



# IP Management and Enforcement: Good practices for SMEs

Thursday, 11 December 2008

Venue: Hotel Crowne Plaza, ground floor  
Rue Gineste, 3  
Brussels (Belgium)

**Chairperson** Agnieszka Turynska. IP Awareness and Enforcement: Modular Based Actions for SMEs. University of Alicante

## AGENDA

**09.00** Registration and Welcome coffee

---

## OPENING SESSION

**09.30** Martine Diss Head of Unit 3. EACI  
Jean-Pierre Lentz. DG Enterprise and Industry  
Denis Dambois. DG Trade

---

## IP AWARENESS

A must for not giving away your market opportunities

**10.00-10.25** "WIPO's Program for Assisting SMEs use IP for Business Competitiveness"  
Tamara Nanayakkara, WIPO

**10.25-10.40** "Demands and possibilities for new IP services targeting SMEs"  
Eva Bakos. Hungarian Patent Office.

**10.40-11.00** "esp@cenet, a key tool for SMEs"  
Nigel Clarke. European Patent Office

---

## IP MANAGEMENT

How to make the most of your IP

**11.00-11.20** "New and Improved Outreach and Support Programs, Projects and Services on IP for Entrepreneurs, Start ups, Spin off and SMEs"  
Gary Townley, UK IP Office

**11.20-11.40** "Facilitating the strategic use of IP; DKPTO initiatives"  
Christina Aagaard-Jensen. DKPTO

**11.40-12.00** "Strategic use of IP in Linak"  
Søren Skovgaard Pedersen. Manager. Linak

The "IP Awareness and Enforcement Modular Based Actions for SMEs" project is financed by the CIP Programme, DG Enterprise and Industry of the European Commission



Thursday, 11 December 2008  
Venue: Hotel Crowne Plaza, ground floor  
Rue Gineste, 3  
Brussels (Belgium)

## 12.00-13.00 LUNCH

### DEFENDING YOUR IP

#### When rights need turning into actions

- 13.00-13.30** “Recent EC developments in strengthening the enforcement of IPR”  
Wawka Perschke, DG Enterprise and Industry. EC
- 13.30-13.50** “IPR and holding onto profits: The experience with China”  
Simon Cheetham. Erynes International Ltd. IPR-Helpdesk China
- 13.50-14.10** “Good practices for making SMEs aware about the increasing importance of IP and enforcement of IP-rights”  
Serge Quazzotti, Henri Tudor Public Research Center
- 14.10-14.30** ”Successfully enforcing the SME IPRs; the Vlisco’s experience”  
Joep Wiszniewski. Vlisco

### COOPERATION between National Patent Offices and business intermediaries in the field of IP

- 14.30-14.50** “Units for Industrial Property Promotion (UIPP) – A strategic network in the field of IP, bringing closer NPOs, Business intermediaries and SME’s”  
Marco Dinis. National Institute of Industrial Property (Portugal)
- 14.50-15.10** “Introducing IPR in University of Oporto - the GAPI/UIPP Experience”  
Maria Oliveira. Oporto University / UPIN (TTO)
- 15.10-15.30** “Cooperation & Commitment between Technological Start-ups and University IP Offices”  
Paulo Ferreira dos Santos, CEO Tomorrow Options - Microelectronics, S.A.

### ROUND TABLE

- 15.30-16.30** Moderator: Denis Dambois. European Patent Attorney. DG Trade Unit E2 -- "Public Procurement and Intellectual Property" (EC)

### CLOSING

- 16.30** Roberto Escarré (Coordinator, IP Awareness and Enforcement: Modular based Actions for SMEs). University of Alicante.