

2024 NAIPA CONFERENCE FOR IP ADMINISTRATORS
VENUE: Legenes Hus, Christiania Torv 5, 0158 Oslo
DATE: April 25, 2024

DETAILED AGENDA

08:00 – 08:30
REGISTRATION, COFFEE/TEA, FRUIT/ENERGY BARS

08:30 – 08:45
WELCOME // INTRODUCTION

Presenter: Kathrine Myhre, Norwegian Industrial Property Office (NIPO)

Kathrine is Director General of the Norwegian Industrial Property Office, a position she took up on in 2021. She has, over the years, built organisations and a broad network, nationally and internationally, and is a confident speaker within her fields of expertise. Kathrine has initiated and led a wide range of strategic and innovative processes and projects and holds several strategic board positions, such as vice chair of the board of the Norwegian Export Strategy Council.

08:45 – 09:30
THE PITFALLS OF ASSIGNMENTS AND BEST PRACTICE TO AVOID THEM

Presenter: JoAnna Emery, atai Life Sciences (UK)

JoAnna joined atai Life Sciences in 2022. Previously, she was Senior IP Paralegal for Cambridge Mechatronics Limited where she was responsible for aiding in the management and growth of the patent portfolio. Prior to this she was the Head of and Director for Pure Ideas Limited where she managed the strategy, P&L, KPIs and intellectual property operations of the firm. JoAnna has close to 30 years' experience in intellectual property in both the US and England, and holds an Associate and Bachelor's degree in Paralegal Studies from Rivier College.

09:30 – 09:45
BREAK

09:45 – 10:20
PRIORITY RIGHTS AND THE ICEBERG THEORY: A DEEP DIVE

Presenter: Paula Gallego, Simmons & Simmons (NL)

Paula has more than 10 years of experience in patent formalities, working in either in-house department as well as law firms in Spain and The Netherlands. Her duties diversify between

monitoring of deadlines and filing of responses and new cases between the relevant patent offices, the supervision of due diligence procedures, cross checking responsibilities and management of the formalities team. She has completed a Master in Intellectual Property with Universidad de Barcelona, and is a certified European and UK patent administrator.

10:20 – 10:30
BREAK

10:30 – 11:30

EPAC: HOW TO INTERPRET EXAM QUESTIONS

Presenter: Rut Herbjørnsen, Trona Patentrådgivning (SE)

Rut is a European Patent Attorney based in Stockholm. In addition to working as a patent attorney, her company arranges training courses for IP professionals through IP-akademin. She also provides individual coaching and is involved in training activities for the European Patent Academy and the epi.

11:30 – 12:30
LUNCH BUFFET

12:30 – 13:15

MADRID SYSTEM: LATEST DEVELOPMENTS

Presenter: Debbie Rønning, WIPO

Debbie is the Director of the Madrid Legal Division in World Intellectual Property Organization (WIPO). Her area of responsibility is the legal aspect of the Madrid System for the International Registration of Marks. This involves aiding Offices in their preparations for accession to and implementation of the Madrid System, and for the development of the legal framework of the Madrid System. Before joining WIPO in 2010, she worked at the Norwegian IP Office (Patentstyret).

13:15 – 13:50

CHALLENGES IN USING THE HAGUE SYSTEM

Presenter: Katri Kiviniemi, Bryn Aarflot AS (NO)

Katri is a European and Finnish Trademark and Design Attorney (authorized) and currently holds a position as the Chair of ECTA Design Committee. She has over 20 years of experience of working in the IP field in both international top-tier law firms as well as specialized IP firms. Katri has always aimed at a multidisciplinary approach to learning as well as to intellectual property rights. She has completed studies in International Design Business Management as well as Commercial and IP Law, in addition to holding a BBA in Marketing and an MBA in Management and Entrepreneurship.

13:50 – 14:00
BREAK

14:00 – 14:45

COLLECTING EVIDENCE OF TRADEMARK USE

Presenter: Samantha Crellin, WebTMS (UK)

Samantha is a UK Chartered Trademark Paralegal and member of INTA's Trademark Administrators' Committee (Certificate Program Subcommittee) with ten years' experience both in-house and private practise, working on global trademark and design portfolios of various sizes. Samantha now uses this hands-on experience to support clients of IPMS provider, WebTMS, to streamline their workflow, including having active involvement in the future development of the software.

14:45 – 15:00

BREAK, SMOOTHIES

15:00 – 15:30

RULES AND WORKFLOW: TIPS AND TRICKS FOR HANDLING YOUR IP PORTFOLIO WORKLOAD EFFECTIVELY

Presenter: Samantha Crellin, WebTMS (UK)

15:30 – 16:00

EXISTING AND PLANNED DIGITAL SOLUTIONS FROM NIPO

Presenters: Migle Grønbekk and Freddy Strømmen, Norwegian Industrial Property Office (NIPO).

Migle is Test Leader and Product Owner at the Digital Services Department. She has long experience from an IP law firm as an administrator, accountant, system owner and chief of administration. Her experience and interest in digital IP Management systems has taken her to test management and product ownership, based on a solid domain knowledge.

Freddy is Product Owner for the portfolio of Digital Customer Services in NIPO, often in the role of Project Manager when creating new services. He joined the IP world and NIPO in 1995. Before the shift to digital services, he held the role as Head of Section in Administrative production support (covering patents, designs and trademarks). During this period, he was able to work for nearly a year in IP Australia, and later develop digital services in close cooperation with the EUIPO.

16:00 – 16:15

BREAK

16:15 →

ANNUAL MEETING FOR NAIPA MEMBERS / END OF CONFERENCE

Presenter: Gunn-Tove Bjerke-Selmer, NAIPA Chair

17:00 – 20:00

THREE-COURSE DINNER WITH WINE / BEVERAGES