



THE BRITISH ASSOCIATION OF  
THE INTERNATIONAL FEDERATION OF INDUSTRIAL  
PROPERTY ATTORNEYS  
(FICPI—UK.)



## Open Seminar on Best Business Practice

**4<sup>th</sup> March 2010, 12 noon to 5:30 pm**  
**One Aldwych, London**

We are pleased to announce the seventh in our series of annual seminars aimed to teach our members and others how to organize their practices to best effect. This year the hot topic in the UK profession is IPREG and how it might affect our day-to-day practice. IPREG deals with client complaints, which are currently few and far between but may increase dramatically if clients learn that any complaint is free to them but costly to the practitioner. But IPREG also has responsibility for qualification standards and therefore indirectly on training and of course on CPR. We have assembled four speakers who will deal with aspects of the work of IPREG which may not have been covered in other discussions.

As is now customary, the afternoon will commence with a buffet lunch, and then four speakers will give guidance on topics relevant to the work of IPREG. The seminar will finish at 5:30 pm but for those with staying power will be followed by the FICPI-UK Annual General Meeting on HQS Wellington (a short walk from the seminar hotel) followed in turn by a dinner on board.

The seminar is open to FICPI-UK members and non-members; to IP professionals and to office managers. Even if you are not available to attend yourself, please do pass on this announcement and booking form to others who may be interested.

This Notice concerns the seminar only. Please refer to the Notice of AGM and the dinner booking form which will issue in the very near future for the evening meal if you wish to attend all three events.

## The Programme (overview – more details overleaf)

12:00	Registration and lunch
1:15	Chairman's Introduction
1:30	<b>IPREG: a view of a lay member of the IPREG Board</b> Speaker: Philip Portwood of IPREG
2:15	<b>Professional Indemnity Insurance</b> Speaker: Redvers Cunningham of PAMIA
3:00	Tea/Coffee
3:30	<b>The Professional Standards Imposed by FICPI</b> Speakers: Philip Coyle of F R Kelly & FICPI Admissions Bureau
4:15	<b>Future Training of IP Attorneys as perceived by ITMA</b> Speaker: Robert Furneaux of Rouse & Co International & ITMA
5:00	Discussion
5:30	Close



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**IPREG: a view of a lay member of the IPREG Board  
Speaker: Philip Portwood**

Philip Portwood is a former Councillor for East Acton, with over 25 years' experience of local government. He was selected for appointment as one of the lay members of the IPREG Board, and is clearly now on a steep learning curve discovering more about the IP profession. He has been asked to speak on what he has so far learned about us, our record of professional competence, and the standards expected by the lay public of an IP attorney. IPREG will shortly take on responsibility for overseeing the qualification standards for entry into the profession and the CPD standards for continued practice. This will affect the entrance examinations and ultimately the training of new entrants into the profession. These are deep waters, and it will be fascinating to learn how the lay public, as represented by Philip, see the profession and its responsibilities. Does that view differ from that which we have presumed, over the years, does in fact exist?



**Professional Indemnity Insurance  
Speaker: Redvers Cunningham**

Will malpractice claims rise under IPREG? The Institutes have over the years provided an excellent line of first contact with clients believing themselves to be the subject of bad advice or excessive charges, explaining to them the work that we do as IP representatives and often defusing potentially expensive professional negligence claims by simply listening to a client and acting as moderator. A significant proportion of those approaches to the Institutes has been from small clients: individuals or SMEs with no previous knowledge of IP. All of us who have worked for such small clients recognize the extra degree of attention that is needed to ensure that the client knows what work is entailed at each stage of prosecution; that the client knows he must answer correspondence promptly; and that he understands the consequences of failing to answer fully or on time an official objection or to pay a fee. Without the buffer of the Institutes, will UK firms be more careful about which clients they accept? Could one result of IPREG be that no member of CIPA or ITMA is prepared to act for the individual one-off inventor? Will such clients be driven to consult unregulated and possibly unqualified offshore 'patent draftsmen'? Redvers Cunningham (a name known to us all) will give PAMIA's views, and will comment on the insurance implications of practitioners resigning from the UK registers to avoid regulation, but still being subject to the rules of conduct of EPI.



**The Professional Standards Imposed by FICPI  
Speaker: Philip Coyle**

IPREG can impose professional standards for those on the UK registers, but they are not the only regulatory body. EPI imposes standards for us to remain on the European Register, which is in theory at least a power with far greater bite. No Patent Attorney can practice before the EPO unless he or she is on the European Register (unlike practice before the UK IP Office). But do not overlook the standards imposed by FICPI. Philip Coyle is President of the FICPI Membership Commission, and regularly has to consider applications for membership from around the world. No person is admitted into FICPI membership without a very careful vetting, and now more than ever is the time to promote to one's clients the guarantee of high professional standards that FICPI membership brings. Philip will elaborate on why this is important in today's world, and how his commission administers the relevant membership rules and expectations.



**Future Training of IP Attorneys as perceived by ITMA  
Speaker: Robert Furneaux**

Robert is a partner in Rouse & Co International, but more importantly for this seminar is a member of the Council of ITMA with particular responsibility for training aspiring Trade Mark Attorneys. In this respect ITMA is ahead of CIPA in looking ahead into the future. They have devised a new training program intended to meet the demands of the profession of the future and the demands expected to be imposed by IPREG. They see a greater role for institution-based learning and qualifications, and the potential for partnerships with universities to assist in the training of new entrants. Robert will explain the new ITMA training program, its dependence on academia, and the way that this might develop in the future. Where ITMA leads, CIPA will surely follow; so there should be something in this presentation and the subsequent discussion for everyone: Patent and Trade Mark practitioner alike.



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## Booking Form

The cost of the seminar is discounted for those who book early (before 12 February) and for those who are members of FICPI-UK. Please consult the table below for the appropriate cost.

All FICPI-UK members will receive a separate invitation to the AGM and a booking form for the evening dinner but it is important that any non-members attending the seminar who might wish to come to the dinner as well should make their intentions known by ticking the appropriate box on the enrolment request below.

Category of delegate and date of booking	Cost	Please tick
Member of FICPI-UK, booking before 12 February 2010	£180	
Member of FICPI-UK, booking on or after 12 February 2010	£200	
Non-member of FICPI-UK, booking before 12 February 2010	£210	
Non-member of FICPI-UK, booking on or after 12 February 2010	£230	
VAT: The above costs include VAT at 17.5%, so please accept this booking form, when completed, as your VAT invoice. Our VAT number is <b>GB 769 0724 00</b>		

**Please enrol me for the above seminar.** I enclose a cheque for the appropriate amount, made payable to FICPI-UK. My name and firm's name are set out below in the form in which I would like them to appear on the seminar name badge.

[Name] . . . . . [Firm] . . . . .

Although a non-member of FICPI-UK, I would like to attend the dinner.  
Please send me a dinner invitation form.  (Please tick)

Please now send a copy of this booking form together with your cheque made payable to FICPI-UK to:

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