

Cynthia Yang, Chair

Denise Fobare-Deponio, Secretary

Doreen Alberts, Vice Chair

Ken Koubek, Treasurer

Suzanne Robins, Edlyn Simmons and Heidi Stone, Directors

PIUG 2010 Annual Conference An International Conference for Patent Information Professionals

"Moving Targets: Current & Future Best Practices and Opportunities for

Patent Information Professionals."

Saturday, May 1st to Thursday, May 6th 2010

Hilton Baltimore Convention Center Inner Harbor Baltimore, Maryland

Conference website: <u>http://www.piug.org/2010/an10meet.php</u>

Dear PIUG Members,

Now is the member exclusive period for registering for the meeting. Registration has opened to the general public on **March 1, 2010.**

As many of you know, the PIUG Annual Conference is a great opportunity to network with colleagues from around the world, visit vendors to learn about enhancements and suggest improvements, stay up to date on best practices, learn of new software and new products, attend workshops given by leaders in the fields, get involved in the patent information profession, and share one's knowledge with other patent information professionals.

This year's theme "Moving Targets: Current & Future Best Practices and Opportunities for Patent Information Professionals." will aim to offer views from patent information professionals and others who have worked with moving targets in the area of patent information The conference will feature world-renowned experts on patent information for technology research and planning, for legal organizations, and for overall corporate IP management (technology licensing and related activities). The conference will include many opportunities for discussion and part of Tuesday afternoon will be dedicated to visiting the exhibit hall. Many workshops will also be held in conjunction with this meeting (before and after the technical sessions). This year, we are very pleased and honored that **Robert L. Stoll, Commissioner for Patents, USPTO**, has agreed to give the **Keynote Speech** for the meeting.

Attendees typically have a professional, scientific, or technical interest in patents and represent a multitude of companies. Previous meetings in Crystal City, Virginia and San Antonio, Texas, drew enthusiastic groups of over 390 and 320 people, respectively, to the three-day technical sessions. Nearly one-fifth of the attendees were international; that is, attendees came from Australia, Austria, Brazil, Canada, China, Denmark, France, Germany, India, Israel, Italy,

Japan, Netherlands, the Russian Federation, Singapore, South Korea, Sweden, Switzerland, and the United Kingdom. We expect about 400 attendees in 2010.

Registration

Registration Fees

Conference Fees	By March 31	April 1 to April 28	Onsite
PIUG Member	\$395	\$550	\$550
Non-member (opens March 1, 2010)	\$450	\$550	\$550
Students, Unemployed, Full-time Retirees*	\$125	\$180	\$180

* Students, unemployed, full-time retirees must be PIUG members. Students must submit a valid copy of their student ID or letter from their Program Director validating their student status.

To qualify for the member registration fee, the registrant must have renewed their membership in PIUG for 2010. (To establish or renew PIUG membership go to the <u>PIUG membership</u> page.) Registration fee includes all breakfasts, lunches, and refreshments during conference breaks Monday-Wednesday, the Sunday Welcome Reception, and the Tuesday night ice cream social.

Registration includes:

PIUG Business Meeting Sunday afternoon, May 2. First-Time Attendees Reception, Sunday night, May 2 Welcome Reception, Sunday night, May 2. IPI-Award Ceremony & Dinner, Monday night, May 3 IFFI Players Production and dessert reception- Tues, May 4 Conference breakfasts, lunches, and refreshments during meeting breaks, Mon. – Wed., May 3 – 5. USPTO Workshop on US Classification Code Searching – Thurs, May 6

Two Easy Ways to Register in Advance

• On the Web

Use the online process for regular attendee registration or for sponsor or exhibitor attendee registration and pay by Visa, MasterCard, Discover, Personal or Corporate American Express credit cards.

• By Mail

Obtain a printable form as either a Microsoft Word or Adobe pdf document. Mailed Registration forms MUST be accompanied by check, or money order. Forms received without payment will NOT be processed. Funds must be in U.S. dollars and drawn on a US Bank. Checks or money orders should be made payable to PIUG. (For accounting purposes, the PIUG Federal Tax ID number is 38-3449639.). Send the completed form and payment (check or money order only) to:

PIUG Annual Conference 7044 South 13th Street Oak Creek, WI 53154

Please allow seven to ten business days for processing of form.

Registration Questions Contact Experient: +1 (330) 425-9330 (phone) or email, <u>piugannual@experient-inc.com</u>.

Registration Deadlines

- March 31, 2010 Early Bird Deadline
- March 1, 2010 Early Bird non-member registration begins

- By April 3, 2010 Full refund of registration fee
- After April 3, 2010 No refund
- April 28, 2010 End of Advanced Registration

Early Bird Deadline

The deadline for early bird registration is March 31, 2010. Registration forms must be postmarked by that date to qualify for the early bird rate. Web registrations must be entered by 12 midnight EST on March 31 to qualify.

Substitutions, Cancellations and Refunds

All changes, substitutions, and cancellations must be made in writing and sent to Experient by email or by fax at +1 (330) 963-0319. Substitutions may be made without penalty.

Deadlines for refund of conference registration fees

The full conference registration fee is refundable prior to April 4, 2010. To cancel your registration and receive a refund (less 10% administrative fees) before this date, please contact Experient. No-shows will not receive refunds of any fees paid.

Confirmations

Confirmations will be sent via e-mail to registrants within one week of receipt. If an e-mail address is not provided, or if an e-mail sent to you is returned as undeliverable, you will receive a confirmation via fax or regular mail within 5-7 business days.

On-site Registrations

Full conference registrations will be accepted on site. However, you should contact Experient to determine if space is still available prior to making your travel plans.

On-site registration will be available at no additional fee, provided space is available, although attendees are encouraged to register in advance. We cannot guarantee that registrations received after April 28, 2010 will be processed prior to the conference.

Special Needs

If you have special needs and require accommodation to fully participate, please e-mail a description of your requirements by April 3, 2010 to Experient. Should you require special hotel accommodations, please email a description of your requirements to Experient at piugannual@experient-inc.com.

Hotel Reservations

Please contact the Hilton Baltimore Convention Center hotel at phone number and use the registration web address listed above.

Exhibitor and Sponsor Registration

All exhibitors and their staff must register to be admitted to the exhibit hall and/or the technical session. Registration fees must be paid by all exhibitors and their staff if not eligible for a complimentary sponsor registration. The number of free registrations is sponsorship level dependent. Please contact Experient at +1 (330) 425-9330 if you have any registration-related questions. For other exhibit-related questions, contact Helen Yun at yunhelen @ yahoo.com. For questions about sponsorship, contact Denise Fobare-Deponio at denisefd @ aol.com.

At-Conference Matters

PIUG Registration Desk

The PIUG Registration Desk will be open during the following times for conference attendees to pick up their PIUG Badge and other conference materials:

Saturday, May 1	noon to 3:00 pm		
Sunday, May 2	5:00 pm to 9:00 pm		
Monday, May 3	7:00 am to 5:00 pm		
Tuesday, May 4	7:00 am to 4:00 pm		
Wednesday, May 5	7:00 am to noon		

Name Badges

Name badges will be supplied when you arrive at the conference, and are required for admission to all events and the exhibit hall.

Training Opportunities

Information on additional training opportunities held in conjunction with this conference can be found at the <u>Workshop</u> page of this PIUG 2010 Annual Conference website.

Conference Presentations

Please note that handouts of the presentation slides <u>will not</u> be given out at the conference. Presentations will be made available on the <u>PIUG Members Only</u> web pages shortly after the conference. To be able to access those handouts, be sure to join PIUG or renew your membership online via the <u>PIUG membership</u> web page.

PIUG would like to thank the following companies and organizations for generously providing support for this year's conference!

For an updated listing, please visit <u>http://www.piug.org/2010/an10sponsors.php</u>.

Emerald

- Questel
- Thomson Reuters

Diamond

• STN

Sapphire

- BizInt Solution (meeting books)
- LexisNexis
- Matrixward

Amethyst

- Intellixir
- Minesoft
- Ocean Tomo
- Search Technology/Vantage Point
- SumoBrain
- Technology & Patent Research (TPR) International (meeting bags)

Exhibitor

- Dolcera
- East Linden
- European Patent Office
- Generics Web
- Global Language Translation and Consulting
- IFI Patent Intelligence
- Inspec
- Intellectual Property Publishing House
- Quosa
- Parthys Patent Eagle
- RWS Group
- WIPO

Technical Session - Preliminary Agenda

See <u>http://www.piug.org/2010/an10prog.php</u> for accurate Program information. Monday-Wednesday, May 3-5, 2010

The conference will feature world-renowned experts on patent information for technology research and planning, for legal organizations, and for overall corporate IP management (technology licensing and related activities). The conference will include many opportunities for discussion and part of Tuesday afternoon will be dedicated to visiting the exhibit hall. Many workshops will also be held in conjunction with this meeting (before and after the technical sessions).

Sunday, May 2

- PIUG Business Meeting
- First Time Attendee Welcome
- Welcome Reception

Monday, May 3 Morning			
7:30-8:30am	Breakfast Location: Exhibits Hall – Holiday 4-6		
8:30-8:50am	Welcome Cynthia Barcelon Yang, PIUG Chair, Bristol-Myers Squibb		
8:50-9:00am	Brian Stockdale Award Presentation Edlyn Simmons, PIUG Director-at-large		
9:00-10:00am	Keynote Address Robert L. Stoll, Commissioner for Patents, USPTO		
10:00-10:30am	Break – Sponsored by TBA		
10:30-noon	Updates from Patent Offices Chairperson – <i>Stephen Adams</i> , Magister Ltd.		
	Update from Brazil Patent Office Lucy Mary Gonzalez, Brazil Patent Office		
	Update from South Africa Patent Office TBA, South African Patent Office		
	Update from USPTO TBA, USPTO		
	Update from Australian Patent Office TBA, Australian Patent Office		
	Q&A		

Monday, May 3 Afternoon

Lunch – PIUG Service Awards Sponsored by TBA Location: Key Ballroom 9-12
Moving Targets from Changes to Practices of USPTO – Opening Remarks Chairperson – Martin Goffman, Sequence Base Corporation
Do You Own Your Genes? - The Future of Gene Patents

	Martin Goffman, Sequence Base Corporation
	Updates on US Patent Law and Practice Rick Neifeld, Neifeld IP Law PC
	TBA Ric Henschel, Foley & Lardner
	Q&A
	Product Reviews
	Break – Sponsored by TBA
3:45-5:30pm	Other Moving Targets for Patent Professionals – Opening Remarks Chairperson – <i>tba</i> ,
	A Status Update on the Development of Certification of Patent Information Professionals Aalt van de Kuilen, Solvay
	PIUG Update on Certification Program - PETT Initiatives Susan Hantos, Davies Collison Cave
	Patent Information Retrieval Contest (PIRC) 2009 in Japan Yoshiharu Nakade, PIRC
	Evaluating the Effectiveness of Patent Search Systems John Tait, IRF
6:30pm-	IPI Award Dinner Cocktails at 6:30pm (cash bar), dinner at 7:15pm Sponsored by PIUG Location: Key Ballroom 9-12
	Tuesday, May 4 Morning
7:30-8:30am	Breakfast Sponsored by TBD Location: Exhibits Hall – Holiday 4-6

	Product Reviews				
10:45am-noon	Life Beyond Patent Information – Opening Remarks Martin Goffman, Sequence Base Corporation				
	Break – Sponsored by TBA/td>				
	Product Reviews				
	Towards Open, Scalable and Flexible Technology Platforms for Patent Informatics <i>Nalin Agrawal</i> , Inrea Research Solutions Pvt. Ltd.				
	Statistical Analysis, a tool to evaluate many facets of a technology <i>Pierre Buffet</i> , Questel				
	Computer Curation of Intellectual Property & Scientific Content Steve Boyer, IBM				
8:30-10:00am	Patent Analysis in the World of Moving Targets – Opening Remarks Chairperson – <i>Tony Trippe</i> , 3LP Advisors				
	Location: Exhibits Hall – Holiday 4-6				

Tuesday, May 4

Afternoon				
	Lunch Sponsored by TBA Location: Key Ballroom 9-12			
1:30-3:30pm	Moving Targets in Search Techniques and Tools – Opening Remarks Chairperson – <i>TBA</i> ,			
	Product Reviews			
	Defining Rules for Selecting Information in Multi-Database Patent Reports <i>Diane Webb</i> , BizInt			
	Natural Language v. Boolean: Sorting Out Natural Language, Semantic Search and Taxonomic Queries in Patent Searching Kris Atkinson, Boston Scientific Corp			
	A Patent Research Best Practice: Using semantic search technology to overcome research challenges Mike Hudelson, LexisNexis			
	Revisiting INPADOC Stephen Adams, Magister Ltd.			
	Product Reviews			
3:30-6:00pm	Extended Break and Exhibit Room Open for Product Reviews Break Sponsored by TBA			
4:00-5:00pm	http://www.piug.org/2010/an10work.php - tuesdayWorkshops			
7:30pm-	IFFI Play and Dessert Reception Location: Peale A-C			

Wednesday, May 5 Morning

7:30-8:30am	Breakfast Sponsored by PIUG Location: Exhibits Hall – Holiday 4-6			
8:30-10:00am	Moving Targets: Current & Future Best Practices in Searching, Reporting and Analyzing – Opening Remarks Chairperson – TBA,			
	Moving Beyond Patents - the Developing Role of the IP Information Specialist as an Integral Part of Business Success David Brown, Thomson Reuters			
	SIMPLE: A Platform for Deriving Business Value from Patent Information W Scott Spangler, IBM			
	Objectively assessing patent quality using sophisticated statistical models and predictive analytics tools Jonathan Barney, Ocean Tomo			
	Break – Sponsored by			
10:30am-noon	Patent Information in the Age of Outsourcing – Opening Remarks Chairperson – <i>Bruce Mason</i> , CibaVision			
	Outsourcing - Meeting Challenges and Generating Opportunities James Grant, SciMed Partners			

	Outsourcing Opportunities in the Patent Analytics Area of Developing Countries: A Case Study on India Srinivasan Parthiban, Patent Eagle
	The 5 Things You Must Know Before Outsourcing to India David Gange, Nanobiz LLC
	Eye on Asia Brian Sweet, CAS
	Q&A
	Wednesday, May 5 Afternoon
	Lunch including Bingo Card drawing Sponsored by Location: Key Ballroom 9-12
1:30-3:00pm	Roundtable Discussion on Moving Targets – Opening Remarks Chairperson – Lucy Akers, Bristol-Myers Squibb
	Roundtable Discussion on Moving Targets – Session 1
	Roundtable Discussion on Moving Targets – Session 2
	Break – Sponsored by
3:30-5:30pm	Moving Targets: Current & Future Best Practices in Searching, Reporting and Analyzing - Part 2 – Opening Remarks Chairperson – Zhifu Shu, ExxonMobil
	Finding the Synergy Need to Create a Strategic Patent Portfolio Fonda J. Daniels, SAS
	Mechanical Patent Searching: A Moving Target Dominic DeMarco, DeMarco IP
	Patent Information Services in China Huabing Liu, IPPH
	Patents as a Moving Target Chairperson – <i>Ron Kaminecki</i> , Dialog
	Q&A
	Closing Remarks Doreen Alberts, PIUG Vice Chair, Theravance Inc.
Evening (time to be determined)	Committee Meetings (signup and make arrangements at the Conference.

Please note that there will be 5 minute sponsor product reviews interspersed throughout the technical sessions on Monday and Tuesday

Please visit the Program Agenda website at <u>http://www.piug.org/2010/an10prog.php</u> for more updates.

Preliminary Workshop Schedule

The following workshops are being offered in conjunction with the PIUG 2010 Annual Conference. Please note that you must register separately for each workshop. As space is limited please register early. Early bird registration deadline for workshops is **March 31**. Regular registration fees apply thereafter or until the workshop fills up. Workshop schedule is subject to change.

Saturday, May 1

Instructor	Workshop	Time	Location	Cost	Registration
Stephen Adams, Magister Ltd.	Understanding patent litigation: procedures and information sources	1:00pm-4:30pm	Peale A-C		Registration link pending

* Note that discounted fees are available to people who register for both Stephen Adams' and Edlyn Simmons' workshops.

Sunday, May 2

Instructor	Workshop	Time	Location	Cost	Registration	
Edlyn Simmons	Patent Law Basics for Patent Searchers	8:00am-noon	Peale C	For fee*	Registration link pending	
Barry Brager, Perception Partners	Automating Patent Analysis: Best Practices for Reliably Exploiting Global Information Sources	8:00am-noon	Johnson B	For fee	Registration link pending	
WIPO	WIPO's Patentscope Services	8:30am-9:30am	Johnson A	Free	Registration link pending	
BizInt	Creating Reference Rows with BizInt Smart Charts 4.0	9:00am-11:00am	Peale B	Free	Registration link pending	
STN	Structure Searching Derwent World Patents Index (DWPI) using STN Express	9:00am-11:00am	Peale A	Free	Registration	
Minesoft	Minesoft's PatBase enhancements	10:00am- 11:00am	Johnson A	Free	Registration	
Questel	Get the best IP Practices out of orbit.com, Questel's new patent portal	11:30am-2:00pm	Latrobe	Free	Registration	
Thomson Reuters	Powering Your IP Research with Citation Analysis	2:15pm-3:30pm	Johnson B	Free	Registration link pending	

Tuesday, May 4

Instructor	Workshop	Time	Location	Cost	Registration
Dolcera	Dolcera Patent Dashboard Workbench	4:00pm-5:00pm	Holiday	Free	Registration
Intellixir	Intellixir system	4:00pm-5:00pm	Marshall BR	Free	Registration
	Enhanced Patent Analysis Using the Ocean Tomo Suite of Software Solutions	4:00pm-5:00pm	Pickersgill	Free	Registration

Thursday, May 6

Instructor	Workshop	Time	Location	Cost	Registration
STN	STN Patent Forum	9:00am-4:00pm	Ruth	Free	Registration
Steve Melnick and Terry Mackey, USPTO	USPTO Classification Workshop: What's Going on at PTO Related to Classification and Search	9:30am-11:30am	Peale B-C	Free	Registration link pending
Inspec	Importance of non-patent literature in the patent process	8:00am-9:00am	Johnson A	Free	Registration link pending
Search Technology	Improving your Vantage Point on Patent Information - Leveraging Non-Patent Content	9:30am-10:30am	Johnson A	Free	<u>Registration</u>
Tom Wolff	Learning and Sharing: Getting the Most out of the PIUG Wiki	9:00am-10:00am	Latrobe	Free	Registration link pending
Matrixware	Leonardo visual workflow platform for the patent searcher	9:30am-11:30am	Johnson B	Free	Registration link pending
LexisNexis	Deep Patent Research Using LexisNexis IP Solutions with Semantic Search	9:00am-11:00am	Peale A	Free	Registration
Tom Wolff	Learning and Sharing: Getting the Most out of the PIUG Wiki	11:00am- 12:00pm	Latrobe	Free	Registration link pending
Steve Melnick and Terry Mackey, USPTO	USPTO Classification Workshop: Case Studies in the Chemical, Electrical and Mechanical Disciplines	1:00pm-3:00pm	Peale B-C	Free	Registration link pending

Evening Activities

Sunday evening, May 2, 2010: There will be a First Time Attendee Welcome Reception followed by a Welcome Reception for All Meeting Attendees in the Exhibit Hall with the opening of the Exhibits.

Monday evening, May 3, 2010: IPI-Award Ceremony and Dinner Celebration

Tuesday night play, May 4, 2010 : Dessert Reception and IFFI play

Wednesday evening, May 5, 2010: PIUG Committee Meetings – time and locations to be determined by committee members

We hope that you will enjoy the excellent technical program, designed to provide new learning and networking opportunities for the patent information community. We look forward to seeing you in Baltimore!

Travel Information

LOCAL AIRPORTS to Hilton Baltimore

Baltimore/Washington International

Distance from hotel: 10 mi.

Drive time: 15 min.

Directions: Take I-195 W to I-295 N to Baltimore. I-295 becomes Russell St. Turn right on Pratt St.

Transportation to and from the Airport

Туре	Typical Minimum Charge
Limousine	35.00 USD
Super Shuttle	21.00 USD
Rental Car	Rates Vary
Тахі	25.00 USD

Washington National Airport

Distance from hotel: 41 mi.

Drive time: 50 min.

Transportation to and from the Airport		
Туре	Typical Minimum Charge	
Limousine	170.00 USD	
Super Shuttle	115.00 USD	
Rental Car	Rates Vary	
Тахі	140.00 USD	

Washington Dulles International Airport

Distance from hotel: 70 mi.

Drive time: 75 min.

Transportation to and from the Airport

Туре	Typical Minimum Charge
Limousine	130.00 USD
Rental Car	Rates Vary
Тахі	100.00 USD

HOTEL

Hilton Baltimore

401 West Pratt Street, Baltimore, Maryland, United States 21201 Tel: 1-443-573-8700 Fax: 1-443-683-8841

Please note: If you would like to stay at the Hilton Baltimore, you must make your own hotel reservation directly with the hotel. Registering for the meeting does not reserve a hotel room for you.

A block of rooms have been reserved for April 30, 2010 - May 6, 2010. The special room rate will be available until March 31st or until the group block is sold-out, whichever comes first.

2 DOUBLE BEDS - \$ 209.00 USD/Night 1 KING BED EXECUTIVE FLOOR - \$ 209.00 USD/Night 1 KING BED - \$ 209.00 USD/Night

Program Committee

Kartar Singh Arora, Chair

Members: Lucy Akers, Marty Goffman, Ron Kaminecki, Bruce Mason, Zhifu Shu, Tony Trippe, Diane Wian

Planning Committee

Cynthia Yang, Co-Chair

Doreen Alberts, Co-Chair

Mentor/Advisor - Suzanne Robins, Heidi Stone

Brian Stockdale Award Committee – Edlyn Simmons (Chair), Stephen Adams, Ken Koubek, Tony Trippe

Evaluations – Adrienne Shanler (Chair)

Exhibits - Helen Yun, Kristie Trinkle (Co-chairs), Qin Meng (Bingo Co-chair)

Gifts - Kim Miller

Hospitality - A.J. D'Ambra

Meeting Book Liaison – Alison Taylor

Meeting Brochure Publication - Donna Cooper (Chair)

Photography - Sandra Unger (Chair), Marty Goffman, Yuri Mozolev

Presentations Logistics Coordinator – A.J. D'Ambra

Registration Liaison – Malcolm Hallam

Signage - Sandra Unger

Travel – Don Walter

Sponsorship – Jane Thompson and Denise Fobare-DePonio, Co-chairs

USPTO Workshop/Events – Ginger DeMille, Diane Wian, Thomas Klose

Webpages – Tom Wolff (Webmaster)

Workshops – Martha Yates

About PIUG

The Patent Information Users Group, Inc. (PIUG) the International Society for Patent Information, is a non-for-profit organization for individuals having a professional, scientific or technical interest in patent information. With the ever increasing volume of patents and related technical documents, the effective retrieval and analysis of patent information has become an essential skill in business. The mission of PIUG is therefore to encourage the development of patent information research and analysis systems, to further develop members' patent research and analysis skills, and to provide appropriate recognition for its members excelling in the field. Through this international forum and discussion, we promote and improve the retrieval, analysis and dissemination of patent information.

PIUG has approximately 700 active members representing 27 countries including the United States, including nearly 300 patent information professionals who do patent searching for corporations, over 100 patent information consultants, over 80 patent information professionals who do patent searching for law firms, and about 20 searchers based in academic institutions. PIUG members are employed in performing patentability, freedom to practice, and validity patent searches for Fortune 500 / multi-national companies, leading universities and major IP law firms. PIUG is an international group with members from countries around the world including Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Greece, India, Indonesia, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Norway, Poland, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, UK, Ukraine & USA. For more information, see http://www.piug.org.