

Congress of the Fédération Internationale  
des Conseils en Propriété Intellectuelle 2012

# FICPI 2012



17 – 20 April 2012 Crown Towers Melbourne Australia

INVITATION BROCHURE AND  
PRELIMINARY PROGRAM



[www.ficpi2012.org](http://www.ficpi2012.org)

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## INVITATION



On behalf of the Bureau of the Fédération Internationale des Conseils en Propriété Intellectuelle, I have the honour and privilege of welcoming all FICPI members to our next World Congress that will take place in my home town of Melbourne, Australia from 17-20 April 2012.

The EXCO, for invitees only, will take place over 15-17 April, and 21 April 2012. The Congress will commence on 17 April and conclude with a day outing on 20 April 2012. Optional tours are available, however the new format of the Congress will allow Congress attendees to attend and return home within one week.

As always, a FICPI World Congress is an excellent opportunity, by observing and participating in discussions with leading professionals, the Judiciary and Authorities, to influence the future direction of intellectual property law worldwide. An impressive technical program featuring high profile speakers from around the globe is being developed, along with a social and tours program showcasing the finest Melbourne has to offer.

For the first time, this Congress will feature parallel streams enabling a choice for you to attend.

I encourage you to make plans to join members and friends as a Congress participant to learn about recent advances and participate in discussions about some of the most important issues facing our professional lives.

I look forward to welcoming you to Melbourne in April 2012.

**Peter Huntsman**  
FICPI President

## CONGRESS MANAGERS



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arinex (“architects of inspiring experiences”) is a leading specialist in conferences, events, incentives and destination management.

Consisting of eight core business units, arinex offers end-to-end solutions, products and services for the successful management and delivery of meetings and events.

←ar-in-ex→: The ultimate expression of being architects of inspiring experiences, embodying the art and science of creating meetings and events that surpass all expectations.

## ADDRESS FOR COMMUNICATIONS

**FICPI 2012 Congress Managers**  
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## KEY DATES

<b>Early Registration Closes</b>	<b>Friday 3 February 2012</b>
<b>Standard Registration Closes</b>	<b>Sunday 8 April 2012</b>
<b>Onsite Registration Closes</b>	<b>Monday 9 April 2012</b>

## DEADLINES

<b>Accommodation</b>	<b>Thursday 15 March 2012</b>
<b>Social Program</b>	<b>Friday 16 March 2012</b>
<b>Tours</b>	<b>Friday 16 March 2012</b>

## VENUE

### Crown Towers 8 Whiteman Street, Southbank 3006, Melbourne

A spectacular Melbourne landmark, Crown Towers rises above the city’s vibrant Southbank precinct, offering an outstanding suite of meeting spaces, exclusive accommodation, leisure services and an impeccable standard of guest service.

Crown Towers offers an extensive range of facilities including the finest signature restaurants, designer fashion brands, cinemas, nightclubs, bars and the 24 hour excitement of the world renowned Crown Casino.

With magnificent views over Port Phillip Bay, this venue boasts a unique level of comfort and sophistication, setting the benchmark for luxury hotels in Australia. Few venues in the world can match the level of opulence and excitement offered at Crown Towers. This world-class venue will be the perfect location for FICPI 2012.

Please note the Crown Towers is one of three adjacent hotels on Southbank; 1) Crown Promenade 2) Crown Metropol and 3) Crown Towers. When taking a taxi or public transport, you will need to say Crown Towers.

## CITY

### Melbourne

Melbourne, capital of Victoria, is a beautiful city with fine buildings and spacious parks, which gives Melbourne its ‘garden-city’ title. Settlers from a variety of countries have given Melbourne a cosmopolitan outlook and the city has developed as the cultural, fashion, shopping, sporting and culinary centre of Australia.

Melbourne has a well-deserved reputation for offering a superb food and wine experience. Chic restaurants serving a variety of cuisine types, inspirational chefs and a lively café scene, not to mention an array of boutique wineries circling the city, are just some of the reasons why Melbourne is considered the height of gastronomic excellence. For food lovers, this is heaven.

# PROGRAM AT A GLANCE

The FICPI 2012 Organising Committee is pleased to confirm the theme for the Congress:

## “COMMUNICATION AND COOPERATION”

*Contending with Creeping Centralisation in Contracting Countries*

*The IP world is shrinking at an accelerating, perhaps alarming, rate with increasing cooperation between IP offices and even increasing communication between courts in different jurisdictions. The resultant harmonisation is likely to lead to increased centralisation and introduce changes that challenge the basic assumptions upon which our profession is based.*

*The profession is founded on technological innovation, and it is ironic that some of this may now challenge the profession. Nevertheless, IP has been recognised as the key asset for many companies and there must be many opportunities for us to redefine our work and thrive.*

*Any solution starts with understanding the problem. The Melbourne Congress will examine some of these changes and the benefits and challenges that flow from them, and will look at other opportunities for the profession to collaborate with clients as well as topical issues such as the plain packaging debate. We aim to stimulate a true communication amongst the profession. I hope you will come and contribute to that and have your views heard.*

Peter Huntsman  
President of FICPI

For a more detailed program information please visit [www.ficpi2012.org](http://www.ficpi2012.org)

	14-April-2012 Saturday	15-April-2012 Sunday	16-April-2012 Monday	17-April-2012 Tuesday	18-April-2012 Wednesday	19-April-2012 Thursday	20-April-2012 Friday	21-April-2012 Saturday	22-April-2012 Sunday	
<b>Morning Session 1</b>		Bureau Meeting*	CET Meeting*	ExCo Meeting*	<b>Congress Plenary – Session 1</b>  1. Judges Without Borders – How Judges Use Decisions From Other Countries	<b>Congress Breakouts – Session 5</b>  5.1 Navigating Increasingly Crowded IP Waters 5.2 Fighting The Hydra – Protecting Intellectual Property on the World Wide Web		ExCo Meeting*	Bureau Meeting*	
<b>break</b>		Morning Tea	Morning Tea	Morning Tea	Morning Tea	Morning Tea		Morning Tea	Morning Tea	
<b>Morning Session 2</b>		Bureau Meeting*	CET Meeting*	ExCo Meeting*	<b>Congress Plenary – Session 2</b>  2. Offices Working Together And With Users For A Better IP World	<b>Congress Plenary – Session 6</b>  6. “One day, my child, this will all be yours!” – Centralised IP: Where Is The Profession Going?		ExCo Meeting*	Bureau Meeting*	
<b>break</b>		Council Lunch*	CET Lunch*	Lunch	Lunch	Lunch	All Day Optional Excursion Montalto Winery & National Golf Club	CET Lunch*	Bureau Lunch*	
<b>Afternoon Session 1</b>		Council Meeting	ExCo Meeting*	<b>General Assembly</b>	<b>Congress Breakouts – Session 3</b>  3.1 Commercially Realistic Technology Transfer – Extracting IP From Research 3.2 Smoking Gun, Or Gunning For The Smoke? – The Case For Plain Packaging	<b>Congress Plenary – Resolutions</b>			CET Meeting*	
<b>break</b>		Afternoon Tea	Afternoon Tea	Afternoon Tea	Afternoon Tea	Afternoon Tea			Afternoon Tea	
<b>Afternoon Session 2</b>		Council Meeting	ExCo Meeting*	<b>General Assembly</b>	<b>Congress Breakouts – Session 4</b>  4.1 A Single Patent In Europe (At Last?) 4.2 How Do You Play The Game When The Rules Keep Changing? IP Assets Review and Strategy	<b>CET Group Meetings*</b>		CET Meeting*		
				Mentoring Session						
<b>Evening Socials</b>	Bureau Dinner*	ExCo Reception – Perminnon NGV	ExCo Dinner – Luminare	Congress Reception – Studio 3, Crown	Congress Informal Dinner – Peninsula A, Docklands	Gala Dinner – Myer Mural Hall				

Current as of 14 December 2011

Colour Key:

Council Meeting	CET Meeting
ExCo Meeting	Plenary Session
Mentoring Session	Concurrent Sessions

\* By invitation only

## FICPI MENTORING SESSION

Prior to the Congress welcome reception there will be a mentoring session where delegates will be able to meet in small groups with senior members of FICPI. Come and learn more about FICPI and its various activities. It will also be possible to exchange views on professional matters and practice management with colleagues. The session will also facilitate on-going dialogue to provide mentoring assistance to junior professionals. This is also an opportunity to let us know if you wish to become involved in one of the working groups in FICPI.

## WORKING PROGRAM

### SESSION 1 – PLENARY

#### 1. Judges Without Borders – How Judges Use Decisions From Other Countries

With harmonisation of laws and treaties accelerating in all areas of IP, it is still rare for a judge in one country to refer to the decisions of judges in other countries. A recent exception was the decision of the UK Supreme Court in *Human Genome Sciences v. Eli Lilly*. How often do judges look to the jurisprudence of other countries in considering cases involving complicated patent, trade mark, and domain name issues? Do judges from different countries meet to discuss their decisions and the decisions of others? Why are decisions of judges in other countries not cited more often? A distinguished panel of judges will provide their thoughts on these and related issues.

### SESSION 2 – PLENARY

#### 2. Offices Working Together And With Users For A Better IP World

Every day brings more news of cooperation between IP offices as they attempt to cope with the ever-increasing volume of applications. While international and regional treaties provide some guidance, an ever more intricate web of highways and other interactions between offices is developing. And yet differences in practices between offices still present issues to users as they attempt to obtain the best possible IP protection. In PCT applications, international search and examination reports are frequently disregarded by national and regional offices, and trade mark applications filed under the Madrid Protocol may be accepted at OHIM, but rejected by the USPTO. A panel of officials from major IP granting authorities will be interviewed to answer questions sent in advance of the Congress by those who will attend.

### SESSION 3 – BREAKOUT SESSIONS

#### 3.1 Commercially Realistic Technology Transfer – Extracting IP From Research

Technology transfer from universities and other research institutions to companies with the ability to develop innovations has produced some remarkable results. However, the philosophical differences between the academic and corporate worlds can introduce tensions, both in crafting agreements and in maintaining a healthy relationship after a licence has been signed. How can equitable agreements be drafted? What are the considerations, needs and wants of each party? What provisions should be included to provide for current circumstances and future possibilities? What can be done when disputes arise that the parties cannot resolve between themselves? Speakers from a research institution and industry will conduct a mock negotiation and, together with a mediation and arbitration expert, will discuss the relationship between a hypothetical research institution and a hypothetical company at various points during the life of a patent licence as a product based on that licence is developed.

#### 3.2 Smoking Gun, Or Gunning For The Smoke? – The Case For Plain Packaging

Several jurisdictions are considering requiring uniform and plain packaging of cigarettes that would permit only a brand name shown in a common font and size. Australia has passed such legislation, with one MP stating “the evidence and the research shows that it will work and we’re determined to take away the last method of advertising that exists for tobacco companies here in Australia,” while the European Union is currently updating its Tobacco Directive and contemplating similar provisions. Has research proven that plain packaging reduces smoking? If so, does this justify what may be the expropriation of trade mark rights? Should brand owners be restricted in their adoption and use of future marks? What effects would such legislation have on trade, and would it contravene existing trade obligations? During this session speakers will attempt to answer these questions.



## SESSION 4 – BREAKOUT SESSIONS

### 4.1 A Single Patent In Europe (At Last?)

While the common granting of a “European Patent” delivering a bundle of national patents has been an unrivalled success, attempts to create a single patent within Europe have continued. At last, it appears that a “European Patent with Unitary Effect” may finally become a reality. This project has – together with an agreement introducing a unitary patent court system – received political support from most of the Member States. Assuming it moves forward, will it be a successful system used extensively by patentees, or just a curious experiment with few supporters? How will you advise your clients, both patentees and potential infringers, and especially SMEs? Speakers who will be responsible for implementing the system and using it to obtain and enforce patents will provide their insights during this session.

### 4.2 How Do You Play The Game When The Rules Keep Changing? IP Assets Review and Strategy

Strategies for the acquisition, management and enforcement of IP rights must be designed with a client’s business environment, goals and challenges in mind. These strategies should be revisited whenever changes occur to the client’s business, such as a shifted commercial interest or an unanticipated economic constraint. The ever-dynamic developments in IP law emphasise the need for such reviews. The impact of the Madrid Protocol, the Community Trade Mark, the proposed Unitary European Patent System, the new America Invents Act, proposed legislative changes in Australia, and recent court decisions all conspire to undermine a carefully constructed strategy. In a landscape where the ground rules change frequently, how can we assist our clients in maximising the value of their IP portfolios? Speakers specialising in trade marks, designs, and utility patents will present their views and propose scenarios for helping companies develop a strategic plan in view of these changes.

## SESSION 5 – BREAKOUT SESSIONS

### 5.1 Navigating Increasingly Crowded IP Waters

Clients are confronted with increasingly vast numbers of IP rights, both granted and pending. The information available from sources that can affect those rights has multiplied tremendously. This has made it more difficult to protect new developments and avoid the IP rights of others. Should your client attempt to obtain rights to technology from others or develop it themselves? Will the product they are planning to develop and sell potentially infringe the IP rights of others? Will IP protection be available if the development proceeds in a certain direction? What tools are available to assist in answering these questions? Strategies must be developed and implemented to deal with these issues. The speakers will discuss the challenges and opportunities for their clients and the profession in crowded IP waters.

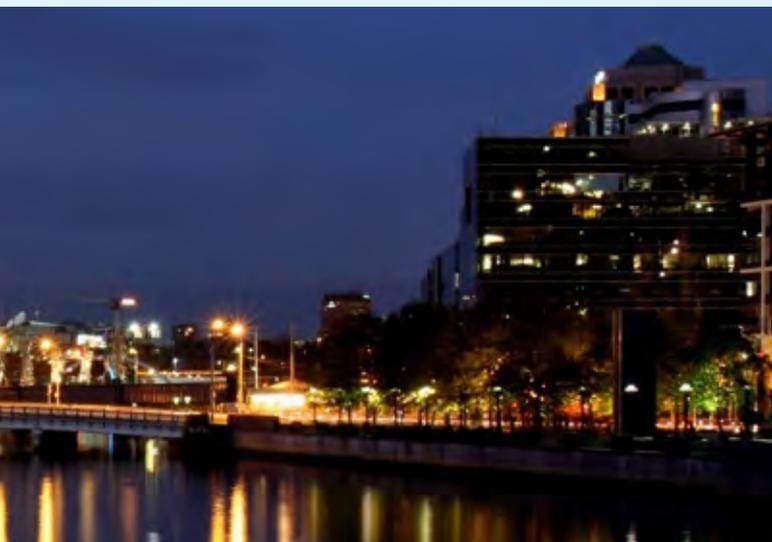
### 5.2 Fighting The Hydra – Protecting Intellectual Property on the World Wide Web

The Internet affords an unprecedented global platform for doing business, but rapid developments in Web technology continually present trade mark and other owners of IP with new challenges – as soon as one is solved, several more appear. What obligations and restrictions should apply to intermediaries such as Google and eBay? 2012 will bring an explosion in the number of Top Level Domains (TLDs): ICANN says there is a need to extend the name-space, but what does this imply for trade mark holders? What constitutes trade mark use on the Web, and which jurisdiction applies? How can businesses protect themselves when electronic data can be distributed around the world at the speed of light and IP rights can be infringed from afar? The speakers will explore the risks presented by the modern Internet to businesses with IP assets, and will consider ways in which IP owners can arm themselves to fight this multi-headed hydra.

## SESSION 6 – PLENARY

### 6. “One day, my child, this will all be yours!” – Centralised IP : Where Is The Profession Going?

It is the best and worst of times. The perceived value of IP is at an all time high, but traditional revenue streams (annuities, searching and translation) are being usurped by those outside the profession, and the remaining skilled work is being commoditised in the quest for lower costs. The IP framework is being rationalised, with the possibility of a Unitary Patent for most countries in Europe, national language translations being either limited or replaced by non-legally-binding translations prepared by machines, harmonisation of IP laws sometimes dispensing with the need for local representation (e.g., the Madrid Protocol), and work sharing by IP offices in an attempt to reduce duplication. Within the profession there is increasing competition from lower cost countries. How will the landscape for IP attorneys look in the short term, and twenty years from now? What will IP attorneys be doing, how will they be generating revenue, and where will the “World Patent Office” be located? Leading IP attorneys from different continents will communicate their views – and solicit yours – on how the IP profession must adapt to these changes.



## REGISTRATION

Participation is restricted to FICPI members only. However this year for the first time, members can choose to sponsor another registrant upon application to FICPI. Those who are not members who wish to attend the Congress should access the Congress website and fill in the sponsored registrant application form.

[www.ficpi2012.org](http://www.ficpi2012.org)

A hard copy form is available to be downloaded from the Congress website. Each registrant must fill in a separate form. Remember to send your completed registration form and the payment of your fees by POST.

Please note that all persons intending to attend the Congress must register, including Invited Speakers, Chairpersons, Delegates and Accompanying Persons. Please read through this booklet carefully before you complete your form online.

### REGISTRATION FEE (PER DELEGATE)

To view the current foreign exchange rates, please visit [www.x-rates.com](http://www.x-rates.com)

Category	Until Friday 3 February 2012 A\$ (incl. GST)	Before Monday 9 April 2012 A\$ (incl. GST)	After 9 April 2012 A\$ (incl. GST)
Congress Delegate	\$2900	\$3300	\$3600
Congress Sponsored Registrant*	\$3500	\$3900	\$4200
Congress Accompanying Person	\$2400	\$2800	\$3000

**\*Sponsored Registrant's must be approved by FICPI before completing their registration. An approval code and the name of the supporting FICPI member must be given when registering. More information at [www.ficpi2012.org/rego](http://www.ficpi2012.org/rego)**

To be entitled to the early registration fee you must have **registered and paid** by **5pm Friday 3 February 2012 AEST (Australia Eastern Standard Time)**

## ENTITLEMENTS

### DELEGATES – CONGRESS REGISTRATION

The registration fee entitles all delegates to the following:

- All sessions
- All official documentation including program booklet and list of participants
- Congress Reception
- Congress Informal Dinner
- Congress Gala Dinner
- Daily Catering
- Satchel
- Certificate of Attendance

### ACCOMPANYING PERSONS – CONGRESS REGISTRATION

Accompanying Persons are spouses of Congress Registrants who have registered as an Accompanying Person on a Delegate's Registration Form and paid the applicable fee.

This fee entitles the Accompanying Person to:

- Congress Reception
- Congress Informal Dinner
- Congress Gala Dinner
- Wednesday Day Tour
  - Option 1 – Werribee Park and Zoo
  - Option 2 – Social Enterprise @ Work
- Thursday Day Tour
  - Option 1 – Melbourne Laneways Tour
  - Option 2 – Aboriginal Heritage Walk at the Royal Botanic Gardens
  - Option 3 – Lyon Housemuseum

### IMPORTANT REGISTRATION INFORMATION

NOTE: Registrations will not be processed or confirmed until payment in full is received.

Credit card payment online: Online Registration is preferred. Please visit our secure website [www.ficpi2012.org](http://www.ficpi2012.org) to register and book your accommodation in 'real time'. Please note all online registrations require immediate payment by credit card.

Accepted credit cards: MasterCard, Visa and American Express are the credit cards accepted at FICPI 2012 Congress. Please note all transactions by credit card will appear on your statement as payment to 'congress by arinex'.

Payments by cheque will incur an A\$10.00 cheque processing fee. Cheques should be made payable to FICPI 2012. Your name and full address should be typed or printed clearly on the back of the cheque. Cheque payments from overseas must be a bank cheque in Australian Dollars drawn on an Australian Bank. No other currency will be accepted. Cheques will only be accepted until Thursday 15 March 2012 date.

The FICPI 2012 Congress is unable to accept payments by direct transfer. Please refer to the FICPI 2012 Congress website for full terms and conditions.

### ACKNOWLEDGEMENTS

Your registration and payment will be acknowledged via email or post with confirmation of your requirements according to your registration form. Your registration will not be processed or confirmed if payment does not accompany your form.

Updates to the Congress program and general information will be posted on the website and you are encouraged to visit the website regularly.

[www.ficpi2012.org](http://www.ficpi2012.org)

## CANCELLATION AND REFUND POLICY

**Cancellations must be notified in writing to the FICPI 2012 Congress Managers.**

Registration Fees:

- Before Monday 16 January 2012 will incur an A\$150.00 cancellation fee.
- Before Monday 5 March 2012 will receive a 50% refund of fees paid.
- After Monday 5 March 2012 there will be no refund.

Accommodation:

- A minimum one night's deposit must be paid at time of booking to guarantee reservation
- Deposit is non-refundable at Thursday 15 March 2012

Social and Tours:

- Payments are non-refundable at Thursday 15 March 2012

### Disclaimer

The program is correct at the time of publishing. FICPI reserve the right to delete, modify or alter items from the program or to delete, modify or alter any aspect of the Congress timetabling and delivery at their sole discretion and without notice. FICPI will accept any liability for any loss or inconvenience caused to any party consequent to such changes.

FICPI reserve the right to use any recordings whether audio or video and/or any photographs taken at any stage during the Congress for promotional, advertising or reporting of the Congress and/or its content at their sole discretion.

## INSURANCE

Registration fees do not include insurance of any kind. It is strongly recommended that at the time you register for the conference and book your travel you take out an insurance policy of your choice. FICPI and its officers, along with arinex pty limited will not accept responsibility for any matters arising throughout this congress. Visit [www.ficpi2012.org](http://www.ficpi2012.org) for more information about insurance.

## SOCIAL PROGRAM

The following events are included in the registration fee for Congress delegates and accompanying persons. If you require additional tickets please indicate on your Registration Form.

### TUESDAY 17 APRIL 2012

#### Congress Reception

**Time:** 1800 – 2000

**Location:** Studio 3, Crown

**Dress:** Professional Business Attire

An invitation is extended to all delegates and accompanying persons to attend the Congress Reception to be held at one of Melbourne's most popular and modern venues, Studio 3 at Crown. Renew old friendships and make new acquaintances as we welcome you to Melbourne and the Congress.

**Additional tickets:** A\$175.00

### WEDNESDAY 18 APRIL 2012

#### Congress Informal Dinner – Streets of Melbourne

**Time:** 1900 – 2200

**Location:** Atlantic Group V, Peninsula C, Docklands

**Dress:** Professional Business Attire

**Additional tickets:** A\$290.00

Melbourne is renowned for its multiculturalism and the range of incredible ethnic cuisines, and flavors that can be found in many of the villages and precincts throughout the city. Guests will be transported to their own "Streets of Melbourne", and experience a cultural food lovers paradise. Experience the delicious sounds and scents as you taste a range of cuisines that Melbourne have to offer, in an interactive and fun atmosphere. A night not to be missed!

### THURSDAY 19 APRIL 2012

#### Congress Gala Dinner

**Time:** 1930 – 2330

**Location:** Myer Mural Hall

**Dress:** Black Tie

Myer Mural Hall is a stunning historic venue decorated with ten murals celebrating influential figures in the areas of art, history, opera, literature, dance and fashion. Tonight, guests will be treated to a glamorous evening of fine food, wine and entertainment at this Black Tie Event.

**Note:** *There is limited seating at the Gala Dinner. Tickets are only available to registered delegates or registered accompanying persons. Additional tickets are not available at time of printing.*

## DISCLAIMER

The services specified in the social program are available at the time of writing. However, in the event that any service(s) become unavailable or minimum numbers are not met, FICPI reserves the right to alter or cancel the event.



## TOURS

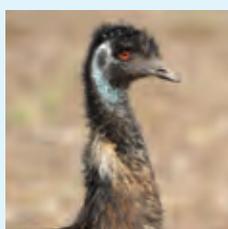
These tours designed by FICPI are for participating delegates and accompanying persons. All sightseeing tours include informative English, French and German speaking guides, all entry fees and meals where specified. Comfortable walking shoes and casual clothing are recommended for all tours. For any outdoor tours we recommend that participants bring sun protection cream, sunhat and sunglasses. All tours are based on a minimum number of participants. If minimum numbers are not reached, alternative arrangements or a complete refund will be made. Places on all tours are limited and will be allocated strictly in order of receipt of payment and no places are held on tours until payment is received. Where participants cancel their day tour bookings prior to Thursday 15 March 2012, payment will be refunded in full. Thereafter, no refund will be made.

### ACCOMPANYING PERSONS PROGRAM

The following tours are included in the registration fee for Accompanying Persons. Additional tickets are only available depending on availability. Please contact the FICPI 2012 Congress Managers for more information.

#### WEDNESDAY DAY TOUR:

**Date:** Wednesday 18 April 2012



#### Option 1 – Werribee Park and Zoo

**Time:** 1000 – 1600

Developed around the beautiful and picturesque Werribee River, the Werribee Open Range Zoo is a great day out and an opportunity to see animals from the grasslands of Australia, Africa and Asia living in conditions similar to their natural habitats. Enjoy a guided Wildlife Safari, travelling amongst the animals with superb opportunities for “close up” animal encounters. Come face to face with Giraffe, Zebra and Southern White Rhinoceros!

After this excitement, wind down with a relaxed lunch at the Shadowfax Winery within Werribee Park, regarded as one of regional Victoria’s premium restaurants.

Following lunch, stroll through the Werribee Park Sculpture Walk. This is a permanent home to 30 works, set in a picturesque setting with enormous artworks to delight and amaze you. *This tour is highly recommended for families.*



#### Option 2 – Social Enterprise @ Work

**Time:** 0900 – 1400

This is an active and insightful day seminar concerned with contemporary thinking rather than historic artifact, focusing on three projects which address and support the well-being of Melbourne’s community.

To begin, we’ll gather for a welcome session with a special presentation from Jane Hunt, CEO of Fitted for Work. Since 2005, Fitted for Work has transformed the lives of 6,500 women, who from a background of disadvantage, have been assisted in gaining sustainable employment. Jane will share the Fitted for Work story with FICPI guests.

From here, we’ll move to inner-city Melbourne to see Stephanie Alexander’s Kitchen Garden Programme at Collingwood College. Stephanie Alexander is an acclaimed restaurateur, food writer and champion of the quality & diversity of Australian food. Stephanie has established a not-for-profit organisation dedicated to introducing Kitchen Gardens into primary schools throughout Australia. On this visit, we’ll meet eight to twelve year-old children spending time in a productive garden and kitchen, where each week they are learning skills that will last a lifetime

Our lunch venue is not only a great restaurant, but also a truly inspiring project. Charcoal Lane is part of a Mission Australia and Victorian Aboriginal Health Service initiative that provides Aboriginal and disadvantaged young people experience, hospitality training and a supportive environment to transition to mainstream employment.

Places for this tour are limited, so please book early to avoid disappointment.



## THURSDAY DAY TOUR: SHOW & TELL!

**Date:** Thursday 19 April 2012

**Time:** 0930 – 1430

Today, there is a choice of THREE tours, all of which run simultaneously. Some of Melbourne's magic is in finding special places and meeting the people who know about and contribute to the city's essence. Choose your tour, have fun with your fellow FICPI guests, guides and locals, then everyone meets up for **lunch** on a rooftop to share the morning's discoveries, experiences and adventures.



### Option 1 – Melbourne Laneways Tour

Accompanied by a passionate guide, stroll through Melbourne's back streets, laneways and arcades. On this intimate tour, discover local designers, unique small businesses and hear the stories behind the street art works that

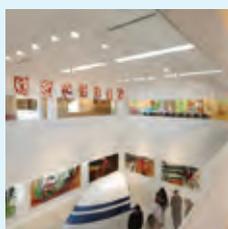
have become an important part of Melbourne's streetscape. Go where the locals go, be part of the café crowd for coffee and indulge your bohemian side, followed by lunch in a Melbourne rooftop restaurant where all of today's FICPI tour groups will meet.



### Option 2 – Aboriginal Heritage Walk at the Royal Botanic Gardens

Experience Melbourne's Royal Botanic Gardens in a more traditional way by taking part in the award-winning Aboriginal Heritage Walk. An Indigenous interpreter will give you a greater understanding of the customs

and rich heritage of the local Boonwurrung and Woiworong people, taking you on a journey through the camping and meeting grounds of the traditional owners of the land, against the vibrant setting of the Royal Botanic Gardens. Experience a traditional smoking ceremony and discover traditional uses of plants for food, tools and medicine, followed by lunch in a Melbourne rooftop restaurant where all of today's FICPI tour groups will meet. *This tour is highly recommended for families.*



### Option 3 – Lyon Housemuseum

Lyon Housemuseum is a contemporary private home designed to display a private art collection from the Lyon Collection which includes paintings, sculpture, video work and installations by many of Australia's leading contemporary artists. The house and

its Collection build on a long history of private art collections displayed in residential settings. FICPI guests will be able to enjoy viewing a private art collection and hear about how the collection was formed and is displayed; followed by lunch in a Melbourne rooftop restaurant where all of today's FICPI tour groups will meet.

## OPTIONAL TOURS PROGRAM

Detailed information on the tours can be found on the Tours Page of the website [www.ficpi2012.org](http://www.ficpi2012.org)

### MELBOURNE HIGHLIGHTS BIKE TOUR



**Date:** Tuesday 17 April 2012

**Time:** 0900 – 1145

**Cost:** \$85.00 per person – *this tour is not included in your registration.*

From the hotel, take a short walk to jump on your bicycle and set off on a guided bike ride. This morning tour

combines a relaxing ride along the Yarra River bike tracks, a great orientation to the city. Take in the beautiful Royal Botanic Gardens, the Shrine of Remembrance, and the Yarra River in all of its splendour. The tour provides Congress attendees the perfect opportunity to take in the magnificent views of the city and return in time to head to the Congress for the General Assembly.

### ALL DAY EXCURSION (FRIDAY) – MONTALTO WINERY & NATIONAL GOLF CLUB



**Date:** Friday 20 April 2012

**Time:** 0930 – 1700

**Cost:** \$285.00 – *this tour is not included in your registration.*

Montalto Vineyard & Olive Grove is a multiple award-winning winery, restaurant and sculpture garden complex, located in the heart of the

Mornington Peninsula. The Mornington Peninsula is just 90 minutes from Melbourne and is famous for its beautiful coastal lines, beaches and vineyards. The multi-award winning Montalto Vineyard provides a relaxed elegance in a striking landscape with a breathtaking rural outlook of vines, olive groves and sculpture leading down to picturesque lakes and wetlands, with pasture, and a hint of the ocean as the backdrop. Enjoy a guided sculpture walk throughout the property, wine tasting and canapés in this spectacular setting.

The gourmet inclusions of the day continue with a short journey to The National Golf Club for a sumptuous two-course lunch complimented with classic wines from the Southern Hemisphere. On this trip, you will be struck by the landscape and in particular, by the wild beauty and natural forms of country surrounding The National Golf Club. Some guests will long to swing a golf club, or compose the perfect landscape image – and everyone will be blown away by the views out to sea. For those wishing to demonstrate their golf skills there will be a nearest the pin competition with a FICPI prize for the winner.

### Departure Point

All tours will depart from Crown Towers' Atrium Driveway, on Whiteman Street.

### DISCLAIMER

The services specified in these tour descriptions are available at the time of writing. However, in the event that any service(s) become unavailable for any reason, FICPI will make every effort to supply alternative services of an equal standard and value but cannot accept any responsibility for failure to provide the specified services.

## PRE AND POST CONGRESS TOURS

Pre and Post Tour options are available from the FICPI 2012 Congress website. Please visit [www.ficpi2012.org](http://www.ficpi2012.org)

## AIRPORT AND TRANSPORT

The central business district is 30 minutes from the Airport. A taxi costs approximately A\$50.00. A regular airport to city bus service (Skybus) departs the airport every 30 minutes for A\$16.00 one way.

Melbourne's Metlink ticketing system allows multiple journeys using the complete Metlink transport network. Tickets are known as Metcards and provide flexible travel on trains, trams and buses. Check the maps located at stations, tram stops and on transport to match your ticket to your journey.

## BANKING/CURRENCY

Currency exchange facilities are available in most banks, hotels and airports and operate normal business hours. Credit cards are accepted at most restaurants and shops, the most widely used being Mastercard, Visa, American Express and Diners Club. Surcharges may apply.

## GOODS & SERVICES TAX (GST)/TOURIST REFUND SCHEME (TRS)

Australia has a taxation system incorporating Goods & Services Tax (GST). All prices quoted in this brochure are inclusive of GST, unless otherwise specified. As part of this taxation system, the Australian Government introduced the Tourist Refund Scheme (TRS). The TRS enables travellers departing Australia to claim a refund of the Goods and Services Tax (GST) and Wine Equalisation Tax (WET) paid on goods bought in Australia. Visit [www.ficpi2012.org/ginfo](http://www.ficpi2012.org/ginfo) for more information on applying for refunds on purchases within Australia.

## LANGUAGE TRANSLATION

Selected sessions will have simultaneous translation in German, French.

## PARKING

Parking is available at the FICPI 2012 Congress venue. See <http://www.crowncasino.com.au/parking> for more details.

## PASSPORT & VISA

All visitors to Australia must have a valid visa to travel to and enter Australia.

**IMPORTANT:** Check with your local travel agents about which visa you are entitled to. Delegates applying for a non-ETA (non-Electronic Travel Authority) visa may present their paid confirmation letter to an Australian visa office to support their application. No other letters will be issued for this purpose. As a conference delegate, you are not guaranteed to be granted a visa.

**Note:** New Zealand and Norfolk Island passport holders do not usually need to lodge a visa application prior to their home-land departure unless they have health and/or character concerns.

See [www.ficpi2012.org](http://www.ficpi2012.org) for more information on visas.

## PRIVACY

Australia introduced the Privacy Amendment (Private Sector) Act 2000 in 2001. FICPI and the FICPI 2012 Congress Managers comply with such legislation which is designed to protect the right of the individual to privacy of their information. Information collected in respect of proposed participation in any aspect of the Congress will be only used for the purposes of planning and conduct of the Congress. It is also usual to produce a 'Delegate List' of attendees at the FICPI 2012 Congress and to include the individual's details in such a list. Consent for publication of the individual's information may be withheld when completing the Registration Form for the Congress. Individuals are also entitled to access the information held by written application to the FICPI 2012 Congress Managers.

## QUARANTINE

Australia is free from many plant and animal diseases prevalent in other countries. Very strict quarantine rules and hefty fines apply to the import of animals and plants, which cannot be brought into the country without prior application. Animal and plant products are also restricted.

For more information see the 'Information for International Travelers' on the Australian Quarantine and Inspection Service (AQIS) website, which you can access by visiting <http://www.affa.gov.au>.



# ACCOMMODATION

## WHY BOOK WITH THE CONGRESS MANAGERS?

The Congress Managers have secured **Flexible Rates** with **Competitive Terms & Conditions** that are exclusive to attendees for the Congress & EXCO Meetings of the Fédération Internationale des Conseils en Propriété Intellectuelle 2012.

When you book through the Congress Managers our **Competitive Terms & Conditions** mean:

- There are **no charges** for changing your booking or reducing your stay.
- You will only incur a 1 night's cancellation fee should you cancel your booking.

In addition to this, taking advantage of our **Flexible Rates** allows you to secure your accommodation at a great price!

It is also recommended you visit the website ([www.ficpi2012.org](http://www.ficpi2012.org)) to view hotel information and fact sheets, hotel maps and our flexible booking terms and conditions.

## ACCOMMODATION OPTIONS

Crown Towers			
Star Rating: 5		Walking time to Conference Venue: Adjacent to Congress Venue	
Room Type	Room only rate per night	Room & Breakfast Rate	Room & Crystal Club Access
Deluxe Room SGL	A\$280.00	A\$315.00	A\$415.00
Deluxe Room DBL/TWN	A\$280.00	A\$350.00	A\$455.00



**NB** 'Room & Breakfast' Rates include full breakfast served in the Hotel Restaurant. 'Room & Crystal Club Access' includes exclusive access to the Crystal Club Lounge with complimentary full breakfast, afternoon tea and pre-dinner drinks and canapés between 17:00-19:30. Guests are also able to check in and check out in a private Reception area.

Crown Promenade			
Star Rating: 4.5		Walking time to Conference Venue: 2 minutes	
Room Type	Room only rate per night	Room & Breakfast SGL rate	Room & Breakfast DBL/TWN rate
Deluxe Room SGL/DBL/TWN	A\$257.00	A\$279.00	A\$301.00



**SGL** rates are valid for 1 person

**DBL/TWN** rates are valid for 2 people

Please Note:

- Visit [www.ficpi2012.org](http://www.ficpi2012.org) to view hotel photos, fact sheets and terms and conditions.
- Prices above are listed per room per night.
- The above rates are quoted in Australian Dollars and include the 10% Goods and Services Tax (GST).
- Rates may increase without notice due to changes in government charges, taxes or levies.
- Room only rates do not include breakfast.
- Bed and breakfast rates include full buffet breakfast
- A minimum one night's deposit must be paid at time of the booking to guarantee reservation

## DEPOSIT

Rooms are being held by the Congress Managers until 15 March 2012. All hotel accommodation bookings must be accompanied by a minimum one night's room rate in order to secure a reservation. The Congress Managers will accept accommodation deposits until 15 March 2012 and will settle the deposit with the hotel. Delegates must settle the balance of their account with the hotel concerned upon check out.

Late bookings can be made through the Congress Managers after 15 March 2012 but are subject to availability and a minimum one night's deposit to secure the reservation.

One night's room rate will be deducted from the supplied card, by the hotel, if the reservation is cancelled or the delegate fails to arrive on the specified date.

## HOW TO BOOK ACCOMMODATION

To book, complete either the Online Registration Form or the Registration Form downloadable via the website ([www.ficpi2012.org](http://www.ficpi2012.org)). The Congress Managers will forward your contact details, reservation and deposit to the hotel of your choice.

## CHANGE OF BOOKING

Any change to a reservation must be notified to the Congress Managers and not directly to the hotel. Please note that any changes should be made to the Congress Managers by 28 March 2012. Cancellations must be made in writing.

## LATE ARRIVALS

Please indicate on your registration form or notify the Congress Managers in writing if you will arrive at your hotel after 1800 hours, failure to do so may mean that your room will be released.

## CANCELLATION POLICY

The deposit is non-refundable at 15 March 2012 and will be forfeited if you do not arrive on the date for which you have booked. Cancellations must be made in writing

