

MASTER EN INNOVATION

MANAGEMENT DE L'INNOVATION | INNOVATION ET SOCIÉTÉ | DROIT DE L'INNOVATION

**INNO
CUBE**

INNOVATION INSPIRED BY INTERDISCIPLINARITY



Mastering strategies in front of courts in IP matters (and beyond!)

12 May 2021

Online, Cisco Webex Event

swissuniversities

MASTERING STRATEGIES IN FRONT OF COURTS IN IP MATTERS (AND BEYOND!)

Competences in material and procedural law are fundamental to win a case in front of courts. Yet, strategic aspects, human and cultural perceptions by judges deciding upon a case, must also be considered.

What strategy should I adopt to best defend my clients? Shall I take into account potential cultural differences? What about the use of possible tactical tricks? Or should I rather KISS (Keep it simple...)?

In order to answer these questions, INNOCUBE executive training of the University of Neuchâtel (UNINE) in collaboration with the Pôle de propriété intellectuelle et de l'innovation [PI]² organizes a unique exchange of experiences between attorneys and judges from different cultural backgrounds. Their precious insights may be extended well beyond the IP sphere and be applied to all fields of business law and litigation by both Swiss and non-Swiss legal practitioners.

The most experienced attorneys, renowned experts and judges will share their know-how. Join us for unique insights into what might make a difference between losing and winning a case.

PANELISTS

- Mark Schweizer, President, Swiss Federal Patent Court
- David Aschmann, Judge, Swiss Federal Administrative Court
- Meinrad Vetter, Vice President, Commercial Court, Aargau
- Ralph Schlosser, Partner, Kasser Schlosser Attorneys at Law
- Lara Dorigo, Counsel, Lenz & Staehelin
- Michael Ritscher, Partner, Meyerlustenberger Lachenal Attorneys at Law
- Christophe Saam, European and Swiss Patent Attorney, CEO P&TS intellectual property
- Philipp Rüfenacht, European and Swiss Patent Attorney, Partner, Keller Schneider Patent and Trademark Attorneys

Webinar hosted and animated by Daniel Kraus, Professor at University of Neuchâtel

TARGET AUDIENCE

Attorneys, general counsels, IP and business law counsels, trademark and patent attorneys, students.

PROGRAM

- 12.45 Webex platform open to login**
- 13.00 Opening of the webinar**
Daniel Kraus
- 13.10 Coherence based reasoning and judicial decision making**
Mark Schweizer
- 13.30 Litigation strategy in intellectual property law**
David Aschmann
- 13.40 Round Table Discussion**
- 13.45 Best practices pleading a case, a French speaking attorney's perspective**
Ralph Schlosser
- Best practices pleading a case, a Swiss German attorney's perspective**
Lara Dorigo & Michael Ritscher
- Swiss and European Patent Attorney perspectives**
Christophe Saam & Philipp Rüfenacht
- Swiss Cantonal Court Judge perspective**
Meinrad Vetter
- 14.10 Q&A**
- 14.40 Closing**

SUBSCRIPTION INFORMATION

- Date:** 12 May 2021, 13.00 - 15.00
- Place:** online, Cisco Webex Event
- Language:** English, with the possibility of asking questions in French and German
- Registration deadline:** 10 May 2021

For lawyer trainees, we offer CHF 40.- discount.

For students, the event is free of charge, but registration takes place by email to training.INNOCUBE@unine.ch.

Once payment has been accepted, you will receive a confirmation email. No need to print out the digital ticket. **The necessary instructions to log in will be sent to the registrants by email 2 days before the event. The link is personal and non-transferrable.**

Questions and information

training.INNOCUBE@unine.ch