



**AIPPI**

INTERNATIONAL ASSOCIATION  
FOR THE PROTECTION  
OF INTELLECTUAL PROPERTY

*Reserve your dates for the indispensable  
intellectual property rendez-vous.*



42

World Intellectual  
Property Congress

Palais des Congrès

3-6  
October  
2010

Paris



Paris, France

# AIPPI, the association for tomorrow's key assets...

*«The inventor protected anywhere and everywhere in the same way. What a beautiful dream! At the same time, people brought together through their common interest, will feel drawn to one another, we will thus work towards a creation of peace, of concord, we will work for the benefit of humanity» (Eugène Pouillet, founding member of AIPPI).*

The idea of creating AIPPI, an international private association for the protection of intellectual property, is in line with the spirit of the universalist and philanthropic movement of the 1890's and subsequently became a reality in 1897, at the Brussels World's Fair. Gathering together industrialists, specialised legal practitioners and those who were called engineers-counselors, in a place of exchange and advancement of ideas, AIPPI experienced a rapid success to become the largest association in the world dedicated to the protection of intellectual property.

Today, with around 9 000 members, in more than 100 countries, AIPPI continues its work of reflection and harmonisation through the adoption of resolutions, and is thus an intellectual reference of the highest order and a source of inspiration for legislators.

AIPPI regularly intervenes before the WIPO, the WTO, governments, National patent and Trade mark offices and regional institutions.

## Become a member...

For more information, please visit the official website of the association: [www.aippi.org](http://www.aippi.org)

*Come join us!*

# *The reasons why you should participate in the World Congress of AIPPI*

- > **Networking:** Meet all the actors of your discipline: The key actors of intellectual property law, industrialists, lawyers, IP counsels, academics, representatives of national and international patent and trade mark offices, members of the European Commission...
- > The **crossroad** for all intellectual property rights: Patents, trademarks, industrial design rights, copyright...
- > An **international** meeting on a human scale in a friendly setting favourable to the development of interaction and exchange of views.

## **To respond to your needs:**

- > IP approached as an economic tool,
- > Theoretical reflection conjugated with professional practice,
- > Understanding the different national approaches, how to use them, how to surpass them,
- > Experiences shared.

## **And become a driving force:**

- > In the analysis of the latest legislative and case law developments,
- > At the source and centre of all the leading advancements in intellectual property.

# *The agenda*

- > **Matters of principle** debated by the different national groups to lead to the adoption of resolutions
- > **Practical Workshops**, an ideal training environment.

To tackle the current affairs in intellectual property, in particular:

- > **Intellectual property management:** a lever to accomplishing business projects
- > **Europe:** reporting on the harmonisation of intellectual property rights, status of ongoing projects
- > **Internet:** the fight against piracy, the best choices
- > **The practice of international litigation in intellectual property:** analysis and comparison of proceedings
- > **Contractual agreements:** confront one's editorial practice, organise one's pool of contractual agreements
- > **Pharmaceuticals:** a module dedicated to the hot issues in this field

## Venue

Palais des congrès de Paris  
2, place de la Porte Maillot  
75017 Paris - France

## Congress Organisation

AIPPI Paris 2010  
c/o Colloquium Paris  
12, rue de la Croix Faubin  
75557 Paris cedex 11 - France  
[www.aippi.com](http://www.aippi.com)  
[www.aippi.net](http://www.aippi.net)

## Session Agenda

For more information on the work agenda, please contact Isabelle Romet:  
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## AIPPI French Group

[www.aippi.asso.fr](http://www.aippi.asso.fr)

## Association Internationale pour la Protection de la Propriété Intellectuelle

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