

## Capturing the Value from Innovation in Horticulture: Commercial Use of Intellectual Property Symposium

Thursday, 3 September 2009  
Launceston

### PROGRAM

9.30 – 10.00	Registration  <i>Intellectual Property and Horticulture</i> Prof Brad Sherman, Director, ACIPA
<b>Protecting New Plant Varieties 1</b> Chair: Brad Sherman	
10.00 – 11.15	<i>Plant Breeder's Rights</i> Kathryn Adams, Senior Research Fellow, ACIPA  <i>Commercialisation of New Plant Varieties: Practical Issues</i> Dr Gavin Porter, General Manager, Australian Nurserymen's Fruit Improvement Company (ANFIC)
11.15 – 11.45	<b>Morning Tea</b>
<b>Protecting New Plant Varieties 2</b> Chair: Stephen Hubicki	
11.45 – 12.45	<i>Patents and Plants</i> Jay Sanderson, Research Fellow, ACIPA  <i>Case Study</i> Jane Hutchison, Associate, Davies Collison Cave
12.45 – 1.45	<b>Lunch</b>
<b>Branding</b> Chair: Leanne Wiseman	
1.45 – 2.45	<i>Trade Marks, Variety Names and Scientific Names</i> Christine Lowe, Partner, Davies Collison Cave  <i>Case Study: Tassie Vegetable Story</i> Michael Hart, Leader, Industry Development, Vegetable Centre, Tasmanian Institute of Agricultural Research (TIAR)
2.45 – 3.15	<b>Afternoon Tea</b>
<b>HAL Perspective</b> Chair: Kathryn Adams	
3.15 – 4.00	<i>Role of R&amp;D Investment for Commercial Outcomes</i> Dr Philip Roeth, IP and Commercialisation Manager, Horticulture Australia Limited
4.00	<b>Close</b>

