9:00  Registration and pretzel breakfast

9:30  Welcome by the moderator and information on the schedule for the day
DPMAforum

9:45  Technology trends, patent quality and trade mark news
Cornelia Rudloff-Schäffer, President
DPMAforum

10:15  Moderated discussion with the Federal Ministry of Justice and Consumer Protection
Strengthening intellectual property through legislation
Dr Christian Wichard, Head of Directorate III B at the Federal Ministry of Justice and Consumer Protection
DPMAforum

10:40  Break

10:45  Expert forum I

Session 1:
Short presentations on current topics
DPMAforum

Session 2:
DPMAregister workshop
Georgina Lindow-Eickhoff, DPMA
Room 1010

Session 3:
Walk-in trade mark workshop
Katharina Mirbt, DPMA
Room 1006

10:45  DPMAutzerbeirat – a user advisory body gains momentum
Dr Dieter Laufhütte, patent attorney, Lorenz Seidler Gossel Rechtsanwalt Patentanwälte Partnerschaft mbB and Hubert Rothe, DPMA, Head of Directorate General Information

11:00  Trade mark piracy – stocktaking and options of protection
Lennart Röer, German Anti-Counterfeiting Association (APM)

11:25  Getting through the patent procedure more efficiently
Dr Bernd Läßiger, DPMA

11:45  Expansion of the electronic dialogue with DPMAdirektPro
Ralph Hofacker, DPMA

12:05  Spotlight on the electronic search and data supply services
Dr Harald Seitz, DPMA

please turn over
Session 4:
Utility model – attractive IP right for SMEs
Dr Tobias Wuttke, Meissner Bolte Patentanwälte Rechtsanwälte Partnerschaft mbB;
Martin Kreis, CYBEX GMBH and Jörg-Eckhard Dördelmann, DPMA
Room 1008

Session 5:
From patent to marketable product
Dr Robert Phelps, managing director, Bayerische Patentallianz/CEO BayPAT and Dr Peter Stumpf, managing director, TransMIT Gesellschaft für Technologietransfer mbH
Room 1009

Session 6:
DPMAdirektPro basics
Alexander Rottmann, DPMA and Daniel Heller, DPMA
Room 1005

Session 7:
DPMAdirektPro for advanced users
Uwe Gebauer, DPMA
Room „Alte Börse“

12:30 Networking with lunch
13:15 Guided art tour
14:00 Expert forum II

Panel discussion
DPMAnutzerforum
Patentability of artificial intelligence
Thomas L. Lederer, patent attorney; Dr Thomas Buchholz, BSH Hauseräte GmbH; Professor Dr Matthias Leistner, LMU Munich; Detlev-Georg Schmidt-Bilkenroth, DPMA
14:00 Meet the Experts 1
Room 1006
Trade Mark Law Modernisation Act – a first stocktaking and the new trade mark invalidity proceedings
Dr Petra Weitzel, DPMA
Legal certainty for disclosure of designs on the Internet
Markus Ortlieb, DPMA

Meet the Experts 2
Room 1008
Dealing with Asian, especially Chinese patent literature
Dr Alexander Baust, DPMA and Dr Jinming Lu, DPMA

15:00 Break
15:05 Poster evaluation, brief reports from the expert forums, summary and farewell
Cornelia Rudloff-Schäffer, President DPMAnutzerforum
15:30 End of event