SAVE THE DATE

Advanced lecture series on food technology

Dates

Lecture 1: Thursday, 7 October 2021
Lecture 2: Thursday, 14 October 2021
Lecture 3: Thursday, 21 October 2021
Lecture 4: Thursday, 28 October 2021
Lectures: 11.00-12.00 hrs CET

Academy code

AS07-2021

Description

Patents play an important role in many technical fields, and food technology is no exception. Some of the foundation stones of biochemistry were laid by bakers and brewers. Today, research into more sustainable production and processing, meat substitutes, foods with lower sugar and salt, and foods with better nutritional value or greater longevity, is booming. This advanced lecture series will provide participants with insights into the innovations shaping the food industry of the future, and reveal how IP strategy can lead to success.

Learning objectives

Participants will learn how patents can be used to protect inventions related to food technology, and will find out about some of the challenges in the patent granting process which are specific to the food industry.

Participants will come to understand how patents can protect a range of subject-matter (such as a product, process, device or non-medical/medical use) by preventing unauthorised commercial exploitation by third parties. They will also learn how patents can be used to attract investors, protect market share, cement technology partnerships and increase profits.

The four online lectures are an ideal opportunity for participants to interact with EPO experts, IP experts and inventors specialising in the field of food technology.

Themes

The lecture series comprises four online sessions:

- Lecture 1: Patenting in the food industry – challenges from an examiner perspective

Patents in food technology are strategic instruments on the multi-billion-euro food market. Understanding the main challenges of patentability in food technology is key to deploying efficient patent protection.
Experts:
Dominika Baráč, examiner, Healthcare, Biotechnology and Chemistry, EPO
Doris Krajewski, examiner, Healthcare, Biotechnology and Chemistry, EPO

- Lecture 2: Developing an IP strategy: practical and post-grant aspects of food patents

From universities and SMEs to global companies, there are many different strategies for protecting inventions. Flexible IP strategies adapted to a company’s growth phases or its changing position in the innovation cycle help inventors best exploit the full value of their patents.

Expert:
Kim Wagner, European patent attorney, Plougmann Vingtoft, Partner, Head of opposition & litigation, honorary court-appointed expert at the Maritime and Commercial High Court (Sø- og Handelsretten), Copenhagen, Denmark

- Lecture 3: IP commercialisation

Innovation is at the heart of food technology, one of the world’s leading industries. Global food businesses evolve in response to changing consumer needs and utilise IP in order to protect and foster investment in differentiating technology as well as to enable collaboration.

Expert:
Danny Keenan, Vice-President Patents, Foods and Refreshment, Unilever Patent Group, United Kingdom

- Lecture 4: Meet an inventor from the food technology industry (Oatly AB and Aventure AB)

Inventor Rickard Öste will talk about best practices on how to overcome challenges and hurdles to successfully reach the market.

Moderator:
Dominika Baráč, examiner, Healthcare, Biotechnology and Chemistry, EPO
Expert:
Rickard Öste, inventor and co-founder of Oatly AB and Aventure AB, professor emeritus, Department of Food Technology, Engineering and Nutrition, Lund University, Sweden

Format

- Video material and self-paced courses (including quizzes)
- Four one-hour online lectures with live interaction and Q&A

Requirements

Prior to the online lectures, it is recommended that participants study the preparatory material provided in the European Patent Academy’s e-learning centre. Please register in the e-learning centre and enrol for the following self-paced courses:

- From idea to patent  
  https://e-courses.epo.org/course/view.php?id=240
- The art of reading patent documentation  
- Introduction to the European patent system  
  https://e-courses.epo.org/course/view.php?id=70
- Think patents: the value of patent documentation for innovation and research  
  https://e-courses.epo.org/course/view.php?id=74