



25th Annual IPSANZ Conference

2 - 4 September 2011



This year's programme brings you the highest calibre speakers with sessions covering key issues whilst enjoying a rewarding weekend at the Shangri-La Hotel, Sydney, Australia situated amongst the historic Rocks area with views of the world-famous Opera House & Harbour Bridge



CONFERENCE PROGRAMME

Friday, 2 September 2011

2.30 - 6.30 pm **Early Registration**

3.00 – 5.00 pm **Pre-conference Table Topic Sessions**

10 Round Table Topic Sessions

10 facilitators to lead discussion on current topics

Topic 1:

Convergence and Divergences in the Emerging Digital Economy

Facilitator

Iarla Flynn, Head of Public Policy and Government Affairs, Australia and New Zealand, Google, Sydney

Topic 2:

The Brave New World of Online Enforcement

Facilitator

Peter Leonard, Partner Gilbert + Tobin, Sydney

Topic 3:

Single Trans-Tasman examination - A Boon or Bind?

Facilitator

Graham Cowin, Partner, Phillips Ormonde Fitzpatrick and President of IPTA, Melbourne

Topic 4:

Problem Clauses in IP Licences (Including Warranties, Indemnities and Improvements)

Facilitator

Susan McMaster, Senior Legal Counsel, CSIRO, Melbourne

Topic 5:

Setting Royalty Rates - A Difficult But Necessary Task

Facilitator

Tony Samuel, Consulting Director LECG (a forensic accounting provider), Sydney

Topic 6:

Computing in the Cloud

Facilitators

Jeff Bullwinkel, Associate General Counsel, Sydney; and

Graham Tanner, Senior Attorney, Microsoft ANZ, Sydney

Friday, 2 September 2011

3.00 – 5.00 pm **Pre-conference Table Topic Sessions**

Topic 7:**The Future of Online Advertising**

Facilitator

Jeremy Tang, Director, Communication Evolution and former Head of Search at Telstra, Sydney**Topic 8:****A Different Ballgame – New TLD's and Dispute Resolution Procedures**

Facilitator

Chris Disspain, CEO and Director of auDA, Sydney**Topic 9:****Software Patents - Where to Now**

Facilitator

John Terry, Partner, Ellis Terry, Wellington**Topic 10:****Patent Law Reform – A Tale of Two Bills**

Facilitators

John Dower, Partner, Freehills Patent and Trade Mark Attorneys, Sydney; and**Rosemary Wallis**, Partner, Baldwins, Auckland

6.00 - 8.00 pm

President's Welcome - Cocktail Evening - *Blu Bar on 36*: Shangri-La Hotel, Sydney

Saturday, 3 September 2011

8.30 – 9.00 am Registration

9.00 – 10.30 am **Session 1**

Competing Interests: Addressing Competition Law Issues in Dealings with IP**Speakers:****Paul Zawa**, ACCC, Melbourne**Matt Sumpter**, Partner, Chapman Tripp, Auckland**Chairperson:****Josh Simons**, Partner, Minter Ellison, Adelaide

10.30 – 11.00 am **Morning Tea**

Saturday, 3 September 2011

11.00 – 12.30 pm **Session 2**

The Media and the Message: IP in the Age of Social Media

- Opportunities offered by social media such as Facebook and Twitter as a business and marketing tool
- Business risks associated with using social media and ways to address those risks
- IP infringement

Speakers:

Philip Catania, Partner, Corrs Chambers Westgarth, Melbourne

Katherine Sainty, Director, Sainty Law, Sydney

Warren Lee, formerly CEO, APN On-line, Sydney

Chairperson:

Rick Shera, Partner, Lowndes Jordan, Auckland

12.30 – 1.30 pm **Lunch**

1.30 – 3.00 pm **Session 3**

Direct and Indirect Liability

Accessorial liability– Liability for directors and others for contributing to and procuring infringement

Speakers:

Garry Fitzgerald, Barrister, Victorian Bar

Ian Gault, Partner, Bell Gully, Auckland

Chairperson:

Andrew Goatcher, Partner, Griffith Hack, Melbourne

3.00 – 3.30 pm **Afternoon Tea**

3.30 – 5.00 pm **Session 4**

In and Out of Fashion: Do IP Laws Deal Adequately with Fashion?

- Recent developments in fashion design law in Australia, New Zealand and around the world;
- Overlap and conflict in design, copyright and trade mark law;
- Do our IP laws promote or stifle the creative process?;
- Proving damage to reputation;
- Damages awards in fashion design cases.

Speakers:

Jo-Ann Kellock, Executive Director, Council of Textile and Fashion Industries of Australia, Melbourne

Michael Rivette, Barrister, Victorian Bar

Chairperson:

Andrew Brown QC, Barrister, Auckland, New Zealand Bar

Saturday, 3 September 2011

5.00 – 5.30 pm **IP Australia Break Out Session**

5.30 – 6.00 pm **Annual General Meeting**

7.00 pm **President's Dinner**

After dinner speaker : **The Hon Judge Alex Kozinski**

Judge Kozinski is Chief Judge of the United States Court of Appeals for the Ninth Circuit, has delivered a number of landmark IP and other judgments and is a renowned essayist and judicial commentator.

Sunday, 4 September 2011

9.00 – 10.30 am **Session 5**

Patents - To Amend ... or not...- Strategies for Litigation and Prosecution

Speaker:

David Catterns QC, Barrister, New South Wales Bar

Panel discussion:

Simon Williams, Partner, Spruson and Ferguson, Sydney

Greg Arthur, Partner, A J Park, Wellington

Greg Munt, Partner, Griffith Hack, Melbourne

10.30 – 11.00 am **Morning Tea**

11.00 – 12.30 pm **Session 6**

Keynote Speaker

The Hon Judge Alex Kozinski

Chief Judge, United States Court of Appeals for the Ninth Circuit

Chairperson:

The Hon Peter Heerey QC, Melbourne

12.30 - 2.00 pm **Lunch and close**