



Masterclass

Intellectual Property Rights in Seed Business

Developments in plant breeder's rights and patent rights
which impact your business strategy

Wageningen Academy

Oosterbeek, the Netherlands
September 25 – 27, 2013



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Introduction

Intellectual Property Rights are increasingly influencing the sector for seeds and planting materials. Plant varieties have been protected by Plant Variety Protection for decades, and biotechnological inventions protected by patent rights in the life sciences have recently become a reality in the plant breeding sector.

Plant breeder's rights and patent rights have been introduced to support innovation, through creating an incentive for the commercialisation of inventions through the provision of a temporary exclusive right. Discussions have emerged as to the impact of these rights on innovation and on the relations within the sector. Intellectual Property Rights respond to changing needs through subsequent court cases and changes in the laws themselves at national or intergovernmental levels. The plant breeder's rights, introduced in the Netherlands and now used in many countries, has been upgraded several times.

The most recent modernisation was based on the UPOV Act of 1991. The Biotechnology Directive of the European Union in 1998 clarified the protection of inventions in the plant sciences, the boundaries of which have been clarified by a number of court cases.

Being a commercial incentive, plant breeder's rights and patent rights are central in business decisions in both commercial enterprises and public research organisations.

The current Masterclass intends to introduce the key aspects of Intellectual Property Rights in the plant sciences and practical breeding and commercialisation of seeds and planting materials, with particular emphasis on recent developments in the different right regimes.

It continues with an analysis of the business opportunities and limitations that these Intellectual Property Right systems create, which participants can use to improve their business strategies. By linking knowledge on developments in IPR systems with business strategies, this master class is unique in its kind. It provides a learning platform that crosses the disciplines of law, business administration and plant sciences.

This Masterclass is an initiative of the Plant Variety Board and Patent Office in the Netherlands.

Masterclass objectives

After this Masterclass participants will be equipped with knowledge and understanding of the Intellectual Property Right systems relevant to the sector seeds and planting materials. Participants will have been updated on recent developments in breeding rights and patent rights in different jurisdictions with emphasis on Europe and the United States.

Participants will be able to translate the knowledge gained into profitable business strategies for their research and development and their downstream commercial activities.

Target audience

This Masterclass is intended for directors, managers, breeders and lawyers, who are working in the field of seed business and would like to know the latest developments in intellectual property and what consequences this has for the corporate strategy.

Programme

Day 1

Wednesday, September 25, 2013

Basics: patent rights and breeder's rights

Purpose and scope of IPR
Geertrui van Overwalle

Plant breeder's rights: specific IPR for plants
Paul van der Kooij

IPR in the seed business: plant breeder's rights and patent rights
Niels Louwaars

Day 2

Thursday, September 26, 2013

Legal & Policy: recent developments in IPR in seed business

Plant Variety Protection vs. Patents: current state of play
Jaap Satter

Position of the European Seed Association
Szonja Csörgö

Towards a new UPOV Act
Orlando de Ponti

Other international rights relevant to the seed business and developing countries
Bram de Jonge

PVP in an international context
Kees van Ettekoven

Protecting tomorrow's innovation today
Casper van Kempen

Dealing with PVP and patents
Nikki Rethmeijer

Introduction into legal developments and group work on legal cases
Huib Ghijsen and Hans Dons

Group work on legal cases & presentation of the work

The practise of patenting plant innovations
Jürg Bilanz

Day 3

Friday, September 27, 2013

Developments in IPRs and seed business models and impact on your own business

Opportunities for biotech companies
Arjan van Tunen

IPR in academic breeding research
Ruud van den Bulk

Making use of IPR in the seed business
Ben Tax

General discussion with a forum of speakers

Impact of your own business
Orlando de Ponti and Hans Dons

Summary and evaluation of the Masterclass

Course leader

Prof.dr. J.J.M. Hans Dons, Plant Variety Board, BioSeeds



Lecturers

Dr. J. Bilanz, European Patent Office
Dr. R.W. van den Bulk, Wageningen UR
S. Csörgö MSc, European Seed Association
C. van Ettekoven, Naktuinbouw
Dr. H. Ghijsen, RechtvoorU
Dr. B. de Jonge, Wageningen UR
C. van Kempen, Anti Infringement Bureau
Mr. P.A.C.E. van der Kooij, University Leiden
Dr. N.P. Louwaars, Plantum
Prof.dr. G. van Overwalle, University of Leuven
Dr. O.M.B. de Ponti, past president Int. Seed Federation
Dr. N. Rethmeijer, Dutch Patent Office
Dr. B. Tax, Rijk Zwaan
Prof.dr. A. van Tunen, Keygene
Drs. J.H. Satter, Ministry of Economic Affairs

Information and registration

Course fee

The course fee of € 1.995,- covers tuition, course materials, coffee/tea, lunches on the 26th and 27th and dinner on the 25th and 26th. Course fee does not cover hotel accommodations. Overnight stays can be booked optionally but are charged additionally. No financial assistance is available.

Cancellation

Registration can only be cancelled by letter. Cancellation between 4 and 2 weeks before start of the course, will result in an € 50.- invoice for administrative costs. Cancellation within 2 weeks before the start of the course will result in a full course fee invoice.

price	€ 1.995,-
max. participants	20
number of days	3
register before	September 11, 2013

Registration

Registration closes at September 11, 2013. After this date, you will receive additional information about the course.

A maximum of 20 participants can take part in this course.

Location

The course will take place at hotel De Bilderberg in Oosterbeek, the Netherlands.

Terms and conditions

The General Terms and Conditions of Wageningen UR (University & Research centre) apply to all activities of Wageningen Academy. In addition, Wageningen Academy applies additional terms and conditions.

These can be read at www.wageningenacademy.nl. Wageningen Academy will not accept any legal liability for loss of life or property or illness during the course.



**For more information, please contact
Wageningen Academy.**

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