



FICPI SWEDEN

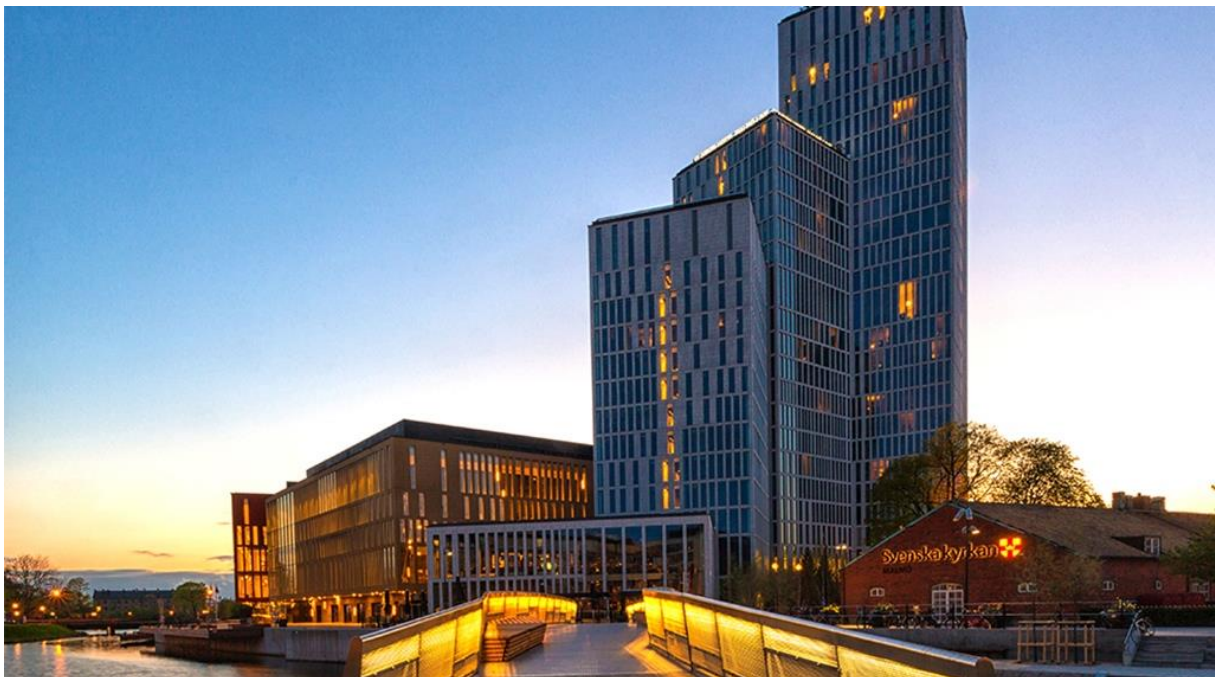
Invitation

FICPI SWEDEN is the Swedish part of FICPI which is an international organization, with members from more than 80 countries. FICPI works for patent and trademark attorneys in the free profession, with issues relating to their daily work as well as IP law issues on a global scale.

The membership in FICPI SWEDEN, which is prerequisite for membership in FICPI International, provides a global network of IP professionals, and a possibility to understand and participate in the development of IP law throughout the world. FICPI SWEDEN runs regular seminars in Sweden focusing on current issues and trends in IP.

The seminars are open for all, but FICPI members enjoy a reduced registration fee. If you are interested in membership send an email to info@ficipsweden.se for more information.

On this occasion, we will deal with the importance of innovating and to take proper care of ideas, to plan for a smart strategy for innovations, to create long lasting trademarks, to have the right tools to evaluate intellectual property and to take correct decisions in connection to merger & acquisition where IP right have crucial impact. In addition we will get information on how fast growing entrepreneurial companies can go from minor to major player in their respective field.



The impact of innovation

**A full day seminar on how to take proper care of your ideas
and how to set up strategic plans for long lasting and valuable
intellectual property protection**



FICPI SWEDEN

Date: Thursday 24 September, 2015

Venue: Malmö Live, Malmö

Attractive price: 2800 SEK (1800 SEK for FICPI members), including lunch and informal mingling and refreshments after the seminar

All presentations will be held in English

See attached general information and preliminary Program:

General Information

Date:

Thursday 24 September, 09.00 – 17.00, followed by mingling

Venue:

Malmö Live, Malmö, Sweden (see www.malmolive.se)

Hotel:

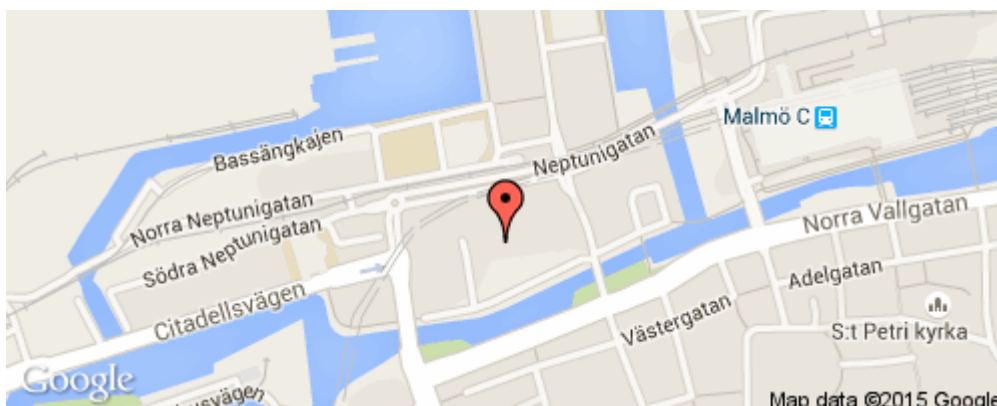
Preliminary room reservations have been made at Clarion Hotel & Congress Malmö Live. The reservations are available until September 10, 2015, on a first come first, served basis. Please book directly with the hotel, book@clarionlive.se and refer to Hansson Thyresson Patentbyrå AB or to the reference No. 2107GB001602. Alternatively call our Coordinator, Amanda Moritz, +46 40 20 75 30 or email: Amanda.moritz@choice.se for assistance.

Registration:

You just send an email to info@ficpiseden.se. Please indicate: your name and invoice address, whether you are a FICPI member (individual member or member of a national group). For support please contact our Assistant, Debbie Lau: Debbie.lau@hynell.se.

Price:

2800 SEK (1800 SEK for FICPI members), including lunch and mingle with refreshments.
An invoice will be sent to you after registration, payment within 10 days.





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Program:

09.30 **Registration at Malmö Live**

10.00 **Welcome address and introduction to topics and speakers**
Lars Thyresson, President, FICPI Sweden

The importance of inventions, naming strategies and IPR Strategies in order to achieve valuable Intellectual Property Rights

10.10 – 10.50 Björn Åkerman:
“Innovate or die!”

10.50 – 11.20 Katarina Nilsson, Eqvarium AB
Naming strategies to get the ultimate and most long lasting trademark

Short break

11.30 – 12.00 Anders Hansson, Hansson Thyresson Patentbyrå AB
IPR Strategies

12.00 – 12.45 Björn Gauffin, Grant Thornton
IP Evaluation

12.45 – 13.45 **Lunch (Malmö Live)**

13.45 – 14.45 Anna Edström, Advokatfirman Vinge
How to dress the bride and how to make sure the dress does not rip at the seam.

How do you prepare a company whose core assets are intellectual property rights for a divestment and how do you, from a buyer perspective, identify the risks connected with and secure the validity, protection and continued use of such rights under the acquisition agreement.



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Coffee/Tea break

15.15 – 16.00 Margaretha Alexandersson and Lennart Bengtsson, Ahrens Rapid Growth AB
Profitable, fast growing companies are not like others! They respond to a customer's curse and dare to do things differently, not in a common way.

16.00 – 16.30 **Final discussions**

16.30 – 16.45 **Briefing of upcoming FICPI meetings**

End of seminar

17.00 – 18.00 **Mingling with refreshments at Malmö Live**

FICPI Sweden reserves the right to any programme changes.

