



# 2013 Annual Conference

April 27 - May 2, 2013

Hilton Alexandria Mark Center  
Alexandria, VA

## Saturday, April 27th, 2013

8:00 am	12:00 noon	The Importance of Presenting Useable Search Output to the Client (Stephen Adams) - FEE	Magnolia B
1:00 pm	5:00 pm	Fundamentals of Current Patent Law (Edlyn Simmon) – FEE	Magnolia B
8:00 am	4:00 pm	Patinformatics: The Next Generation (Tony Trippe) – FEE	Magnolia A
1:30 pm	4:30 pm	Personal Branding: Communicating the Authentic You – Free	Magnolia C

## Sunday, April 28th, 2013

8:30 am	10:00 am	Creating Patent Reports and Visualizations with BizInt Smart Charts (Bizint Solutions) – Free	Terrace East
10:00 am	12:00 pm	Soaring into Orbit.com with Perfected Search and Analysis Tools (Questel) – Free	Arbors
10:30 am	11:30 am	Making IP Intelligence Easy and Intuitive (Relecura) – Free	Terrace West
11:00 am	12:00 pm	Exclusive Sneak Peek: ProQuest Dialog™ Patents (ProQuest Dialog) – Free	Terrace East
12:00 pm	1:00 pm	Product Updates and Enhancements (Minesoft) – Free	Terrace West
12:30 pm	1:30 pm	Searching in DWPI Chemistry Resource (DCR) on STN (STN) – Free	Terrace East
2:00 pm	3:30 pm	Thomson Innovation: Enhanced Sources & Insight 2013 (Thomson Reuters) – Free	Arbors
4:00 pm	5:30 pm	PIUG Business Meeting ( <i>All PIUG members are encouraged to attend</i> )	Plaza Ballroom East
6:30 pm	7:30 pm	First-Time Attendees Welcome & Orientation. <i>Sponsored by PIUG</i>	Ballroom West/Foyer
7:30 pm	9:30 pm	<b>Welcome Reception for All Meeting Attendees / Exhibits Open.</b> <i>Sponsored by PIUG</i>	Plaza Ballroom West & Lower Foyer

## Monday, April 29th, 2013

7:30 am	8:30 am	Breakfast. <i>Sponsored by Minesoft</i>	Ballroom West/Foyer
8:30 am	9:00 am	Welcome & Introduction – <i>Susanne Hantos, PIUG Chair, Davies Collison Cave</i> Brian Stockdale Award Presentation – <i>Edlyn Simmons, Simmons Patent Information Service, LLC</i>	Plaza Ballroom East
9:00 am	10:00 am	Keynote Presentation – The USPTO: Transformation and Engagement. <i>Teresa Stanek Rea, Acting Under Secretary of Commerce for Intellectual Property and Acting Director of the USPTO</i>	
10:00 am	10:10 am	Product Updates (Thomson Reuters, BizInt Solutions)	
10:10 am	10:40 am	Break. <i>Sponsored by GenomeQuest.</i>	Ballroom West/Foyer

### Session A – Case Studies in Patent Informatics (Chair - Martha Yates, Monsanto)

10:40 am	12:30 pm	Using Multiple Online and Single Country Legal Status Databases to Resolve Licensing Fee Issues. <i>Carol E. Bachmann, 3M.</i> Patent Informatics in a Filter Bubble Age. <i>Kristine Atkinson, A-A Patent Investigations.</i> Into the Future Together: The Challenges for Providers and Users of Patent Information in Today's Fast-moving World and How to Meet Them. <i>Cynthia Murphy, Thomson Reuters.</i>	Plaza Ballroom East
12:20 pm	12:30 pm	Product Updates (Minesoft, STN)	
12:30 pm	1:30 pm	Lunch. <i>Sponsored by Thomson Reuters.</i>	Ballroom West/Foyer
1:30 pm	1:45 pm	Presentation of Service Awards	Plaza Ballroom East

### Session B – The Future of Communications in Patents (Chair - Jim Brown, FIZ Karlsruhe)

1:45 pm	2:55 pm	Overcoming the language barrier - The EPO's Patent Translate service. <i>Richard Flammer, EPO</i> Understanding Machine Translation and the Challenge of Patents. <i>John Tinsley, IP Translator</i>	Plaza Ballroom East
2:55 pm	3:10 pm	Product Updates (Questel, Search Technology, LexisNexis)	
3:10 pm	3:40 pm	Break. <i>Sponsored by LexisNexis®</i>	Ballroom West/Foyer

### Session C – Case Studies in Patent Analysis (Chair - Richard Williams, Zoetis)

3:40 pm	4:50 pm	Debabelizing the Portfolio: Embedding Patent Analysis in Your Patent Portfolio Processes. <i>Mark Stignani, Schwegman, Lundberg &amp; Woessner, P.A.</i> Updating our Patent Search and Analysis Tools. <i>David Weber, Corning Incorporated</i>	Plaza Ballroom East
4:50 pm	5:00 pm	Product Updates (GenomeQuest, TPR International)	
7:00 pm	10:30 pm	<b>PIUG 25th Anniversary Gala and Awards Dinner.</b> <i>Sponsored by PIUG and ExxonMobil Research &amp; Engineering.</i> Cash Bar before Dinner: 6:30 pm – 7:00 pm (Drink tickets left from Sunday will be honored)	Terrace



### Wednesday, May 1st, 2012

7:15 am	8:00 am	Breakfast. <i>Sponsored by Questel</i>	Ballroom West/Foyer
8:00 am	8:10 am	Introduction – <i>Andrea Davis</i>	Plaza Ballroom East
<b>Session G – The Cooperative Patent Classification - A View from the Primary Authorities (Chair - Kartar Arora, Landon IP)</b>			
8:10 am	10:00 am	Improving the Use of Patent Information - KIPO's IP Information Services. <i>Hee-tae Kim, Korean Intellectual Property Office (KIPO)</i> . The CPC Browser in Espacenet and USPTO's Experience. <i>Nigel Clarke, European Patent Office; Christopher Kim, USPTO</i> .	Plaza Ballroom East
10:00 am	10:30 am	Break. <i>Sponsored by Article One Partners.</i>	Ballroom West/Foyer
<b>Session H – Applied Technology (Chair - Zhifu Shu, ExxonMobil R&amp;E)</b>			
10:30 am	11:30 am	Summarizing Sequence Results by Patent Family. <i>John Willmore, BizInt Solutions</i> . PatBase: Adding Value And Preserving Quality In A Global Patent Database. <i>Elan Raday, Minesoft</i> . Applying Landscaping Tools to Determine Competitive Opportunities. <i>Miguel Iglesias and Joe Terlizzi, Questel</i> . The New STN Platform: Revolutionizing Patent Searching for Professionals. <i>TJ Bowen, STN</i> .	Plaza Ballroom East
11:30 am	12:30 pm	Lunch. <i>Sponsored by PIUG.</i>	Ballroom West/Foyer
<b>Session J – The Dynamics of Patent Searching (Chair - Kimberly Miller, Novartis)</b>			
12:30 pm	2:20 pm	WIPO's Patent Landscape Project and Patentscope. <i>Lutz Mailänder, WIPO and Iustin Diaconescu, WIPO</i> . Patent Searching: A Game of Imperfect Information. <i>Dominic DeMarco, DeMarco IP</i> .	Plaza Ballroom East
2:20 pm	2:50 pm	Break. <i>Sponsored by WIPS.</i>	Ballroom West/Foyer
<b>Session K – Legal Overview of Intellectual Property (Chair - Edlyn Simmons, Simmons Patent Information Service)</b>			
2:50 pm	4:35 pm	Update on US Patent Law and Practice – Focus on Board Proceedings. <i>Richard Neifeld, Neifeld IP Law, PC</i> . US Patent Office Information Technology Developments. <i>Marla Grossman, Coalition for Patent and Trademark Information Dissemination</i> . Advances in Non-Patent Literature Searching: 25 Years of Information Distilled to 140 Characters. <i>Ron Kaminecki</i> .	Plaza Ballroom East
4:35 pm	4:45 pm	Closing Remarks – <i>Susanne Hantos, PIUG Chair, Davies Collison Cave</i>	

### Thursday, May 2nd, 2013

8:00 am	9:30 am	America Invents Act (USPTO) – Free	Terrace West
9:30 am	12:00 noon	Cooperative Patent Classification (CPC) (USPTO, EPO) – Free	Terrace West
9:00 am	4:00 pm	STN Patent Forum (STN) – Free	Terrace East
9:00 am	10:00 am	INTELLIXIR New Version 8.0: Why do I need this application? (Intellixir) – Free	Beech

