







**ADELAIDE  
SOUTH AUSTRALIA**

**Stamford Grand Hotel**

Moseley Square, 2 Glenelg Jetty,  
Glenelg SA 5045

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# PRESIDENT'S WELCOME

## Dear Members and Guests

It is my pleasure to welcome you to Adelaide and the Annual Conference for The Institute of Patent and Trade Mark Attorneys of Australia. The IPTA Council has put together an informative program that maintains a high calibre educational focus and offers an enticing social program. Our speakers are all leading experts with much to offer on interesting and topical issues that impact practitioners at both a local and international level. Our Gala dinner takes advantage of Adelaide's wine heritage, and there are a number of social events that promise excellent networking opportunities and entertainment, particularly if you are interested in Adelaide's world-class talents in wine making. Of course, we also welcome you to the 96th Annual General Meeting.

Kind regards

**Anne Makrigrigos**  
President

# VENUE

## CONFERENCE VENUE

### Stamford Grand Hotel

Moseley Square, 2 Glenelg Jetty,  
Glenelg SA 5045  
P: +61 8 8376 1222

The Stamford Grand Hotel boasts classy interiors fronting the beautiful beach of the seaside suburb of Glenelg. The convenient address of this resort-style hotel allows easy access to recreations at Glenelg Beach and shopping opportunities along Jetty Road. The hotel is located 11 km from the City Centre and is a 15 minute drive to Adelaide Airport.

## ACCOMMODATION

Delegates may choose a Superior or Ocean View room at the Stamford Grand Hotel.

**Check-in time:** 2.00pm  
**Check-out time:** 11.00am

Room Type	Room Rate
Superior Room	\$195.00/night
Ocean View Room	\$225.00/night

*Room rate includes WiFi.*

Accommodation can be booked with the following link: <http://www.stamford.com.au/ipta>. Please note the code for the IPTA Accommodation Block is **IPO804**.

### Pre & Post Conference Accommodation

IPTA room rates are available before and after the conference subject to availability.



Adelaide Hills



### **Accommodation Cancellation Policy**

Cancellations within 30 days are subject to all room nights being charged. Notification of cancellations must be received by the hotel in writing via email: [reservations@sga.stamford.com.au](mailto:reservations@sga.stamford.com.au). Non-arrivals will be charged for all room nights not utilised.

### **BREAKFAST**

The Stamford is offering a special rate for breakfast at \$20.00/person. Breakfast will be charged to each delegate's room (except the Friday breakfast events held for IPTA Corporate Members, YIPTA Members and Small Firms which have been paid for via registration form).



*Glenelg*



*Stamford Grand Hotel*

# GENERAL INFORMATION

## CLIMATE

Autumn is a great time to visit Adelaide. There's a lot of sunshine and the weather usually stays in the low to mid 20s. Average daily autumn temperatures: Max 22.4°C, Min 12.5°C

## CHILDREN

Children are welcome to attend most functions, however, **must** be registered for seating and catering requirements even if no charge is applicable.

## DRESS RECOMMENDATIONS

<b>Business Sessions</b>	Smart Casual
<b>Informal Dinners</b>	Smart Casual
<b>Gala Dinner</b>	Formal
<b>Golf</b>	Smart and neat dress required. See below

### Required Golf Attire

No crew neck/v-neck t-shirts, clothing with slogan or motif larger than pocket size, singlets, tee shirts, sun tops, track suits, sports style shorts, cargo shorts, draw string shorts or boxer shorts, long socks with stripes or bands of colour or football style, short socks unless predominately white with discreet coloured

bands or small logo, camouflage printed clothing, golf shoes with metal or ceramic spikes, thongs, rubber/plastic footwear, shoe or boot with raised heel.

## INTERNET ACCESS

Complimentary WiFi will be available in guest rooms and in the conference area on Thursday and Friday.

## NAME BADGES

Name badges must be worn to all functions.

### Registered Full Delegates

White Badge

### Registered Accompanying Persons

Red Stripe

### Registered Day Delegates

Yellow Stripe

### Councillors

Purple Stripe

### Speakers

Green Stripe

### Guests for additional functions

Blue Stripe

## SPECIAL DIETARY REQUIREMENTS

Requests for special dietary requirements will be passed on to caterers. Please identify yourself to the catering staff and they will ensure you receive the appropriate meal.

# REGISTRATION

## REGISTRATION PACKAGES

**Full Delegate:** Includes business sessions, lunches, evening functions and hospitality suite.

**Accompanying Person:** Includes evening functions and hospitality suite.

**Day Delegate:** Includes business sessions and lunch. Day Delegates may register for the Annual Dinner and optional Saturday activity only.

*Please note that accompanying persons who do not register for the Accompanying Persons' Package may register to attend the Annual Dinner and optional Saturday activity only . Please register at <http://ipta.org.au/ipta-2015-annual-conference-2/>*

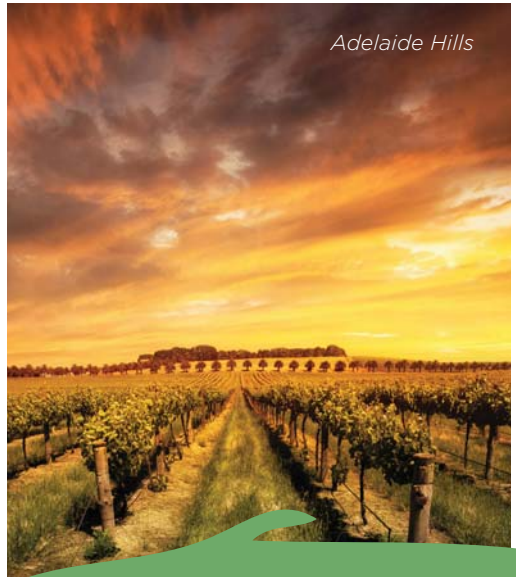


## REGISTRATION CANCELLATIONS

Cancellations for registrations must be notified in writing to [mail@ipta.org.au](mailto:mail@ipta.org.au). Registration fees for cancellations received after 14 March will not be refunded.

## REGISTRATION DESK/ SECRETARIAT

The IPTA Registration Desk and Secretariat will be located in Colley 2.



# TOURS & ACTIVITIES

Please meet in the hotel foyer ten minutes prior to departure time.

## INCLUDED SOCIAL PROGRAM

### WEDNESDAY, 15 APRIL

#### WELCOME RECEPTION & DINNER

*7.00pm-10.30pm*

##### **Stamford Grand, Balcony/Ballroom 2-3**

Enjoy the welcome reception and dinner in this magnificent ballroom which features a large private balcony, beautiful ocean views and French windows.

### THURSDAY, 16 APRIL

#### OPENING LUNCH & ADDRESS

*12.30pm-2.00pm*

##### **Stamford Grand Promenade Restaurant**

The official opening of the conference will occur during lunch for delegates only.

#### INFORMAL DINNER

*7.00pm-11.00pm*

(7.00pm Coach departs from the Stamford)

##### **The State Library**

The State Library is located in the heart of Adelaide's cultural precinct. Step into a treasure trove of fine art, spectacular architectural spaces and the rich atmosphere of one of the best heritage collections in Australia.

### FRIDAY, 17 APRIL

#### LUNCH

*1.00pm-2.00pm*

##### **Stamford Grand Promenade Restaurant**

Lunch for delegates only.

#### GALA DINNER

*6.30pm-12.00am*

(6.30pm Coach departs from the Stamford for 7.00pm start)

##### **The National Wine Centre of Australia**

Our Gala Dinner at the National Wine Centre of Australia presents a stunning outlook and unique atmosphere thanks to its eye catching architecture and setting at the edge of Adelaide's Botanic Gardens.

The dinner includes a number of courses with specially matched wines selected by Jeremy Oliver. Location and parking information available at [www.wineaustralia.com.au/downloads/NWC\\_Parking\\_Information.pdf](http://www.wineaustralia.com.au/downloads/NWC_Parking_Information.pdf)

**Guest Speaker:** Jeremy Oliver, Wine Writer and Presenter

**Dress:** Formal



## OPTIONAL SOCIAL PROGRAM

### WEDNESDAY, 15 APRIL

#### ANNUAL GOLF TOURNAMENT

**11.30am-6.00pm**

(11.30am Coach departs from the Stamford)

##### **West Lakes Golf Club**

Situated on the sand belt at West Lakes, the West Lakes Golf Club (formerly Riverside), has long provided a perfect and picturesque setting for avid golfers with its quality 18 hole Par 70 golf course. Its excellent greens are playable in all weather conditions. Tee-off time is 12.30pm. Please refer to the dress code on page 6.

### THURSDAY, 16 APRIL

#### ANNUAL FUN RUN & WALK

**7.00am**

Pack your running shoes and join the 2015 Annual Fun Run (5k) or Walk (2.5k). Participants are to meet in the hotel's foyer. Spectators welcome.

### SATURDAY, 18 APRIL

#### ADELAIDE HILLS TOUR

**10.00am-4.30pm**

(10.00am Coach departs from the Stamford)

We hope you will join us for a relaxing day in the picturesque Adelaide Hills. Our first stop will be at the famous and popular town of Hahndorf. Hahndorf is Australia's oldest surviving German settlement and offers a unique 'village feel' with a Main Street lined

with eateries, shops and galleries. Our next stop will be for lunch at Utopia @ Waterfall Gully; a truly unique and picturesque dining venue housed in a century-old stone chalet. Our final stop will be at the historic Penfolds McGill Estate Winery, home of the iconic "Grange" Shiraz, where we will enjoy a tour of the winery (currently undergoing renovations) followed by some excellent wine tasting.

## HOSPITALITY SUITE

The Moseley 1-3 will be open every night after dinner until 3.00am.



# PROGRAM

## WEDNESDAY, 15 APRIL

### 11.30AM-6.00PM

#### Golf Tournament, West Lakes Golf Club

(11.30am coach departs from the Stamford)

### 4.30PM-6.30PM

#### Registration

Colley 2

### 6.30PM-7.30PM

#### Past Presidents & Guests Cocktail Party

(By invitation only)

### 7.00PM-10.30PM

#### Welcome Reception and Dinner

Balcony/Ballroom 2-3

#### Hospitality Suite

Moseley 1-3

## THURSDAY, 16 APRIL

### 7.00AM

#### Annual Fun Run and Walk

Meet in Hotel Foyer

### 8.30AM-9.00AM

#### Registration

Colley 2

#### Business Sessions

Ballroom 1-4



*Utopia @ Waterfall Gully*

### 9.00AM-11.00AM

#### Contributory Infringement:

#### Proof of Infringement & Repairs

**Chair:** Jeremy Dobbin

**Speakers:** **European Perspective**

Rachel Oxley, Mewburn Ellis LLP, UK

#### **US Perspective**

John K. McDonald, Kilpatrick, US  
Townsend & Stockton LLP

#### **Asian Perspective**

Su Siew Ling, ZICOLaw & Co,  
Malaysia

### 11.00AM-11.30AM

#### Morning Tea

### 11.30AM-12.30PM

#### Trade Secrets & Confidential Information

**Chair:** Janelle Borham

**Speaker:** Alistair Scott, Vice President IP,  
Airbus Industries, France

### 12.30PM-2.00PM

#### Opening Lunch and Address

Promenade Restaurant

**Speaker:** Patricia Kelly, Director-General,  
IP Australia

## 2.00PM-2.45PM

### Patentability of Computer Implemented Inventions in Australia - Recent Developments

**Chair:** Greg Gurr

**Speaker:** Andrew Christie  
Chair of IP, Melbourne Law School

## 2.45PM-3.30PM

### The Evolving State of the Law on Utility

**Chair:** Greg Gurr

**Speaker:** Teresa Stanek Rea, Crowell  
& Moring, US

## 3.30PM-4.00PM

### Afternoon Tea

## 4.00PM-5.00PM

### IPTA Annual General Meeting

## 7.00PM-11.00PM

### Informal Dinner

State Library  
(7.00pm Coach departs from the Stamford)

### Hospitality Suite

## FRIDAY, 17 APRIL

## 7.30AM-8.30AM

### (i) Corporate Members Breakfast and Presentation

Ballroom 5

**Topic:** Traps and Pitfalls in the Corporate  
Attorney World

**Chair:** Christine Emmanuel

**Speaker:** Alistair Scott, Vice President IP,  
Airbus Industries, France

### (ii) YIPTA Breakfast and Presentation

Hindmarsh 1-2

**Topic:** Career Opportunities in the  
UK and Europe

**Chair:** Janelle Borham

**Speaker:** Bruce Alexander, Board Member,  
IP Regulation Board, UK

### (iii) Small Firm Breakfast and Presentation

Kindly sponsored by CPA Global

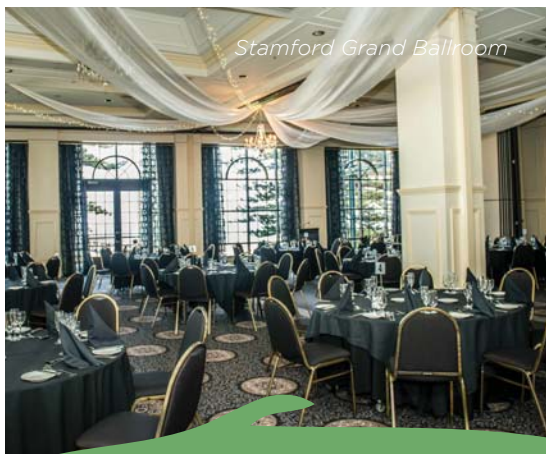
Mosley 1-2



**Topic:** Growing Uphill: How some  
leading professional service  
firms are addressing market  
maturity and commoditisation

**Chair:** Jennifer McEwan

**Speaker:** Joel Barolsky, Strategic Advisor to  
Law Firms, Barolsky Advisers



## 9.00AM-9.15AM

### Keynote Address

**Speaker:** The Hon Karen Andrews MP,  
Parliamentary Secretary to the  
Minister for Industry and Science

## 9.15AM-10.40AM

### Recent Case Round Up - Australia and New Zealand

**Chair:** Richard Baddeley  
**Speakers:** Ben Fitzpatrick, Barrister  
Clive Elliott, QC, NZ

## 10.40AM-11.00AM

### Morning Tea

## 11.00AM-12.00PM

### Regulation and Ethics from a UK View - Where's it All Heading?

**Chair:** Trevor Davies  
**Speaker:** Bruce Alexander, Board Member,  
IP Regulation Board, UK

## 12.00PM-1.00PM

### Stress Management Throughout Your Career

**Chair:** Trevor Davies  
**Speaker:** Dr Qusai Hussain, Director,  
Psylegal

## 1.00PM-2.00PM

### Lunch

Promenade Restaurant

## 2.00PM-3.00PM

### Alcoholic Beverage and Branding Practices

**Chair:** Jennifer McEwan  
**Speaker:** Matthew O'Keefe, IP Manager,  
Carlton and United Breweries

## 3.00PM-3.45PM

### Ambush Marketing

**Chair:** Jennifer McEwan  
**Speaker:** David King, EKM Legal

## 3.45PM-4.00PM

### Afternoon tea

## 4.00PM-5.00PM

### Commercialising the "World's Smallest Washing Machine"

**Chair:** Stuart Smith  
**Speaker:** Ashley Newland, Managing  
Director, Calibre8 Pty Ltd

## 6.30PM-12.00AM

### Gala Dinner

The National Wine Centre  
(6.30pm Coach departs from the Stamford for  
7.00pm start)

**MC:** Tony Ward  
**Speaker:** Jeremy Oliver, Wine Writer and  
Presenter  
**Dress:** Formal

### Hospitality Suite

## SATURDAY, 18 APRIL

## 10.00AM-4.30PM

**Tour of Adelaide Hills** (optional activity)  
(10.00am Coach departs from the Stamford)



# SPEAKERS

## RACHEL OXLEY



Rachel joined Mewburn Ellis LLP in 1998, qualifying as a Chartered Patent Attorney and a European Patent Attorney in 2002. She worked in Sydney for

almost 2 years and returned to Mewburn Ellis in 2006. She joined the partnership in 2007.

Rachel has a degree in chemistry and a PhD in polymer chemistry from the University of Durham. Her PhD project was in electrostrictive polymers for biomedical applications and she also gained experience in analytical science within a large pharmaceutical company.

Rachel handles patent work in chemical and mechanical fields, in particular polymers, building materials, biomass processing, fluid handling systems, automotive components, gas turbine components and medical devices. She deals mainly with drafting, prosecution, opinion work (validity and infringement) and searching (e.g. freedom to operate). She also does design work. Her clients include British universities, UK-based SMEs, domestic and overseas corporations.

## SU SIEW LING



With over 15 years experience in Intellectual Property, Siew Ling's practice spans the full spectrum of IP matters, from creation,

protection and litigation to enforcement of IP rights.

Siew Ling has conducted trials and argued appeals at the Court of Appeal and Federal Court where precedent setting cases in IP have been decided. She has been described by the Legal 500 Asia Pacific 2014 as "an excellent litigator and an expert in the field" which was similarly echoed in Chambers Asia Pacific 2014 which stated she was "an esteemed IP litigator".

Siew Ling's expertise also extends to transactional IP work such as licensing, franchising, regulatory advice for food, drug and labelling laws as well as data protection. She has advised clients from diverse sectors including automotive, pharmaceutical, biotechnology, consumer products, food and beverage, luxury products, fashion and retail. She is consistently nominated as a leading IP lawyer in various publications including the Who's Who Legal: Trademarks 2014 and has been described as "an all-rounder who is universally lauded for her attentive manner and comprehensive knowledge" by The World's Leading Trademark Professionals 2014.

## PROF. ANDREW F. CHRISTIE



Andrew Christie was appointed the foundation Chair of Intellectual Property at the Melbourne Law School in 2002.

He has degrees in Science and Law from the University of Melbourne, an LLM from the University of London, and a PhD from the University of Cambridge. Admitted to legal practice in Australia and the United Kingdom, he worked for many years in the IP departments of law firms in Melbourne and London. He has been engaged as an expert by WIPO on a range of IP issues, and has served on various Australian government law reform committees.

## TERESA STANEK REA



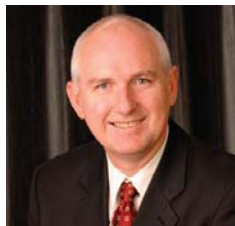
Teresa "Terry" Stanek Rea is a partner in Crowell & Moring's Intellectual Property Group and a director with C&M International Ltd (CMI), the international trade

and investment consulting firm affiliated with Crowell & Moring. Terry is the former Acting and Deputy Director of the United States Patent and Trademark Office (USPTO), as well as Acting and Deputy Under Secretary of Commerce for Intellectual Property.

Terry focuses on supporting clients' IP policies and strategies, patent enforcement and post-grant administrative proceedings, trade secrets policy and enforcement, and digital/internet related copyright issues. Managing Intellectual Property recognised Terry as one of the 50 most influential people in intellectual property. Additionally, Terry has been named among the National Law Journal's 2014 "Intellectual Property Trailblazers & Pioneers", Law360's "2014 Most Influential Women in IP", and the Washington Business Journal's "Legal Champions".

While at the USPTO, Terry led the agency in implementing the America Invents Act (AIA). She was actively involved in writing the regulations for the new *inter partes* review, covered business method review, and post-grant review proceedings created by the AIA, and she negotiated numerous IP issues with foreign officials. Terry was the senior official responsible for formulating and implementing US intellectual property policies, including patent, trademark, copyright, and trade secret issues.

## CLIVE ELLIOT, QC



Clive is a barrister, patent attorney and arbitrator. Before going to the Bar, he was a partner and headed the litigation team at Baldwin Shelston Waters/Baldwins. He

practices in New Zealand and Australia with an emphasis on IP, privacy, employment and media law.

Clive is a Council member of the NZ Bar Association and the Auckland Branch of the NZ Law Society. He is a past council member of the Legal Practice Division of the International Bar Association (IBA) and past co-chair of the Intellectual Property and Entertainment Law Committee of the IBA. He is the immediate past president of IPSANZ. He is convenor of the Intellectual Property Committee of the New Zealand Law Society.

Clive is co-author of the Lexis Nexis loose-leaf texts Copyright and Design. He is a frequent writer and commentator on IP and information technology issues and is a member of the Editorial Board of the Intellectual Property

Forum. He is named in the International Who's Who of Patent Lawyers, the International Who's Who of Internet & E-Commerce Lawyers and the World Trademark Review's World's Leading Trademark Professionals.

## BRUCE ALEXANDER



Bruce is a United Kingdom and European Patent and Trade Mark Attorney and a Patent Attorney Litigator.

He retired from full time practice in 2011

and is now semi-unretired! He is a member of the Intellectual Property Regulation Board (IPReg), the statutory regulator for patent and trade mark professions in the United Kingdom. He is also a consultant to Stobbs, a trade mark attorney firm.

Bruce took his first degree in engineering at Cambridge and went on to study law. He became a technical assistant at Boulton Wade Tennant where he spent the next 38 years, becoming a partner in 1981 and subsequently managing partner (twice) and senior partner.

Bruce became involved in CIPA, the UK chartered institute, and organised the first CIPA international congress. He was elected to CIPA Council in 1997 and served as vice president and then president in 2004/05.

When not pursuing his two part time jobs, Bruce is also part owner of a pub in rural Suffolk and tries to improve his golf.

## DR. JOHN MCDONALD



Dr. John McDonald is a partner at Kilpatrick Townsend & Stockton LLP. He has degrees in law and psychology and a PhD in anatomy.

He was admitted to the Bar in 1994 and USPTO in 1998. John focuses his practice on planning and implementing international patent strategy for clients engaged in the biotechnology, pharmaceutical and chemical industries. He represents early stage, private and publicly traded companies. He regularly conducts intellectual property due diligence studies for clients including freedom to operate, validity and patentability opinions.

John was a tenured professor at the School of Medicine at Emory University where he conducted award winning research in peptide neuroendocrinology, neuroscience and endocrinology. He is currently an Emeritus Professor at Emory University School of Medicine. John has also conducted other prominent research in pancreatic endocrinology and neurobiology.

John has been listed in The Best Lawyers in America® each year from 2011 to 2015. In 2015 he was named "Atlanta Lawyer of the Year" in the area of Biotechnology Law. John has also been recognised as a Georgia "Super Lawyer" in the area of Intellectual Property each year from 2011 to 2014 by Super Lawyers magazine. He has also received a number of awards for outstanding research and teaching from various organisations.

John is a founding member of the Georgia State University School of Law, Intellectual Property Society.

## DR. QUSAI HUSSAIN



Dr. Hussain is the Managing Director of Psylegal, a boutique psychology practice specialising in working with professionals and providing executive coaching and forensic

consulting to law firms. Dr. Hussain is trained both as a lawyer and a Clinical Psychologist and has extensive experience working with legal professionals, specialising in stress management and treating anxiety and depression as it effects the work-place, with a view to enhancing work-place performance, personal well-being and job satisfaction.

More recently he has developed a Metacognetics™ program that addresses stress reduction in the work-place using a combination of cognitive and mindfulness based techniques. Mindfulness training has been used with a wide variety of professions including medical, law enforcement, legal and corporate. He also lectures in Forensic Psychology and Mental Health Issues and has published several articles on the confluence between law and psychology.

## DAVID KING



David has practised in the field of intellectual property for over 30 years. During this time, he has been involved in many significant commercial transactions involving

the licensing and transfer of patents and technology, as well as joint venture transactions for capital investments in technology development and commercialisation. David has advised numerous advertising agencies on compliance issues related to Australian Consumer Law as well as compliance programmes imposed on clients by the ACCC following their prosecution for misleading and deceptive conduct in the course of business.

David has significant litigation experience and has acted for large Australian companies in matters relating to trade marks, copyright and patent infringement and wrongful use of confidential information in State Supreme Courts and the Federal Court. He has also acted in significant Trade Practices (anti-trust) litigation and other commercial matters.

David has been a member of the International Trade Mark Association for many years and served on a number of sub-committees including two years on the Ambush Marketing Task Force at a time when significant Ambush Marketing legislation was the subject of comment, including New Zealand's Major Events Management Act 2007.

## ASH NEWLAND PHD



Ash Newland is the managing director of Calibre8 Pty Ltd, an innovative company based in Richmond, Victoria.

Ash has a background in Biotechnology with a Bachelor degree with Honours from Flinders University and a PhD from Adelaide University. Following a year working with a small biotech company at Flinders Medical Centre, Ash became a trainee patent attorney at Phillips Ormonde's Adelaide office and registered as a patent attorney 18 months later.



After a couple of years the effect of the GFC registered on the IP industry and Ash took leave without pay to travel for a few months. The trip started in Africa and Mt Kilimanjaro was a priority. In preparing for the trip, Ash realised that all his cold weather and camping gear meant that he could only pack a few changes of clothes, and that he would need a way to wash them almost every day. Ash came across a solution which became his after-hours passion after returning to work in Adelaide. After developing the idea and unsuccessfully trying to licence it, Ash quit the patent attorney profession and moved to Melbourne to take his product to the global market.

After two and a half years Ash has sold tens of thousands of his product all over the world and used his patent attorney background to prevent knock-off products.

## DR. ALISTAIR SCOTT



Alistair Scott joined Airbus in 2005 heading the Airbus UK patent department. In 2010, he moved to Toulouse and was appointed the company's Vice President and Global

Head of Intellectual Property.

Alistair has a PhD in experimental nuclear physics from the University of Melbourne. He joined Baldwin, Son & Carey in Wellington, New Zealand in 1993 where he studied law and qualified as an Australian and New Zealand Patent Attorney. In 1999 Alistair joined R. G. C. Jenkins & Co. in London specialising in electronics, optics and internet technologies.

In 2000, Alistair became in-house patent counsel for Hewlett Packard in Grenoble, France. Here, he specialised in European and emerging market IP issues, primarily working

on patent and copyright matters, and also qualified as a European Patent Attorney. Alistair was initially responsible for HP Labs Grenoble and other HP business divisions in France and also supported the HP Indian and Brazilian Engineering centres on IP matters.

Alistair's IP responsibilities transverse the Airbus Group including Airbus (civil aircraft), Airbus Helicopters, Airbus Defence & Space and Airbus Corporate. He has a dual role, being organisationally positioned in both the Engineering and Legal departments, reporting to the General Counsel and Head of Research & Technology simultaneously. He has patent teams in the UK, France, Germany and Spain, a legal team in France and an IP analytics team in India. He also provides IP support to Airbus engineering centres in the US, China and Russia, including global technology partnerships.

Despite leading the Airbus global IP team, Alistair maintains significant operational activity in IP litigation and arbitration, partnership IP strategy as well as the continuous development of the Airbus industrial IP strategy. He also tutors Airbus IP trainees and is an active mentor in the company.

Alistair sits on the Council of the IP Federation in the UK and is active in Industrial IP lobbying in the UK and in Europe. He frequently speaks at IP forums, the WTO and before various governmental and industrial bodies in Europe. He was recently nominated for the 2015 ILO European Counsel Award for Intellectual Property recognising excellence in in-house IP practice.

Like many Airbus employees, Alistair is passionate about aviation and aerospace. He learned to fly at a young age and keeps a vintage Schempp-Hirth Standard Cirrus glider.

## MATHEW O'KEEFE



Mathew O'Keefe is the Intellectual Property Manager for Carlton & United Breweries (CUB), a division of SABMiller, the world's second largest brewer. Based in Melbourne,

he manages CUB's extensive portfolio of trade marks in Australia and offshore as well as all other IP including patents, designs, copyright, domain names, business names and any associated litigation.

Mathew began his IP career at Griffith Hack and is now in his 13th year at CUB. During his time in CUB, the Division has been successful in a number of high profile patent and trade mark disputes, including a non-use attack on several of CUB's heritage brands. Over this time, CUB's trade mark strategies have also evolved to meet current branding challenges such as the rise of private label alcohol.

Mathew represents CUB on AMPICTA (Australian Manufacturer's Patents, Industrial Designs, Copyright and Trade Mark Association) serving as its current President. AMPICTA is represented at IP Australia's bi-annual meetings, which also involve IPTA and the LCA.

Mathew has a degree in Computer Science from Swinburne University, a Graduate Diploma in IP Law from Monash University and is very slowly accumulating a law degree.

## BEN FITZPATRICK

Benjamin Fitzpatrick specialises in intellectual property law. Before joining the Bar, Ben practised as a solicitor and patent attorney with Davies Collison Cave, specialising in trade marks, patents, designs, copyright and the Trade Practices Act. Ben also practised as a commercial litigator with Corrs Chambers Westgarth in Sydney.

Ben has appeared before the Federal Court, the Supreme Court and the Patent and Trade Marks Office. In particular, Ben has settled evidence and appeared before the Patents Office and the Courts in relation to patent litigation, including enforcement of intellectual property rights against third parties, defending clients against claims of intellectual property infringement, applications for urgent interlocutory relief including injunctions and undertakings, enforcement of judgments, patent oppositions and filing and prosecution of appeals against Patent Office decisions.

Ben is a Senior Fellow-Postgraduate Intellectual Property, at the Faculty of Law, Melbourne University. Ben is also on the Intellectual Property Advisory Board at Monash University.

## JOEL BAROLSKY



Joel is the consultants' consultant!

For the past 25 years he has helped law, IP, accounting, engineering and other business advisory firms plan,

innovate and grow.

In addition to heading up Barolsky Advisors, Joel is a Senior Fellow of the University of Melbourne, Associate of Mt Eliza Executive

Education and a former Principal of Beaton Research & Consulting.

Joel is a recognised thought leader evidenced by regular conference keynotes, press mentions and the global reach of his blog, Relationship Capital.

Joel has advised over 100 of Australia and Asia’s leading professional service organisations. Around 70 per cent of his clients are repeat clients or come directly from referrals from existing clients.

## THE HON KAREN ANDREWS MP



Karen brings her experience in engineering, industrial relations and running her own business to her positions as Parliamentary Secretary to the Minister of

Industry & Science and Federal Member for McPherson.

Graduating as a mechanical engineer in 1983, Karen specialised in design and plant maintenance and worked at a number of power stations in regional Queensland and interstate. She then completed a Graduate Diploma in Industrial Relations and began a new career as an industrial relations advocate working in the metal, engineering and construction industries.

Career successes include heading up the Industrial Relations Branch of the Victorian Department of Health and Community Services and establishing her own human resources and industrial relations consultancy with clients throughout Australia and New Zealand. Karen was first elected to the House of Representatives in 2010 and promoted to her Parliamentary Secretary position in 2014.

Karen has been a strong advocate for the scientific community and worked to promote closer engagement between the scientific community and political representatives. She is passionate about encouraging the study of maths and science in schools and promoting science, technology, engineering and mathematics professions.



*West Lakes Golf Club*



