

# European Patent Summer Course

**Organised by the European Patent Academy**

**in co-operation with:**

- **BGW Management Advisory Group,  
St.Gallen – Wien**
- **Bocconi University, Italy**
- **University of St.Gallen, Switzerland**

**Venue:**

**University of St.Gallen (Switzerland)**

**4 & 5 September 2006**

The European Patent Summer Course is a unique forum, bringing together practitioners in the field of intellectual property management with academics and researchers addressing the latest issues in patent strategy and management. This course will have two distinct yet complementary days, providing insights from the front lines of different industries and offering the opportunity to explore economic aspects of patent and innovation practices.

This European Patent Academy event will be held in a superb Swiss Alpine setting close to Lake Constance (Bodensee). The welcome desk of the course will open on the afternoon of Sunday 3 September, and participants will be encouraged to make the most of the leisure opportunities that the scenic town of St.Gallen and the surrounding countryside have to offer during the weekend prior to the Summer Course.

Participants will enjoy the opportunity to discuss a wide variety of current IP-related topics with inter-industry IP experts, to exchange best practices as well as to network with fellow practitioners and researchers. The course addresses experts in IP, R&D and law from different industries as well as academics, explaining a range of current practical and scientific topics in IP (see call for abstracts). The working language of the Summer Course will be English.

**Places are limited to just 60 persons, so please register early at <http://academy.epo.org/schedule/2006/au15/index.en.php>**

**Registrations will close on 18 August. The fee is 300 € (or 150 € for students) and includes participation and lunches on both days. Participants will need to arrange their own travel and accommodation.**

**4 September 2006**

**Day One**

**Practitioners' Day**

---

IP Hurdle or Chance? The role of the national IP authority  
Dr Roland Tschudin, The Swiss Federal Institute of IP

Innovation and protection strategies for profit  
Prof Dr Oliver Gassmann, University of St.Gallen

Strategic patent portfolio management and cost optimisation  
Ingrid Baele, Philips

Valuation of patents  
Ingo Brückner, DaimlerChrysler

Managing patents in SMEs  
Dr Francesco Macchetta, Bracco

Managing patents in service industries  
Donat Bischoff, SwissRe

Managing patents in R&D collaborations  
Peter Klett, IBM

Managing IP in emerging markets  
Wulf Höflich, Airbus

Managing patents: trends and challenges  
Dr Martin Bader, BGW

---

**5 September 2006**

**Day Two**

**Researchers' Day**

---

IP researchers will present and discuss the latest thinking on:

(1) The economics of managing patents  
– quantitative research methodology

(2) The economics of managing patents  
– qualitative research methodology

(3) The law and economics of managing patents

These sessions will be chaired by leading economists and IP academics:

Prof Dr Stefano Breschi  
Bocconi University, Milan

Prof Dr Bernhard Ehrenzeller  
Vice President Research, University of St.Gallen

Prof Dr Laurent Manderieux  
Bocconi University, Milan

Prof Dr Bruno van Pottelsberghe de la Potterie  
EPO Chief Economist

**Call for abstracts:**

**The Academy's website (<http://academy.epo.org/schedule/2006/au15/index.en.php>) also has details for how to submit an abstract for this Summer Course (deadline 28 July). Researchers whose abstracts are accepted for presentation on the second day will be eligible for a refund on their attendance fee.**

---

<http://academy.epo.org>