

Intellectual Property Conference 2012

University of Glasgow

Monday, 10th December

Intellectual Property Dispute Resolution

*Following the success of the University of Glasgow Law School's 2011 Intellectual Property Conference, the Law School is delighted to announce details of a follow-up 2012 event. Last year's conference focussed on the forums for **achieving** a monetary valuation of intellectual property. This year, consideration shall be given to the forums for **agreeing** a valuation of intellectual property or indeed the resolution of any other intellectual property dispute: 'Who can I speak to?', 'Where can I go?', 'How much will it cost?', 'What else can be done?' These are all valid and significant questions for anyone who creates, owns, uses, manages or advises on intellectual property, and who wishes to know how to retain IP value, gain IP clarity and provide conclusive peace of mind regarding this essential - but often thought complex - part of modern business life.*

This year's event is being co-hosted by the School of Law and CREATE, the RCUK Centre for Copyright and New Business Models in the Creative Economy (www.create.ac.uk). It will take place in the prestigious **Court** and **Senate Suite** of the University of Glasgow.

The Conference will be of interest to a wide range of experts and students in this growing area of law, as well as general practitioners who need to build an awareness of dangers, opportunities and procedure for clients. It is also suitable for creative practitioners, entrepreneurs, investors, business owners/managers, marketing and business advisors and sociologists.

The conference Chairman is Philip Hannay, Managing Director of Cloch Solicitors Limited and the most recent winner of Scotland's *Intellectual Property Lawyer of the Year* award. Other speakers include:

- Lord Woolman
- Professor Martin Kretschmer, Director of CREATE
- Clare Hurley, UK Intellectual Property Office
- Mark Cruickshank, Brodies
- Brandon Malone, McClure Naismith
- Sam Bobo & Ian Lewis, Samian Underwriting

The conference fee is £50 (inc. VAT), which includes tea/coffee, a drinks reception, and all conference materials. If you find the conference fee a barrier to attending, please let us know and we will do our best to see you are not excluded.

Please note: availability is limited to 80 places only. The conference contributes **4 hours** towards CPD. To reserve your place at this exciting event, please contact Elspeth McCann at:

elspeth.mccann@glasgow.ac.uk
0141 330 2000, extension 0663

CONFERENCE PROGRAMME

- 1.00 Registration and Tea & Coffee
- 1.30 Introduction – Philip Hannay, Cloch Solicitors
Overview of the market
- 1.50 The view from practice – Mark Cruickshank, Brodies
Commercial Litigation
- 2.10 The view from practice – Brandon Malone, McClure Naismith
The Scottish Arbitration Centre
- 2.30 The view from the IPO – Clare Hurley
Reform of the PCC: Access to Justice at Proportionate Cost
- 3.00 Tea & Coffee
- 3.20 The view from the bench – Lord Woolman
Scotland’s IP Court
- 4.00 The view from industry – Sam Bobo & Ian Lewis, Samian Underwriting
The role of IP insurance
- 4.20 The view from academia – Prof Martin Kretschmer
The role of CREATE
- 4.30 The view from the floor – Prof Ronan Deazley
Round up Q&A, with all speakers
- 5.00 **Drinks and Networking**
- 6.00 **End of Conference**

The conference fee is £50 (inc. VAT), which includes tea/coffee, a drinks reception, and all conference materials. If you find the conference fee a barrier to attending, please let us know and we will do our best to see you are not excluded.

Please note: availability is limited to 80 places only. The conference contributes **4 hours** towards **CPD**. To reserve your place at this exciting event, please contact Elspeth McCann at:

elspeth.mccann@glasgow.ac.uk
0141 330 2000 extension 0663