



28 September 2023, Thursday

- 09.00-09.30 Opening Remarks & Insights from Lead Sponsors**
(Ankara Patent, Gün Partners, Destek Patent, Ford Otosan)
- 09.30-10.00 Keynote Speech 1 (Virtual)**
WIPO's New IP Management Perspective: Towards More Project-based Activities with Member States
Prof. Dr. Habip Asan, WIPO
Director, Division for Transition and Developed Countries
- 10.00-10.30 Keynote Speech 2 (Virtual)**
The Future of IP Management in an AI-driven world
Mike J. Lasinski, LES International - President
- 10.30-11.00 Coffee Break**
- 11.00-12.30 The Future of Trademark Licensing in Emerging Tech Industries**
Hande Hançar, Gün Partners & Murat İdal, İDAL Patent
- 12.30-13.30 Lunch Break**
- 13.30-15.00 Patent Licensing: Strategies and Best Practices for Success**
Sonja London, Tactotek
- 15.00-15.30 Coffee Break**
- 15.30-16.30 Sponsor Workshop: Patent Discovery in the Digital Age: Harnessing AI for Strategic Searches**
Thomas Hans, Minesoft
- 20.00 Networking Dinner** (All participants, Trainers, Sponsors)

29 September 2023, Friday

- 09.30-10.30 IP Management in Joint R & D Projects and Licensing Strategies**
Güler Ayyıldız Dalma, Arçelik & İdil Buse Kök Hazer, ODTÜ TTO
- 10.30-11.00 Coffee Break**
- 11.00-12.30 UP & UPC in Practice with Frequently Asked Questions**
Christian W. Appelt, Boehmert & Boehmert
- 12.30-13.30 Lunch Break**
- 13.30-15.00 The Power of Standard-Essential Patents (SEPs)**
Sonja London, Tactotek
- 15.00-15.30 Coffee Break**
- 15.30-16.30 Preserving Trade Secrets in the Era of AI**
Anita Peter, Bardehle Pagenberg

30 September 2023, Saturday

- Pool Side Chat:**
- 10.00-12.00 What are the Expectations for the Future of IP Management ?**
All Participants