



LES Scandinavia Annual Conference 2007

SURVIVING IN THE GLOBAL IPR PERSPECTIVE

Ålesund, Norway
2-4 September 2007
- a unique experience



WELCOME TO ÅLESUND

- a unique experience

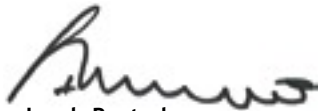
LES Scandinavia has the pleasure to invite you to the LES Scandinavia Annual Conference 2007 to be held in Ålesund, Norway on 2 - 4 September 2007 at the Rica Parken Hotel.

Industrial development, based on innovation and strategic management of IPR are synergistic criteria for surviving in the global business.

“Surviving in the Global IPR Perspective” will set the frame for speakers from different countries, businesses and sciences who will share their experience and knowledge, illuminating key intellectual property, business and licensing issues.

Patents, design protection, trademarks, know how and other intellectual property rights are more and more becoming key assets and tools to successful businesses. How can your business by means of such tools position itself for long run business strategies? One important mean in business development is licensing or sharing of technology. How to manage and build a license program? How to survive in the global IPR perspective?

We will address these and other important issues and the conference will bring excellent occasion for networking and learning. The Conference also offers a unique possibility to join the exciting pre-conference tours to the Island of Runde and the Geiranger fjord.



Sindre-Jacob Bostad
Chairman of the Organising Committee



photo: Frithjof Fure/Destination Ålesund & Sunnmøre

CONFERENCE VENUE

The venue of the Conference is **Rica Parken Hotel** which is located in the heart of **Ålesund**, a city by the 62nd latitude on the west coast of Norway.

The town Ålesund is young at heart, but with an unusually dramatic story to tell. One stormy night about a hundred years ago, the whole town centre burned to the ground. Only a few houses survived the devastation in 1904, and ten thousand people were made homeless. A new town rose phoenix-like from the ashes - in the distinctive Art Nouveau style with myriad turrets, spires and beautiful ornamentation, like something from a fairytale. Help to rebuild Ålesund came from everywhere in the country and throughout Europe, including Emperor William II of Germany.

Ålesund has a unique place in Norwegian architectural history. Its international significance is confirmed through participation in the European network of Art Nouveau cities. Today, the town is an attractive destination for visitors from Norway and abroad. Ålesund is a modern, pulsating town with a varied cultural scene and exciting cafés and restaurants. Its rich assortment of shops and galleries mean that shopping enthusiasts will also feel at home.

The greater Ålesund area is one of the world's leading crossroads and a cluster of expertise for fishing industry. This includes deep sea fishing, fish farming and fish processing. This had led to growth and prosperity in the shipbuilding and mechanical industries in the area, which have developed some of the best and most advanced fishing and offshore oil service vessels in the world.

The region is also the centre of Norwegian furniture industry, and leading manufacturers of textiles.

HOW TO GET THERE

Ålesund is easily accessible by air, boat, and car and even by train.

By air

Ålesund Airport Vigra has got several daily arrivals/departures from/to Oslo, Stavanger, Bergen and Trondheim, with the airline SAS Braathens (see: www.sasbraathens.no). There are several daily departures to and from Oslo, Bergen, Stavanger and Trondheim to many large European cities, making it easy to travel from the European continent to Ålesund.

The express airport bus corresponding with every departure and arrival at Ålesund Airport Vigra, and stops outside the conference hotel.

By boat

Every day throughout the year the "Hurtigruten" (see: www.hurtigruten.com) sails along the Norwegian coastline from Bergen to Kirkenes. The "Hurtigruten" has a 110 years long history, and today a total of 11 modern ships travel the coast, stopping at 35 small and large towns in Norway. Every day both the northbound and the southbound boat docks in Ålesund. Arriving in Ålesund by the "Hurtigruten" is a special experience.

By car

If you want to go by car, the trip itself can be a beautiful and adventurous journey. The shortest route from Oslo is to follow E6 north to Dombås, and then change to E136 that will take you to Ålesund. If you are travelling from Trondheim you can take the E39 route south, and maybe take a detour to the Atlantic Ocean Road between Kristiansund and Molde. From Bergen there are several exciting routes to follow, and the E39 route will take you along the coastline.

The routes from Bergen and Trondheim include both short and long ferry trips. Many of them go across spectacular fjords.

By train

You may also go by train. However, the only train station in the region is situated in Åndalsnes, about 120 kilometres from Ålesund. There is a train bus corresponding with most of the departures and arrivals at Åndalsnes, which makes it easy to get to Ålesund.



photo: Alfred Lüpke/Destination Ålesund & Sunnmøre

CONFERENCE PROGRAM

Conference venue: Rica Parken Hotel

SUNDAY 2 SEPTEMBER 2007

- 14:00 - 15:00/16:30 - 18:00 Registration
- 15:00 - 18:00 Parallel session A:
Tutorial: Basic Licensing- What is Licensing? Important Elements of a License Agreement Illustrated by a Negotiation Exercise
Mr. Arne Alnæs, Plougmann & Vingtoft
Mr. Peter Cordsen, The Danish Technological Institute
- 17:00 - 18:00 Parallel session B:
U.S Patent Law - Under Significant Change
Mr. Ron Grudziecki, Drinker Biddle & Reath LLP
- 18:30 - 20:00 Welcome Reception/Tapas buffet
(At Rica Parken Hotel)

Individual Dinner Arrangement

MONDAY 3 SEPTEMBER 2007

- 08:00 - 09:00 Registration
- 09:00 - 09:30 *Opening of the conference*
Chairman of the Organising Committee;
Mr. Sindre-Jacob Bostad
President of LES International;
Mr. Ron Grudziecki
- Conference Moderator: Mr. Terje Osmundsen, CEO of the magazine "Mandag Morgen"
- 09:30 - 10:15 *Intellectual Property at Bosch - Globally Active, Locally Effective*
Dr. Bertram Hüber, Head of C/IP at Robert Bosch GmbH
- 10:15 - 10:45 COFFEE BREAK
- 10:45 - 11:30 *Rolls-Royce Marine - Strategy for Success*
Mr. Rune Garen, Director of R&T, Rolls-Royce Marine
- 11:30 - 12:15 *Energy and Environmental Driving Technology Licensing*
Dr. Walter G. Copan, Clean Diesel Technologies Inc.
- 12:15 - 13:30 LUNCH
- 13:30 - 17:30 Parallel session C:
Company Visit to Stokke AS
(starts with a presentation at Rica Parken Hotel)
Mr. Herleif Ulstein, Head IP at Stokke AS
- 13.30 - 17.00 Parallel session D:
13:30 - 14:15 *Early Stage Licensing - a Special Exercise*
Mr. Peter Cordsen, the Danish Technological Institute
14:15 - 15:00 *Design as a Competitive Tool*
Mr. Skule Storheill, the Norwegian Design Council
- 15:00 - 15:30 COFFEE BREAK

MONDAY 3 SEPTEMBER 2007 (continued)

- 15.30 - 16:15 *Christopher Columbus - IPR Mapping*
Dr. Peter Horn Möller, Plougmann & Vingtoft
- 16:15 - 17:00 *IP Management and Strategies for Small Companies*
Dr. Kari Sipilä, Future Innovations
- 17:30 - 18:00 *General Assembly LES Scandinavia*
(with coffee and refreshments)
- 19:00 - 24:00 **GALA DINNER** - At "Fjellstua"
(The Mountain Restaurant viewing the city of Ålesund)
Speaker: The President of LES Scandinavia;
Mr. Leif L. Nielsen

TUESDAY 4 SEPTEMBER 2007

- 08:45 - 10:30 *Managing and Commercialisation IPR from Public-Private Collaborative Research*
08:45 - 09:30 Introduction
Dr. Eivind Andersen, TTO - Norwegian University of Science and Technology
Dr. Ninia Johnsen, Birkeland Innovation; University of Oslo
- 9:30 - 10:30 **Panel discussion:**
Panel leader: Dr. Kari Sipilä, Future Innovations
Mr. Svein Hofseth, Norsk Hydro ASA,
Dr. Walter G. Copan, Clean Diesel Technologies inc.
Dr. Eivind Andersen
Dr. Ninia Johnsen
- 10:30 - 11:00 COFFEE BREAK
- 11:00 - 11:45 *Product Life Cycle Patent Protection and Dealing with Competitors' Patents*
Ms. Tove Aas Helge, Senior IP Counsel Intellectual Property Department, GE Healthcare AS
- 11:45 - 12:30 *Biotech for the Global Market, Crucial IPR Learning*
Mr. Jostein Dalland, CEO of Natural ASA
- 12:30 - 13:30 LUNCH
- 13:30 - 14:15 *Doing Business in Russia*
Mr. Sergey Dorofeev, Patent Attorney, Gorodissky & Partners
- 14:15 - 15:00 *The IKEA Global Franchising Concept*
Mr. Hans Skalin, Supervisory Director, Inter Ikea Systems B.V.
- 15:00 - 15:15 Conclusion and farewell
- (presentation of the speakers is available on the conference web site:
www.les-scandinavia.org/alesund2007)

SOCIAL EVENTS

Pre Tours (The announced tours may be cancelled if too few participants)

The Island of Runde



Puffins at Runde Bird Sanctuary

photo: Magnar Fjærtøft/Destination Ålesund & Sunnmøre

Saturday 1 September 10:00 - 18:00
The Island of Runde

The Island of Runde is known for its famous bird cliff, where more than 500 000 birds nest every year. About 220 species have been observed on the island and the most famous of these are the puffins. The birds can be watched from a boat going round the island or from marked paths across the cliffs. Lunch will be served at the restaurant "Maki" - a reputed sea food restaurant. The trip to Runde will be by bus.

Price incl. lunch: NOK 675 (NOK 625 + VAT NOK 50). Max no. of persons: 45.

The Geiranger Fjord and Geiranger



Geiranger fjord

photo: Terje Rakke/Nordic Life/Fjord Norway

Sunday 2 September 08:30 - 14.30
The Geiranger Fjord and Geiranger

The Geiranger Fjord is one of nature's masterpieces and is said to be the most beautiful fjord in the world and is listed on UNESCO's World Heritage List. Geiranger is the pearl of Norway's fjords with majestic, snow-covered mountain peaks, beautiful and wild waterfalls, lush, green vegetation and the deep blue waters. This trip will be by express boat and lunch will be served at the old and famous Union Hotel which during the years has hosted many European royalties.

Price incl. lunch: NOK 900 (NOK 833 + VAT NOK 67). Max no. of persons: 50.

Guided town walk in Ålesund



The Brosundet Canal in Ålesund

photo: Terje Rakke/Nordic Life/Destination Ålesund & Sunnmøre/Fjord Norway

Sunday 2 September 16:30 - 18:00
Guided town walk in Ålesund

Ålesund is known for its Art Nouveau architecture. This architecture is the result of the rebuilding of the town after the big fire in 1904 which lasted for 16 hours and turned a large part of the town into ashes. In the city centre one may see a lot of buildings full of turrets, spires and all sorts of creative ornaments. The walk takes around 1½ hours.

Price: NOK 200 (NOK 185 + VAT NOK 15).

SOCIAL EVENTS (continued)

Tours for accompanying persons during the conference
(The announced tours may be cancelled if too few participants)

Monday 3 September 10:00 - 13:00: The Devold Factory outlet and art gallery stores.

Devold Factory is an old-timer as makers of sweater and woollens in Norway. In this old clothes factory one finds a charming shop with a wide selection of wool and knitwear, such as underwear, sweaters and jackets, and also objects in ceramic and linen, and a museum of Devold's 150-year-long history. The trip to the Devold factory will be by boat.

Price incl. lunch: NOK 450 (NOK 417 + VAT NOK 33). Max no. of persons: 44.

Monday 3 September 15:00 - 16:30: The Jugend Museum and the Fisheries Museum.

The Jugend Museum is taking us back to 1904 where the great fire started and the reconstruction of the town. Through a multi media show one may experience the fascinating and exciting history that portrays the town before and after the fire. The permanent exhibitions include themes such as "From ashes to Art Nouveau" and "The New Art" and "The Beautiful Art Nouveau Style".

The Fisheries Museum is located in a restored wharf side warehouse built in 1861. It is one of the few wooden buildings that were not destroyed from the big fire in 1904. The museum has exhibitions of the history of the fishermen of Ålesund and one may "learn" everything about the export of klippfish (split, salted, dried cod) and cod liver oil. There is also the unique possibility to learn more about old trades that are practically extinct today, such as barrel making.

The museums are located in a walking distance (10 min.) from the hotel.

Price: NOK 100.

Tuesday 4 September 10:00 - 12:00: Sunnmøre Museum

Sunnmøre Museum is located in a beautiful park and has got a large collection of old houses in open air and a wonderful boat collection. It is possible to try a boat trip with Borgundknarren, a reconstructed Viking ship. Very close to the museum is the beautiful Borgund Church built in the 12th century. The trip to the museum will be by bus.

Price: NOK 140 (NOK 130 + VAT 10).

Tuesday 4 September 12:30 - 14:00: The Atlantic Sea Park

The Atlantic Sea Park (Atlantterhavsparken) is one of the biggest aquariums in Northern Europe. The aquarium mainly focuses on the Atlantic Ocean from north to south and the large landscape tanks show life in sea along the Norwegian coast and in the Atlantic Ocean.

The Atlantic Sea Park is built into a coastal landscape west in Ålesund and is situated in the midst of a scenic area with hiking paths, monuments, fishing grounds, and a beach where one can go swimming or scuba diving. The area also has a wonderful view of the surrounding islands and vast ocean. The aquarium is an architectural gem, integrated into the coastal nature between ocean and land, officially opened by the Norwegian King and Queen in 1998.

The trip to the Atlantic Sea Park will be by bus.

Price incl. lunch: NOK 460 (NOK 426 + VAT NOK 34).

Evening Program

Welcome reception/Tapas Buffet on Sunday 2 September
will be held at Rica Parken Hotel.

Gala Dinner/Conference Dinner on Monday 3 September
will be at "Fjellstua" - a restaurant situated at the top of the town mountain, Aksla. From the restaurant there is a panoramic view of the archipelago, the beautiful town centre, and the amazing Sunnmøre Alps. It is possible to go up to the restaurant by taking 418 steps up from the conference hotel, or go by bus.



photo: Per Eider/Destination Ålesund & Sunnmøre



photo: Ivan Stulebakk



photo: Alfred Liphke/Ålesund Reiselivsting



photo: Terje Røkke/Nordic Life/Fjord Norway



photo: Per Eider



photo: Terje Røkke/Nordic Life/Destination Ålesund & Sunnmøre/Fjord Norway

REGISTRATION AND HOTEL BOOKING INFORMATION

How to register:

Preferably use the online registration form at www.les-scandinavia.org/alesund2007.

Alternatively, complete the enclosed registration form and send it to:

Conventor AS, P.O.Box 394 Sentrum, N-3002 Stavanger, Norway, Fax: +47 51529100

Registration Fee Early Rate if paid by 1 June 2007

LES Members	NOK 9375 (NOK 7500 + VAT NOK 1875)
Non-members	NOK 10300 (NOK 8240 + VAT NOK 2060)
Accompanying persons	NOK 1000 (NOK 800 + VAT NOK 200)

Registration Fee Reduced Rate if paid by 1 July 2007

LES Members	NOK 10625 (NOK 8500 + VAT NOK 2125)
Non-members	NOK 11687 (NOK 9350 + VAT NOK 2337)
Accompanying persons	NOK 1000 (NOK 800 + VAT NOK 200)

Registration Fee Late Rate if paid after 1 July 2007

LES Members	NOK 11875 (NOK 9500 + VAT NOK 2375)
Non-members	NOK 13000 (NOK 10400 + VAT NOK 2600)
Accompanying persons	NOK 1000 (NOK 800 + VAT NOK 200)

(If you are a registered business, the Norwegian tax authorities will refund the amount of VAT. This does not apply to private individuals and organisations not subject to VAT. A form for VAT-refund will be available at the Conference).

The registration fee for LES Members and Non-Members includes Welcome Reception/Tapas Buffet on Sunday, Gala Dinner on Monday, lunch on Monday and Tuesday, and coffee break refreshments. The Accompanying Person's registration fee includes Welcome Reception/Tapas Buffet on Sunday and Gala Dinner on Monday.

Terms of Payment

All fees should be paid in advance in Norwegian currency. Personal, company or Euro cheques will not be accepted.

Methods of Payment

1. Credit card: VISA, Master Card, Eurocard or American Express are accepted.
2. Ask for an invoice and transfer the payment according to the bank information given on the invoice. All payments by bank transfer must be "free of charge for the payee", i.e. all bank charges have to be born by the sender.

Hotel accommodation - booking

The organisers have reserved room in the conference hotel, Rica Parken Hotel. The room rate per room per night is NOK 956 included breakfast buffet and 8,0% VAT (same price single and double room).

Each Conference participant is responsible for their own reservation at the hotel:

Booking telephone: +47 70 13 22 86,

Booking fax: +47 70 13 22 80,

Booking by e-mail: rica.parken.hotel@rica.no.

To get the above room rate, you have to use the reference **IB243 LES Scandinavia**.

Hotel rooms are reserved until 1 August 2007.

Information about the hotel is found on www.Rica.no.

SPONSORS

MAIN SPONSORS:

Plougmann & Vingtoft

intellectual property consulting



protector



OTHER SPONSORS:

**GULLIKSSON
ADVOCATES**

Ström & Gulliksson



ORGANISING COMMITTEE

www.les-scandinavia.org/alesund2007

Sindre-Jacob Bostad (chairman)
Arne Alnæs
Per Aukner
Morten Balle
Tor Oppedal
Ole Berthil Olsen
Britt Mellegaard

Plougmann & Vingtoft
Plougmann & Vingtoft
Norske Skogindustrier ASA
Protector Intellectual Property Consultants AS
Invitrogen Dynal AS
Statoil ASA
Leiv Eiriksson Nyskaping AS