



Mediation, Arbitration and ADR

Tuesday 19 June 2014, Rotterdam Hilton

Programme

- 09.00 – 09.30** **Registration and coffee**
- 09.45 – 10.00** **Welcome by the Chair and introduction of the topic**
Achim Krebs, Haseltine Lake, The Hague
- 10.00 – 10.45** **Mediation: A high level introduction and guide**
Ignacio de Castro Llamas, WIPO, Geneva, Switzerland
- 10.45 – 11:30** **Arbitration: A high level introduction and guide**
Matthias Kuscher, De Brauw Blackstone Westbroek, Amsterdam (NL)
- 11.30 – 11.45** **Coffee/tea break**
- 11.45 – 12:30** **OHIM's Mediation Service**
*Sophia Bonne, Legal Advisor International Cooperation and
Legal Affairs Department, OHIM (trade marks and designs)*
- 12.30 – 13.30** **Lunch**
- 13.30 – 14.00** **AGM 2014**
- 14.00 – 14.45** **Afternoon session chaired by Laura MacDonald, LURIS, Leiden
ICANN disputes**
Annet van Hooft, Bird & Bird, Paris, France
- 14.45 – 15.30** **IP Arbitration and Mediation**
Robert S. Bramson, Bramson & Pressman, Philadelphia, USA
- 15.30 – 15.50** **Coffee/tea break**
- 15.50 – 16.35** **Experiences in the field – tales from an experienced Practitioner**
Peter Callens, Loyens & Loeff, Brussels Belgium
- 16.35 – 17.15** **Experience from the Users Viewpoint – is it better than litigation?**
William E. Bird, Patentive, Dusseldorf, Germany
- 17.15 – 17.30** **Round-up and Summary**
- 17.30** **Networking drinks**

Resumes Speakers

William Bird graduated (MA) from Cambridge University with an honours degree in natural sciences, majoring in physics and is a chartered electrical and electronics engineer. He has worked as an engineer and manager in process and product development, project management and marketing in multinational companies from which he has obtained a wide experience of the requirements and functioning of an industrial company. During the last twenty seven years he has worked as both a corporate and private practice patent and trademark attorney in Germany and Belgium. He has expertise in both Common Law and Codified Legal systems, in technology transfer licensing and in the setting up of spin-off companies. He is a European, British and German patent and trademark attorney and is a tutor at CEIPI, has lectured for Pharmed, VUB Brussels ICAB Photonics, Vlerick School of Management, University of Leuven and Liège among others. He is an accredited tutor of the Licensing Executives Society.

Sophia Bonne is an accredited Ciarb Mediator and Senior Legal Advisor at OHIM's International Cooperation and Legal Affairs Department where she is currently heading the Knowledge Circle dealing with trade mark proceedings and handling litigation cases before the Court of Justice of the EU. Mrs Bonne has also acquired substantial experience at the Board's of Appeal level of the OHIM and has been a Member of the Board of Appeal at the Community Plant Variety Office in Angers, France. Before joining the OHIM in 1997, she has practiced in major law firms in Brussels. She is fluent in Dutch, French, English, German and Spanish.

Robert S. Bramson is an engineer and patent attorney; former head of the Computer and Technology law group of Schnader, Harrison, Segal & Lewis, a major law firm; former Vice President and General Patent and Technology Counsel for Unisys; founder and former President of InterDigital Patents Corporation, a patent licensing company; former Licensing Counsel for Abbott Laboratories; and Adjunct Professor of Patent Law, Computer Law and Licensing Law at Temple Law School, Rutgers Law School and Villanova Law School at different times for twenty years. Mr. Bramson is a graduate of Rensselaer Polytechnic Institute and Georgetown University Law Center.

Peter Callens is a member of Loyens & Loeff's Dispute Resolution Team and the M&A Practice Group in Belgium. He represents clients in litigation and arbitration proceedings, often in post-M&A, shareholder or construction disputes and he is regularly appointed as an arbitrator in ad hoc or institutional commercial arbitration proceedings (serving as sole arbitrator, party-appointed arbitrator or chair). Peter also has extensive experience in national and international corporate transactions. For many years his focus has been on mergers and acquisitions and private equity investments in a wide variety of economic sectors including insurance, IT, manufacturing, food, healthcare and energy. Peter is a former Secretary of the Brussels Bar and currently serves as a member of the Appellate Disciplinary Council of the Belgian Bar (Dutch language section). He is a former co-chair of the International Sales Committee of the International Bar Association. He is the chairman of the Belgian-Dutch Society (BENEV) in Brussels. He has published articles on various arbitration, litigation and corporate law related subjects, such as takeover bids and corporate governance in the energy sector. He holds a Bachelor's degree in law from the Université de Namur, Belgium, (1978), a Master's degree in Law from KU Leuven (Belgium, 1981) and a Specialisation degree from Università degli Studi di Siena (Italy, 1982). He is a member of the International Bar Association, the Belgian arbitration institution Cepina, the Swiss Arbitration Association and an associate of the Chartered Institute of Arbitrators.

Ignacio de Castro, Deputy Director Head - IP Disputes Management Section at WIPO, is a Spanish lawyer and an English solicitor. Ignacio holds an LL.M. degree from King's College London. Before joining WIPO in 2002, he was on the legal staff at the United Nations Compensation Commission in Geneva and, prior to that, practiced with the law firm Freshfields Bruckhaus Deringer, London in the areas of international arbitration and litigation. Ignacio is a national of Spain.

Annet van Hooft co-heads the international arbitration practice of Bird & Bird and is based in Paris. Annet specialises in international commercial arbitration. She represents clients in arbitrations under the rules of various international arbitral institutions, including the International Court of Arbitration (ICC), the Stockholm Chamber of Commerce (SCC), and the World Intellectual Property Organisation (WIPO), as well as in ad hoc proceedings. Annet is experienced in several different legal systems and a wide variety of sectors, including construction, energy, and life sciences. Annet regularly sits as arbitrator in international disputes. Admitted to practice in both common and civil law jurisdictions, she has practiced at major U.S. law firms in Brussels, New York, and Paris. Annet also worked as Counsel at the ICC International Court of Arbitration in Paris, where she oversaw numerous international arbitrations, with a particular focus on Asia and

Eastern Europe. She is admitted to the bars of Rotterdam (NL) and New York (USA) and registered with the Paris bar (Directive 98/5/CE). She is fluent in Dutch, English, French and German.

Achim Krebs is a partner at Haseltine Lake, after joining the firm in 2010 to establish and lead a branch office in The Hague from a position as Patent Portfolio Manager at a multinational oil corporation. Besides typical patent prosecution work, he regularly advises on intellectual property-related aspects of technology projects and transactions, such as mergers, acquisitions and collaborations, and regularly conducts due diligence investigations into IP portfolios of technology companies, primarily for venture capital and private equity investors. Achim presently co-chairs the Chemicals, Energy, Environmental and Materials Committee of the Licensing Executive Society International, and serves as Secretary and Board Member for the Licensing Executive Society (LES) Benelux. Achim is also a member of the Dutch patent bar association and the European Patent Institute and AIPPI.

Matthias L. Kuscher specialises in international arbitration and cross border litigation, with a particular emphasis on complex multijurisdictional disputes. Since joining De Brauw's litigation and arbitration team as a Senior Associate in 2012, Matthias has acted as counsel in and advised on numerous large-scale international arbitrations and mediations in the fields of energy, infrastructure, construction, M&A and intellectual property. He is particularly experienced in arbitrations conducted under the rules of the ICC, ICSID, UNCITRAL, DIS, VIAC and Swiss Chambers. Prior to joining De Brauw, Matthias was Legal Counsel to the Permanent Court of Arbitration (PCA) and established and headed the PCA's First diplomatic mission as the inaugural PCA Representative and Legal Officer in the Republic of Mauritius. Before that, Matthias was the Counsel in charge of the United Kingdom and Commonwealth case management team at the ICC International Court of Arbitration in Paris, where he supervised around 200 arbitrations at any one time and scrutinised numerous arbitral awards. Matthias was educated at Cambridge (B.A., M.A., Double First), Oxford (B.C.L., Distinction) and Heidelberg (LL.M., Distinction). He speaks English, German, French and Dutch.

Laura MacDonald, Deputy Director Leiden TTO, Head of Licensing. Laura trained as a Scots lawyer, specializing in Intellectual Property and EU law (College of Europe Bruges). In 1992 she entered the world of university technology transfer and research alliances, developing strong expertise in setting up alliances between academia and industry across the research and commercialization spectrum, covering the breadth of life science, physical science, ICT, social sciences and humanities sectors. Having established the in-house legal function in Dundee University (1st in UK), she then joined Edinburgh University in 2001, acting initially as head of Licensing, then latterly as head of the business development team for College of Medicine and Vet Medicine. In 2006, she was invited to join the new tech transfer office being established in Leiden (for both Leiden University and Leiden University Medical Centre) where she is Head of Licensing, managing both the legal and business development teams until 2010, thereafter focusing on Business Development. For many years she has been directly involved with LES, LESI, AUTM, ASTP and other professional associations and has acted as Rapporteur for European Commission Expert Report.

Location

The meeting takes place in the Hilton Rotterdam, Weena 10, NL-3012 CM Rotterdam. Phone +31 10 710 800; fax +31 10 710 8080; website www.rotterdam.hilton.com. The hotel is in the centre of the main business, entertainment and shopping area. Within walking distance of the Central Railway Station with a direct link to Amsterdam Schiphol Airport every 30 minutes. Distance to Rotterdam International Airport is 9 km. There is convenient parking in the public parking garage next to the hotel.

Registration

The fee for this meeting will be € 120,00 for LES and BMM Members and € 180,00 for non-members and includes meeting materials such as program and participants list, buffet lunch, coffee and tea in the break and drinks after the meeting. Payment can take place by credit card or cash at the meeting or by bank transfer. Bank details can be found at the registration form. Registration can take place by faxing the registration form (fax +31 343 594 566 or +31 84 883 88 71) or via the internet at www.les-benelux.org.

Granting of study hours and educational points

For Dutch Lawyers the amount of study hours is 5. Please contact the Registration Desk at the day of the meeting for the necessary lists to sign.

Participants

Please note that this topic meeting is open for LES members and non-members worldwide. However, from participants it is expected that they have at least an academic background (law, financial or technical).