote

Michael Keller

International Seed Federation

Patents

Heli Pihlajamaa

European Patent Office,
Munich (Germany)

Dominic Muyldermans

CropLife International/
EuropaBio,
Brussels (Belgium)

Szonja Csörgő

European Seed Association,
Brussels (Belgium)

Richard Williams

HGF,
London (UK)

Plant Variety Protection

Peter Button

International Union for the
Protection of New Varieties of
Plants, Geneva (Switzerland)

Martin Ekvad

Community Plant Variety Office,
Angers (France)

Gert Würtenberger

WürtenbergerKunze,
Munich (Germany)

Tjeerd Overdijk

Vondst Advocaten,
Amsterdam (The Netherlands)

Hendrik Wichmann

Wuesthoff & Wuesthoff,
Munich (Germany)

IP Enforcement/Counterfeiting

Antonio Villarroel

ANOVE,
Madrid (Spain)

Klaus von Gierke

Norton Rose Fulbright,
Hamburg (Germany)

Martín Bensadon

Marval, O'Farrell & Mairal,
Buenos Aires (Argentina)

Gustavo de Freitas Morais

Dannemann Siemsen,
São Paulo (Brazil)

Digitalization

Kent Nnadozie

International Treaty on Plant Genetic
Resources for Food and Agriculture,
Rome (Italy)

Christopher Grewe

Brightloom,
San Francisco (USA)

Paul Olson

KWS Saat SE, Einbeck (Germany)

David Lahav

Agricultural Research Organization -
Volcani Center, Rishon LeZion (Israel)

Welcome

We are proud to announce FORUM Institut's 9th Conference on Intellectual Property Protection for Plant Innovation 2019 to be held 28 - 29 November 2019 in the beautiful city of Amsterdam.

The conference is the biennial venue for professionals from around the world to discuss the most important IP developments in the plant innovation sector. A panel of world-class international experts, key decision makers and leading players will focus on the most topical issues affecting today's IP protection for plant innovations and answer your questions. The meeting will bring together representatives from all fields of practice and offers you the unique opportunity to meet practitioners.

Mark your calendar to join us for the 9th Conference on Intellectual Property Protection for Plant Innovation in Amsterdam!

Our cooperation partner: ISF



The International Seed Federation (ISF) is a non-governmental, non-profit making organisation. It has represented its members' interests since 1924 and is widely regarded as the voice of the global seed industry.

ISF's vision is a world where the best quality seed is accessible to all, supporting sustainable agriculture and food security. The organisation sees it as its mission to create the best environment for the global movement of seed and promote plant breeding and innovation in seed.

ISF promotes the establishment and protection of intellectual property rights for seeds, plant varieties and associated technologies and represents the seed industry at international and inter-governmental organisations including, among others, UPOV, CBD and WIPO.

Who you will meet at the event

- CEOs, General Managers and Managing Directors
- Heads of IP/Patent, IP/Patent Managers, Counsels and Specialists
- Heads of Legal and Legal Counsels
- R&D/Breeding Heads, Managers and Consultants
- Business Development Directors and Managers
- IP/Patent Attorneys/Consultants and Lawyers in private practice
- Representatives of plant variety, IP, patent and trademark offices
- Representatives of plant breeders' associations

Why the conference is the best investment you can make in 2019

- High-level: You meet world-class experts and key decision makers.
- Multiple views: You experience different views in one place.
- Best practice: You learn the best tips and tricks and share experiences.
- Global: The event attracts delegates from across the globe.
- Networking: You can expect first class opportunities to network with the experts and your co-delegates at coffee breaks and during the delicious lunches.
- Come together: You meet speakers and colleagues at the traditional Conference Dinner and experience a lively exchange of views under the roof of Amsterdam's Koepelkerk.

Testimonials

- 'Good update on IP issues related to plants.' (Breeder)
- 'You get a specialised update hard to get elsewhere and meet interesting/useful people.' (Patent Attorney)
- 'All current important issues addressed' (Senior Patent Counsel)
- 'Fits today's hot topics.' (Director)
- 'Update on all relevant IP matters in the plant sector.' (Senior IP Manager)
- 'Many interesting and relevant topics, many interesting stakeholders attending.' (Head RD Legal & IP)
- 'Overview of latest developments concerning protection of plants. Excellent platform for meeting colleagues and clients.' (European Patent Attorney)
- 'Good experience and networking. New ideas and info to check. I would recommend it.' (IP Manager)
- 'Interesting for breeders.' (Market Access and Compliance Manager)
- 'Quality of speakers and peers.' (Attorney-at-law)
- 'Comprehensive and provides up to date info.' (Patent Attorney)
- 'Generally broadened my understanding and specifically raised some issues in my own company.' (CEO)
- 'Professional level of speakers, good organisation.' (General Manager)
- 'Good collection of topics. Good and unique.' (Senior Patent Counsel)
- 'Professional and targetted. Focused and specialist quality conference.' (CEO)
- 'Well spent two days in getting up to speed.' (Legal Counsel)
- 'High interest subject-matter, well presented.' (Consultant)
- 'Very well organized!' (Research Project Leader)

Further Web Information

Find more about the conference:
visit www.ip-plant-innovation.com

Your conference agenda – conference day one

28 November 2019, 09:00 -18:00

09:00 Welcome

09:10

ISF opening address

Michael Keller (ISF)

09:30

Global seed industry: IP update

Michael Kock (Inari Agriculture/ISF)

Digitalization

10:00



From digital innovation to digital food solutions

Christopher Crewe (Brightloom)

- Digital innovation and digital information
- Digital solutions and digital products
- Focus: digital food solutions

10:30

Digital farming

David Lahav (ARO - Volcani Center)

11:00 Tea and coffee break/networking

11:30

Digital innovation and sequence information

Paul Olson (KWS)

- Information in the Convention of Biodiversity and ITPGRFA
- Traditional Knowledge & scientific information:
A false dichotomy
- Informed conservation, use, and expansion

12:00

ITPGRFA update

Kent Nnadozie (ITPGRFA)

12:30

Digitalization FORUM

Panel discussion/Q&A with Christopher Crewe, David Lahav, Paul Olson, Kent Nnadozie, Szonja Csörgő

13:00 Business lunch/networking

Patents

14:00

Patent examination approach in the field of plant innovation – status report from the EPO

Heli Pihlajamaa (European Patent Office)

14:30



Broccoli III

Michael Kock (Inari Agriculture)/Szonja Csörgő (ESA)/

Dominic Muyldermans (EuropaBio)

15:15



CRISPR update

Richard Williams (HGF)

- The Crispr patent landscape from an AgBio perspective
- A look at litigation and licensing patterns
- Recent developments: newly published patent applications
- Breadth of claims: extension of methods claims to products

15:45 Tea and coffee break/networking

16:15



Update from Argentina

Martín Bensadon (Marval, O'Farrell & Mairal)



Update from Brazil

Gustavo de Freitas Moraes (Dannemann Siemsen)

17:15

Patents FORUM

Panel discussion/Q&A with Heli Pihlajamaa, Dominic Muyldermans, Michael Kock, Szonja Csörgő, Richard Williams, Martín Bensadon, Gustavo de Freitas Moraes

18:00 End of the first conference day

19:00 Reception

19:30 Conference dinner

Pre-Conference Workshop on Access and Benefit Sharing:

Speakers

Michael Kock

dr. kock consulting,
Basel (Switzerland)

Michael Muschick

Zürich (Switzerland)

Topics

- Nagoya Protocol: general principles and national implementation
- Acquiring genetic resources and ABS compliance
- Implementing ABS policies in companies
- Digital sequence information: challenges for research organizations
- Detailed case studies for access, track & trace and compliance declaration

Your conference agenda – conference day two

29 November 2019, 09:00 - 15:30

09:00 Opening of conference day two

Plant Variety Protection

09:05

UPOV update

Peter Button (UPOV)

09:35

CPVO update

Martin Ekvad (CPVO)

- Recent developments at the Community Plant Variety Office

10:05

EDV from an enforcement perspective

Tjeerd Overdijk (Vondst Advocaten)

- Recent developments in regard to implementation of EDV legislation
- Update on recent court cases involving EDVs
- Observations on practical application and importance of EDV rules

10:35 Tea and coffee break/networking

11:05

Case-Law on Plant Variety Protection

Gert Würtenberger (WürtenbergerKunze)

- Duties of the Board of Appeal
- Proof to be established to achieve nullity of a granted PVR
- Public Interest and compulsory licences
- Pending cases: what to expect

11:35

Challenging granted PVRs in the European Union and abroad

Hendrik Wichmann (Wuesthoff & Wuesthoff)

- Typical scenarios in proceedings before the CPVO
- Leading case law and recent developments regarding Community PVRs
- Comparative analysis of situation in European Union vs. United States, China, Argentina and Brazil:
 - Choice of grounds for nullity
 - Procedural particularities (e.g. length of the proceedings)
 - Success rate

12:05

Plant Variety Protection FORUM

Panel discussion/Q&A with Peter Button, Martin Ekvad, Tjeerd Overdijk, Gert Würtenberger and Hendrik Wichmann

12:30 Business lunch/networking

IP enforcement/Counterfeiting

13:30

IP protected fresh produce – infringements and enforcement

Antonio Villarroel (ANOVE)

- Magnitude of infringement, contributing factors, challenges for breeders, growers, importers and retailers
- Infringement and enforcement of plant variety rights and trademarks inside the EU
- Responsibilities along the commercial chain
- Enforcement on import of illegal produce

14:00

“Counterfeiting” of seed in the European Union

Klaus von Gierke (Norton Rose Fulbright)

- What is the equivalent of “counterfeiting” in the seed context?
- Illegal propagation of seed: what are the possibilities of a PVR holder?
- Illegal sale of seed: hoodwinking of buyer or collusion between seller and buyer? How can it be uncovered?

14:30

Counterfeiting in Argentina and Brazil

Martín Bensadon (Marval, O’Farrell & Mairal)/

Gustavo de Freitas Moraes (Dannemann Siemsen)

15:10

IP Enforcement/Counterfeiting FORUM

Panel discussion/Q&A with Antonio Villarroel, Klaus von Gierke, Martín Bensadon, Gustavo de Freitas Moraes

15:30 End of conference

27 November 2019, 09:30 - 17:30

Aims and objectives

Companies relying on genetic material for their products and institutions researching genetic material need to deal with the Nagoya Protocol, which aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way. In practice, challenges arise from managing access, managing track and trace, managing reporting and dealing with audits and non-compliance allegations. Attendees will better understand the access and benefit sharing (ABS) legal regime. This pre-conference workshop shall enable attendees to deal with the ABS challenges and to find pragmatic solutions for their problems.

For the agenda, please visit www.forum-institut.com and type webcode 1911178.

Your Speakers

Chairman



Michael Kock

Inari Agriculture,
Cambridge, MA (USA)/Basel (Switzerland)

Keynote



Michael Keller

International Seed Federation,
Nyon (Switzerland)

Speakers



Martín Bensadon

Marval, O'Farrell & Mairal,
Buenos Aires (Argentina)



Kent Nnadozie

International Treaty on Planet Genetic Resources
for Food and Agriculture, Rome (Italy)



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International Union for the Protection of
New Varieties of Plants (UPOV),
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Amsterdam (The Netherlands)



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Community Plant Variety Office,
Angers (France)



Heli Pihlajamaa

European Patent Office,
Munich (Germany)



Gustavo de Freitas Morais

Dannemann Siemsen,
São Paulo (Brazil)



Antonio Villarroel

ANOVE – Asociación Nacional de Obtentores,
Madrid (Spain)



Klaus von Gierke

Norton Rose Fulbright,
Hamburg (Germany)



Hendrik Wichmann

Wuesthoff & Wuesthoff,
Munich (Germany)



Christopher Grewe

Brightloom,
San Francisco (USA)



Richard Williams

HGF,
London (UK)



David Lahav

Agricultural Research Organization –
Volcani Center, Rishon Lezion (Israel)



Gert Würtenberger

WürtenbergerKunze,
Munich (Germany)

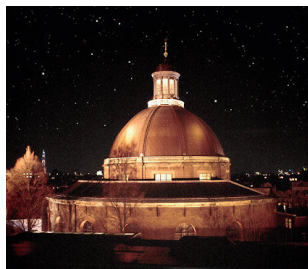


Dominic Muyldermans

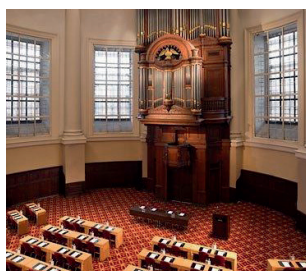
CropLife International, Brussels (Belgium)

A special venue

The conference 'IP Protection for Plant Innovation' will be back in Amsterdam again. The event will be hosted at the **Renaissance Amsterdam Hotel**, just a short walk from Central Station and situated in the historic city centre.



The Renaissance Amsterdam features the 17th century **Koepelkerk**, a special venue for our conference.



The Koepelkerk's past as a church and a conference hall will provide delegates with a **unique conference experience** in a most refined setting.

About us

The FORUM · Institut für Management GmbH was founded in Heidelberg, Germany, in 1979 and is part of the SRH group. As one of the leading conference and seminar specialists in Europe, we are dedicated to providing high-quality training to professionals and executives. Each year more than 20,000 executives from countries around the world attend FORUM conferences and seminars.



Any further questions?



Please feel free to contact me if you have any questions.

Jean-Claude Alexandre Ho

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Yes, I will attend the 9th International Conference

- ☐ IP Protection for Plant Innovation 2019
☐ Conference Dinner for ___ person(s)
☐ Pre-conference workshop: Access and Benefit Sharing

- ☐ Yes, I agree that FORUM Institut may inform me about events by:
☐ email; and/or ☐ telephone. I may withdraw my consent at any time

Name

Position/Department

Company

Street

Postal Code/City/Country

Tel. No.

E-Mail

Contact person at office

Date, Signature

- Registration: +49 6221 500-500**
Conference No. 19 11 185
Website: www.ip-plant-innovation.com

Date/Venue:

28 - 29 November 2019

1st day: 09:00 - 18:00

2nd day: 09:00 - 15:30

Pre-conference workshop: 27 November 2019, 09:30-17:30

Renaissance Hotel

Kattengat 1 · 1012 Amsterdam

Tel. +31 20 6212223 · Fax +31 20 6275245

Fee:

Conference: € 1,849.00 (+ 21% VAT)

The fee includes conference documentation (incl. free download) as well as midsession refreshments and lunch.

Conference Dinner: € 40.00 (+ 21% VAT)

Pre-conference workshop: € 520.00 if booked with conference

Invoice and confirmation will be forwarded to you.

Hotel accommodation:

A limited number of rooms have been reserved at the hotel and are subject to availability. Please book at least four weeks prior to the conference to obtain a hotel room at the discounted fee. All bookings should be made directly with the hotel quoting FORUM Institut and the Conference No.

Cancellation Policy:

Our general terms and conditions apply (as of 1 January 2016) and are available upon request. We can send them to you anytime or you can find them on the internet at www.forum-institut.com/t&c.