

## 13 SEPTEMBER - THURSDAY

09.00 - 09.30 **REGISTRATION & WELCOME**

09.30 - 10.30 **IP AS A KEY DRIVER FOR TRANSACTION-BASED GROWTH MANAGEMENT**

*Juergen Graner, Globalator LLC (Keynote Speaker)*

11.00 - 12.30 **PRINCIPLES OF TRANSACTION-BASED GROWTH MANAGEMENT**

*Juergen Graner, Globalator LLC*

14.00 - 15.00 **INFRINGEMENT ACTIONS AS A COMPETITION STRATEGY**

*Joachim Mader, Bardehle Pagenberg (Sponsor)*

15.30 - 16.30 **TURKISH PATENT LAW AND EMPLOYEE INVENTIONS**

*Hande Hançer, Gün + Partners (Sponsor)*

16.30 - 17.30 **ACQUISITION AS AN ALTERNATIVE TO LICENSING**

*Juergen Graner, Globalator LLC*

20.00 - **NETWORKING DINNER AT ALAÇATI**

## 14 SEPTEMBER - FRIDAY

09.00 - 09.30 **WELCOME SPEECH**

*Francois Painchaud, President of LES International*

09.30 - 11.00 **IP VALUE CREATION AND MAINTENANCE - IAM TO IP AUDITS**

*John Taylor McEntire, Qatar Foundation*

11.30 - 12.30 **EU TRADE SECRETS DIRECTIVE**

*Dr. Jan Bösing, Bardehle Pagenberg (Sponsor)*

14.00 - 15.00 **PATENT DATA FOR LICENSING OPPORTUNITIES**

*Matvei Maurer, Minesoft (Sponsor)*

15.30 - 16.30 **IP DATA FOR BUSINESS GROWTH**

*Francois Painchaud, President of LES International*

16.30 - 17.30 **IP CONSIDERATIONS WHEN BUILDING TOWARDS AN EXIT**

*Juergen Graner, Globalator LLC*

## 15 SEPTEMBER - SATURDAY (POOL SIDE)

10.00 - 12.00 **DO IP BLOGGERS PROVIDE USEFUL INTELLIGENCE FOR BUSINESS ?**

*Önder Erol Ünsal, Özlem Fütman, Gonca Ilıcalı  
iprgezgini.org*