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# 4<sup>TH</sup> GPCA IP AWARENESS WORKSHOP

12-13 DECEMBER 2018  
Safir Hotel & Resort – Fintas Area, Kuwait



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The Gulf Petrochemicals and Chemicals Association (GPCA) is proud to announce the 4<sup>th</sup> edition of the Intellectual Property (IP) Awareness Workshop from 12-13 December 2018, hosted by EQUATE in Kuwait. In collaboration with SABIC, the two-day workshop is dedicated to the practice and implementation of IP. Attendees will learn about the important issues related to and strategies for protecting IP within the region and around the world along with strategies for applications and disclosures.

This successful series of IP Awareness workshops brings together chemical and petrochemical industry professionals, IP strategists, lawyers, innovators, researchers, patent offices, marketing and business development practitioners. Having been held previously in Riyadh, Abu Dhabi and Al-Khobar, the workshop series aims to create awareness on this important topic amongst the regional industry and related value chain partners.

## KEY CONFIRMED SPEAKERS



**Dr. Ramesh Ramachandra**  
CEO, EQUATE



**Zayd Alathari**  
Senior Manager and Intellectual Property Counsel, Legal Affairs, SABIC



**Turki Alasker**  
Associate IP Counsel, SABIC



**Dr. Bashayer Alghanim**  
Assistant Professor of Private International Law, Kuwait University



**Martijn Vogelzang**  
Senior Manager, Licensing Out, SABIC Limburg BV



**Zachary Wegmann**  
Senior Counsel, Intellectual Property, SABIC



**Raheen Sacranie**  
Director, Advisare Consultancy



**Michael Krawzsenek**  
Partner, Norton Rose Fulbright, LLP



**Mardson Q. McQuay**  
Associate General Counsel, KAUST



**Raed Al-Hout**  
Intellectual Property Specialist, U.S. Embassy Kuwait

## Wednesday, 12 December 2018

08:00 - 09:00 **Registration and welcome refreshments**

08:50 - 09:00 **Housekeeping rules**

09:00 - 09:10 **Welcome remarks**  
**Dr. Ramesh Ramachandra, CEO, EQUATE**

09:10 - 10:10 **Overview of IP**

- » Patents
- » Trademarks
- » Copyrights
- » Trade secrets and confidential information
- » Balancing trade secrets, contamination and patents
- » Freedom-to-operate concerns

**Zayd Alathari, Senior Manager and Intellectual Property Counsel, Legal Affairs, SABIC**  
**Turki Alasker, Associate IP Counsel, SABIC**

10:15 - 10:45 **IP By-laws at Kuwait University: Policies and practices**

**Dr. Bashayer Alghanim, Assistant Professor of Private International Law, Kuwait University**

10:45 - 11:00 **Networking break**

11:00 - 12:00 **Licensing, aspects of commercializing IP**

- » What is a license - Obligations and deliverables
- » Motives for buying or selling a technology license - Advantages and disadvantages
- » How to assess the value of a license - Management of risk
- » Some insight in commercial and legal terms - How to reach a mutually acceptable agreement

**Martijn Vogelzang, Senior Manager, Licensing Out, SABIC Limburg BV**

12:00 - 13:00 **IP agreements**

- » Types of IP agreements, critical terms, and practical considerations:
  - \* IP assignment agreements
  - \* Non-disclosure and confidentiality agreements
  - \* Technical service agreements
  - \* University research agreements
  - \* Joint development and collaboration agreements
  - \* Licensing agreements
- » Licensing from a legal perspective
- » Working with IP counsel for effective IP agreements

**Zachary Wegmann, Senior Counsel, Intellectual Property, SABIC**

13:00 - 14:00 **Lunch and prayers**

14:00 - 14:45 **Opportunities and challenges: Strategies to protect and enforce IP rights in the MENA region**

- » Regional GCC perspectives about IPR
- » 2018 regional update
- » Views on the GCC patent, trademark and customs laws
- » How IP policies are critical for scaling the impact of IP protection and utilization at all levels

**Raed Al-Hout, Intellectual Property Specialist, U.S. Embassy Kuwait**

14:45 - 15:15 **Networking break**

15:15 - 17:00 **Capturing and evaluating the ROI of IP**

- » Searching for the hidden intangible value embedded in business operations
- » What and how can the financial value be quantified?
- » Recognizing the commercial potential of Intellectual Property
- » The specific challenges faced by the petrochemical industry
- » Relevant evaluation methodologies

**Raheen Sacranie, Director, Advisare Consultancy**

## Thursday, 13 December 2018

09:15 - 10:45 **Problem: Inefficient patent drafting and prosecution**  
**Solution: Thoughtful invention disclosures**

Thoughtful invention disclosures have a positive impact on the patent application drafting process and during prosecution of the application. The goal of this presentation is to discuss the invention disclosure drafting process and how it can lead to a more cost and time efficient patent application drafting process and ultimately to a more efficient path to securing patent rights for the invention. Strategies for preparing invention disclosures, filing strategies, and prosecution strategies will be discussed.

**Michael Krawzsenek, Partner, Norton Rose Fulbright, LLP**

10:45 - 11:00 **Networking break**

11:00 - 12:30 **Drafting and prosecuting strong patents: How to maintain high quality under reasonable cost**

Companies spend a significant amount of resources to draft and prosecute patents across the world in order to protect their Intellectual Property. This presentation will discuss processes and procedures that one can use to draft and prosecute patents of high quality while maintaining:

- » Control of cost within reasonable ranges, and
- » Working with law firms that are true value-added partners in that endeavor

**Mardson Q. McQuay, Associate General Counsel, KAUST**

12:30 - 12:45 **Closing remarks**  
**Dr. Abdulwahab Al-Sadoun, Secretary General, GPCA**

12:45 - 14:00 **Lunch and prayers**



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