



SESSION 3.3 DESIGNING A PROFITABLE IP FIRM

How do you price your time/work to have a profitable firm in an environment where clients refuse to pay for many of the services that were provided historically?

How do you respond to a tender offer or request for proposal (RFP)?

How should you redesign your firm to deal with issues like the Global Dossier, companies that compete stiffly with attorneys' for international filing, and the Unitary Patent System?

Dr Patrick Erk (DE)
Dr Malte Köllner (DE)
Antonio Mario Pizzoli (IT)



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN

SESSION 3.3 DESIGNING A PROFITABLE IP FIRM

DR PATRICK P. ERK (DE) – MODERATOR

Patrick is one of the owners of Grünecker and is heading the Berlin office of the firm. His practice is focused on servicing enterprises of the German-speaking “Mittelstand”, most of them family-owned. His work ranges from providing strategic advice in IP matters to developing IP portfolios and the prosecution, defence and enforcement of their clients’ IP rights.

Education

Patrick holds a degree in Aeronautics and Astronautics from the Massachusetts Institute of Technology, and a Diploma and a Doctorate in Engineering Physics of the Technical University of Berlin. He is a German and European Patent Attorney and admitted to practice before OHIM.

Publications

Patrick has published several articles in German industry journals on patent issues. He is also the author of the section on IP rights of “Pahl/Beitz: Konstruktionslehre, 8. Aufl., Springer Verlag” a standard textbook for German engineering students.

Professional Activities

Besides his attorney work, Patrick is also involved in education and training. He is a CEIPI tutor, preparing candidates for the European Qualifying Exam, and is holding lectures on patent law for engineering students at various institutions, such as the RWTH Aachen.

Patrick is a member of the Professional Excellence Committee and of CET 3 of FICPI. He is also a member of LES and VPP, an association of German IP practitioners.



FICPI

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DR MALTE KÖLLNER (DE) – SPEAKER

Malte Köllner is German and European patent attorney. He holds a law degree and a PhD in physics.

Recently, Malte developed a Flat Fee Prosecution programme for Dennemeyer & Associates.

He has authored and co-authored numerous publications on intellectual property, among others a handbook for the PCT (patent cooperation treaty). He is editor in chief of the scientific journal of the German chamber of patent attorneys, the leading journals on patent law in German speaking countries. He is well known for his contribution to monetary patent valuation and is a regular lecturer on intellectual property and its exploitation.



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CET 3 – International Patents*

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ANTONIO MARIO PIZZOLI (IT) – SPEAKER

Antonio's practice, started in 1992, has focused on drafting and prosecuting Italian and European patent applications in the field of mechanics, electronics and software.

He is often invited to hold seminars and lectures, also at university level, on many aspects of IP, in particular on the patent protection in Europe (European and Unitary patents).

Antonio is enrolled with the Register of Court-Appointed Experts on Industrial Property of the Court of Milan, one of the largest Courts with a specialised IP section in Europe. He also acts as ex-parte expert in patent litigation.

Qualifications

Italian and European Patent Attorney, Italian and Community Trademark Attorney, Community Design Attorney.

Education

- Five-year degree in Electronic Engineering, Politecnico di Milano.
- Diploma in "Patent Litigation in Europe", CEIPI (Université Strasbourg).

Practice areas

- Patent prosecution and litigation, including oppositions and appeals before the EPO.
- Court expert in patent, design and copyright (software) litigation.

Memberships

Italian Industrial Property Consultants Institute, Collegio Italiano dei Consulenti in Proprietà Industriale (member of the Board), EPI, AIPPI and FICPI.

Recognitions

Intellectual Asset Management Patent 1000 - The World's Leading Patent Practitioners 2013.



*FICPI
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