

IP IN SYSTEMS BIOLOGY

PATENTING YOUR PERSONALISED MEDICINE INNOVATIONS
TO CHANGE THE CONCEPT OF BIOMEDICAL CARE

SEPTEMBER 19, 2006, RADISSON SAS SCANDINAVIA HOTEL, COPENHAGEN, DENMARK

IN THE CHAIR:

DR. KÁRI STEFÁNSSON PRESIDENT AND CHIEF EXECUTIVE OFFICER, DECODE GENETICS

HEAR FROM YOUR EMINENT SPEAKER PANEL:

JAY Z. ZHANG VICE PRESIDENT OF INTELLECTUAL PROPERTY, MYRIAD GENETICS, INC. (USA) **DR. GERALD V. DAHLING** SENIOR VICE PRESIDENT GLOBAL PATENTS, SANOFI-AVENTIS **ALLEN NORRIS** VICE PRESIDENT AND HEAD OF GROUP INTELLECTUAL PROPERTY, UCB GROUP **THOMAS MALONE** PH.D., J. D. SENIOR IP COUNSEL, AFFYMETRIX, INC (USA) **STEPHEN K. BOYER** PHD SENIOR SCIENTIST, IBM HEALTHCARE & LIFE SCIENCES (USA) **DR. BERND ISERT** DIRECTOR - BIOTECHNOLOGY, EUROPEAN PATENT OFFICE **GERRY KAMSTRA** PARTNER IP & LIFE SCIENCES, BIRD & BIRD **NEIL JENKINS** PARTNER IP & LIFE SCIENCES, BIRD & BIRD **ELIZABETH DOHERTY** PHD PATENT ATTORNEY, FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER **PETER HORN MØLLER** PHD PARTNER AND HEAD OF LIFE SCIENCE AND CHEMISTRY, PLOUGMANN & VINGTOFT **NICKA KIRSTEJN JOHANSEN** M.SC. BIOLOGY, PATENT ATTORNEY, PLOUGMANN & VINGTOFT

LAB innovator

DEAR PATENT SPECIALIST,

We are facing a paradigm shift in the global life science industry today. Personalised medicines allow biotech and pharmaceutical companies to deliver customised drugs or treatment options that match each individual's genetic make-up. To be at the forefront your company needs to master the IP strategies successfully in an emerging field of pharmaceuticals.

The driving force behind this radical transformation is the mapping of the human genome and its combination with proteomics in the human body. With a Systems Biology approach it is possible to successfully track down individual responses to various drug therapies and identify the most promising R & D projects for clinical trials.

It is important to develop an IP strategy focusing on your personalised medicine innovations where genomic relationships are being used to customise a drug for specific target diseases. The key to success is the combination. Narrow claims protect your biotech invention and will

successfully exclude your competitors to exploit the claimed genomic relationship in your patents.

This international flagship event will present the IP leaders within personalised medicine providing your company with an IP platform to protect your personalised medicine innovations in the era of post-genomics. Our high level speaker panel will guide you through the steps required to protect your company's most valuable assets, the patents, in a highly competitive business environment, the global pharmaceutical industry.

I look forward to seeing you in Copenhagen!

Yours Sincerely

Carl Gram
Conference Director

THIS CONFERENCE WILL TACKLE KEY ISSUES SUCH AS:

- Managing in-house patents internally and externally to support long term business objectives
- Personalised medicine patents: Narrow vs. broad claims to maximise your freedom to operate?
- Planning your R & D to get a unique IP position in the life sciences industry
- How do you protect your personalised medicine inventions?
- Generating a data base of molecular structures to analyse large number of patents
- EPC 2000 – Impact of the EPC reform going into force by the end of 2007 on patent practice and procedure
- Who is your infringer?
- Uncovering the challenges of enforcement of personalised medicine patents in the EU
- Capitalising on Freedom to Operate to protect your personalised drug innovations
- Examining US patent enforcement vs. EPO oppositions

TARGET AUDIENCE AND JOB TITLES

PRESIDENTS, CHIEF EXECUTIVE OFFICERS, CHIEF IP COUNSELS, CHIEF SCIENTIFIC OFFICERS, VICE PRESIDENTS, DIRECTORS AND HEADS OF:

- Intellectual Property
- Corporate Patents
- Global Intellectual Property
- Corporate Intellectual Property
- Corporate Patents and Trade Marks
- Patents – Biotechnology
- IPR Strategy
- Legal and Intellectual Property
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- European Patent Attorneys
- Patent Agents
- Research & Development
- Systems Biology
- Business Development
- Venture Capitalists
- Partners
- Consultants

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20:00 / SEPTEMBER 18TH 2006

EVENING DINNER AT RADISSON SAS SCANDINAVIA HOTEL

CONFERENCE, SEPTEMBER 19TH 2006

08:30

REGISTRATION AND COFFEE

09:00

CHAIRMAN'S OPENING REMARKS

Dr. Kári Stefánsson President and Chief Executive Officer
DECODE GENETICS

09:10

DEVELOPING AN IP STRATEGY TO PROTECT YOUR PERSONALISED MEDICINE INVENTIONS

- Optimising an IP strategy to ensure freedom to operate in the personalised drugs marketplace
- Mapping genomic relationships and treatment methods to avoid enforceability from your competitors
- Examining benefits with Systems Biology in a pharmaceutical organisation:
 - Increasing ROI on your R & D through better productivity
 - Growing market potential in the modern biomedical society
 - Improving people's healthcare by delivering more effective and safer drugs
- Personalised medicine patents: Narrow vs. broad claims to maximise your freedom to operate?
- How do you enforce your innovations in an emerging field of pharmaceuticals
- Who is your infringer?

Allen Norris Vice President and Head of Group Intellectual Property
UCB GROUP

09:50

UNCOVERING THE CHALLENGES OF ENFORCEMENT OF PERSONALISED MEDICINE PATENTS IN THE EU

- Understanding the types of claims in issue
- Examining the applicability of current case law in the EU to such claims
- Impact of EPC 2000
- Presenting the availability of relief for infringement of such claims

Gerry Kamstra Partner IP & Life Sciences and
Neil Jenkins Partner IP & Life Sciences
BIRD & BIRD

10:30

MORNING COFFEE

10:50 / CASE STUDY:

DESIGNING AN IPR VISION TO PROTECT YOUR INVENTIONS IN THE LIFE SCIENCE INDUSTRY

- Developing a Patent protection strategy to sustain a competitive business advantage
- Managing in-house patents internally and externally to support long term business objectives
- How do we differ?
- Interacting with patent offices around the world to successfully protect your biotech inventions
- Examining US patent enforcement vs. EPO oppositions
- Coordinating patent litigation to successfully protect your business
- Taking advantage of licensing to find external partners in the personalised medicine arena
- Licensing vs. partnering

Thomas Malone Ph.D. J. D. Senior IP Counsel
AFFYMETRIX, INC (USA)

11:30

PATENTING BIOMEDICAL INVENTIONS AT THE EPO

- Filing trends – Analysis of recent filing figures to monitor technology trends and developments
- EPC 2000 – Impact of the EPC reform going into force by the end of 2007 on patent practice and procedure
- Discussing recent case law considering:
 - G1/04: Diagnostic methods
 - G2/06: Stem Cells
 - Claims relating to pharmacogenomics

Dr. Bernd Isert Director - Biotechnology
EUROPEAN PATENT OFFICE

12:10 / CASE STUDY:

CAPITALISING ON FREEDOM TO OPERATE TO PROTECT YOUR PERSONALISED DRUG INNOVATIONS

- Developing an IP strategy to identify your scientific and commercial opportunities within personalised medicines
- Examining features within Systems Biology to obtain freedom to operate such as:
 - Pre-research: Identifying relationship between genomic relationship and disease area
 - Clinical trials: Combining drug and diagnostic treatment to tailor your inventions to genetic make-up's
 - Treatment Regimes: Designing treatment methods for specific target groups
- How do you protect your personalised medicine inventions?
- Uncovering best experiences learnt so far

Dr. Gerald V. Dahling Senior Vice President Global Patents
SANOFI-AVENTIS

12:50

LUNCHEON

14:00

PLANNING YOUR R & D TO GET A UNIQUE IP POSITION IN THE LIFE SCIENCES INDUSTRY

- Uncovering strategies to make intelligent decisions for the unknown future
- Identifying and planning your path to market based on your IPR
- Coordinating your IP across domains to ensure the best possible market position
- Reaching your objective through timely technical solutions
- Needs, barriers and actions for market access and IP protection

Peter Horn Møller PhD Partner and Head of Life Science and Chemistry and Nicka Kirstejn Johansen M.Sc. Biology, Patent Attorney
PLOUGMANN & VINGTOFT

14:40 / KEYNOTE ADDRESS:

MASTERING AN IP VISION TO STRENGTHEN YOUR POSITION IN THE PERSONALISED MEDICINE ARENA

- Designing patent strategy to protect your customised treatment methods in an emerging marketplace
- Ensuring Freedom to Operate to maximise your business opportunities
- How to monitor large data bases and identify processes to sustain a competitive business advantage
- Cross-industry collaboration to accelerate the development within Personalised Drugs
- Examining best practises learnt so far and future patent strategies

Jay Z. Zhang Vice President of Intellectual Property
MYRIAD GENETICS, INC. (USA)

15:20

AFTERNOON TEA

15:50 / CASE STUDY:

LEVERAGING TEXT ANALYTICS & SEMANTIC RELATIONSHIPS TO ENSURE SEARCH AND INFORMATION ANALYSIS

- Taking advantage of UIMA technology to identify chemical names in unstructured text
- Generating a data base of molecular structures to analyse large number of patents
- Examining features of your data base to analyse patents with regards to:
 - e-Classification
 - Visualisation
 - OLAP analysis capabilities
- Building data base capabilities to move towards the Systems Biology vision

Stephen K. Boyer PhD Senior Scientist
IBM HEALTHCARE & LIFE SCIENCES (USA)

16:30

PUTTING YOUR SYSTEMS BIOLOGY PATENT PORTFOLIO TO WORK IN A GROWING MARKET

- Drafting patent applications now to remain "listable" upon later regulatory approval of your personalised medicine invention
- Protecting ownership of your patents to strengthen your position in the market
- Making your portfolio attractive to potential licensors and marketing partners
- Patent prosecution strategies to protect the enforceability of your patent portfolio
- Where do we go from here?

Elizabeth Doherty PhD Patent Attorney
FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER

17:10

CHAIRMAN'S CLOSING REMARKS

17:20

END OF CONFERENCE

Lab Innovator invites you to remain for a cocktail reception immediately following the conference.



IP IN SYSTEMS BIOLOGY

CONFERENCE CODE: LI011 MARKETING

PLEASE COMPLETE THIS FORM AND FAX BACK TO: + 45 3315 5087

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Please send any further names and positions on a separate page.

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EVENING DINNER:

Number of Attendees the September 18 Evening Dinner:	per delegate: 500 DKK
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An 18 % service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. All prices excluding 25 % VAT.

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Fax: (+45) 3315 5087 / Phone: (+45) 3313 6250 / E-mail: registration@labinnovator.com / Mail: Lab Innovator, Brolæggerstræde 6, 1., DK-1211 Copenhagen K

OFFICIAL PUBLICATION:

Intellectual property is the business issue of the 21st Century. But until now, no publication has focused on intellectual property from a business point of view. Published six times a year, Intellectual Asset Management is a major magazine that meets this need.

IAM is specifically designed to give its readers the inside track on how companies can ensure they extract the maximum value from patents, trademarks, copyrights and trade secrets they own, as well as the know-how inside their employees' heads. IAM is unique because it treats IP as a business asset and tool.

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