

Special Topic on IP Portfolio Management & Patent Landscape Analysis

14-15 March 2019

Beyond Resort, Krabi, Thailand

PROGRAM OUTLINE

Day 1

14 March 2018 9(Thursday)	
08:30 – 09:00	<i>Registration</i>
09:00 – 09:20	<b>Welcoming &amp; Photo Session</b>
09:20 – 10:20	<p><b><u>Session I: PCT: Navigating the International Stage – Processes and Strategies</u></b></p> <p>The session will provide an overview of the PCT Process, timelines involved, and strategies for complying with routine and advanced issues, each from their own perspective. Discussed will be filing techniques, international search, defects, additional fees, international publication, international preliminary examination and entering the national phase.</p>
10:20 – 10:40	<i>Break</i>
10:40 – 12:00	<p><b><u>Session II: Patent Protection in Foreign Jurisdictions</u></b></p> <p>This session will provide an overview of the filing and prosecution process in foreign jurisdictions, together with best practices for managing costs. Discussions will include a range of topics, including filing strategies, differences of national application versus direct filing, costs/budgets, limitations of scope of invention; claim strategies, voluntary amendments, examination and grant.</p>
12:00 – 13:30	<i>Lunch</i>
13:30 – 15:00	<p><b><u>Session III: Managing an Intellectual Property Portfolio</u></b></p> <p>This session will provide a comprehensive overview of the process with tips and tricks using real-world examples. Some of the information shared will include: tracking intellectual property deadlines; keeping forward momentum during prosecution; reviewing and approving legal expenses; cost management; using patent annuity services; navigating and searching the public Patent Application Information Retrieval (PAIR) and other patent and trademark office websites; tracking metrics; and more!</p>
15:00 – 15:20	<i>Break</i>

**APEC Bio-Medical Technology Commercialization Training Center (TCTC)**

15:20 – 17:00	<p><b><u>session IV: Using Technology Automation to Manage Contracts</u></b></p> <p>The session will provide the latest innovations in technology transfer contract management at each point in the agreement maintenance setup and monitoring cycle. We will also cover the opportunities and pitfalls in using contract management software, and give pointers on topics to consider when selecting software or an outsourcing vendor.</p>
17:00 – 18:00	<p><b><u>One-on-One Consultation</u></b></p>
18.00 – 20.00	<p><b><u>Networking &amp; Dinner Reception</u></b></p>

**Day 2**

<b>15 March 2019 (Friday)</b>	
09:00 – 10:30	<p><b><u>Session V: Patent Landscape Analysis - Competitive Landscapes</u></b></p> <p>The session will provide the steps involved with performing patent landscape analysis, what are the essential tools necessary, practical tips for getting the most out of a landscape, approaches for early stage research and development purposes before market entry, competitive positioning, legal risk management and identifying potential monetization, partnership or licensing opportunities.</p>
10:30 – 10:50	<i>Break</i>
10:50 – 12:00	<p><b><u>Session V: Patent Landscape Analysis - Competitive Landscapes (Cont.)</u></b></p>
12:00 – 13:30	<i>Lunch</i>
13:30 – 14:50	<p><b><u>Session VI: Patent landscapes – Case Study</u></b></p> <p>The session will require the participants to work in a few small groups with specific health technology areas (drug, medical devices, natural extract with demo program).</p>
14:50 – 15:10	<i>Break</i>
15:10 – 16:10	<p><b><u>Session VI: Patent Landscapes – Case Study (Cont.)</u></b></p> <p>The participants continue to work and each group will finally give a summary presentation (7-10 minutes each).</p>
16.10-16.300	<p><b><u>Wrap-up</u></b></p>