

## Swissparks.ch Workshop 2/2017

**Topic:** “No-Patent Strategy”  
**Opportunities and Risks of Alternative Protection Strategies**

**Date/Time:** Wednesday, 27 September 2017, 11.45

**Location:** TECHNOPARK Zurich, Technoparkstrasse 1, 8005 Zürich

**How to find:** <http://www.technopark.ch/en/contact/>

### Abstract

You plan to protect and use your invention without getting a patent. You want to protect and sell your product without registering your brand or design. What options are available? How are these implemented?

It is important to protect intellectual property. This is usually done through patents, trademarks, designs and copyright. But there are alternatives to securing your IP without obtaining intellectual property rights. What are the benefits and risks of an alternative approach? What products does it suit and where are its limitations?

In this workshop we want to explore these issues. After introductory remarks, experts present cases from their practices and answer your questions.

Time	Topic
11.45 -12.00	<b>Reception</b>
12.00	<b>Opening</b> <i>Dr. René Hausammann, President, Swissparks.ch</i> <b>Moderation</b> <i>Dr. Matthias Hölling, Host, Team Leader Foundation Affairs                  TECHNOPARK Zurich</i>
	<b>Introduction to the topic</b> <i>Julia Bhend, Attorney at Law                  Probst Partner AG</i>
	<b>Presentation and Discussion of Legal Case Studies</b> <i>PD Dr. Hannes Spillmann, European Patent Attorney                  Keller &amp; Partner Patenanwälte AG</i>  <i>Stephan Kessler, European Patent Attorney                  Keller &amp; Partner Patentanwälte AG</i>  <i>Franz Probst, Attorney at Law, LL.M.                  Probst Partner AG</i>  <i>Roy Levy, Attorney at Law, FIFA Master                  Probst Partner AG</i>
	<b>Q/A, Discussion</b>
14.00	<b>Apéro</b>

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**Fee:** Free of charge

**Registration:** **Please register early, the number of places is limited!**

Registration closed after Sep 21.

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