2014 Annual Conference
April 26 – May 1, 2014  Hyatt Regency Orange County, Garden Grove, CA

Saturday, April 26th, 2014
8:00 am 12:00 pm IP in Africa – Shedding Light on the “Dark Continent” (Stephen Adams) – FEE  Garden 4
1:00 pm 5:00 pm Fundamentals of Current Patent Law (Edlyn Simmons) – FEE  Garden 4
1:30 pm 4:30 pm EPO Products Roadshow (EPO/Nigel Clarke)  Garden 3

Sunday, April 27th, 2014
8:30 am 9:30 am Find better patents faster (Ambercite)  Royal B
9:00 am 10:00 am INTELLIXIR Version 9.1: Business Cases for Mining Patents & Non-patent Literature (Intellixir)  Royal A
9:00 am 11:00 am From Disclosure to Monetization: Leading You Along the IP Lifecycle (Questel)  Royal CD
10:00 am 11:00 am Advanced Patent Analysis and Visualization Using Patent iNSIGHT Pro (Gridlogics)  Royal B
10:30 am 11:30 am Maximizing the Derwent Value-Added Features on STN – A Multi-Database Approach (STN)  Royal A
11:00 am 12:00 pm PatSeer – Global Patent Database with Many Unique Capabilities (Gridlogics)  Royal B
11:30 am 12:30 pm BizInt Smart Charts: Developing a “Cookbook” of Reports & Visualizations (BizInt Solutions)  Royal CD
12:00 pm 1:00 pm PatBase Celebrates its 10th Year with a Bevy of Enhancements incl. Legal Status Tools & PatBase Analytics (Minesoft)  Royal A
12:30 pm 1:30 pm IP Across Your Enterprise: From Ideation to Licensing (Innography)  Royal B
1:00 pm 3:00 pm Multi-device Approach to Deliver Timely and Contextual IP Intelligence (Relecura)  Royal A
1:30 pm 2:30 pm A Whole New World of Patent Research with ProQuest Dialog™ (ProQuest/Dialog)  Royal A
2:00 pm 3:00 pm Measuring and Modeling Innovation and Collaboration Networks at Chalmers University of Technology, Sweden (Thomas Houze, Georgetown University, Office of Technology Commercialization)  Royal CD
2:30 pm 3:30 pm Pharma/Biotech v. Technology Patent Search & Analysis: Similarities & Differences (Dilip Pandya, Qualcomm)  Royal CD
3:00 pm 3:30 pm Multivariate Patent Similarity Detection (Kas Kasravi, Hewlett-Packard)  Royal CD
3:30 pm 4:30 pm Break. Sponsored by GenomeQuest.  Grand Ballroom ABCD

Monday, April 28th, 2014
7:45 am 8:45 am Breakfast. Sponsored by Thomson Reuters; Wisdomain  Grand Ballroom ABCD
8:45 am 9:00 am Welcome and Keynote Introduction – Susanne Hantos, PIUG Chair, Davies Collison Cave  Grand Ballroom EFG
9:00 am 9:45 am Keynote Presentation – The Past Present & Future of Computer Curation of Patents & Scientific Literature. (Stephen Boyer, Ph.D., Research Solutions for the ChemPharma Industry, IBM Almaden Research Center)  Grand Ballroom EFG
9:45 am 10:00 am Product Updates (BizInt, Minesoft, Questel)  Grand Ballroom EFG
10:00 am 10:30 am Break. Sponsored by GenomeQuest.  Grand Ballroom ABCD
10:30 am 11:05 am Applying Information Analysis to Business Challenges at 3M (John Arenivar, 3M)  Grand Ballroom EFG
11:05 am 11:35 am Measuring and Modeling Innovation and Collaboration Networks at Chalmers University of Technology, Sweden (Thomas Houze, Georgetown University, Office of Technology Commercialization)  Grand Ballroom EFG
11:35 am 12:05 pm A Way Out of the Crystal Maze (Christian Soltmann, EPO)  Grand Ballroom EFG
12:05 pm 12:15 pm Product Updates (STN, Wisdomain)  Grand Ballroom ABCD
12:15 pm 1:30 pm Lunch. Sponsored by PIUG  Grand Ballroom ABCD
1:30 pm 2:05 pm Making Sense of a Small World (Alan L. Porter, Georgia Tech & Search Technology, Inc.)  Grand Ballroom EFG
2:05 pm 2:35 pm Pharma/Biotech v. Technology Patent Search & Analysis: Similarities & Differences (Dilip Pandya, Qualcomm)  Grand Ballroom EFG
2:35 pm 3:05 pm Multivariate Patent Similarity Detection (Kas Kasravi, Hewlett-Packard)  Grand Ballroom EFG
3:05 pm 3:15 pm Product Updates (Thomson Reuters, GenomeQuest)  Grand Ballroom EFG
3:15 pm 3:45 pm Break. Sponsored by IIFI Claims  Grand Ballroom ABCD
3:45 pm 4:20 pm Mining the Treasures for Competence: Human Resource & Technology Using Patent Information (Binqiang Liu, University of New Hampshire)  Grand Ballroom EFG
4:20 pm 4:50 pm Hooray for Hollywood – Brief Encounter w/Intellectual Property Rights in the Creative Industries (Stephen Adams, Magister)  Grand Ballroom EFG
4:50 pm 5:05 pm Product Updates (TPR International, IIFI Claims, Search Technology)  Grand Ballroom EFG
6:30 pm 10:30 pm PIUG Gala & Awards Dinner. Sponsored by the PIUG  Grand Ballroom CDEF
Tuesday, April 29th, 2014

8:00 am - 9:00 am  
Breakfast.  
Sponsored by Minesoft and STN  
Grand Ballroom ABCD

9:00 am
Session D: Patent Analysis Part 2 – Opening Remarks  
(Chairperson - Ron Kaminecki, Notre Dame University)  
Grand Ballroom EFG

9:05 am - 10:15 am
Automated Patent Obviousness Detection  
(Kas Kasravi, Hewlett-Packard)  
Grand Ballroom ABCD

9:35 am - 10:15 am
Analytics Panel – Patent Counsels’ Views on Patent Analytics/Citation Analysis  
(Panels – Peter J. Gluck, Brown Rudnick LLP; Milan Kapadia, CoreLogic Inc.; Frederick J. Zustak, SONY)  
(Moderator – John Arenivar, 3M)  
Grand Ballroom EFG

10:15 am - 10:45 am
Break.  
Sponsored by Search Technology  
Grand Ballroom ABCD

10:45 am - 11:15 am
Empirical Instruction Obtained from Dojo-style School Program for Patent Information  
Map Analysis [PIMA] During 8 Years in Japan and Current Japanese Situation  
Grand Ballroom ABCD

11:15 am - 12:00 pm
Machine Learning Approaches for Quantifying and Predicting Patent Quality  
(Yan Liu, University of Southern California)  
Grand Ballroom ABCD

12:00 pm - 1:00 pm
Lunch.  
Sponsored by PIUG  
Grand Ballroom ABCD

1:00 pm - 2:30 pm
Extended Break / Exhibits  
Grand Ballroom ABCD

2:30 pm
Session E: Subject Matter Challenges Part 2 – Opening Remarks  
(Chairperson: Yateen Pargaonkar, Chevron)  
Grand Ballroom EFG

2:35 pm - 3:05 pm
Searching the Future’s Challenges Now  
(Barbara Miller, Novartis Institutes for BioMedical Research, Inc.)  
Grand Ballroom ABCD

3:05 pm - 3:35 pm
Searching for Post-grant Events in the Life of a Patent  
(Kartar Singh Arora, Landon IP)  
Grand Ballroom ABCD

3:35 pm - 4:00 pm
Product Updates (INTELLIXIR, Innography, Evalueserve)  
Grand Ballroom ABCD

3:50 pm - 4:20 pm
Break.  
Sponsored by INTELLIXIR  
Grand Ballroom ABCD

4:20 pm - 5:00 pm
Intellectual Property Protection Strategies for Nanotech  
(Kevin Noson, Fernandez & Associates, LLP)  
Grand Ballroom ABCD

5:00 pm
Product Updates (EPO, Nordic Patent Institute)  
Grand Ballroom ABCD

7:00 pm - 9:00 pm
Networking Dinners.  
Sign-up sheet at registration desk.  
Meal at own cost.

FLOOR MAP – 1st Floor

Hyatt Regency Orange County  
11999 Harbor Blvd  
Garden Grove, CA 92840  
(714) 750-1234
### Wednesday, April 30th, 2014

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Breakfast. Sponsored by BizInt Solutions and Questel</td>
<td>Grand Ballroom ABCD</td>
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<tr>
<td>9:00 am</td>
<td><strong>Session F: Overcoming Challenges of Patent Searching – Opening Remarks</strong>&lt;br&gt;(Chairperson: Thomas E. Wolff, Wolff Information Consulting LLC)</td>
<td>Grand Ballroom EFG</td>
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<tr>
<td>9:05 am</td>
<td>Update on the Unitary Patent – a view from the information specialist (Stephen Adams, Magister Ltd.)</td>
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<td>10:15 am</td>
<td>Break. Sponsored by Innography</td>
<td>Grand Ballroom ABCD</td>
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<tr>
<td>10:45 am</td>
<td>A Patent System Ontology for Facilitating Retrieval of Patent Related Information&lt;br&gt;(Kincho Law, Stanford University)</td>
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<td>11:15 am</td>
<td>The Use of Patent Information to Support M &amp; A Decisions (Miguel Iglesias, Questel)</td>
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<td>11:30 am</td>
<td>Minesoft Milestones! Here We Grow Again! (Doug van der Zee, Minesoft)</td>
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<td>11:45 am</td>
<td>The Next 30 Years: STN® Celebrates and Looks to the Future (Rainer Stuike-Prill, STN)</td>
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<td>12:00 pm</td>
<td>Lunch. Sponsored by PIUG</td>
<td>Grand Ballroom ABCD</td>
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#### Session G: Updates from Patent Authorities & Other Institutions – Opening Remarks<br>(Chairperson: Sandra Unger)

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<tbody>
<tr>
<td>1:00 pm</td>
<td>Recent Developments at the EPO (Heiko Wongel, European Patent Office)</td>
<td>Grand Ballroom EFG</td>
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<td>1:35 pm</td>
<td><strong>PATENTSCOPE &amp; ePCT: New Features and Developments Overview</strong>&lt;br&gt;(Magdalena Zelenkovska, World Intellectual Property Organization)</td>
<td></td>
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<tr>
<td>2:05 pm</td>
<td>Activities &amp; Progress of Patent Information Retrieval Contest (PIRC) in Japan&lt;br&gt;(Izumi Tsuzuki, Committee of the Online Patent Retrieval Contest in Japan, and Sakae Nakamura, Asahi Kasei Corp.)</td>
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<tr>
<td>2:35 pm</td>
<td>Break. Sponsored by Evalueserve</td>
<td>Grand Ballroom ABCD</td>
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#### Session H: Patent Licensing & Strategy – Opening Remarks<br>(Chairperson: Kristin Whitman, Landon IP)

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<tr>
<td>3:05 pm</td>
<td>To Collaborate or Not to Collaborate: The Case Study of Stem Cell Research in Israel&lt;br&gt;(Talya Ponchek, University of Haifa, Israel)</td>
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<tr>
<td>3:40 pm</td>
<td>Understanding the Science &amp; Art of IP Value to Help Optimize IP Strategy&lt;br&gt;(Bob Stewart, Thomson Reuters)</td>
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<tr>
<td>3:55 pm</td>
<td>Creating a Recipe for Legal Status Reports (John Willmore, BizInt Solutions)</td>
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<td>4:10 pm</td>
<td>A Wave of Change: Looking Inside ActionablePatents (Ilsoo [Bryan] Kim, Wisdomain)</td>
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<td>4:25 pm</td>
<td>Patent Licensing &amp; Negotiation Strategies (Paul Germeraad, Intellectual ASSETS Inc™)</td>
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<tr>
<td>4:55 pm</td>
<td>Closing Remarks (Susanne Hantos, PIUG Chair, Davies Collison Cave)</td>
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<td>7:00 pm</td>
<td>Networking or PIUG Committee Dinners. Sign-up sheet at registration desk. Meal at own cost.</td>
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### Thursday, May 1st, 2014

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Advanced Strategies for Searching Patents in Any Source (Ron Kaminecki) – $50 per person</td>
<td>Grand Ballroom F</td>
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<tr>
<td>9:00 am</td>
<td>STN Patent Forum (STN)</td>
<td>Grand Ballroom E</td>
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<tr>
<td>9:00 am</td>
<td>CPC Workshop (USPTO)</td>
<td>Grand Ballroom G</td>
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