



PIUG 2010 Annual Conference

May 1-6, 2010
Hilton Baltimore
Baltimore, MD

Saturday, May 1st 2010

1:00 pm 4:30 pm Understanding patent litigation (Stephen Adams, Magister Ltd.) - FOR FEE Peale A-C

Sunday, May 2nd 2010

8:00 am 12 noon Patent Law Basics for Patent Searchers (Edlyn Simmons) - FOR FEE Peale C
 8:00 am 12 noon Automating Patent Analysis (Barry Brager, Perception Partners) - FOR FEE Johnson B
 8:30 am 9:30 am Updates from WIPO - PATENTSCOPE® (WIPO) Johnson A
 9:00 am 11:00 am Creating and Updating Multi-Database Reports (BizInt Solutions) Peale B
 9:00 am 11:00 am Structure Searching Derwent World Patents Index (DWPI) using STN Express (STN) Peale A
 10:00 am 11:00 am Minesoft's PatBase Enhancements (Minesoft) Johnson A
 11:30 am 2:00 pm Get the Best IP Practices out of orbit.com, Questel's new patent portal (Questel) Latrobe
 2:15 pm 3:30 pm Powering Your IP Research with Citation Analysis (Thomson Reuters) Johnson B
 4:00 pm 5:30 pm **PIUG Business Meeting.** (*PIUG members are encouraged to attend*) Peale A-B-C
 6:15 pm 7:00 pm First-Time Attendees Welcome Reception. *Sponsored by PIUG* Ruth
 7:00 pm 9:00 pm **Welcome Reception for All Meeting Attendees / Exhibits Open.** *Sponsored by STN* Holiday 4-6

Monday, May 3rd 2010

7:30 am 8:30 am Breakfast. *Sponsored by PIUG* Holiday 4-6
 8:30 am 9:00 am Welcome – *Cynthia Barcelon-Yang, PIUG Chair, Bristol-Myers Squibb*
 Brian Stockdale Award Presentation – *Edlyn Simmons, PIUG Director-at-large* Holiday 1-3
 9:00 am 10:00 am Introduction of the Keynote Speaker – *Ginger DeMille, USPTO*
 Keynote Address – *Robert L. Stoll, Commissioner for Patents, USPTO*
 10:00 am 10:30 am Break. *Sponsored by Search Technology/Vantage Point* Holiday 4-6
 10:30 am 12:15 pm **Updates from Patent Offices** Holiday 1-3
 Opening Remarks, Chairperson – *Stephen Adams, Magister Ltd.*
 Update from the Brazilian Patent Office – *Luci Mary Gonzalez Gullo, National Institute of Industrial Property (INPI), Brazil*
 Patent Protection and Online Information in South Africa – *Elena Zdravkova, CIPRO, South Africa*
 Updates from Other Patent Offices – *Stephen Adams, Magister Ltd.*
 Q&A
 12:15 pm 1:30 pm Lunch. *Sponsored by Questel* Key Ballroom 9-12
 PIUG Service Awards Presentation
 1:30 pm 3:00 pm **Moving Targets from Changes to Practices of USPTO** Holiday 1-3
 Opening Remarks, Chairperson – *Martin Goffman, Sequence Base Corporation*
 Updates on US Patent Law and Practice – *Rick Neifeld, Neifeld IP Law PC*
 Getting to the Front of the Line: The Patent Prosecution Highway – *Ric Henschel, Foley & Lardner*
 Do You Own Your Genes? - The Future of Gene Patents – *Martin Goffman, Sequence Base Corporation*
 Q&A
 3:00 pm 3:15 pm Product Reviews (Questel, Thomson Reuters, STN)
 3:15 pm 3:45 pm Break. *Sponsored by Minesoft* Holiday 4-6
 3:45 pm 5:30 pm **Other Moving Targets for Patent Professionals** Holiday 1-3
 Opening Remarks, Chairperson – *Brian Bridgewater, The Dow Chemical Company*
 A Status Update on the Development of Certification of Patent Information Professionals – *Aalt van de Kuilen, Solvay*
 PIUG Update on Certification Program - PETT Initiatives – *Susanne Hantos, Davies Collison Cave*
 Patent Information Retrieval Contest 2009 in Japan – *Yoshiharu Nakade & Tsutomu Kiriya, PIRC*
 Evaluating the Effectiveness of Patent Search Systems – *John Tai, IRF*
 6:30 pm **IPI Award Dinner.** *Sponsored by PIUG* Key Ballroom 9-12
 Cocktails at 6:30 pm (cash bar), Dinner at 7:15 pm



Tuesday, May 4th 2010

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| 7:30 am | 8:30 am | Breakfast. <i>Sponsored by Matrixware</i> | Holiday 4-6 |
| 8:30 am | 10:00 am | Patent Analysis in the World of Moving Targets | Holiday 1-3 |
| | | Opening Remarks, Chairperson – <i>Tony Trippe, 3LP Advisors</i> Computer Curation of Intellectual Property & Scientific Content – <i>Steve Boyer, IBM</i> A Patent Research Best Practice: Using Semantic Search Technology to Overcome Research Challenges – <i>Mike Hudelson, LexisNexis</i> Statistical Analysis: a tool to evaluate many facets of a technology – <i>Pierre Buffet, Questel</i> Q&A | |
| 10:00 am | 10:15 am | Product Reviews (BizInt, LexisNexis, Matrixware) | |
| 10:15 am | 10:45 am | Break. <i>Sponsored by INTELLIXIR</i> | Holiday 4-6 |
| 10:45 am | 12:15 pm | Life Beyond Patent Information – to Dream the Impossible Dream...or Not. | Holiday 1-3 |
| | | Opening Remarks, Chairperson – <i>Martin Goffman, Sequence Base Corporation</i> Personal View of Life Beyond Patent Information <i>Connie Wu, Rutgers University</i> <i>Bob Stenbridge, Thomson Reuters</i> <i>Ginger DeMille, USPTO</i> <i>Stephan Adams, Magister Ltd.</i> Q&A | |
| 12:15 pm | 1:30 pm | Lunch. <i>Sponsored by Thomson Reuters</i> | Key Ballroom 9-12 |
| 1:30 pm | 3:45 pm | Moving Targets in Search Techniques and Tools | Holiday 1-3 |
| | | Opening Remarks, Chairperson – <i>Kartar Singh Arora, BASF Corporation</i> Product Reviews (TPR, Search Technology, OceanTomo, Free Patents Online, Intellixir) Rules for Selecting Information in Multi-Database Patent Reports – <i>Diane Webb, BizInt Solutions</i> Natural Language v. Boolean: Sorting Out Natural Language, Semantic Search and Taxonomic Queries in Patent Searching – <i>Kris Atkinson, Boston Scientific Corp</i> Product Reviews (Minesoft, EPO, RWS) Revisiting INPADOC - New Developments in Legal Status Information – <i>Stephen Adams, Magister Ltd.</i> Implementing the Innovation Cycle – <i>Francisco E. De Sousa Webber, Matrixware</i> Product Reviews (Dolcera, Global Language Translation, IPPH) | |
| 3:45 pm | 6:30 pm | Extended Break and Exhibit Room open for Product Reviews. <i>Sponsored by SumoBrain</i> | Holiday 4-6 |
| 4:00 pm | 5:00 pm | Dolcera Patent Dashboard Workbench (Dolcera) | Holiday 1-3 |
| 4:00 pm | 5:00 pm | Intellixir system (Intellixir) | Marshall (3 rd Floor) |
| 4:00 pm | 5:00 pm | Enhanced Patent Analysis Using the Ocean Tomo Suite of Software Solutions (Ocean Tomo) | Pickersgill |
| 7:45 pm | | IFFI Play and Ice Cream Social <i>Ice cream social sponsored by IFI Patent Intelligence</i> | Peale A-C |

Wednesday, May 5th 2010 — Morning

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| 7:15 am | 8:15 am | Breakfast. <i>Sponsored by PIUG</i> | Holiday 4-6 |
| 8:15 am | 10:15 am | Moving Targets: Current & Future Best Practices in Searching, Reporting and Analyzing – Part 1 | Holiday 1-3 |
| | | Opening Remarks, Chairperson – <i>John Arenivar, The 3M Company</i> Product Reviews (Patent Eagle, East Linden, Inspec) Moving Beyond Patents - the Developing Role of the IP Information Specialist as an Integral Part of Business Success – <i>Cindy Poulos, Thomson Reuters</i> SIMPLE: A Platform for Deriving Business Value from Patent Information – <i>W. Scott Spangler, IBM</i> Objectively Assessing Patent Quality Using Sophisticated Statistical Models and Predictive Analytics Tools – <i>Jonathan Barney, Ocean Tomo</i> Product Reviews (WIPO, Quosa, GenericsWeb, Dialog) | |
| 10:15 am | 10:45 am | Break. <i>Sponsored by Ocean Tomo</i> | Holiday 4-6 |

Wednesday, May 5th 2010 — Late Morning & Afternoon

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| 10:45 am | 12:30 pm | Patent Information in the Age of Outsourcing | Holiday 1-3 |
| | | Opening Remarks, Chairperson – Bruce Mason, CibaVision Outsourcing – <i>Barbara Sue Faries & James Grant, SciMed Partners</i> Outsourcing Opportunities in the Patent Analytics: India – <i>Srinivasan Parthiban, Patent Eagle</i> The 5 Things You Must Know Before Outsourcing to India – <i>Charles Brumlik & David Gange, Nanobiz</i> Eye on Asia – <i>Brian Sweet, STN</i> Q&A Product Reviews (IFI Patent, Bioxccl) | |
| 12:30 pm | 1:30 pm | Lunch (including Bingo Card drawing) <i>Sponsored by PIUG</i> | Key Ballroom 9-12 |
| 1:30 pm | 3:00 pm | Roundtable Discussion on Moving Targets | Holiday 1-3 |
| | | Opening Remarks, Chairperson – <i>Lucy Akers, Bristol-Myers Squibb</i> | |
| 1:40 pm | 2:20 pm | Roundtable Discussion on Moving Targets – Session 1 | |
| 2:20 pm | 3:00 pm | Roundtable Discussion on Moving Targets – Session 2 | |
| 3:00 pm | 3:30 pm | Break. <i>Sponsored by Dialog</i> (last chance for exhibits) | Holiday 4-6 |
| 3:30 pm | 5:25 pm | Moving Targets: Current & Future Best Practices in Searching, Reporting and Analyzing – Part 2 | Holiday 1-3 |
| | | Opening Remarks, Chairperson – <i>Zhifu Shu, ExxonMobil</i> Finding the Synergy Need to Create a Strategic Patent Portfolio – <i>Fonda J. Daniels, SAS</i> Mechanical Patent Searching – <i>Dominic DeMarco, DeMarco IP, and Andrea Davis NuVasive, Inc.</i> Patent Information Services in China – <i>Yongsheng Wang, IPPH</i> Patents as a Moving Target – <i>Ron Kaminecki, Dialog</i> Q&A | |
| 5:25 pm | 5:30 pm | Closing Remarks – <i>Cynthia Barcelon-Yang, PIUG Chair, Bristol-Myers Squibb</i> | |

Thursday, May 6th 2010

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| 8:00 am | 9:00 am | Web-based Searching for Patent Information Across Global Sequence Databases (GenomeQuest) | Johnson B |
| 8:00 am | 9:00 am | Importance of non-patent literature in the patent process (Inspec) | Johnson A |
| 9:00 am | 4:00 pm | STN Patent Forum | Ruth |
| 9:00 am | 10:00 am | Learning and Sharing: Getting the Most out of the PIUG Wiki (Tom Wolff) | Latrobe |
| 9:00 am | 11:00 am | Deep Patent Research Using LexisNexis IP Solutions with Semantic Search (LexisNexis) | Peale A |
| 9:30 am | 11:30 am | USPTO Classification Workshop: What's Going on at PTO Related to Classification and Search | Peale B-C |
| 9:30 am | 10:30 am | Improving your Vantage Point on Patent Information - Leveraging Non-Patent Content (Search Tech) | Johnson A |
| 9:30 am | 11:30 am | Leonardo visual workflow platform for the patent searcher (Matrixware) | Johnson B |
| 11:00 am | 12:00 pm | Learning and Sharing: Getting the Most out of the PIUG Wiki (Tom Wolff) | Latrobe |
| 11:00 am | 12:00 pm | Focus on Chinese Patents: A New Dialog Database (Dialog) | Johnson A |
| 1:00 pm | 3:00 pm | USPTO Classification Workshop: Case Studies in the Chemical, Electrical and Mechanical Disciplines | Peale B-C |

