2021 MAY 27-28

LESI Virtual Annual CONFERENCE

MAXIMIZING THE VALUEOF INNOVATION
IN AN ERA OF CONVERGENCE

Program & Abstract Book

LES
LICENSING EXECUTIVES SOCIETY INTERNATIONAL

LET'S INNOVATE!

lesi2021.org

Audrey Yap

Yusarn Audrey

LES Singapore, Outgoing LESI President

Dear Colleagues,

It has been a difficult year for everyone to gather in person, but LES has embraced the opportunity to convene our members online across the globe through webinars and meetings that kept us connected and informed. The LESI 2021 Annual Conference this year builds on these experiences as we host this virtual meeting to connect, educate and inspire LES members tuning in from around the globe and from various time zones – and all during a 24-hour marathon of events

We have taken the best of what we have seen work online and implemented it in an innovative way to create greater opportunities for registrants to learn and network.

The theme for this year's meeting is 'Maximizing the Value of Innovation in an Era of Convergence.' Sessions look at where the most important innovation is occurring and highlight – through speakers and case studies – some of those responsible for and leading innovation. If you're serious about licensing and the business of IP, you're in the right place!

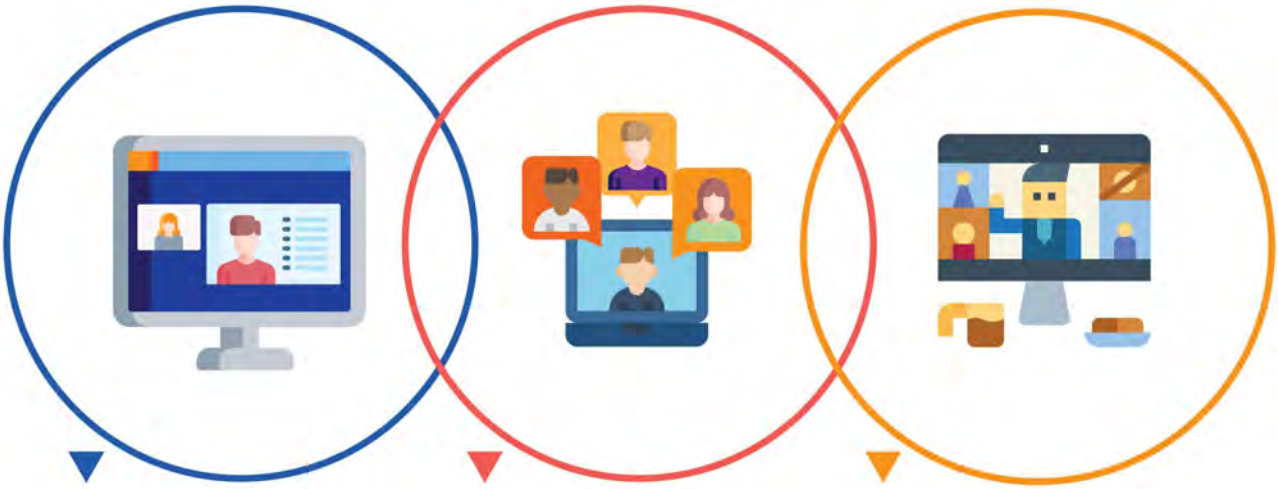
Thank you for joining us!

With very best wishes,

Audrey

LESI 2021 – at a glance

Maximizing the Value of Innovation in an Era of Convergence



Main Program

KEYNOTE SESSIONS

1. The Importance of Diversity for In-House Innovation Teams
2. WIPO's Renewed Focus on IP Commercialization
3. The Business of the Space Race: Inspiring Innovations and the Role of the Private Sector
4. COVID Vaccines Development & Industry Impacts: The Pfizer-BioNTech Case Study
5. Making Sense of IP Policy Trends. Pro-Patent or Pro-Balance?
6. Moving forward in the Automotive Sector: Perspectives on Licensing
7. Passing of the LESI Gavel

36 CONCURRENT SESSIONS

focused on where the most important innovation is occurring and - through speakers and case studies – highlight some of those responsible for and leading this innovation.

Small Tables

10 SMALL TABLE DISCUSSIONS

in **parallel to the main program** and LIVE during the 24-hours. Attendees will be able to "virtually stand in the back of the room" to listen into **roundtable discussions led by LES opinion leaders** on engaging topics not otherwise addressed in the main program:

1. Emerging Markets of The Eurasian Economic Union (EEU) - It's Time to License Your IP Assets
2. Intellectual Property in Africa
3. Freedom to Operate: What Does It Mean Today?
4. Dos and Don'ts in Licensing Negotiations
5. Global IP Analytics
6. Top 5 Female Challenges at Early Stages of Career
7. Remote Working: Permanent, Temporary or a Hybrid?
8. Trade Secrets in Latin America - Facing Different "Spices" On A Regional Protection
9. The Borderline Between 3D Trademarks and Designs
10. Blockchain & IP: A Solution Crypto Heaven?

24-hour Café

24-HOURS OF NETWORKING

powered by REMO, attendees can network between sessions in the Main Program and Small Tables by entering the Café for professional development, social interaction or to catch up on what they missed before their workday started.

- **Floors 1 & 4** are reserved for **unstructured networking** (Have fun!)
- **Floor 2** is where you might find **LESI leaders** mingling – namely members of the **Board of Directors, local society leadership, committees.**
- **Floor 3** is where you will find **program speakers** – many directly after sessions take place and then again after the closing ceremonies.
- **Floor 5 are for Reserved Tables** (Schedule your own meet-up!)

The schedule also includes social events, information on **Venice 2022 and cocktail receptions!**

Conference Committee

COMMITTEE CO-CHAIRS

Natalie Raffoul
USA/Canada

Karina Haidar Müller
Brazil

Alexander Haertel
Germany

LESI President-Elect — John Paul, *USA/Canada*

LESI Executive Director — Dana Robert Colarulli, *LESI*

Conference Organiser — David Massey, *LESI/NNE*

PLATFORM(S) AND INFRASTRUCTURE

Gary Ma, *Chinese Taipei*

Laura MacDonald, *Benelux*

Matteo Sabatini, *USA/Canada*

BUDGET AND SPONSORS

Bob Held, *USA/Canada*

Sung-pil Hwang, *Korea*

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SCHEDULE AND LOGISTICS

Thomas Adocker, *Austria*

Georgina Wachtler Busku, *Hungary*

Sergey Dorofeev, *Russia*

Jean-Hyacinthe de Mitry, *France*

Ichiro Nakatomi, *Japan*

Ken-ichi Nagasawa, *Japan*

PROMOTION

Kwang Jun Kim, *Korea*

José-Miguel Lissen, *Spain/Portugal*

Sonja London, *Scandinavia*

Sherry Rollo, *USA/Canada*

Eszter Szakács, *Hungary*

Conference Program

Opening & Welcome – **Opening Remarks by Audrey Yap,** LESI President ▸ **EDT 07:00 | CEST 13:00 | KST 20:00**

KEYNOTE The Importance of Diversity for In-House Innovation Teams

Sarita Venkat, Apple • **Sandra Nowak**, 3M Health Care Business Group

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BLOCK 1 Session 1, 2 ,3 **Starts from ▸ EDT 08:00 | CEST 14:00 | KST 21:00**

SESSION 1 Connected Vehicles, Cloud Computing, and IP ..... ▸ EDT 08:00 | CEST 14:00 | KST 21:00

MODERATOR: **John Carney**, China IP Exchange, LLP

SPEAKERS: **Huimin Gong,** BorgWarner • **Efrat Kasznik**, Foresight Valuation Group
Alexander Kraus, TÜV SÜD • **Matthias Schneider,** Audi AG

SESSION 2 Socially Necessary Licensing of Technologies ..... ▸ EDT 08:10 | CEST 14:10 | KST 21:10

MODERATOR: **Andrew Bowler,** Bristows LLP

SPEAKERS: **Judge Randy Rader**, The Rader Group LLP • **Teresa Stanek Rea,** Crowell & Moring LLP •
Francis Gurry, Independent Consultant • **Larry Horn,** MPEG LA

SESSION 3 YMC "Ultimate Champion"
Tournament Award Ceremony ..... ▸ EDT 08:20 | CEST 14:20 | KST 21:20

MODERATOR: **Georgina Busku,** AGIP

SPEAKERS: **David Drews,** IPmetrics LLC • **Alexander Haertel,** BARDEHLE PAGENBERG • **Jonas Block,** IPwe Inc •
Benjamin Rätz, Kather Augenstein • **Eszter Szakács,** Danubia Legal • **David Holt,** Potter Clarkson

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SMALL TABLE #1 ▸ **EDT 08:20 | CEST 14:20 | KST 21:20**

Emerging Markets Of The Eurasian Economic Union (EEU) – It's Time To License Your IP Assets

MODERATOR: **Sergey Medvedev,** PHD, LLM, Partner, Gorodissky & Partners (Russia)

BLOCK 2 Session 4, 5 ,6 **Start from ▸ EDT 09.30 | CEST 15:30 | KST 23:30**

SESSION 4 Open Innovation to Fight Global Pandemic ..... ▸ EDT 09:30 | CEST 15:30 | KST 23:30

MODERATOR: **Shiva Loccisano,** Politecnico di Torino

SPEAKERS: **Alain Strowel,** University Saint-Louis • **Kenichi Nagasawa**, Canon • **Giuseppe Conti,** IUSS
Jorge Contrera, University of Utah • **Russell Levine,** Kirkland & Ellis LLP

SESSION 5 The Latest on Global Patent Enforcement ..... ▸ EDT 09:40 | CEST 15:40 | KST 22:40

MODERATOR: Prof. Dr Tilman Müller-Stoy, BARDEHLE PAGENBERG

SPEAKERS: **Gabriele Mohsler,** Ericsson • **Marleen van den Horst**, BarentsKrans • **Zi-Ang Zhuan**, Xiaomi
Bernhard Göbel, BMW Group

SESSION 6 Advancing Women Leaders in Licensing ..... ▸ EDT 09:50 | CEST 15:50 | KST 22:50

MODERATOR: **Pamela Cox,** Marshall, Gerstein & Borun LLP.

SPEAKERS: **Sonja London,** Nokia Technologies • **Sara Matt-Leubner,** University of Innsbruck
Linda Kawano, GroupOptima

SMALL TABLE #2 • Intellectual Property In Africa • ▸ **EDT 09:50 | CEST 15:50 | KST 22:50**

MODERATOR: **Robynne Zevenster,** BSC (Hon), LLB, Associate, Von Seidels (South Africa)

KEYNOTE WIPO's Renewed Focus on IP Commercialization ▸ **EDT 11:00 | CEST 17:00 | KST 00:00**

Director General **Daren Tang,** World Intellectual Property Office

BLOCK 3 Session 7, 8 ,9 **Start from ▸ EDT 12:00 | CEST 18:00 | KST 01:00**

SESSION 7 Mock Mediation at WIPO ..... ▸ EDT 12:00 | CEST 18:00 | KST 01:00

MODERATOR: **James Sobieraj,** Brinks, Gilson & Lione

SPEAKERS: **Pamela Cox,** Marshall, Gerstein& Borun LLP · **Linda Kawano**, GroupOptima
John Ritter, Princeton University • **Adam Rattay,** WIPO · **Charles Valauskas,** Valauskas Corder LLC

SMALL TABLE #3 ▸ **EDT 12:00 | CEST 18:00 | KST 01:00**

Freedom To Operate: What Does It Mean Today?

MODERATORS: **Dr. Madelein Kleyn,** PTLC (South Africa) & **Dr. Nikos Minas,** PTLC (LES Britain & Ireland)

SESSION 8 Rules of the FRAND Dance ..... ▸ EDT 12:10 | CEST 18:10 | KST 01:10

MODERATOR: **Yorck Hernandez**, Hernandez IP

SPEAKERS: **Sonja London,** Nokia Technologies · **Marco Tong, ZTE Corporation** • Tim Pohlmann, IPlytics.

SESSION 9 The Unified Patent Court: Update on the State of Play ... ▸ EDT 12:20 | CEST 18:20 | KST 01:20

MODERATOR: Alexander Haertel, BARDEHLE PAGENBERG

SPEAKERS : **Thomas Adocker**, Schwarz Schönherr Rechtsanwälte KG · **Kevin Mooney,** Simmons & Simmons
Michael Fröhlich, EPO · **Kristin Cooklin**, Zentiva

SMALL TABLE #4 ▸ **EDT 13:00 | CEST 19:00 | KST 02:00**

Dos And Don'ts In Licensing Negotiations • MODERATOR: **Dr. Anna Giedke,** Partner, Bardehle Pagenberg (Germany)

BLOCK 4 Session 10, 11 ,12 **Start from ▸ EDT 13:30 | CEST 19:30 | KST 02:30**

SESSION 10 Recent Top Courts Decisions Restored Balance and Clarity in the Innovation Ecosystem ..... ▸ EDT 13:30 | CEST 19:30 | KST 02:30

MODERATOR: **Roberto Dini,** Sisvel

SPEAKERS: **Sir Robin Jacob,** University College London · **Gustav Brismark,** Kazehara AB
Richard Vary, Bird & Bird · **Eeva Hakoranta,** InterDigital

SESSION 11 Don't Forget About Copyright When Licensing Designs . ▸ EDT 13:30 | CEST 19:30 | KST 02:30

MODERATOR: **Elena Martini,** Martini Manna

SPEAKERS: **Michael Ritscher,** Meyerlustenberger Lachenal AG · **Tom Oliver,** Powell Gilbert LLP
Rainer Böhm, Eisenführ Speiser · **Juna Shueu,** Lifestyle Design

SESSION 12 Global Challenges for SMEs in B2B Sales ..... ▸ EDT 13:50 | CEST 19:50 | KST 02:50

MODERATOR: **Natalie Raffoul,** Brion Raffoul LLP

SPEAKERS: **Sam Vise,** Unefi Inc · **Minya Gravilovic ,** Galtronics USA · **Andre Gorius,** Independent Consultant
Laurence Jacques, Minakem · **Darío Mohammadian Santander,** Kukati

SMALL TABLE #5 • Global IP Analytics • ▸ **EDT 14:00 | CEST 20:00 | KST 03:00**

MODERATOR: **Sam Wiley,** Valuenex Inc. (USA)

KEYNOTE The Business of The Space Race: Inspiring Innovations and The Role of The Private Sector ▸ **EDT 14:00 | CEST 20:00 | KST 03:00**

Masashi Sato, SPACETIDE Foundation • **Dr. Sergey Zhukov**, AeroNet Working Group

BLOCK 5

Session 13, 14 ,15 — **Start from ▸ EDT 16:00 | CEST 22:00 | KST 05:00**

SESSION 13 IP And eSports: A Complicated Relationship That Challenges Traditional Licensing ..... ▸ EDT 16:00 | CEST 22:00 | KST 05:00

MODERATOR: **Dana Robert Colarulli,** LESI Executive Director

SPEAKERS: **Andrew Cooke,** FNATIC · **Paul Ashcraft,** Morae Global

SESSION 14 Consumer Products Utopia 2030 ..... ▸ EDT 16:10 | CEST 22:10 | KST 05:10

MODERATOR: **Guido Quiram**, Michalski Huettermann

SPEAKERS: **Matteo Sabattini,** Ericsson · **Stephan Wolke,** ThyssenKrupp · **Gary Ma,** Finnegan · **Steven Liu**, Mediatek

SESSION 15 Hot Topics regarding Preliminary Injunctions ..... ▸ EDT 16:20 | CEST 22:20 | KST 05:20

MODERATOR: **Alexander Haertel,** BARDEHLE PAGENBERG

SPEAKERS: **Klaus Haft,** HOYNG ROKH MONEGIER · **Mattia Dalla Costa,** CBA • **Emmanuel Gougé,** Pinsent Masons **Rachel Mumby,** Bristows LLC · **Russell Levine,** Kirkland & Ellis LLP

SMALL TABLE #6

▸ **EDT 16:20 | CEST 22:20 | KST 05:20**

Top 5 Female Challenges At Early Stages Of Career

MODERATOR: **Cândida Caffé,** Partner, Dannemann Siemsen (Brazil)

BLOCK 6

Session 16, 17, 18 — **Start from ▸ EDT 17:30 | CEST 23:30 | KST 06:30**

SESSION 16 Value of Data in a World of New Technologies ..... ▸ EDT 17:30 | CEST 23:30 | KST 06:30

MODERATOR: **André Gorius** Independent Consultant

SPEAKERS: **Veronique Blum,** Université Grenoble Alpes • **Anke Nestler,** Valnes **Matthieu Dhenne,** IPSILON Group • **Andreas Leibl,** UnternehmerTUM GmbH

SESSION 17 The Impact of COVID on Doing Deals and Building Critical Relationships to Advance Technology ..... ▸ EDT 17:40 | CEST 23:40 | KST 06:40

MODERATOR: **Michael J. Lasinski,** Ankura Consulting Group

SPEAKERS : **Claudia da Silva Oliveira,** Vale · **Ted Gizewski,** Zoom · **Brian Hinman,** AON

SESSION 18 Intellectual Property In Wine Production And International Wine Trade Agreements ..... ▸ EDT 17:50 | CEST 23:50 | KST 06:50

MODERATORS: **Tatiana Campello,** Demarest

SPEAKERS: **Vasco Stilwell de Andrade,** Morais Leitão · **Miguel Cabral,** Amorim Cork • **José Luís Moreira da Silva,** Esporão · **Andrés Lavados Germain,** Vina Santa Rita Estates • **Christian Wylie,** Bodega Garzón

KEYNOTE Pro Patent or Pro-Balance? Making sense of IP Policy Trends ▸ **EDT 19:00 | CEST 01:00 | KST 08:00**

Ken Seddon, Lot Network · **Michael C. Lee,** Google · **Jennifer Shi,** Yum China **Phyllis T. Turner-Brim,** HP · **Chang Sik Kim,** Samsung

BLOCK 7

Session 19, 20, 21 — Start from ▸ EDT 20:00 | CEST 02:00 | KST 09:00

SESSION 19 — Era of Disruptive Innovation: Legal and Organizational Tools to Protect Data and Consequences for Licensing ..... ▸ EDT 20:00 | CEST 02:00 | KST 09:00

MODERATOR: **Sameer Gokhale**, OBLON

SPEAKERS: **Hiroyuki Tomishige,** Honda • **Hisashi Kumazaki,** Hitachi Ltd. • **Hiroki Saito,** MHM Global
Clemens Tobias Steins, Hoffmann Eitle

SMALL TABLE #7 — ▸ EDT 20:00 | CEST 02:00 | KST 09:00

Remote Working: Permanent, Temporary Or A Hybrid?

Moderator: **Natalie Raffoul,** Partner, Brion Raffoul Llp (Canada)

SESSION 20 — LESI Innovation Trends Task Force: LES Member Views on the Impact of New Technologies and Recent Trends ▸ EDT 20:10 | CEST 02:10 | KST 09:10

MODERATOR: **Tanja Sovic,** Vienna University of Technology

SPEAKERS: **Darío Mohammadian Santander,** Kukati · **Hananel Kvatinsky,** Independent Consultant
Bayani B. Loste, Pinoy IP Works, Inc · **Pierre Ollivier,** Winnotek
André Gorius, Independent Consultant · **Rinaldo Plebani,** Studio TORTA

SMALL TABLE #8 — ▸ EDT 20:10 | CEST 02:10 | KST 09:10

Trade Secrets In Latin America - Facing Different "Spices" On A Regional Protection

MODERATORS: **Mariana Gonzalez,** Junior Partner, BC&B (Mexico)
Roberto Carapeto, Partner, Licks Attorneys (Brazil and Japan)

SESSION 21 — How Artificial Intelligence is Changing the Way We Do and Create Business ..... ▸ EDT 20:20 | CEST 02:20 | KST 09:20

MODERATOR: **Dana Robert Colarulli,** LESI Executive Director

SPEAKERS : **Till Ulrike,** WIPO · **Corey Salsberg,** Novartis · **Susan A Hallen,** IBM

BLOCK 8

Session 22, 23, 24 — Start from ▸ EDT 21:30 | CEST 03:30 | KST 10:30

SESSION 22 — Trends in Recent SEP Judgements and Future Perspectives from the Lawyer's Viewpoint ..... ▸ EDT 21:30 | CEST 03:30 | KST 10:30

MODERATOR: **Junko Sugimura,** Sugimura, Tamura & Partners

SPEAKERS: **Bob Stoll,** Faegre Drinker Biddle & Reath LLP · **Tony Yeo,** Drew & Napier
Shogo Matsunaga, Sonderhoff @ Einsel · **Xianzhi Quan,** Long An Law Firm

SESSION 23 — International Protection of Trade Secrets ..... ▸ EDT 21:40 | CEST 03:40 | KST 10:40

MODERATOR: **Madelein Kleyn,** Mad K IP Consulting Ltd

SPEAKERS: **Jennifer Pierce,** McCarthy Denning · **Mariana Reis Abenza,** Dannemann Siemsen
John Williamson, Finnegan · **Qinghong Xu,** Lung Tin IP Agent Ltd

SESSION 24 — International Collaborative Development Contracts: The "Third Way" in Practice ..... ▸ EDT 21:50 | CEST 03:50 | KST 10:50

MODERATOR: **Shayne Phillips,** Six Points Consulting, LLC

SPEAKERS: **Cynthia Cannady,** IP SEVA · **Carolina Sepulveda,** INAPI · **Philip Totaro,** IntelStor LLC

KEYNOTE COVID Vaccines Development & Industry Impacts: The Pfizer-BioNTech Case Study ▸ **EDT 23:00 | CEST 05:00 | KST 12:00**

Bryan C. Zielinski, Pfizer • **Gillian Fenton,** GSK

BLOCK 9

Session 25, 26, 17 – **Start from ▸ EDT 00:00 | CEST 06:00 | KST 13:00**

SESSION 25 Hot Global Topics and Trends Important to CEEM Industries ▸ EDT 00:00 | CEST 06:00 | KST 13:00

MODERATOR: **Ningling Wang,** Finnegan

SPEAKERS : **Dallas Wilkinson,** Dennemeyer · **Charlotta Ljungdahl,** ABB • **Rebecca McCrackan,** Rio Tinto
Clive Erasmus, Sasol · **Olivia Koentjoro,** IP Analytics Center • **Suracha Udomsak,** SCG Chemicals

SESSION 26 Latest Case Decisions Affecting Patent License in US, Europe and Japan ▸ EDT 00:10 | CEST 06:10 | KST 13:10

MODERATOR: **Yorikatsu Hohokabe,** Oblon

SPEAKERS: **Tia D. Fenton,** Oblon • **Dirk Schüßler-Langeheine,** Hoffmann Eitle • **Hideaki Kobayashi,** Ohno & Partners

SESSION 27 IP Strategy for Start-ups and High Growth Enterprises: Best Laid Plans or Flying by the Seat of your Pants? ▸ EDT 00:10 | CEST 06:10 | KST 13:10

MODERATOR **Yu Sarn Chiew,** Yusarn Audrey

SPEAKERS **Hemang Shah,** Qualcomm Technology Licensing · **Ichiro Nakatomi,** Avida Science
Parag Thakre, Dennemeyer

BLOCK 10

Session 28, 29, 30 **Start from ▸ EDT 01:30 | CEST 07:30 | KST 14:30**

SESSION 28 Validity And Necessity Of Out-Of-Jurisdiction Judgments Including Anti-Suit Injunctions ▸ EDT 01:30 | CEST 07:30 | KST 14:30

MODERATOR: **Kenichi Nagasawa,** Canon

SPEAKERS: **Hao Ma,** CCPIT Patent and Trademark Law · **Koichi Tsujii**
Sophie Lawrance, Bristows LLP • **Ralph Nack,** Noerr

SESSION 29 Where Does "Stairway To Heaven" Lead Us On Evidence For Copyright Infringement? ▸ EDT 01:40 | CEST 07:40 | KST 14:40

MODERATOR: **George Hwang,** George Hwang LLC

SPEAKERS: **Sean O'Connor,** George Mason University • **Helene Freeman,** Phillips Nizer LLP ·
Michael Hensley, AlvaradoSmith ... • **Clive Thorne,** McCarthy Denning
Christopher Shaowei, McCarthy Denning

SESSION 30 Making Money from Innovation ▸ EDT 01:40 | CEST 07:40 | KST 14:40

MODERATOR: **Audrey Yap,** YUSARN AUDREY

SPEAKERS : **Juergen Graner**, CEO Globalator · **Willem Bulthuis,** WBX Ventures • **Dr Kato Juran,** Founder & GEXVAL

KEYNOTE Moving forward in the Automotive Sector: Perspectives on Licensing ▸ **EDT 03:00 | CEST 09:00 | KST 16:00**

Laurie Fitzgerald, Avanci · **Steve Faraji,** Audi AG • **John Carney,** China IP Exchange
Eeva Hakoranta, InterDigital, • **Alexander Haertel,** BARDEHLE PAGENBERG

BLOCK 11

Session 31, 32, 33 — **Start from ▸ EDT 04:00 | CEST 10:00 | KST 17:00**

SESSION 31 COVID-19 Vaccines: Innovation and Problems ..... ▸ EDT 04:00 | CEST 10:00 | KST 17:00

MODERATOR: Ichiro Nakatomi , Avida Science

SPEAKERS: **Dianna Ng,** Memorial Sloan Kettering Cancer Ctr • **Noriyuki Kasahara,** University of California, San Francisco
Steven Reed, HDT Bio • **Brian Pangrle,** Pangrle Patent Brand & Design Law

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SMALL TABLE #9 — ▸ EDT 04:00 | CEST 10:00 | KST 17:00

The Borderline Between 3D Trademarks And Designs

MODERATORS: **Dr. Philippe Kutschke,** Partner, Bardehle Pagenberg (Germany)
Dr. Georgina Busku Wachtler, Director, AGIP (Hungary)

SESSION 32 Employee Inventions And Remuneration In Different Jurisdictions ..... ▸ EDT 04:00 | CEST 10:00 | KST 17:00

MODERATOR: **Peter Ling,** Lenz @ Staehelin

SPEAKERS: **Anıl Buğra Alpayim,** Vestel • **Sherry L. Rollo,** Hahn Loeser & Parks LLP
Sung-Pil Hwang, E.M. Hwang & Partners IP Law Firm • **Christopher Weber,** Kather Augenstein

SESSION 33 IP and License Compliance: Maximizing the Value of your IP ..... ▸ EDT 04:20 | CEST 10:20 | KST 17:20

MODERATOR: **Matthias Ulrich,** Connor Consulting

SPEAKERS: **Jennifer Radcliff** , Xperi • Trudi Bordi, HDMI • **Tim Dennison,** Signify

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SMALL TABLE #10 • Blockchain & Ip: A Solution Crypto Heaven? — ▸ EDT 04:20 | CEST 10:20 | KST 17:20

MODERATOR: **Dr. Kilian Schärli,** Partner, Meyerlustenberger Lachenal Ltd. (Switzerland)

BLOCK 12

Session 34, 35, 36 – **Start from ▸ EDT 05:30 | CEST 11:30 | KST 18:30**

SESSION 34 Multijurisdictional Patent Disputes – How To Coordinate From An Evidence Gathering Perspective ..... ▸ EDT 05:30 | CEST 11:30 | KST 18:30

MODERATOR: **Jean-Hyacinthe De Mitry,** Gide

SPEAKERS: **Clemens Heusch,** Nokia • Matt Richardson, Alston • **Richard Pinckney,** Bristows LLP • **Arno Rißе,** Arnold Ruess

Session 35 Brand Licensing Strategies During Turbulent Times ..... ▸ EDT 05:40 | CEST 11:40 | KST 18:40

MODERATOR: Lionel Tan, Rajah & Tann Singapore LLP

SPEAKERS: **Vipul Mehrotra,** Nokia • **Javier Palomo,** Viacom International Media Networks
Sherry Rollo, Hahn Loeser & Parks LLP • **Javier Fernandez-Lasquetty,** ELZABURU

Session 36 COVID-19's Impact on IP Strategies: What's Changed? .. ▸ EDT 05:50 | CEST 11:50 | KST 18:50

MODERATOR: **Heinz Goddar,** Boehmert & Boehmert

SPEAKERS: **Ken-ichi Nagasawa** Cannon • **Oliver Hu,** ZTE • **Elke Simon,** Boehringer & Ingelheim, **Peter Sveijkovsky,** Bosch
Anna Cavazzini, Member of European Parliament • **Dorian Immler,** Bayer Intellectual Property GmbH

CLOSING CEREMONIES (Proceed to the 24-hour Café/Remo) — ▸ EDT 07:00 | CEST 13:00 | KST 20:00

Passing of The Gavel

Audrey Yap, LES Singapore – Outgoing LESI President • **John Paul,** LES USA-Canada – LESI President Elect
Dana Robert Colarulli, LESI Executive Director

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LESI Conference Keynote Speakers

The Importance of Diversity for In-House Innovation Teams

EDT	07:00	BST	12:00	CEST	13:00	KST	20:00	PDT	04:00

Sarita Venkat has worked in various roles at Apple, in other professional positions. Tune in to hear her interview Sandra Nowak, VP at 3M Innovative Properties talk about the importance of diversity for managers to fully enable innovative in-house teams.

Sarita Venkat,

Apple

Sarita Venkat has worked in various roles at Apple, she is currently head of Licensing, she has also worked in other professional positions. She currently also serves as a Business Liaison to the LESI Board of Directors. Sarita even has her own, very popular podcast, Heels of Justice.

Sandra Nowak

3M Health Care Business Group

Ms Nowak is Associate Chief IP Counsel of 3M's Health Care Business Group, which connects people, insights, science, and technology in key markets to solve problems and make better health possible. Since joining 3M in 2005, Ms Nowak held positions of increasing responsibility within the 3M Legal Affairs Department.

In her various roles, Ms Nowak has worked on various patent, trademark, domain name, and trade secret litigation matters; negotiated numerous global IP agreements; and has filed and/or prosecuted over a hundred patent applications. Ms Nowak is also passionate about diversity in innovation.

She helps lead this effort at 3M and around the world in her role as co-chair of the Intellectual Property Owners Association's (IPO's) Women in IP Committee and Diverse Inventors Subcommittee, where she works with a global group of IP professionals and inventors to advance diversity in the legal profession and in the innovation ecosphere.

In April 2019, Ms Nowak testified before the United States Senate Judiciary Committee on the topic of Trailblazers and Lost Einsteins: Women Inventors and the Future of American Innovation.

WIPO's Renewed Focus on IP Commercialization

EDT	11:00	BST	16:00	CEST	17:00	KST	00:00	PDT	08:00

WIPO Director General Tang was elected and assumed leadership of WIPO in 2020 amidst the pandemic. A key focus of his campaign and his Administration has been to extend WIPO resources to focus more attention on IP commercialization, valuation and how IP can be effectively used in the marketplace. Through a newly signed Memorandum of Understanding, LESI and WIPO are working together to engage innovators and SMEs on these issues. Attend this session to hear his vision.

Daren Tang,

WIPO

WIPO Director General Tang was elected and assumed leadership of WIPO in 2020 amidst the pandemic. A key focus of his campaign and his Administration has been to extend WIPO resources to focus more attention on IP commercialization, valuation and how IP can be effectively used in the marketplace.

Through a newly signed Memorandum of Understanding, LESI and WIPO are working together to engage innovators and SMEs on these issues. Attend this session to hear his vision.

The Business of The Space Race: Inspiring Innovations and The Role of The Private Sector

EDT	15:00	BST	20:00	CEST	21:00	KST	04:00	PDT	12:00

This plenary session will focus on "the Business Side of Space." The intent of the discussion is to talk about how innovation and invention are fuelling both the efforts and the economics of space exploration – and the role the private sector has taken on in recent years. Speakers will discuss the shift from primarily government-driven efforts to private sector investment and innovation, including changes in government policy that support this industry. They will highlight efforts globally but also case studies in Japan and Russia where private sector companies are collaborating on innovation that enable us to reach for the stars.

Masashi Sato,

SPACETIDE Foundation

As a professional consultant, Masashi works mainly on the space industry and start-up development with government and private sector companies. During his Master's Degree, he studied planetary science and analyzed data from the Subaru telescope. He has a B.S. from the University of Tokyo (2001), a M.S. from the Graduate School of the University of Tokyo (2003), and a Master of Public Policy from the University of California, Los Angeles (2013). He is a Committee member of the "Committee of Future Space Utilization" and "Taskforce of Pioneering Space" by the Ministry of Internal Affairs and Communication. Masashi regularly writes a series of online articles at "Business+IT".

Dr Sergey Zhukov,

AeroNet Working Group

Dr Sergei Alexandrovich Zhukov is a Russian scientist, currently leader of the AeroNet working group and previously director of Cluster of space technologies and telecommunications Fund Skolkovo. He was also a Russian cosmonaut.

Making Sense of IP Policy Trends. Pro-Patent or Pro-Balance?

EDT	19:00	BST	00:00	CEST	01:00	KST	08:00	PDT	16:00

In recent years, some countries have implemented changes to their laws that tend to favour the patent holder. Such revisions may strengthen IP rights and are considered pro-patent. Judgements in these countries also seem to follow this pro-patent trend, while in other countries both regulators and courts struggle with balancing strong rights with appropriate access to technology. Is a pro-patent trend good for protecting and investing in innovation? Decision-makers of leading international companies discuss these issues.

Ken Seddon, *LOT*

Ken Seddon joined LOT Network as CEO in April of 2015, bringing over 20 years of experience managing all areas of intellectual property. Previously, Ken was with some of the largest patent holders in the world including Apple, Micron, Motorola, Intel and most recently as the Vice President of IP at ARM. Ken drafted over 300 patent applications while at Motorola and Intel and managed all US patent prosecution at Intel. As Chief IP Counsel of Numonyx which was later acquired by Micron, Ken led strategic IP Licensing for two years before moving to Apple. At Apple, Ken developed the IP strategy for future products and acquired and defended patents from PAE assertions. Ken then went on to be the VP of IP at ARM before being selected by the Board of Directors to be the first CEO of LOT Network. Ken has a BS in Computer Engineering from the Georgia Institute of Technology, a master's degree in Solid State Device Physics and a Juris Doctorate from Arizona State University.

Michael C. Lee, *Google*

Michael Lee is Director, Head of Patents at Google LLC. He leads a global team responsible for Google's patent matters, including portfolio development and counselling; patent operations and data science; patent licensing and transactions; and patent policy. Prior to joining Google, Mike was a Senior Director, Intellectual Property at Cisco Systems, where he led a team that focused on patent licensing, patent purchases, IP policy, standards IPR, patent-related issues related to open source, patent pools, IP due diligence for mergers and acquisitions, and technology licensing for the Chief Technology Architecture Office. While at Cisco, Mike was appointed by the Secretary of Commerce and U.S. Trade Ambassador to serve on the Industry Trade Advisory Committee (ITAC) on Intellectual Property. Before Cisco, Mike was at Yahoo! and in private practice focusing on patent litigation. He received a Bachelor of Science degree in materials science engineering from the University of California at Berkeley and a law degree from The George Washington University Law School.

Phyllis T. Turner-Brim

HP

Phyllis T. Turner-Brim is Deputy General Counsel and Chief Intellectual Property Counsel at HP Inc. leading HP's global IP team, advising HP's C-suite, and serving as a member of the Global Legal Affairs leadership team. Immediately prior to HP, Phyllis was vice president, assistant general counsel at Starbucks Coffee Company, where she led the legal teams supporting intellectual property, technology, marketing, global supply chain, food safety and quality. She was a member of the Starbucks Law & Corporate Affairs Leadership Team, as well as an advisor to Starbucks Chief Technology Officer, Chief Marketing Officer, Data Privacy Officer and EVP Global Supply Chain. Prior to Starbucks, Phyllis was Vice President, Chief IP Counsel at Intellectual Ventures Management LLC. She has also had roles with Intermec Technologies Corp., Walmart Stores Inc., Cabot Microelectronics Corp., BP and McAndrews, Held and Malloy LTD. Before attending law school, Phyllis had roles in product development and technical marketing at Procter & Gamble and GE, respectively. Phyllis is a graduate of the University of Cincinnati College of law and the Illinois Institute of Technology (BS ChE).

Chang Sik Kim

Samsung

Chang Sik (Charles) Kim, PhD is Vice President and the Head of IP legal & Strategy at Samsung Display. Dr Kim was a full-time patent litigator at Covington & Burling before joining Samsung Display early this year. He has represented clients in many high-profile disputes and also taught "International Negotiation" at Seoul National University Law School for eight years.

Jennifer Shi —

COVID Vaccines Development & Industry Impacts: the Pfizer-BioNTech Case Study

EDT	23:00	BST	04:00	CEST	05:00	KST	12:00	PDT	20:00

COVID-19 has impacted our lives in numerous ways. This session will explore the impacts of COVID on the Bio/Pharma industries and the process of developing licenses and licencing strategies.

Bryan C. Zielinski

Pfizer

Bryan C. Zielinski is Vice President, Assistant General Counsel at Pfizer Inc. where he is the Chief Patent Counsel overseeing a team of U.S. and international patent attorneys who support the biopharmaceutical innovation arising from Pfizer's worldwide research and development efforts. Bryan also represents Pfizer on the IP committees of various policy-focused industry organizations, including BIO, PhRMA and INTERPAT. Prior to joining Pfizer in 1994, Bryan was an associate at the New York IP firm Davis, Hoxie, Faithfull and Hapgood which he joined in 1989 and where he focused primarily on patent litigation.

Gillian Fenton

GSK

Gillian M. Fenton, Esq., CLP is currently President and Chair of the Board of LES (USA & Canada); she has been a member of the society since 1992. She previously served LES in a variety of roles, including as a member of the Board Executive Committee, Director for Communications and Publications, and as chair of the LES Insights Editorial Board. Gillian is presently Special Counsel for Innovation and Government Collaborations at GSK Vaccines. Her practice includes a wide variety of business development transactions, R&D collaborations and nondilutive funding agreements with U.S. Government entities (NIH/NIAID, BARDA and DARPA), all in support of the vaccines pipeline. Prior to joining GSK, Gillian was VP, Associate General Counsel & Chief Intellectual Property Counsel at Emergent BioSolutions Inc., where she founded the IP department and supported all IP aspects of the company's IPO and subsequent 9 years of growth through M&A in the vaccines, biodefense, and global health fields.

Education: J.D. *cum laude,* Suffolk University Law School; B.Sc. Biochemistry, Trinity College.

Admissions: MA, MD, DC. Registered U.S. Patent Attorney.

Moving forward in the Automotive Sector: Perspectives on Licensing

EDT	BST	CEST	KST	PDT
03:00	08:00	09:00	16:00	00:00

As innovation in the auto industry moves forward, cars also incorporate technology coming out of other industries, including telecoms. Convergence in this area prompts a variety of challenges for those making cars (OEMs) and their suppliers – OEMs want to keep producing cars that integrate new technologies to meet marketplace needs while avoiding unnecessary litigation. As OEMs face threats from SEP holders, patent pools and licensing platforms have been formed to simplify the licensing business. Some OEMs would prefer that suppliers take licenses for various reasons. This discussion with top industry speakers will help you navigate the different viewpoints and give insight into the options for and actions of auto industry players.

Laurie Fitzgerald

AVANCI

A patent licensing professional and IP attorney, Laurie has more than a decade of experience in resolving disputes between patent owners and technology developers. Her expertise spans licensing transactions, patent acquisitions and divestitures, portfolio strategy and valuation, and patent litigation. Laurie joined Avanci from its affiliate Teletry, where she facilitated the licensing of BlackBerry's extensive portfolio of patented technologies to smartphone and telecom infrastructure manufacturers around the world. Before her career as a licensing professional, Laurie practised trial law as a Principal in the US-based law firm of McKool Smith. Her practice spanned all aspects of patent law, with a focus on disputes relating to standards development organizations and fair, reasonable, and non-discriminatory (FRAND) licensing terms. Laurie earned a B.S. in Chemistry from Southwestern University and a J.D. from the University of Texas School of Law. She is based in Dublin, Ireland.

Steve Faraji

Audi AG

Steve is Chief IPR Policy Manager and Senior Manager of Patents and Licensing at AUDI AG in Ingolstadt, Germany. He is a qualified German and European Patent Attorney specializing in computer-implemented inventions and software. Steve advises on licensing issues, in particular regarding standard-essential patents in the automotive industry. Prior to joining Audi, he worked on prosecution and litigation of ICT patents for a major patent law firm in Munich.

John P. Carney

China IP Exchange

John specializes in know-how-based IP licensing of industrial product designs and manufacturing processes, with a focus on China-based transactions. John's career in the automotive business spans 40 years, with a background in finance, sales, marketing, M&A and program management and led until his retirement, the Licensing team at Delphi/Aptiv. Under John's direction, the Delphi/Aptiv licensing group completed over 60 licensing and IP related sale transactions. John is also Chairman - Licensing Executive Society International's - Automotive Industry Advisory Board.

Eeva K. Hakoranta

InterDigital

Ms Hakoranta is InterDigital's EVP, Chief Licensing Officer, responsible for overseeing the company's complete licensing portfolio and activities joined InterDigital in July 2020 and contributes more than 30 years of experience in the legal and licensing industry. Prior to joining InterDigital, Ms Hakoranta served more than 13 years at Nokia, most recently as Senior Vice President and Head of IP and Litigation, as well as General Counsel for Nokia Technologies. Prior to leading Nokia's IP activities, she was influential in building the company's patent licensing team and significantly growing its licensing revenue. Before Nokia, Ms Hakoranta served in private practice at Roschier Attorneys Ltd in Helsinki, Finland. Ms Hakoranta holds an LLM from the University of Helsinki.

Alexander Haertel

BARDEHLE PAGENBERG.

Alexander is a Partner with BARDEHLE PAGENBERG. He specializes in patent litigation in all technical areas. Additionally, his expertise covers unfair competition law as well as design and trade secrets. As a litigator, Alexander Haertel has successfully handled hundreds of cases for his clients, always aiming to combine high-quality and relevant advice. Alexander Haertel has expert knowledge with a broad technological background, particularly in the automotive and telecommunications industry, life sciences, glass manufacturing, mechanical engineering, 3D printing, and many more. He represents clients in patent infringement proceedings, in nullity, opposition and cancellation proceedings before the various German infringement courts, the German Federal Patent Court, the German Federal Court of Justice, the European Patent Office, and the German Patent and Trademark Office. His vast experience in coordinating and conducting cross-border patent litigation proceedings makes him a sought-after partner of his clients who operate on an international scale.

Passing of the LESI Gavel

EDT	07:00	BST	12:00	CEST	13:00	KST	20:00	PDT	04:00

Our closing session. Attend to hear our president-elect, John Paul's vision for LESI and to see how the gavel is passed in the virtual age.

Audrey Yap

Yusarn Audrey

LES Singapore, Outgoing LESI President

Audrey Yap is Managing Partner of Yusarn Audrey, a regional ASEAN practice headquartered in Singapore. She is admitted as an Advocate & Solicitor in Singapore and Malaysia and a solicitor of England & Wales. She is also a Registered Patent Agent in Singapore and Notary Public.

Audrey was a founding board member of LES Singapore in 1999/2000 and served as its national President from 2011-2013.

She is well known amongst her clients and peers as an astute IP lawyer and strategist, helping to shape her clients' IP portfolios and design worldwide IP strategies to better extract value from their IP assets.

Audrey has been listed consecutively for 12 years running as one of the World's Leading IP strategist in London based surveys for IAM 250 and subsequently IAM 300 (2012), from 2009 to date 2020. Audrey has been named as one of the best practitioners in Euromoney's Women in Business Law, in WTR 1000as top trademark professional, a WIPR Leader (Singapore), Asia Law 's Market Leading Lawyer and one of Singapore's leading lawyers in Who's Who Legal, Audrey has served as Member, Board of Directors, Intellectual Property Office of Singapore since 2015 to date. She was appointed Board member of Enterprise Singapore, an agency under the Ministry of Trade & Industry 2018-2020. She serves as an independent director for a listed company and is a member of Singapore's Institute of Directors. Audrey's work as WIPO's external expert spans nearly two decades.

Audrey first served as the Regional Consultant (IP) to the World Intellectual Property Organisation (WIPO) from 2004 to 2006 to design and head up a study involving IP as an economic tool for ASEAN where she provided expert advice and support to the ASEAN Secretariat and the ASEAN Working Group on IP Cooperation (AWGIPC). Audrey was selected by WIPO to serve on a high-level expert panel in 2015 on International Technology Transfer in Geneva under the WIPO Development Agenda framework. She also served as an external expert for the European Patent Office (EPO) under the EC-ASEAN IP Cooperation Programme in 2004.

Audrey continues her work as an IP expert and consultant for various EU Trade-related Technical assistance Programmes (EUTRTA) and WIPO supported initiatives in China, Vietnam, the Philippines, Brunei and Thailand. Audrey was also appointed in 2011 under a trade-related project funded by European Union as the expert assisting IPO Philippines in a national project in developing the model for Innovation & Tech support offices (ITSOs aka PatLib in other countries). This was implemented throughout the country and Audrey providing training for initial 28 Philippines Universities & research Institutes involved. Today the ITSO network spans 100. She is an Adjunct Fellow of the Intellectual Property Academy of Singapore and was an examiner for the Intellectual Property Office of Singapore (IPOS) for the Patents Agents qualifying exams for several years. In 2012, Audrey served on IPOS Steering Committee on a National IP Competency Framework as well as on the IP Sub Committee on "Developing a vibrant marketplace for IP transactions and commercialisation" for the purpose of the IP Hub Master Plan for Singapore, launched in March 2013. Audrey served on the Innovation and Enterprise Industry Expert Panel for the National Research Foundation (NRF) under the Prime Minister's Office of Singapore 2014/2015.

John Paul

Finnegan

LES USA-Canada, LESI President Elect

John Paul has more than 30 years of experience in intellectual property licensing, litigation, and prosecution, with a particular focus on strategic planning, IP portfolio evaluation and development, complex transactions, due diligence investigations, and licensing and enforcement of IP portfolios to generate revenue.

He is designated as a Certified Licensing Professional (CLP).

John is currently serving as president-elect for the Licensing Executives Society International (LESI).

John analyses patent portfolios for a wide range of companies and industries, including multimedia electronics, aerospace, medical devices, and consumer products. He develops strategies and creates systems to help companies understand and effectively communicate the legal and commercial significance of IP portfolios, develop more robust portfolios aligned with their business objectives, generate revenue by monetizing those portfolios, and enter into collaboration agreements.

He has set up and directed licensing and enforcement programs that have generated significant royalty revenue for leading technology companies; set up and conducted multiple-round private auctions to sell patent portfolios; led negotiations related to IP issues in business divestitures and other complex transactions; conducted IP due diligence and negotiations for strategic acquisitions of patent portfolios; negotiated and drafted a wide range of agreements relating to the development and use of intellectual property; and litigated a wide range of IP issues relating to infringement and breach of agreements. John has served as a board member and as treasurer of LESI.

In addition, he previously served as counsel to the board, trustee, and vice president of the Licensing Executives Society U.S.A. and Canada. A frequent lecturer on patent law, licensing, and IP management, John also writes weekly articles for LES Insights on U.S. cases affecting licensing and other transactions. He previously taught patent law as a member of the adjunct faculty of the Catholic University of America Law School.

John's community activities include coordinating Finnegan's implementation and management of pro bono lawyer referral service for Washington Area Lawyers for the Arts (WALA). John has been recognized by Intellectual Asset Management (IAM) magazine as one of 250 leading IP strategists; as one of 250 of the world's leading patent and technology licensing practitioners; and for patent transactions in the D.C. area. Managing Intellectual Property named him an "IP Star" in Washington, D.C. and The Legal 500 U.S. listed him as one of the leading lawyers in patent licensing and transactional work.

LESI Concurrent Session Speakers

Session 1: Connected Vehicles, Cloud Computing, and IP

EDT	BST	CEST	KST	PDT
08:00	13:00	14:00	21:00	05:00

Vehicles are connected today, and that trend is only going to intensify. All major trucking fleets have real-time tracking of the vehicles. Most cars have some sort of vehicle connectivity, for location, unlocking, etc. Polestar just started selling the first car with an integrated Google Auto OS, so the Google cloud is integral to the car's operation. And then there is 5G, and all of the magic that will happen there in terms of interconnecting cars and infrastructure, and autonomous operation. This is a look into that world by those making it happen and the IP issues that will result.

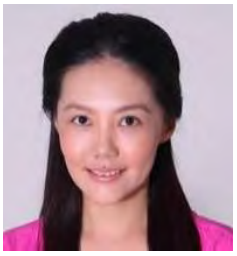
MODERATOR

John P. Carney
China IP Exchange LLP

John P. Carney is Chairman - Licensing Executive Society International's - Automotive Industry Advisory Board and Managing Director China IP Exchange John specializes in know-how-based IP licensing of industrial product designs and manufacturing processes, with a focus on China-based transactions. John's career in the automotive business spans 40 years, with a background in finance, sales, marketing, M&A and program management and led until his retirement, the Licensing team at Delphi/Aptiv.

Under John's direction, the Delphi/Aptiv licensing group completed over 60 licensing and IP related sale transactions.

SPEAKERS



Huimin Gong
BorgWarner

Humin Gong serves as a Licensing Executive for BorgWarner in china She has broad working experience in different assignments including advanced engineering, technical marketing, program management and technology licensing and asset sales in the auto industry.

She has international working experience. Huimin has rich experience working with global companies. Prior to joining China auto industry in China, she worked in the aerospace industry in Germany. In her current licensing role, she has been responsible for several successful licensing deals in the areas of new energy vehicles, vehicle electrification, advanced powertrain systems in China.

She is currently responsible for BorgWarner's licensing and IP monetization activity for Asia.

Efrat Kasznik

Foresight Valuation Group

Efrat Kasznik is President of Foresight Valuation Group and a Lecturer at the Stanford Graduate School of Business. Ms Kasznik is a Silicon-Valley based IP valuation and strategy expert with over two decades of consulting experience, focusing on assisting IP holders across industries with the valuation, commercialization, and monetization of their intangible assets. She helps clients, ranging in size from Fortune 100 companies to start-ups, with IP and business valuations in support of licensing deals, IP and technology acquisitions, M&A transactions, financial reporting, strategic planning, and fundraising. She frequently serves as a testifying expert in disputes involving IP and start-up valuations and damages. Ms Kasznik served as Chair of the High-Tech Sector (2019-2020) and is currently serving as Chair of the Valuation Committee of LES USA-Canada. She is also a member of the Board of the LES Silicon Valley Chapter. She has been recognized as one of the top IP strategists in the world by IAM 300 for 8 years in a row (2013-2020).

Alexander Kraus

TÜV SÜD

With an MSc in automotive engineering, I have over 16 years' experience in international management and leadership in the field of automotive, e-mobility, automated driving, functional safety, cyber security, homologation and testing. With international exposure to the Americas, Asia and Europe I have lived in Germany, Austria and Singapore and developed an extensive network within the industry and governmental institutions globally. As Senior Vice President Mobility Industry at TÜV SÜD based in Munich, my responsibilities include strategy, P&L and investments for TÜV SÜDs global operations with large international customers like the automotive and supplier industry, fleet operators, importers and dealerships worldwide. I am co-Founder of the International Alliance for Mobility Testing and Standardization (iamts), an international initiative among leading organizations to pave the way towards safe and secure automated and connected driving. Since April 2019 I am the Chairman of the iamts Executive Committee.

Matthias Schneider

Audi AG

Matthias Schneider is Chief Licensing Officer (patents) at Audi AG and a (former) member of the European Commission's expert group on SEP Licensing. He has been active in the area of IP management and licensing for many years, as Vice President for IPR at Siemens Communication Devices and BenQ Mobile and Global Head of Defensive Licensing at Nokia Corp. Matthias has been an advisor to major telecom manufacturing companies and patent licensing entities. He has played an important role in the development of the Siemens cellular communication patent licensing programs and was the lead negotiator of numerous high-value licensing deals (offensive and defensive) for various companies. He is also the inventor of more than 20 granted patents related to user interface and communication technology. Matthias Schneider is the Chairman of ETSI's Technical Committee Human Factors, a member of the ETSI Board and teaches at the Technical University of Munich."

▸ Session 2: Socially Necessary Licensing of Technologies

EDT	08:10	BST	13:10	CEST	14:10	KST	21:10	PDT	05:10

During corona-pandemic, as to covid-19 pandemic, it has been largely argued how patents regarding technologies helping patients, covid-19 fighters, etc. so as to stamp covid-19. Some people might mention that patent systems are prevented from their making efforts on stamping out the COVID-19 pandemic. However, nobody can make efforts on researching new vaccines or new medicines by spending huge costs unless such compensation is given later. I would like experienced IP stakeholder to have such insight and knowledge to discuss this important issue. For example, if there is any possibility of providing for the grant of compulsory licenses for vaccines, medicines, etc. If so, what kind of scheme is necessary to be prepared for researching entities while some voluntary activities, like Open Covid Pledge in the USA, Open COVID-19 Declaration in Japan, etc.

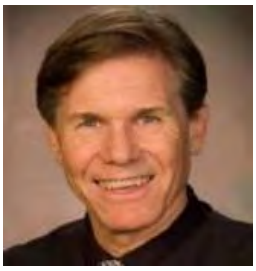
MODERATOR

Andrew Bowler

Bristows LLP

Andrew Bowler is joint head of patent litigation at Bristows LLP in London. He has over 20 years' experience of representing high profile clients in IP disputes across a wide range of technologies. Andrew has acted in many of the leading cases, including recently in the UK Supreme Court on SEP/FRAND licensing. He is frequently asked by clients to coordinate cross-border litigation. Directories in 2020 described him as "the number-one choice for patent litigation in the UK due to his remarkable reputation

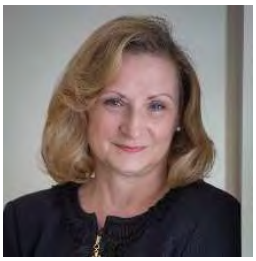
SPEAKERS



Judge Randy Rader

The Rader Group LLP

For over 25 years, Judge Rader has been a thought leader in the field of intellectual property law and jurisprudence. His work as Chief Judge, his publications and his work teaching patent law globally to students, judges and government officials has left an indelible mark on the field of IP law and the protection of IP rights throughout the world. Judge Rader was appointed to the United States Court of Appeals for the Federal Circuit by President George H. W. Bush in 1990 and assumed the duties of Chief Judge on June 1, 2010. He was appointed to the United States Claims Court (now the U. S. Court of Federal Claims) by President Ronald W. Reagan in 1988. Before appointment to the Court of Federal Claims, former Chief Judge Rader served as Minority and Majority Chief Counsel to Subcommittees of the U.S. Senate Committee on the Judiciary. From 1975 to 1980, he served as Counsel in the House of Representatives for representatives serving on the Interior, Appropriations, and Ways and Means Committees. Since leaving the bench in 2014, Judge Rader has founded the Rader Group, initially focusing on arbitration, mediation, and legal consulting and legal education services. Judge Rader has presided over a major arbitration under ICC rules in Paris; conducted mediations to settle ongoing litigation; joined law faculty at Tsinghua University; conducted full-credit courses at leading law schools in Washington, D.C., Seattle, Santa Clara, Bangkok, Seoul, Tokyo, Munich; consulted with major corporations and law firms on IP policy and litigation; and advised foreign governments on international IP standards. He continues to advocate improvements in innovation policy through speaking engagements worldwide.



Teresa Stanek Rea

Crowell & Moring LLP

Teresa "Terry" joined Crowell & Moring LLP, in their Washington, DC office in November 2013 as a partner in the Intellectual Property Group, and as a director with C&M International, Ltd., the international trade and investment consulting firm affiliated with Crowell. Prior to joining Crowell, she served as Acting Under Secretary of Commerce for Intellectual Property, and Acting Director of the U.S. Patent and Trademark Office (USPTO). Terry focuses on intellectual property and dispute resolution related to pharmaceutical, biotechnology, and other life science issues. She worked for Ethyl Corporation from 1980 through 1984. Terry is the former president of the American Intellectual Property Law Association (AIPLA) and a past president of the National Inventors Hall of Fame. She is a licensed pharmacist. Terry obtained her Juris Doctor degree from Wayne State University and her Bachelor of Science degree from the University of Michigan. Terry is a member of The Sedona Conference. Managing IP identified her as one of the Top 50 Most Influential People in Intellectual Property (2013). Terry has been named among the National Law Journal's 2014 "Intellectual Property Trailblazers & Pioneers," Law360's "2014 Most Influential Women in IP," the Washington Business Journal's "Legal Champions," IAM Strategy 300 selected her as one of The World's Leading IP Strategists (2015) and Intellectual Asset Management's "World's Leading IP Strategists 2016." She was also named one of Law360's Top 25 Icons of IP (2016). She received the Patent and Trademark Office Society's 2017 Pasquale J. Federico Memorial Award in recognition of her outstanding contributions to the patent and trademark systems of the United States. In May 2020, she was selected to be inducted into the IP Hall of Fame. She has also been recognized in the 27th Edition of The Best Lawyers in America in the Biotechnology and Life Sciences Practice.

Francis Gurry

Independent Consultant

Francis Gurry is an international advisor whose roles include being Strategic Advisor to IPH Limited, Honorary Dean of the Shanghai International College of Intellectual Property of Tongji University, and Strategic Advisor to the Saudi Intellectual Property Authority. He is also a member of the International Business Leaders' Advisory Council for the Mayor of Shanghai and Vice-Chair of the World Internet Conference Board (Wuzhen Summit). He served as Director General of the World Intellectual Property Organization (WIPO) from 2008 to September 2020. During his tenure, the revenue of the Organization increased by 50% to CHF 480 million, the global IP Systems administered by the Organization expanded significantly in membership and use, three new treaties were concluded, a new administrative building and a new conference hall were constructed, WIPO joined and then led the publication of the Global Innovation Index, a number of successful public-private partnerships were developed, including the Accessible Books Consortium, which makes available to visually impaired persons throughout the world a repertoire of more than 700,000 works in accessible formats in over 70 languages, the Organization moved fully to digital platforms for internal management, administration and services, and over 400 accessions were made by countries to the treaties administered by the Organization. Prior to becoming Director General, he held the positions of Deputy Director General, Assistant Director General and Legal Counsel at WIPO. Francis holds law degrees (LL.B., LL.M.) from the University of Melbourne and a PhD, from the University of Cambridge. He is the author of a leading textbook on trade secrets and confidential information, now published as Gurry on Confidential Information by Oxford University Press, and co-author of a casebook on international intellectual property published by Wolters Kluwer in New York. He has been awarded honorary doctorates from universities in 13 countries and honorary professorships from universities in seven countries. He is also the recipient of honours awarded by France, Mongolia, Morocco and the Philippines.

Larry Horn

MPEG LA

Larry Horn is President and CEO of MPEG LA, the world's leading independent provider of one-stop licenses for standards and other technology platforms. MPEG LA pioneered the modern-day patent pool, helping to produce the most widely used standards in consumer electronics history with transparent licensing solutions that provide access to important intellectual property, freedom to operate, reduced litigation risk and predictability while enabling technology owners to monetize and accelerate the adoption of their assets by a worldwide market at a substantially reduced cost. MPEG LA has operated licensing programs consisting of more than 24,000 patents in 94 countries, with some 260 patent holders and over 7,200 licensees. In addition to expanding access to other ground-breaking technologies, including CRISPR, electric vehicle charging and wireless charging, MPEG LA has developed a platform for oligonucleotide therapeutics, which is available for licensing.

Session 3:

YMC "Ultimate Champion" Tournament Award Ceremony

EDT	08:20	BST	13:20	CEST	14:20	KST	21:20	PDT	05:20

"Who will be the Ultimate Champion?

YMC Tournament gathered more than 70 contestants from 21 countries of 4 continents! But only one can win and take it all! The stakes are really high, the competition is intense, soon we will finally know who will be the Ultimate YMC Champion! Stay tuned and join YMC's red carpet event! Fame and glory for only One, but amazing gifts, fascinating content and fun for All - guaranteed! "

MODERATOR

Dr Georgina Busku

AGIP

Georgina started her carrier in one of the most prominent Hungarian IP law firms focusing mainly on IP litigation as a lawyer. Following that, in 2013 she set up the Hungarian liaison office for AGIP (Abu Ghazaleh Intellectual Property). She provides legal advice for the broad international clientele of the parent organization. Her practice includes handling and managing IP portfolios for multinational companies. Her main focus is the brand management and brand protection of the clients mainly in the field of Luxury products, fashion, pharmaceuticals, dairy. She organizes and supervises the work process of the cases incoming from direct clients and foreign law firms regarding the optimal legal steps of the international matters. She is an active member of international and domestic professional organizations, mainly in the field of intellectual property, technology transfer and licensing. She is the Chair of the LESI YMC 2020.

SPEAKERS

David Drews

IPmetrics LLC

David Drews is founding a member and president of IPmetrics LLC. Mr Drews has over thirty-five years of experience as a financial analyst, primarily concentrated in valuing and calculating infringement damages for the intellectual property of all types. He also currently serves as Editor of Les Nouvelles, a peer-reviewed journal published by Licensing Executives Society International. His valuation experience includes projects involving the use of the assets as collateral, transaction due diligence, joint venture negotiations, licensing, transfer pricing and bankruptcy/reorganization. He has performed valuations on assets as diverse as apparel, financial services, automotive, non-profit organization and consumer brand trademarks; mechanical, chemical and electrical patents, processes and trade secrets; customer lists; non-compete agreements; rights of publicity, and entertainment industry characters, trademarks and copyrights. David is a Certified Licensing Professional (CLP) and a creator/instructor of the Intellectual Property: Calculating Damages and Lost Profits course for the National Association of Certified Valuation Analysts (NACVA). He has also taught the Valuation of Intellectual Property course offered by the National Technology Transfer Center and the Monetary Remedies in Trademark Cases seminar at the University of San Diego School of Law. Mr Drews is a graduate of the University of Nebraska with a degree in Economics. In addition to regularly publishing articles in various journals and industry publications, he is a frequent lecturer on IP issues.

Alexander Haertel

BARDEHLE PAGENBERG.

Alexander is a Partner with BARDEHLE PAGENBERG. He specializes in patent litigation in all technical areas. Additionally, his expertise covers unfair competition law as well as design and trade secrets. As a litigator, Alexander Haertel has successfully handled hundreds of cases for his clients, always aiming to combine high-quality and relevant advice. Alexander Haertel has expert knowledge with a broad technological background, particularly in the automotive and telecommunications industry, life sciences, glass manufacturing, mechanical engineering, 3D printing, and many more. He represents clients in patent infringement proceedings, in nullity, opposition and cancellation proceedings before the various German infringement courts, the German Federal Patent Court, the German Federal Court of Justice, the European Patent Office, and the German Patent and Trademark Office. His vast experience in coordinating and conducting cross-border patent litigation proceedings makes him a sought-after partner of his clients who operate on an international scale.

Dr Jonas Block

IPwe Inc

Jonas is Head of AI Development at IPwe Inc., a company leveraging the power of AI and blockchain to facilitate transactions in the patent ecosystem. Prior to joining IPwe in July 2020, Block worked as a patent litigator in a German boutique firm, where he focused on cross border patent assertion and pan-European defensive strategies, with a specific emphasis on standard-essential patents (SEP). In this role, he has inter alia coordinated the involvement of suppliers and their legal counsels in support of numerous suits related to automotive and smartphone patents. He was featured in the 2019 edition of Managing IP's Rising Stars publication. In his new role at IPwe, Jonas Block is using his battle-tested experience to develop AI-powered solutions to help to develop, refine and market technology through all its maturity stages.

Benjamin Rätz

Kather Augenstein

Benjamin is an Associate at Kather Augenstein, a boutique law firm specializing in IP disputes. Benjamin provides advice on all areas of intellectual property law, with a focus on complex patent litigation with experience in electronics and mobile communications disputes, Benjamin has worked on several notable cases involving standard-essential patents. He also provides advice on alternative routes to dispute resolution, particularly arbitration. Before joining Kather Augenstein, Benjamin trained in the arbitration practice group of a large German law firm, co-founded a technology start-up and worked for an IP finance platform in Japan. He graduated with a law degree from the University of Freiburg, Germany, and an LLM from Nagoya University, Japan.

Eszter Szakács

Danubia Legal

Eszter is an attorney-at-law and partner of Danubia Legal, Budapest, representing and advising prominent international clients in the field of IP. With over 15 years of practice, her main focus is the enforcement and commercialization of patents, know-how and trade secrets. She advises and represents clients from various industries and is particularly experienced in pharmaceutical patent litigation and regulatory issues, including CJEU proceedings (C-492/16, C-688/17). She authors several articles in the field of patent law, including publications of the EPO and regularly speaks at conferences in this field. She is a board member and secretary of EPLAW (European Patent Lawyers Association) and Vice-Chair of Women in Licensing Alliance in LESI (Licensing Executives Society International). She enjoys recurring recognition in the field of patents and life sciences in MIP Top 250 Women in IP, IAM Patents 1000, IP Stars, Who's Who Legal and WIPR Leaders.

David Holt

Potter Clarkson

Dave is an experienced, intellectual property lawyer with expertise in non-contentious IP work and IP litigation in respect of all IP rights, with a particular specialism in relation to life sciences and chemistry patent cases. Dave has substantial experience in drafting a broad range of IP agreements and litigating complex and high-value matters across all intellectual property rights and providing strategic advice on IP protection, exploitation and infringement.

Session 4: Open Innovation to Fight Global Pandemic

EDT	09:30	BST	14:30	CEST	15:30	KST	23:30	PDT	06:30

We are observing a mismatch between technology evolution and productivity growth that unveil at least a partial inefficiency in the innovation process which needs to be improved through the setup of a better innovation infrastructure at the systemic level which might be achieved only by addressing all three facets of innovation: Innovation Generation, Innovation Dissemination and Innovation Absorption. The aim of this workshop is to go through those three facets of innovation, by presenting experiences, cases or good practices which fall into each of these tiles under the lens of LES and with a particular focus on the intersections between the more managerial point of view of the most common OI scholars and the legal implications faced by practitioners. Particular focus will be put on cases from the pandemic fight.

MODERATOR

Shiva Loccisano,

Politecnico di Torino

Shiva Loccisano is Head of Technology Transfer and Industrial Liaison Department - Politecnico di Torino (Italy) MSc in Industrial Biotechnology followed by a PhD in Business and Management awarded by the Università degli Studi di Torino. Since 2007 he has been working at the Politecnico di Torino dealing with innovation, technology transfer and high-tech start-up creation. From the year 2012, he took the responsibility of the contract's office and then of the technology transfer and industrial liaison department. Since 2016 he has been a board member at Netval and is appointed as Netval representative as a Council Member within ATTP1 (Alliance of Technology Transfer Professionals). He is a LES2 member, where is also Vice-chair within the International University-Industry-Government Transaction Committee3. He has been a speaker at several national and international conferences and lecturer in Technology Transfer and Innovation courses at the post-graduation level.

SPEAKERS

Alain Strowel,

University Saint-Louis

Alain specialises in intellectual property, information and technology law. Academic career. He is a professor at the UCLouvain and at the University Saint-Louis, Brussels where he teaches courses in intellectual property, IT and media law. He also gives a course in the advanced master in intellectual property and IT law at the Munich IP Law Center. In 2020-2021, he is a fellow at the Weizenbaum Institute for the Networked Society (Berlin). Alain is avocat at the Brussels bar since 1988, now with the firm Pierstone, specialised in digital law. He is an arbiter for the WIPO and ".be" domain names dispute resolution systems. He has been elected to the Academia Europaea in 2012. Since 2019, he chairs the Intellectual Property working group of All European Academies (ALLEA) to which he contributed since 2012. Alain graduated in law, economics and philosophy at the UCLouvain and the University of Amsterdam. He holds a PhD in Law from UCLouvain. Today his research focuses on data governance, Artificial Intelligence and the regulation of online platforms.

Kenichi Nagasawa,

Canon

Kenichi Nagasawa was appointed to the Head of the Intellectual Property and Legal Headquarters, Canon Inc. in April 2010. After graduating from the Department of Engineering, Doshisha University, Mr Nagasawa joined Canon Inc. in 1981 and has been engaged in the work of intellectual property field since then. With many experiences in patent prosecution, Mr Nagasawa was on loan to Canon Europe Ltd. from 2001 to 2006 as a Head of Intellectual Property Group. During his stay in Europe, he established an IP management system for affiliate group companies in Europe, Russia, Africa and the Middle East. Having served as Senior General Manager of Intellectual Property Technology Center for 2 years, Mr Nagasawa was transferred to Canon U.S.A., Inc. as a Head of Intellectual Property Division from 2008 to February 2010. After returning, Mr Nagasawa served as the Director, Member of the Board, and in April 2021, became a Senior Managing Executive Officer of Canon Inc. Mr Nagasawa served as the President of the International Association for the Protection of Intellectual Property (AIPPI) of Japan from June 2015 to June 2019, where he contributed to the progress of AIPPI Japan's presence. He now serves as Chairman of Sub-Committee on Policy Planning, Committee on Intellectual Property of Keidanren, and as a member of the Evaluation, Planning and Verification Committee of the Government's Intellectual Property Strategy Headquarters from November 2013, Mr Nagasawa also serves as a member of several Intellectual Property subcommittees of METI Industrial Structure Council and has been a speaker at several universities, law schools and professional graduate schools giving lectures about his experiences to foster IP human resources. In 2015, Mr Nagasawa was commended for "Commissioner of the Japan Patent Office Awards" in the "Japan Patent Office Intellectual Property Achievement Awards".

Giuseppe Conti

IUSS

Giuseppe Conti is General Director at IUSS in Pavia.He is a former Director of Research and Technology Transfer at the University of Bologna and before that Head of the Research Enhancement Service (Technology Transfer Office), Research Area and Documentation Systems of the Politecnico di Milano. President of Netval.

Jorge L. Contreras

University of Utah

Jorge L. Contreras teaches in the areas of intellectual property law, property law and genetics and the law. He has recently been named one of the University of Utah's Presidential Scholars and won the 2018-19 Faculty Scholarship Award from the S.J. Quinney College of Law. Professor Contreras has previously served on the law faculties of American University Washington College of Law and Washington University in St. Louis and was a partner at the international law firm Wilmer Cutler Pickering Hale and Dorr LLP, where he practised transactional and intellectual property law in Boston, London and Washington DC.

Professor Contreras's current research focuses, among other things, on the development of technical standards and the use and dissemination of data generated by large-scale scientific research projects. Professor Contreras serves as Co-Chair of the Interdisciplinary Division of the ABA's Section of Science & Technology Law and a member of the Advisory Board of the American Antitrust Institute. He has served as Co-Chair of the National Conference of Lawyers and Scientists, a member of the National Academy of Sciences (NAS) Committee on Intellectual Property Management in Standard-Setting Processes, the National Institutes of Health (NIH) Council of Councils, the Advisory Council of NIH's National Center for the Advancement of Translational Sciences (NCATS), the Cures Acceleration Network (CAN) Board, the National Advisory Council for Human Genome Research, and the Intellectual Property Rights Policy Committee of the American National Standards Institute (ANSI). He also serves on the Scientific Advisory Board of the Utah Genome Project

Russell Levine

Kirkland & Ellis LLP

Russell Levine is a Partner at Kirkland & Ellis LLP where he has spent his entire 35+ year career. He focuses his trial, appellate and alternative dispute resolution practice on patent infringement matters and disputes involving and related to technology transfer and patent license agreements. His trial practice includes jury trials, arbitrations and Section 337 proceedings before the U.S. International Trade Commission. His appellate practice concentrates on appeals in the Court of Appeals for the Federal Circuit.

His technology transfer and licensing practice includes structuring and negotiating both licensing-in and licensing-out transactions. Russell has received numerous accolades for his IP practice, and he is active in bar associations, industry organizations and his community. He is a Past-President of LES (USA and Canada); a past chair of the By-Laws Committee of the USTA's Midwest Section; and a past chair of the President's Council at Chicago's Museum of Science and Industry. He is an author and frequent speaker on IP issues.

He is co-editor of International Licensing and Technology Transfer: Practice and the Law. His "Top 10 Court Decisions of the Year" workshop at the LES Annual Meeting is consistently standing room only. Russell holds a B.S. in Engineering and a B.S. in Economics, both degrees from the University of Michigan, and his J.D. from the University of Chicago.

He is on WIPO's List of Mediators and Arbitrators, and he is registered to practice before the USPTO. He also is a Certified Licensing Professional.

Session 5: The Latest on Global Patent Enforcement

EDT	09:40	BST	14:40	CEST	15:40	KST	22:40	PDT	06:40

LESI's Dispute Resolution Committee regularly analyses recent trends in global patent enforcement, such as the decline in the number of infringement actions in the US, the rising importance of Europe, with Germany as the leading jurisdiction in terms of numbers of cases, as well as the growing interest in these actions in Asian jurisdictions, particularly China. Besides focusing on current trends (competitor vs NPE litigation; patent pool activities; "hot" technical areas), the workshop will revisit several key aspects of international patent litigation and their most recent developments in some core jurisdictions, e.g., forum shopping, availability of injunctive relief and preliminary injunctions, level of damages, timing, statistics, as well as offensive and defensive strategies in multi-national matters.

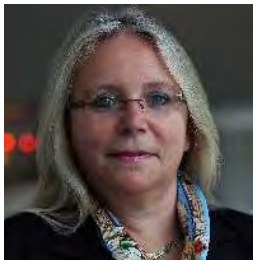
MODERATOR

Prof. Dr Tilman Müller-Stoy

BARDEHLE PAGENBERG

Prof. Dr Tilman Müller-Stoy is a partner with BARDEHLE PAGENBERG and widely recognized as one of Germany's leading patent litigators. He has extensive experience in not only defending against, but also creating, evaluating, and enforcing extensive licensing programs, particularly in the area of SEPs, including FRAND issues as well as in conducting and coordinating cross-border patent litigation. His further areas of practice include IP-related contractual matters, particularly technology transfer / licensing, employee invention law and IP-related mediation and arbitration proceedings. Tilman also serves as a professor for patent law at the Technical University of Munich and in various functions with LESI (currently as Chair of the Dispute Resolution Committee). He is further trained as Commercial Mediator (MuCDR).

SPEAKERS



Gabriele Mohsler,

Ericsson

Gabriele Mohsler is Head of Patent Development within Ericsson, responsible for all patent creation worldwide and in charge of a number of patent units worldwide. Throughout the years she has held several management positions and was responsible for European litigation within Ericsson for a number of years. Gabriele Mohsler studied electrical engineering at the Rheinisch Westfälische Technische Hochschule in Aachen (RWTH) and started her career as patent attorney trainee within Alcatel. After passing the European Qualifying Exam, she started working at Ericsson in Germany in 1997. Here she took the German attorney exam and started building up the patent department in Germany, which is now one of the key IPR departments within Ericsson. Gabriele Mohsler is an elected member of the board at The German Association for the Protection of Intellectual Property (GRUR). She further is on the board of "Women in IP".

Marleen van den Horst,

BarentsKrans

Marleen van den Horst is a partner in the IP & Technology department of the Dutch law firm BarentsKrans. She has over 20 years of experience in multijurisdictional patent litigation. She handles all fields of technology: mechanical engineering, life sciences, chemistry and high tech/telecoms. Marleen is internationally renowned for her patent and regulatory work in the pharma and life sciences industry.

ZiAng Zhuang,

Xiaomi

ZiAng Zhuang serves as Director of Litigation and IP Law in Xiaomi he is supervising the litigation team responsible for IP litigation, and other significant litigation and dispute resolutions. ZiAng Zhuang is leading a team dedicated to handling the increasing challenges caused by intellectual property litigations both in China and overseas markets. ZiAng together with the team are managing and litigating cases in over 10 jurisdictions, both as claimants and respondents, against patent assertors, industrial competitors, and NPEs. ZiAng also advises in intellectual property licensing and transactions, overseas legal and regulatory compliances, etc. ZiAng, as the Chief Secretary for Open-Source Committee, runs the open-source governance and open-source legal compliances for Xiaomi Inc. Prior to Xiaomi, ZiAng Zhuang was principal counsel for patent licensing and litigation at BOE Technology Group. ZiAng Zhuang received his graduate law degree from Huazhong University of Science and Technology.

Dr Bernhard Göbel.

BMW Group

Dr Bernhard Göbel is a corporate patent counsel at BMW Group in Munich, Germany. He has over 10 years of experience in corporate patent litigation in the automotive sector, with a strong focus on US patent litigation, including ITC and PTAB proceedings. Bernhard is a German and European patent attorney and a communications engineer. He is a member of the German Patent Office's User Advisory Council.

▸ Session 6: Advancing Women Leaders in Licensing

EDT	09:50	BST	14:50	CEST	15:50	KST	22:50	PDT	06:50

This session will cover strategies for advancing the careers of women in licensing, competing on the best talent and leadership in general. The panel will cover different geographic and organizational approaches to developing, advancing and supporting women in leadership.

MODERATOR

Pamela Cox,

Marshall, Gerstein & Borun LLP.

Pamela Cox is Partner/Chair of IP Transactions at Marshall, Gerstein & Borun LLP, is talented at unravelling complex deal structures and devising creative agreement solutions. Formerly in-house, Ms Cox now focuses her practice on intellectual property transactions, protection and dispute resolution for clients from multinationals to non-profits.

A patent attorney, Ms Cox understands her clients' intellectual property and agreement needs and remains passionately engaged until their strategic objectives are achieved. Clients consider her an invaluable member of their team. Among other support to the legal profession, Ms Cox is currently the Corporate Secretary of LESI and Co-Founder and Chair of Women in Licensing Alliance and an adjunct professor on IP Licensing at North-western University's law school.

SPEAKERS

Sonja London

Nokia Technologies

Sonja London works in Nokia Technologies' Patent Business where she has been deeply involved in licensing of various technologies for mobile and infrastructure products as well as consumer electronics. Her experience also covers patent pools and joint licensing programs, business development as well as digitalizing and managing licensing business. In her current role, Sonja London is leading Nokia's Consumer Electronics licensing program, a global licensing program for connectivity and audio codecs for major consumer electronics categories. In addition to her role in Nokia, Sonja is involved in deep technology and software start-ups and growth companies as a board member and advisor on patents, licensing business models and IP business. Sonja is a popular speaker and trainer in Finland, Scandinavia and internationally, known for her in-depth yet practical and realistic views on patent licensing business, IP commercialization, royalty compliance and digitalization. Sonja has served as a board member and President of the Licensing Executives Society Scandinavia, expanding her influence also to international level as a member of LES High-Tech Committee and as the co-founder of the Women in Licensing Alliance for LES International.

Sara Matt-Leubner

University of Innsbruck

Sara Matt-Leubner completed her research career in Physics with her Habilitation in 2005. Then she started her education in the field of intellectual property rights and became a registered technology transfer professional (RTTP) in January 2012. She was and is a member of several technology transfer expert groups in Europe and worked in several appointments as innovation expert for the EC. In addition, she gained lots of international insights in knowledge transfer through her engagement for ASTP, the European association for knowledge transfer, where she was a member of the Board and President from 2010-2014.

Linda Suzu Kawano

GroupOptima

Linda Suzu Kawano has worked to identify and commercialize early-stage innovations for over three decades. Her experience includes licensing diagnostic technologies for Abbott Laboratories, directing Northwestern University's Technology Transfer Program, working in business development for Amersham Corporation and consulting with numerous inventors, academic institutions and start-up companies in the U.S. and abroad. At Northwestern University, Dr Kawano negotiated the license agreement for the University's discovery, pregabalin that was eventually commercialized as the blockbuster drug, LyricaR. She founded GroupOptima, her consulting firm in 1996 specializing in business communications training. Her formal education includes a doctorate in Biological Sciences and Experimental Pathology from the University of Illinois at Chicago. For her work in promoting university-industry relations, Dr Kawano received the Association of University Technology Managers (AUTM) Excellence Award and the AUTM Volunteerism Award for her work promoting women inventors and entrepreneurs. She is a co-author of a book chapter about women and innovation in "New Perspectives in Gender, Science & Innovation", published in February 2020 by Edward Elgar Publishing.

▸ Session 7: Mock Mediation at WIPO

EDT	12:00	BST	17:00	CEST	18:00	KST	01:00	PDT	09:00

Mediations are now being conducted virtually. Mr Rattray will present the essential features of WIPO mediation and arbitration, costs and ADR pros and cons compared with litigation. The panel will conduct a mock mediation regarding an IP license dispute between a university and a company with Mr Sobieraj operating as the mediator. A German company, with business interests worldwide, sought to develop a hybrid system that provided a non-intermittent source of renewable electric power for homes. The German company did find a domestic source for the solar component. For the wind turbine component of the system, the German company turned to a U.S. university, pre-eminent in the field. The university gladly licensed its technologies to the German company. This presentation provides insights into the mediation proceedings that took place to resolve the dispute that developed in the first years of the license between the two parties. The panel will share top tips from personal lessons learned from participating in ADR and especially virtual ADR.

MODERATOR

James Sobieraj

Brinks, Gilson & Lione

Jim Sobieraj a licensed patent attorney with more than 35 years of experience in the procurement, licensing and enforcement of IP rights. Jim has been lead counsel in many litigations involving patent infringement, ownership of patent rights, license disputes, misappropriation of trade secrets, copyright infringement, unfair competition, false advertising, defamation, fraud, antitrust, breach of contract and other commercial litigation. Jim has expertise experience in mediations and arbitrations.

He also advises clients on negotiating and drafting IP licensing agreements, and on creating and defending IP portfolios and strategies. Jim is a past president of, the Licensing Executives Society International.

SPEAKERS

Pamela Cox,

Marshall, Gerstein & Borun LLP

Pamela Cox is Partner/Chair of IP Transactions at Marshall, Gerstein & Borun LLP, is talented at unravelling complex deal structures and devising creative agreement solutions. Formerly in-house, Ms Cox now focuses her practice on intellectual property transactions, protection and dispute resolution for clients from multinationals to non-profits. A patent attorney, Ms Cox understands her clients' intellectual property and agreement needs and remains passionately engaged until their strategic objectives are achieved. Clients consider her an invaluable member of their team. Among other support to the legal profession, Ms Cox is currently the Corporate Secretary of LESI and Co-Founder and Chair of Women in Licensing Alliance and an adjunct professor on IP Licensing at North-western University's law school.

Linda Suzu Kawano

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Linda Suzu Kawano has worked to identify and commercialize early-stage innovations for over three decades. Her experience includes licensing diagnostic technologies for Abbott Laboratories, directing Northwestern University's Technology Transfer Program, working in business development for Amersham Corporation and consulting with numerous inventors, academic institutions and start-up companies in the U.S. and abroad. At Northwestern University, Dr Kawano negotiated the license agreement for the University's discovery, pregabalin that was eventually commercialized as the blockbuster drug, LyricaR. She founded GroupOptima, her consulting firm in 1996 specializing in business communications training. Her formal education includes a doctorate in Biological Sciences and Experimental Pathology from the University of Illinois at Chicago. For her work in promoting university-industry relations, Dr Kawano received the Association of University Technology Managers (AUTM) Excellence Award and the AUTM Volunteerism Award for her work promoting women inventors and entrepreneurs. She is a co-author of a book chapter about women and innovation in "New Perspectives in Gender, Science & Innovation", published in February 2020 by Edward Elgar Publishing.

John Ritter

Princeton University

John Ritter is the director of the Office of Technology Licensing at Princeton University He has been working in academic technology licensing for over 25 years. At Princeton, John manages a group of nine individuals and has overall responsibility for protecting and commercializing all of Princeton's intellectual property. Prior to his career in technology commercialization, John worked in industry in a variety of sales and marketing positions. John has lectured and consulted worldwide on technology licensing and intellectual property issues and is a published author in numerous peer-review journals. A member since 1992, John previously served on the Board of Directors of AUTM as the Vice President of Metrics and Surveys from 2014-2015.

Adam Rattray

WIPO

Adam is the Head of the Information and External Relations Section of the WIPO Arbitration and Mediation Center. He works closely with the WIPO Center's IP Disputes Section to facilitate the provision of efficient ADR services and to provide training on mediation and arbitration for IP and technology-related disputes. Before joining WIPO, he worked at the Geneva office of the law firm White & Case as a member of the WTO and international trade law practice.

Charles Valauskas

Valauskas Corder LLC

Charles C. Valauskas is legal counsel to domestic and foreign companies, new ventures, and universities and research foundations. Services include identification and forensic analysis of intellectual property, preparing and prosecuting patent applications, trademark registration applications, and copyright registration applications, preparing and negotiating a full range of agreements including licenses, hybrid licenses, employment agreements, work made for hire and assignment agreements, and litigation.

Session 8: Rules of the FRAND Dance

EDT	12:10	BST	17:00	CEST	18:10	KST	01:10	PDT	09:10

New court decisions affecting the FRAND rules have been provided in Europe and the US discussing the behaviour of willing licensors and licensees. This panel discusses the new rules of the FRAND dance, the negotiation process, in light of these recent developments. Has the pendulum switched towards licensors? What are the requirements for good FRAND behaviour for the licensor and licensee? Is there a process to follow for each party? What kind of behaviour will indicate the willingness or unwillingness of a party? What kind of information should be available by and for each party? What are the basic FRAND rules? Do the same rules apply around the world?

MODERATOR

Yorck Hernandez

HERNANDEZ IP.

Yorck is an independent German and European patent attorney with a strong background in engineering and telecommunications. Based in Pullach / Munich, Germany, he is a renowned expert in standard-essential patents. Yorck supports his clients in prosecuting their patent applications in Germany and Europe as well as in enforcing their IP rights worldwide. Since 2009, Yorck in particular focusses on evaluating standard-essential patents, and regularly heads technical negotiations in licensing negotiations worldwide, such as in China, Japan, Korea, Taiwan, and the US. Yorck co-founded CrowdPatent.com, the world's first online platform for connecting inventors, investors and innovators. Based on this experience, Yorck also co-founded two companies focusing on start-ups. Abalon Global is a globally active consultancy in the area of start-ups and technology transfer. Corporate Ventures Advisory offers curated matchmaking between global B2B start-ups & growth companies with European corporate customers and investors. In addition, Yorck is an IP mentor (pro-bono) at the Munich based start-up accelerators TechFounders, Peakzone, and RESPOND. Yorck regularly lectures on German and European patent law in Germany, Asia, and the US, and is an active member of the LES USA/Canada FRAND committee as well as the LESI HGE task force and was one of the first LESI YMC members. He is business fluent in German, English, Spanish, and French.

SPEAKERS

Sonja London,

Nokia Technologies

Sonja London works in Nokia Technologies' Patent Business where she has been deeply involved in licensing of various technologies for mobile and infrastructure products as well as consumer electronics. Her experience also covers patent pools and joint licensing programs, business development as well as digitalizing and managing licensing business. In her current role, Sonja London is leading Nokia's Consumer Electronics licensing program, a global licensing program for connectivity and audio codecs for major consumer electronics categories. In addition to her role in Nokia, Sonja is involved in deep technology and software start-ups and growth companies as a board member and advisor on patents, licensing business models and IP business. Sonja is a popular speaker and trainer in Finland, Scandinavia and internationally, known for her in-depth yet practical and realistic views on patent licensing business, IP commercialization, royalty compliance and digitalization. Sonja has served as a board member and President of the Licensing Executives Society Scandinavia, expanding her influence also to international level as a member of LES High-Tech Committee and as the co-founder of the Women in Licensing Alliance

for LES International.

Tong Xin (Marco)

ZTE Corporation

Tong Xin (Marco) is Deputy Chief IP Officer of ZTE Corporation, leading ZTE's patent licensing, transaction and litigation teams. Mr Tong was further appointed the General Manager of Shenzhen Inteq Technologies Co., Ltd in 2016. Inteq is a subsidiary of ZTE Corporation and acts as ZTE's IP monetization and consulting platform aiming to link China and foreign IP markets.

Mr Tong graduated from Nanjing University Law School and holds a China Bar qualification. He uses Chinese and English as working languages. He is also ICC China IP Committee member and nominated as 2020 IAM Strategy 300.

Tim Pohlmann

IPlytics

Tim is the CEO and founder of IPlytics. He earned his doctoral degree with the highest distinction from the Berlin Institute of Technology, with a dissertation on patenting and coordination in standardization. He then went on to work as a post-doctoral researcher and consultant for the Law and Economics of Patents Group at CERNA, MINES ParisTech.

In his work as an economist and consultant, Dr Pohlmann was confronted with the challenge that standards databases such as those of the ETSI and the IEEE, ISO/IEC or ITU have no real, meaningful connection with comprehensive global patent databases. He realised that if we are to keep pace with the next technology revolution, then as IP professionals, we need to rethink – even revolutionize – how we approach both patent and standards data, to provide business-ready knowledge for actionable decision making across our organizations.

Dr Pohlmann founded IPlytics with the vision of creating the first solution on the market to bring together comprehensive, highly indexed technical standards information, global patents, declared SEPs, patent pool and technical standards contribution data, to provide industry-leading analysis on the past, present and future of standards-essential technology. Unlike other tools that are overly complex, IPlytics provides fast, intuitive access to patents and standards to empower the user to strategically align patent portfolios to protect innovations and proactively engage in continuous strategic portfolio development as it relates to SEP assets, for initiatives such as licensing, acquisitions and joining patent pools, or simply to understand the respective positions of the competition.

Dr Pohlmann has been actively involved in preparing empirical studies for the European Commission, the World Intellectual Property Organization and the German federal government on declared patents, standards contributions, patent transfers and patent pooling behaviour. He is also the author of several peer-reviewed economist journal articles, several GRURG and IAM magazine articles and some of the most-read industry reports.

Session 9:

The Unified Patent Court: Update on the State of Play

EDT	BST	CEST	KST	PDT
12:20	17:20	18:20	01:20	09:20

The Unified Patent Court has a long and winding history. Are we now on the final turn in the right direction? What are the risks that the departure of the UK from the EU has created for the UPC? Or is the most immanent threat the constitutional complaints in Germany? This panel will emphasise these questions but also highlight what chances will unveil once the UPC is up and running. With a unique mix of those involved in the creation of the UPC and practitioners and in-house counsel, this panel can share their views on the current state of play and the chances this future court system will have.

MODERATOR

Alexander Haertel

BARDEHLE PAGENBERG.

Alexander is a Partner with BARDEHLE PAGENBERG. He specializes in patent litigation in all technical areas. Additionally, his expertise covers unfair competition law as well as design and trade secrets. As a litigator, Alexander Haertel has successfully handled hundreds of cases for his clients, always aiming to combine high-quality and relevant advice. Alexander Haertel has expert knowledge with a broad technological background, particularly in the automotive and telecommunications industry, life sciences, glass manufacturing, mechanical engineering, 3D printing, and many more. He represents clients in patent infringement proceedings, in nullity, opposition and cancellation proceedings before the various German infringement courts, the German Federal Patent Court, the German Federal Court of Justice, the European Patent Office, and the German Patent and Trademark Office. His vast experience in coordinating and conducting cross-border patent litigation proceedings makes him a sought-after partner of his clients who operate on an international scale.

SPEAKERS

Thomas Adocker

Schwarz Schönherr Rechtsanwälte KG

Thomas Adocker is a Lawyer and partner at Schwarz Schönherr Rechtsanwälte KG He studied Law at the University of Vienna. After a post-study program in Oxford, Ohio/USA he worked as an associate at Engin-Deniz Lawyers where he specialized in IP. Since 2006, he is a partner at Schwarz Schönherr Lawyers. His main areas are litigation and licensing related to all IP issues, in particular patent law. Thomas Adocker works closely together with all leading patent attorney firms in Austria and also with many leading law firms and patent attorney firms worldwide and led and assisted his clients in several key litigation cases, many of them resulting in leading decisions of the Austrian Supreme Court. He is also very often engaged in multi-national litigation. He is the author of several publications in the field of IP and comments in legal commentaries regarding Austrian Patent Law as well as regarding the future Unified Patent Court system. He is a member of LES, AIPPI, GRUR, ECTA and VPP. Within LESI, he was in previous years Chair of the YMC Committee as well as of the Long-Range Planning Committee. Currently, he is Co-Chair of the Meetings Committee and a member of the Organizing Committee for the virtual LESI Annual Conference 2021. Furthermore, he is Secretary and Board member of LES Austria.

Kristin Cooklin,

Zentiva

Kristin Cooklin is the Head of Intellectual Property at Zentiva. Kristin and her team are responsible for supporting and advising clients with respect to all IP issues and strategies at all stages- including development, in-licensing, branding, litigation and launch. In 2014 she joined Novartis working in its Sandoz Division in Munich, Germany, ultimately holding the role of Global Head of IP Litigation ex-US. In 2018 Kristin left Novartis to join Zentiva and lead and develop the IP team during its transformation after divestment from Sanofi into a strong and independent generic pharmaceutical company. Prior to going in-house at Novartis Kristin spent over a decade in Washington DC working in AmLaw 100 law firms as a patent advisor and litigator focusing primarily on pharmaceutical and life science litigation. Kristin is a US attorney at law and patent attorney. She has handled counselling, litigation and launches of pharmaceutical products across the world with a focus on the US and Europe and was responsible for the successful IP strategy and launch of several of the first biosimilar products launched around the world.

Michael Fröhlich,

European Patent Office

Michael Fröhlich is the Director of European and International Legal Affairs, PCT at the European Patent Office. He is a fully qualified German lawyer with a post-graduate degree and a PhD in intellectual property. Serving in increasingly responsible positions for over twenty years, he is overseeing a team of lawyers and paralegals supporting key policy projects of the EPO by developing, enhancing and promoting the legal framework of the European and international patent system, including the PCT. Prior to joining the EPO, Michael was the Senior Director, EU IP & Strategy at BlackBerry, where he was responsible for the company's IP affairs in Europe and the management of a range of global strategic matters in the context of standard-setting initiatives, patent licensing, and litigation. Previously, Michael worked as Senior Legal Counsel at Nokia, where he helped defining Nokia's patents and standards position. He also headed the Legal Affairs department at the European Telecommunications Standards Institute (ETSI), where he has been shaping ETSI's IPR Policy. Before joining ETSI, Michael practised law at Preu Bohlig & Partner in the fields of contentious and pre-contentious IP matters, with a particular focus on patent litigation. He also shows work experience in Brazil, where he was active for Dannemann Siemsen Advogados. Michael served many years as the Chairman of the AIPPI Committee on Patents & Standard, as the Vice Chairman of the GSMA IPR Working Group, and as the Vice-Chairman of the LES Publication Committee.

Kevin Mooney,

Simmons & Simmons

Kevin specialises in contentious and non-contentious intellectual property matters, focusing specifically on patent litigation, especially in the pharmaceuticals industry. Kevin has been part of an international team of lawyers working towards the creation of a new European patent court for several years and is currently the Chairman of the Committee tasked with drafting the Rules and Procedure of the Unified Patent Court (UPC). Kevin is the only UK lawyer who is a member of the Expert Group advising on the implementation of the UPC project. Kevin has organised and participated at the fore every year in Venice, for European patent judges and is advising the European Patent Office on judicial training. He is also a member of the Intellectual Property Solicitors Association and a member of the American Intellectual Property Law Association. Kevin is recommended by Chambers Guide to the Legal Profession as being cited by peers as "the doyen of patent law". He is specifically recommended by Legal 500 for his "pre-eminent reputation for patent expertise". He is also specifically rated as a leader in his field by Legal 500, for Patent Litigation and in advising the Pharmaceutical and Biotechnology sector, and the Global Counsel 3000. Kevin is listed as a Patent and Life Sciences expert in Who's Who Legal 2014 and ranked in I AM Patent 1000 2014 for his service to the London legal practice of which "the whole industry owes him a debt of gratitude".

Session 10:

Recent Top Courts Decisions Restored Balance and Clarity in the Innovation Ecosystem

EDT	13:30	BST	18:30	CEST	19:30	KST	02:30	PDT	10:30

In the US there is growing coordination between the Department of Justice (DOJ), the Patent and Trademark Office (USPTO) and the National Institute of Standards and Technology (NIST). In China, these institutions are also well aligned, while in Europe the multiplicity of jurisdictions and a lesser alignment between different stakeholders, coupled with a more complex governance structure, is often proving less proactive. However, in Germany and UK, several recent court decisions like Sisvel vs Haier and Huawei vs Unwired Planet are consistent in harmonizing cross-border jurisprudence, establishing a more balanced innovation ecosystem, guided by clear etiquette between implementers and innovators. Can this be the foundational ground for a more coordinated effort among different stakeholders to establish a more pro-innovation environment in Europe?

MODERATOR

Roberto Dini

Sisvel

Roberto Dini has more than 40 years of experience, Mr. Roberto Dini is one of the best known and appreciated Intellectual Property experts. He began his career with Indesit where he was Head of the Patent and Trademark Office. In 1982 Mr Dini founded Sisvel, which has soon become a world leader in managing Intellectual Property and maximizing the value of patent rights. With Sisvel he has developed invaluable experience in setting up and managing patent pools and other forms of IP aggregation. He has extensive expertise in filing and prosecuting patents; drafting contracts for the acquisition or licensing of patents; negotiating with multi-national companies; and assisting patent owners in enforcing their patent rights, especially in the consumer electronics field. In 1987 Mr Dini founded Metroconsult, an Intellectual Property consultancy firm with offices in Turin, Milan and Genoa, wherein he transferred the experience acquired from the industrial world, providing his clients with high-quality services "tailored" to the needs of each individual client. Mr Dini is a Member of the Italian Industrial Property Consultant Association, a Registered Patent Attorney before the European Patent Office (EPO) and Trademark and Design attorney before the European Union Intellectual Property Office (EUIPO). He is a member of different IP Associations and past President of LES (Licensing Executives Society) Italy.

SPEAKERS

Sir Robin Jacob

University College London

Sir Robin Jacob joined the Faculty of Laws in May 2011 leaving the Court of Appeal of England and Wales to do so. Having read Natural Sciences at Cambridge, Sir Robin then read for the Bar (Grays Inn). He started practice at the Intellectual Property Bar in 1967. From 1976 to 1981 he was the Junior Counsel for the Comptroller of Patents and for all Government departments in intellectual property. He was made a Queen's Counsel in 1981. His practice took him abroad often (Hong Kong, Singapore, Europe, USA, and Australia). He was appointed a High Court Judge (Chancery Division) in 1993. From 1997 to 2001 he was Supervising Chancery Judge for Birmingham, Bristol and Cardiff. He was appointed a Lord Justice of Appeal in October 2003. He was Treasurer of Grays Inn in 2007. He continues to sit from time to time in the Court of Appeal and will sometimes act as an arbitrator or mediator. He has written extensively on all forms of intellectual property. He often lectures, mainly but not only on IP topics, both in the UK and abroad.

Gustav Brismark

Kazehara AB

Gustav Brismark is the founder and CEO of Kazehara AB, since March 2019, providing consultancy in IPR strategy, IPR value-creation, FRAND-licensing and eco-system development. Prior to setting up Kazehara AB, he worked at Ericsson for over 30 years. Concluding his career there as Chief Intellectual Property Officer (CIPO), a position he held 2016-2019. As the CIPO Mr Brismark was responsible for Ericsson's patent licensing business and patent development worldwide. Mr Brismark was previously holding various positions at Ericsson in the areas of Research, Product Management and IPR Strategy, all relating to the creation, development and commercialization of Wireless communications technologies. Mr Brismark has been working at Ericsson since 1986, after receiving his MSc in physics engineering from Uppsala University, Sweden.

In addition, Mr Brismark has published several articles and is an appreciated speaker at various conferences worldwide on patent commercialization, FRAND and other patent-related topics. He has also worked on FRAND licensing policy at the European Telecommunications Standards Institute and other standard developing organizations. He has been a witness for Ericsson, explaining its business strategies as well as its FRAND licensing policy in several litigation processes, as well as serving as a patent licensing expert witness in patent litigation processes since starting Kazehara AB.

Richard Vary

Bird & Bird

Richard Vary specialises in patent disputes in the technology and communications industry. He is a partner in the London office, where he worked with an amazing team of high-tech patent litigators. As well as the patent expertise you'd expect, we have developed unique expertise in the valuation of portfolios and FRAND. Before Bird & Bird, he was Vice President and Head of Litigation at Nokia, where he managed global commercial litigation and was part of the Legal & Compliance leadership team. This mostly involved mobile telecoms patent litigation and arbitration all around the world, and I had a very successful track record in global patent litigation strategy. Richard was awarded 'In-House Counsel of the Year' by "The Lawyer" and have twice been recognised in Managing IP's annual list of the 50 most influential people in intellectual property. he has also worked on a variety of international litigation and arbitration matters, from competition law to commercial and tax disputes, as well as brand protection, trademarks, and design and copyright issues. He is a part-time District Judge in the London and South East circuit and the Intellectual Property Enterprise Court.

Eeva K. Hakoranta

InterDigital

Eeva K. Hakoranta is InterDigital's EVP, Chief Licensing Officer, responsible for overseeing the company's complete licensing portfolio and activities. Ms Hakoranta joined InterDigital in July 2020 and contributes more than 30 years of experience in the legal and licensing industry. Prior to joining InterDigital, Ms Hakoranta served more than 13 years at Nokia, most recently as Senior Vice President and Head of IP and Litigation, as well as General Counsel for Nokia Technologies. Prior to leading Nokia's IP activities, she was influential in building the company's patent licensing team and significantly growing its licensing revenue. Before Nokia, Ms Hakoranta served in private practice at Roschier Attorneys Ltd in Helsinki, Finland. Ms Hakoranta holds an LLM from the University of Helsinki.

Session 11:

Don't Forget About Copyright When Licensing Designs

EDT	13:40	BST	18:40	CEST	19:40	KST	02:40	PDT	10:40

A summary of the Cofemel and Brompton ECJ decisions that broadened the scope of copyright protection for design works will be provided to set the background. The speakers will provide their insights as to how they take advantage of this kind of protection in design license agreements.

MODERATOR

Elena Martini

Martini Manna

Elena Martini specialises in contentious and non-contentious intellectual property in a wide range of industry sectors including fashion, design furniture, entertainment, new media, information technology, life science, food. Her clients are divided equally between domestic and foreign, ranging from medium-sized enterprises to multinational companies. She led high profile cases that have formed current Italian case law on issues like copyright protection of design works and architecture works, know-how infringement and the protection of trademarks against dealers not belonging to the IPR holder's selective distribution network. Elena regularly publishes articles in national and international legal journals and lectures on intellectual property rights in national and international conferences and seminars. She has also authored the Italian chapter of a number of international collective works on IP issues.

SPEAKERS

Michael Ritscher

Meyerlustenberger Lachenal AG

Michael Ritscher studied at the University of Zurich and received his PhD, then passed the bar exam, completed an LL.M. at Georgetown University and, after research stays at Stanford University and the Max Planck Institute for Innovation and Competition in Munich, founded the intellectual property team of the Swiss law firm Meyerlustenberger Lachenal AG, which he has headed ever since. As a former lecturer at the ETH Zurich and at the University of Lucerne and as acting president of the INGRES Swiss Institute for the Protection of Intellectual Property, Michael Ritscher has, in addition to his work as an attorney and arbitrator in national and international disputes and as a special judge at the Zurich Court of Commerce, also dealt scientifically with trademark law and all other areas of intellectual property law. Michael Ritscher is internationally regarded as one of the most experienced practitioners and as an opinion leader in IP.

Tom Oliver

Powell Gilbert LLP

Tom Oliver is a Partner at Powell Gilbert LLP a specialist Intellectual Property Law firm based in London. Tom specialises in intellectual property litigation. He has represented clients in the English courts, including the Patents Court, the Court of Appeal and the Intellectual Property Enterprise Court. Tom advises clients across the range of intellectual properties rights and has extensive experience devising multi-jurisdictional litigation strategies and coordinating legal teams across Europe and North America. Tom has particular experience in advising at the interface of copyright and design rights and was involved in the judicial review proceedings regarding the

repeal of section 52 of the Copyright, Designs and Patents Act which limited the duration of copyright protection for industrial designs to 25 years.

Rainer Böhm

Eisenführ Speiser

Rainer Böhm is one of the two founding partners of the Hamburg office of Eisenführ Speiser. He is an IP litigator with a wide range of expertise which includes trademark law and the law of marks and signs, IT law, Internet/multimedia law, outsourcing, patent law/know-how law, advertising law and competition law as well as licensing law (including anti-trust law). Rainer has long-term experience in managing and coordinating multinational litigations, i.a. in the USA and India. He lectures regularly at the Hamburg School of Business Administration (HSBA) and for the American Bar Association. The magazine World Trademark Review recommends Rainer as being praised for his 'eloquent reasoning' which is 'absolutely first class'.

Juna Shueu

Lifestyle Design

Juna Shueu is the Group General Counsel for Lifestyle Design (former Poltrona Frau Group) where she is directly responsible for the intellectual and industrial property rights issues as well as the Group IPR portfolio. Her duties also include all business-related issues and any corporate matter concerning the Group companies. Her 10-year experience was developed within the Legal and Corporate Department of a multinational Group which operates in the high-end furniture industry (residential, contract and automotive). She has earned her University Degree and post graduate education in Law as well as the qualification as a Lawyer. Juna is fluent in Italian, Albanian, English and French and has a basic knowledge of German. In her free time, Juna enjoys studying foreign languages, reading, running and travelling.

▸ Session 12: Global Challenges for SMEs in B2B Sales

EDT	13:50	BST	18:50	CEST	19:50	KST	02:50	PDT	10:50

Small-Medium Enterprises (SMEs) and High Growth Enterprises (HGEs) have unique challenges when licensing their products and services as compared to large multinational companies. SMEs do not have large legal departments and often lack leverage to negotiate a balanced agreement. The panellists will discuss topics around: IP strategy and ownership; handling IP rights in customer deals; monetization of IP, for example via out-licensing or cross-licensing opportunities; the valuation of IPRs for SMEs and HGEs; freedom to operate; and IPRs for financing and marketing of SMEs and HGEs.

MODERATOR

Natalie Raffoul

Brion Raffoul LLP

Natalie Raffoul is a world-renowned IP lawyer and patent agent. She is consistently ranked among the world's leading patent practitioners in the IAM Patent 1000 publication annually since 2014 and shortlisted as one of the most Highly Recommended patent prosecutors in Canada. In 2020, she was recognized in the IAM Strategy 300: The World's Leading IP Strategists. In 2019, Natalie was appointed to Ontario's first Expert Panel on IP, and in 2020, she was appointed as an advisor to the Joint Minister's Roundtable on the Ontario Health Data Platform. Natalie holds a degree in electrical engineering from Western University and a Juris Doctor in law from Queen's University.

SPEAKERS

Sam Vise

Unefi Inc

Leveraging 25 years of working with executives from many of the world's best-known retail brands, agencies, and technology companies, Sam's expertise in connecting insights, corporate analysis, and consumer behaviour is unparalleled. Sam is both a Board member and President of Unefi Inc., the parent company for Retail Management Software (RMS) – an enterprise retail management software and marketing automation platform empowering retailers with the visibility needed to evaluate their business, and the data-driven insights to plan for success. Prior to launching RMS, Sam was focused on retail marketing as a Partner at CV Studio, where he remained responsible for developing and driving strategy for global retail executions, marketing services, and data. Viewed as an innovative force in driving retail of the future, Sam has been – and continues to be – an active adviser and board member at various adtech and martech companies.

Minya Gravilovic

Galtronics USA

Minya Gravilovic Is President & Chief Technology Officer, Galtronics USAHe has innovated in the wireless industry for over 19 years. Most recently he was the Executive Vice President of Innovation and Product Strategy and the founder of Galtronics Canada Ltd. Between 2017 and 2019, Galtronics Canada Ltd. successfully developed over 30 new small cells, DAS and base station products. Previously Minya was VP Engineering and General Manager of CCI Antennas for over five years. In that role, he led the development of a large portfolio of wireless network base station antennas approved by Tier 1 network operators worldwide. Before CCI Antennas, Minya led the RF Qualification Facilities group at the Canadian Space Agency, led product management at TenXc Wireless (which later became CCI Antennas) and commenced his career as an RF design engineer at EMS Technologies (now MDA). Minya holds a PhD in Electrical Engineering from McGill University.

Dr André Gorius,

Independent Consultant

Dr. André Gorius graduated from the Ecole Normale Supérieure (Paris, 1985), where he obtained the titles of « Docteur de Troisième Cycle » and « Professeur Agrégé » in Physics. In 1988, he obtained his PhD ("Doctorat ès Sciences") in Chemical Engineering. During his career in the Solvay Group since more than 30 years, he occupied the positions of R&D Director and Industrial Director in France, USA and Italy. Since 2006, he has been involved in the economic aspects of technology transfers, was Licensing Director, and created the position of Intellectual Assets Valorization Director he occupied until June 2019. He specializes in development of innovation and valuation of intangible assets, in the general frames of Technology Developments and Transfers, Merge & Acquisitions, Transfer Pricing, Litigations, etc., always leveraging his industrial, scientific and technology background to assess the underlying technology strengths and weaknesses, and the way enterprises manage the related assets. André teaches the general concepts of economy to engineers and tries to develop novel approaches of intangible assets valuation by analogy with the known theories of classical and quantum physics. Acting since July 2019 as a consultant, he is member, among others, of the "Institut de Comptabilité de l'Immatériel" (Institute for Accounting of Intangibles), the "Association d'Experts en Evaluation d'Entreprises" (Enterprise Valuation Experts), and "IA Hub France" (Artificial Intelligence Hub France). Within LESI (Licensing Executives Society International), André chairs the LESI IP Valuation Committee, co-chairs the LESI Innovation Trends Task Force, and is vice-Chair of the High Growth Enterprises Committee.

Laurence Jacques,

Minakem

Laurence Jacques is a graduate of Ecole Polytechnique and Ecole des Mines de Paris. She has 28 years background in the industry: 20 years with a large international building materials company, Holcim and 8 years with a mid-size fine chemicals Group, Minafin. Both with Lafarge and Minafin, she had the opportunity to develop and lead some very innovative businesses and to file, manage and defend several patents. She is currently executive Director Strategic Technologies for Minafin Group.

Dario Mohammadian Santander,

Kukati

Dario is a multilingual and multicultural advisor in Intellectual Property matters, specializing in patent protection and litigation in telecommunications, electronics, signal processing, software, artificial intelligence, and distributed ledger technologies. Working for more than 23 years with small and large cutting-edge technology companies, and also as a patent examiner at the European Patent Office, has given him valuable experience in technology, technology management and innovation generation. His extensive international experience makes him particularly suited for providing the necessary support for clients from all around the globe.

Session 13: IP and eSports: A Complicated Relationship That Challenges Traditional Licensing

EDT	16:00	BST	21:00	CEST	22:00	KST	05:00	PDT	13:00

The rapidly growing world of eSports has brought some unprecedented challenges and opportunities for intellectual property owners. This session will provide an overview of the eSports ecosystem and then focus on some of the key issues as companies and licensing professionals seek to convert traditional brand management practices into this rapidly developing space.

MODERATOR

Dana Robert Colarulli

Licensing Executive Society International (LESI)

Dana Robert Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch and the U.S. Congress. He currently serves as the Executive Director of the Licensing Executive Society International (LESI), the umbrella organization of 33 national and regional associations in 90 countries around the world supporting professionals who license intellectual property. In February 2020, he also joined the DC-based firm ACG Advocacy LLC as a partner supporting policy analysis and governmental engagement around intellectual property issues. From 2009- 2019, Mr. Colarulli served as the Director of the Office of Governmental Affairs as a member of the Executive Management team at the U.S. Patent and Trademark Office (USPTO) facilitating substantive patent, copyright and trademark and related policy discussions and advocating for USPTO operational priorities. Prior to that role, Mr. Colarulli was the Director of Government Relations and Legislative Counsel for the Intellectual Property Owners Association (IPO). He has also worked in the U.S. Senate, in a DC-based Law Firm, at the U.S. Small Business Administration and at the U.S. Department of Health and Human Services. He was born in Rhode Island and is a member of the Massachusetts Bar.

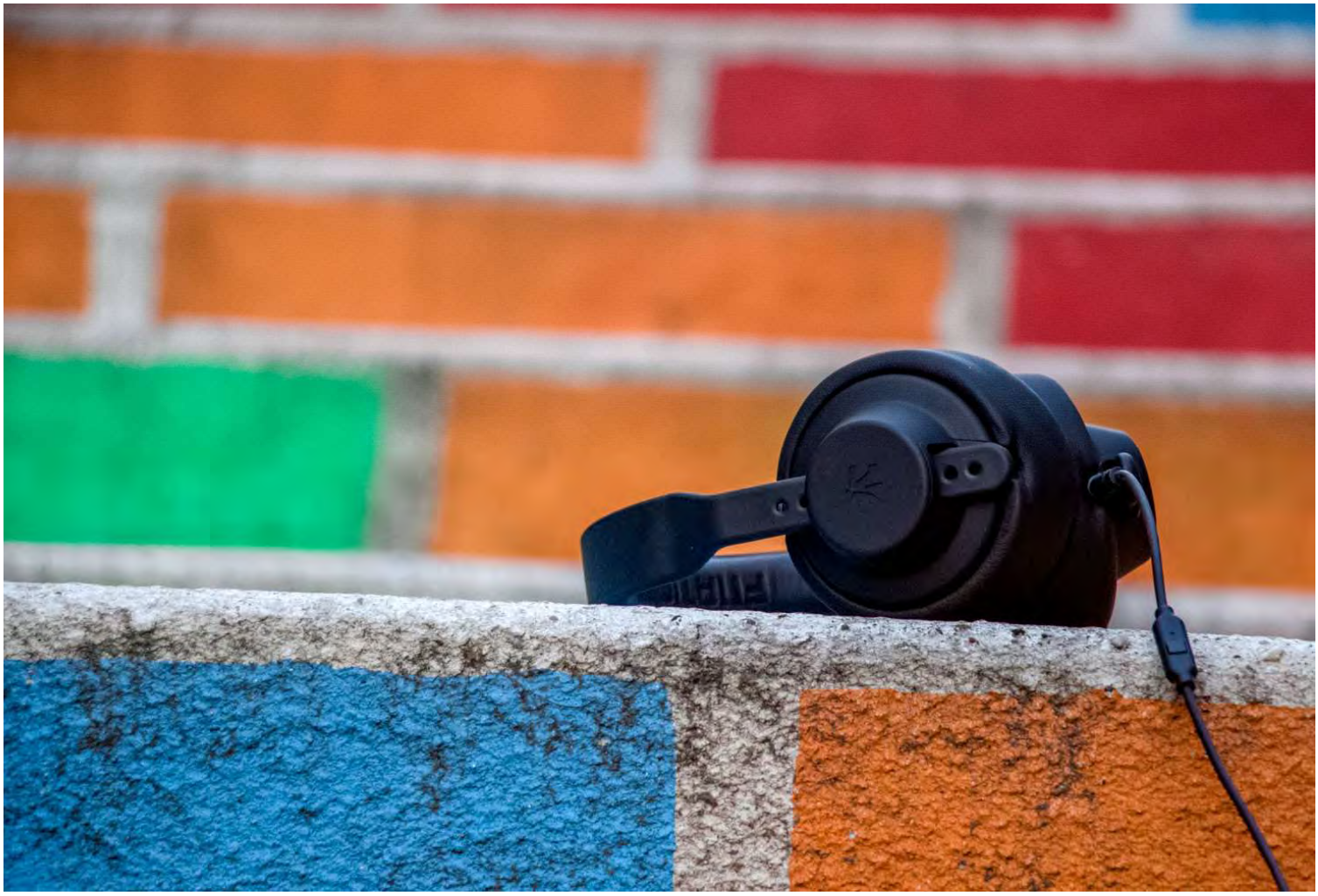
SPEAKERS

Andrew Cooke

FNATIC

Andrew is a leading entertainment executive, specialising in music, sport and eSport. During his eight years as General Counsel and Head of Strategy for Flash Entertainment in Abu Dhabi, he supported in delivering live experiences to more than 8 million people, from sponsorship activations through to global football tournaments (and even Papal visits). He and his team received awards (including 'department of the year' and 'general counsel of the year') from Legal500, Legal Week and the Asia-MENA In-House Community organisation. Andrew was also a board member at Ticketmaster Middle East Ltd. Since 2019, Andrew has headed the risk management function at Fnatic, the leading team in esports, a builder of award-winning products, and a pioneer in the pro gaming space. Andrew has supported the business across five distinct fundraisings (including elite gaming's first crowd equity round), a rebrand and, of course, navigation of COVID.

Paul Ashcraft ––



▸ Session 14: Consumer Products Utopia 2030

EDT	16:10	BST	21:10	CEST	22:10	KST	05:10	PDT	13:10

This session will see knowledgeable and engaging speakers with deep understandings of consumer products and consumer brand markets share their outlooks on how connected devices will reshape markets over the next 10 years. Big players of today might become redundant to-morrow. Manufacturers of today may become service providers, while retailers may become manufacturers. Gaining market share with individual eco-systems will be balanced against the benefits of wide adoption through technological standardization. Data and connectivity will shift market powers in many consumer product industries. Who will benefit, who will suffer, and who will be the market leaders in 2030?

MODERATOR

Guido Quiram

Michalski Huettermann

Guido Quiram studied electrical engineering, information technology, business and economics at RWTH Aachen, completing his studies with a degree in engineering in 1997 and a degree in industrial engineering in 2000. Guido Quiram has been involved in IP since 2007; after completing his training at the law firm of Michalski Hüttermann & Partner, he was admitted to practice as a German patent attorney and representative before the European Union Intellectual Property Office in 2010. He joined the list of professional representatives before the European Patent Office immediately thereafter in 2011. Before entering the world of IP, Guido Quiram spent more than a decade in managerial roles as a project manager and technology expert for American, Swiss and German companies in Switzerland and Germany. His wide-ranging and international experience in industry allow Guido to precisely identify and fully meet client needs leveraging the opportunities afforded by intellectual property after offering clients clear advice. Guido Quiram has extensive practical experience in obtaining, enforcing and defending technical property rights - both before offices and courts and out of court.

His main areas of practice are electrical engineering, software-based inventions, tele-communications, automation technology, photovoltaics, measurement and control technology, high-voltage technology as well as mechanical engineering and process engineering. Guido also regularly draws up opinions, for instance as part of company divestments, for product approvals or for white-spot analyses. He also has extensive experience in trademark and design protection. "Creating a strategic edge every day for my clients in a highly complex and international environment is a great motivation for me." Guido Quiram is a member of the German Patent Attorneys Chamber, the International Federation of Intellectual Property Attorneys (FICPI), the Institute of Professional Representatives before the European Patent Office (epi), the Licensing Executives Society (LES), the International Trademark Association (INTA) and the Rotary Club Mönchengladbach. Guido has been regularly recommended as a patent attorney by the JUVE Handbook of German Lawyers for a few years now.

Guido Quiram was born in Rheydt, Germany in 1972. He has a son and lives in Mönchengladbach. He speaks German and English fluently as well as a little Spanish and Japanese. Outside the office, he likes to go jogging, plant and cut down old fruit trees and fire up the grill (even in the winter). He also enjoys getting involved in charity work.

SPEAKERS

Matteo Sabattini

Ericsson

Dr Matteo Sabattini is Director of IP Policy at Ericsson and he is based in the Washington, DC, office. In his role, he is responsible for IP rights policy, advocacy, licensing and promotion at SDOs, industry fora, trade associations, governmental agencies, etc. Matteo currently serves as the co-chair of LESI Consumer Products committee. He is also the Senior Vice President for Standards and part of the Management Council of LES USA & Canada, and he co-chairs the LES FRAND Licensing Standards Committee. In addition, he serves as the vice-chair of IEEE-USA IP Committee, as the Technology Policy Director for IEEE Region 2, and as the co-chair of IPO Standards Setting Committee. Matteo has years of expertise in technology and IP-related matters, and his background combines business, policy, and technical skills. He holds an MBA from the George Washington University, a Ph.D. in EE from the University of California, San Diego, and an M.S. also in EE from the University of Bologna. Before joining Ericsson, Matteo served as the CTO of the Sisvel Group until February 2017. Matteo also worked at InterDigital and Global Prior Art; a boutique IP consulting firm based in Boston. He also held several teaching and research positions in wireless and mobile communications at UC San Diego and at the German Aerospace Center. Matteo is an IEEE Senior Member, a Beta Gamma Sigma Lifetime Member, a member of LES and the MIT Enterprise Forum.

Stephan Wolke

ThyssenKrupp

Dr. Stephan Wolke studied physics, philosophy and macroeconomics at Bonn university and graduated with a Doctorate in physics. He spent the first five years of his professional career at McKinsey & Company. After founding (and having sold) two own businesses Stephan served in several functions at Bayer AG as well as Danaher Corp. He joined ThyssenKrupp in 2011 and is on corporate level responsible for Intellectual Property & Services (Head of Corporate Intellectual Property at ThyssenKrupp) as well as head of management board of ThyssenKrupp Intellectual Property GmbH. He is 50 and father of three sons.

Gary Ma

Finnegan

Gary Ma, managing partner of Finnegan's Taipei office, specializes in finding ways to solve clients' intellectual property problems in the most effective and cost-efficient manner possible. Named by Intellectual Asset Management as a leader in litigation and transactions in Taiwan, as well as a top IP strategist, he works with well-known, multi-national corporations and small, startup companies alike.

Gary represents clients in patent and trade secret litigations before U.S. district courts and the International Trade Commission (ITC). His litigation experience includes arguing motions and taking multiple cases to trial. He represents and counsels clients on inter partes reviews, reexaminations, and interference proceedings at the U.S. Patent and Trademark Office (USPTO). He also counsels clients on non-adversarial matters, including conducting freedom to operate and patentability opinions and helping clients to develop useful and valuable patent portfolios.

Gary has helped clients obtain favorable results in high-stakes patent licensing negotiations involving all sizes of patent portfolios, ranging from a few patents to thousands of patents. Drawing from his litigation and licensing experience, Gary counsels clients on various other patent matters, including strategic development of patent portfolios, and providing freedom-to-operate, patentability, non-infringement, and invalidity opinions.

Steven Liu

MediaTek

Steven joined MediaTek in 2014 as Director of the Intellectual Property Division. With a focus on monetization and standards-related activities, Steven has continued to re-shape MediaTek's intellectual property strategy to meet its evolving business needs and growing prominence in multimedia, 5G, Wi-Fi connectivity and AI.

Under Steven's leadership, MediaTek was awarded IAM's Asia Semiconductor Team of the Year honors in 2017 and 2019 and was named Top 100 Global Innovator from 2014 to 2016 by Thomson Reuters (now Clarivate). Steven also serves as co-chair of the IP Committee at the Taiwan Semiconductor Industry Association and speaks frequently on IP issues.

Steven received his J.D. from George Washington University Law School, and his B.A. from Columbia University. Steven is a member of the New York bar, and is registered to practice before the U.S. Patent & Trademark Office as a patent attorney.

Session 15: Hot Topics regarding Preliminary Injunctions

EDT	16:20	BST	21:20	CEST	22:20	KST	05:20	PDT	13:20

This session focuses on the similarities and differences in getting a preliminary injunction in different jurisdictions. The speakers from different jurisdictions will share not only a general overview on Preliminary Injunctions but also highlight the specialties of their specific jurisdiction. The audience will learn how to apply in each of the jurisdictions for a preliminary injunction and will also be able to enjoy a lively discussion how different the national approaches are.

MODERATOR

Alexander Haertel

BARDEHLE PAGENBERG.

Alexander is a Partner with BARDEHLE PAGENBERG. He specializes in patent litigation in all technical areas. Additionally, his expertise covers unfair competition law as well as design and trade secrets. As a litigator, Alexander Haertel has successfully handled hundreds of cases for his clients, always aiming to combine high-quality and relevant advice.

Alexander Haertel has expert knowledge with a broad technological background, particularly in the automotive and telecommunications industry, life sciences, glass manufacturing, mechanical engineering, 3D printing, and many more. He represents clients in patent infringement proceedings, in nullity, opposition and cancellation proceedings before the various German infringement courts, the German Federal Patent Court, the German Federal Court of Justice, the European Patent Office, and the German Patent and Trademark Office. His vast experience in coordinating and conducting cross-border patent litigation proceedings makes him a sought-after partner of his clients who operate on an international scale.

SPEAKERS

Klaus Haft

HOYNG ROKH MONEGIER

Klaus obtained his physics degree in 1997, became an attorney in 2002, and advises on patent infringement litigation cases, subsequent litigation regarding damages as well as licenses in the entire area of intellectual property law, particularly in the fields of patents. His particular focus is on electronics, semiconductors, software, standards, optics, electrics and general mechanics. He studied in Würzburg and Munich. He completed his degree thesis in 1997 as a member of the Spin Muon Collaboration at the European Center for Particle Physics, CERN, in Geneva, Switzerland. Parallel to his studies, he started in 1990 to specialize in intellectual property law and, in particular, in patent law. Klaus is Past President and member of the advisory board of the European Patent Lawyers Association (EPLAW) as well as President Elect of the Licensing Executives Society (LES) Germany.

Mattia Dalla Costa

CBA

Mattia is Italian attorney at law admitted to the Italian Bar in 1997 (and also admitted to the German Bar in 2001). Mattia has a solid 20+ years international practice, with the ability to work in 5 different languages. He is assisting listed international companies in sectors like automotive, software engineering, IT, new technologies, pharma, fashion, luxury, aviation and aerospace, defence, both as transactional lawyer and litigator in judicial and arbitral court cases related to IP-IT infringement where different jurisdictions and countries are involved. Industry 4.0, trade secrets and technology are ones of the cores activity where is helping his clients in the protecting and deploying their IP assets. Mattia also provides highly specialised consultancy service on agreements related to machine learning (ML), artificial and augmented intelligence (AI), internet of things (IOT), analysis, extraction and management of big data in industrial projects, software and data base, agreements on transfer and licence of technology, on governing the background and foreground IP rights in joint projects (both on an R&S and cobranding level), software, data base and AI deployment agreement. Mattia is President of LES Licensing Executives Society - Italy (www.les-italy.org) with more than 460 lawyers, patent attorneys and in-house lawyers.

Since May 2019 he is also Member of the International Board of LES International as Legal Counsel Mattia is speaker on a regular basis at international seminars and conferences. Several articles and interviews have been published on Italian newspapers: Il Sole24Ore, La Repubblica, Italia Oggi, Giornale di Vicenza, Mattino di Padova, Süddeutsche Zeitung on IP and IT issues

Emmanuel Gougé

Pinsent Masons

Emmanuel Gougé is a renowned counsel and litigator in IP law, with a strong focus on patents, trade secrets and trademarks. Emmanuel has been involved in a range of multi-jurisdictional IP matters. His practice focuses mainly on electronics, automotive, aerospace, life sciences, and medical devices. Emmanuel has been involved in a wide range of cross-border litigations and has played an instrumental role in advising clients on multi-jurisdictional matters.

Rachel Mumby

Bristows LLC

Rachel is a patent litigation specialist with experience in advising clients across a broad range of subject matters, from pharmaceuticals and medical devices to areas as diverse as mobile apps, glass fibres and beer kegs. She has a particular interest in the chemical and life sciences sector due to her background in chemistry. Rachel also has extensive experience in the co-ordination of global patent litigation; she therefore regularly works closely with lawyers elsewhere in Europe, the USA and beyond.

Russell Levine

Kirkland & Ellis LLP

Russell Levine is a Partner at Kirkland & Ellis LLP where he has spent his entire 35+ year career. He focuses his trial, appellate and alternative dispute resolution practice on patent infringement matters and disputes involving and related to technology transfer and patent license agreements. His trial practice includes jury trials, arbitrations and Section 337 proceedings before the U.S. International Trade Commission. His appellate practice concentrates on appeals in the Court of Appeals for the Federal Circuit. His technology transfer and licensing practice includes structuring and negotiating both licensing-in and licensing-out transactions. Russell has received numerous accolades for his IP practice, and he is active in bar associations, industry organizations and his community. He is a Past-President of LES (USA and Canada); a past-chair of the By-Laws Committee of the USTA's Midwest Section; and a past-chair of the President's Council at Chicago's Museum of Science and Industry. He is an author and frequent speaker on IP issues. He is co-editor of International Licensing and Technology Transfer: Practice and the Law. His "Top 10 Court Decisions of the Year" workshop at the LES Annual Meeting is consistently standing room only. Russell holds a B.S. in Engineering and a B.S. in Economics, both degrees from the University of Michigan, and his J.D. from the University of Chicago. He is on WIPO's List of Mediators and Arbitrators, and he is registered to practice before the USPTO. He also is a Certified Licensing Professional.

▸ Session 16: Value of Data in a World of New Technologies

BST	CEST	KST	PDT	EDT
22:30	23:30	06:30	14:30	17:30

The panellists will address the general facts and issues concerning the so-called "value of data"; starting from the perspective of AI specialists for data, algorithms and new technologies, we will discuss the value drivers of the commercial utilization of data. We will then focus on the IP implications and related challenges. The panel will finally discuss the hurdles of valuation of the implied intangible assets with respect to the qualitative features of data and the related IP aspects.

MODERATOR

Dr. André Gorius, *Independent Consultant*

Dr. André Gorius graduated from the Ecole Normale Supérieure (Paris, 1985), where he obtained the titles of « Docteur de Troisième Cycle » and « Professeur Agrégé » in Physics. In 1988, he obtained his PhD ("Doctorat ès Sciences") in Chemical Engineering. During his career in the Solvay Group since more than 30 years, he occupied the positions of R&D Director and Industrial Director in France, USA and Italy. Since 2006, he has been involved in the economic aspects of technology transfers, was Licensing Director, and created the position of Intellectual Assets Valorization Director he occupied until June 2019. He specializes in development of innovation and valuation of intangible assets, in the general frames of Technology Developments and Transfers, Merge & Acquisitions, Transfer Pricing, Litigations, etc., always leveraging his industrial, scientific and technology background to assess the underlying technology strengths and weaknesses, and the way enterprises manage the related assets. André teaches the general concepts of economy to engineers and tries to develop novel approaches of intangible assets valuation by analogy with the known theories of classical and quantum physics. Acting since July 2019 as a consultant, he is member, among others, of the "Institut de Comptabilité de l'Immatériel" (Institute for Accounting of Intangibles), the "Association d'Experts en Evaluation d'Entreprises" (Enterprise Valuation Experts), and "IA Hub France" (Artificial Intelligence Hub France). Within LESI (Licensing Executives Society International), André chairs the LESI IP Valuation Committee, co-chairs the LESI Innovation Trends Task Force, and is vice-Chair of the High Growth Enterprises Committee.

SPEAKERS

Veronique Blum, *Université Grenoble Alpes*

Véronique BLUM is an Associate Professor in Corporate Finance and Accounting in Université Grenoble Alpes. She obtained a PHD in Management Sciences from Université Paris Ouest La Défense. She is co-chair of the intellectual property valuation committee of the Licensing Executive Society France. She is also a member of the academic panel of EFRAG, member of the MIAI - Multidisciplinary Institute in Artificial Intelligence in Grenoble, member of the Human Enterprises. At the Association Francophone de Comptabilité, she co-chairs a working group dedicated to Intangibles. Her research, published in international journals such as Ecological Economics, Accounting, Auditing and Accountability Journal or Critical Perspectives on Accounting is focused on valuation methodologies, and more specifically on applications to intangibles and decision under uncertainty. She also is a member of several scientific societies and the President of a unit of the Chartered Public Accountant national exam. Véronique started her career as a consultant in Internal Control in private organizations with a state delegation. She currently acts as a valuation expert and is the President and founder of Stradivalue. She chairs the IP Valuation Committee of LES France.

Anke Nestler, *VALNES GmbH*

Anke Nestler is publicly appointed and sworn expert for the valuation of businesses and intangible assets as well as Certified Licensing Professional (CLP) and Certified Valuation Analyst (CVA). She is Partner of VALNES GmbH, an independent valuation boutique based in Frankfurt/Germany that is specialized in company valuations, valuation of intangible assets (trademarks, know-how, domains, patents, etc.), expert for royalty rates (e.g., FRAND licensing), advisory on adequate licensing, valuation for corporate transactions, expert opinions and expert witness in arbitration cases and legal proceedings. Anke Nestler chairs the IP Valuation Committee of LES Germany, is member of the advisory board of MARKABLES, listed expert of WIPO, member of EACVA and of IPDR. She is regularly recommended by Who's Who Legal (WWL) as valuation expert for calculating damages.

Matthieu Dhenne, *IPSILON Group*

PhD, Attorney-at-Law at the Paris Bar, Partner of IPSILON Group, Matthieu Dhenne activities focus on intellectual property litigation, especially IP in relation with IT. Thus, he intervened in numerous patent litigations in IT field e.g., FRAND, electronic devices, medical devices. Author of numerous articles and books relating to Patent Law and IT (computer-related inventions and AI) including his PHd published in 2016 and a book coedited with Prof. Christophe Geiger I 2019. He is also the French correspondent of Kluwer Patent Blog and delivers lectures on these topics at Paris II Panthéon-Assas University, Catholic University of Lilles and CentraleSupelec School. This experience is the reason of his recent appointment as an Expert in the Global Partnership for AI in the framework of OECD. President of the IP think tank Institut de Boufflers, he his regularly consulted on IP Laws reforms, more especially by French authorities (notably "Loi PACTE" and Compulsory Licensing) and interviewed by journalists on questions regarding Patent law.

Andreas Liebl, *UnternehmerTUM GmbH*

Dr. Andreas Liebl, Managing Director of UnternehmerTUM GmbH, is responsible, among other things, for the applied AI initiative with partners such as Google and NVIDIA. With 50 partners, the initiative is already one of the largest initiatives in Europe in the field of applied artificial intelligence and answers the organisational, technological and strategic questions of companies with regards to the application of AI. He serves as expert regarding innovation and commercialization in the Global Partnership on AI (GPAI / G7 and OECD) as well as in the Plattform Lernende Systeme regarding AI based business model innovation. Before joining UnternehmerTUM, he worked for McKinsey for five years and did his PhD at the Entrepreneurship Research Institute at the Technical University of Munich. In his doctoral thesis, he accompanied 120 start-ups for one year and examined their corporate culture and identity.

Session 17:

The Impact of COVID on Doing Deals and Building Relationships to Advance Technology

EDT	17:40	BST	22:40	CEST	23:40	KST	06:40	PDT	14:40

COVID has had a significant impact on all of our lives, including on the way our most innovative companies do businesses. What will the post-COVID world look like for licensing IP and creating deals that fuel innovation and investment in technology?

What lessons have we learned about deal making that will now become our new normal? What best practices should we take from this global, common experience? This panel will focus on how access to virtual tools have changed the process of deal making and, in many cases, expanded the pool of potential partners and expedited timelines.

MODERATOR

Michael J. Lasinski

Ankura Consulting Group

Michael J. Lasinski is a senior managing director at Ankura Consulting Group where he heads the intellectual property (IP) group. Previously, he was a founding member of 284 Partners, LLC, a professional services firm focused on IP valuation, litigation consulting, IP strategy, and transactional services. Over the past twenty-five years, Mr. Lasinski has consulted on hundreds of engagements pertaining to IP-centric transactions, IP valuations, and IP damages analyses. Mr. Lasinski is a recognized expert on financial aspects of intellectual property.

He is a Past-President of LES USA and Canada. Mr. Lasinski was also named one of the World's 300 Leading IP Strategists by Intellectual Asset Management. He is a past Division Chair for the Intellectual Property Section of the American Bar Association. He is a former Chair of the Valuation and Taxation Committee for LES and a former Vice Chair of the Intellectual Property Owners' Valuation and Taxation Committee.

Mr. Lasinski is a Certified Public Accountant and an active member of the American Institute of Certified Public Accountants (AICPA) and the Illinois CPA Society. He is Certified in Financial Forensics by the AICPA and is a Certified Licensing Professional. He has been retained and has testified as an expert in federal, ITC, state, tax and arbitration proceedings. Mr. Lasinski's consulting experience includes a broad cross-section of industries, including the advertising, automotive, chemicals, computer hardware & software, consumer products, e-commerce, food & beverage, Internet, healthcare, life sciences, medical devices & related products, semiconductors, telecommunications, and wireless communications.

SPEAKERS

Brian Hinman

Aon

Brian is the Chief Commercial Officer for Aon Intellectual Property Solutions. In this capacity, he is part of the senior leadership team of Aon IP Solutions, which delivers IP solutions that enhance our client's enterprise value through executing IP-based value creation strategies and mitigating IP risk exposure. Brian helps lead the efforts for Aon in seizing the generational opportunity to establish market-accepted standards for assessing and valuing the IP asset class for businesses and investors.

Brian Hinman has over 30 years' experience in the field of intellectual property, having held senior executive positions at some of the world's leading companies. Most recently, he served as Chief Intellectual Property Officer at Philips, based in the Netherlands. In this capacity, he also held the position of CEO of Philips Intellectual Property and Standards where he led a worldwide team of over 400 intellectual property professionals in 9 different countries.

He formulated and executed a robust IP strategy for each of Philips' business units including IP portfolio management, all IP litigation matters (offensive and defensive), active participation in various industry standards, and conducting all forms of IP monetization including patent, technology and brand licensing and formation of various IP Ventures. Previous to Philips, he was co-founder and Chief Operating Officer of Unified Patents Inc., and prior to that, he held positions of Vice President of IP and Licensing at IBM, Verizon and InterDigital, and was founding CEO of Allied Security Trust. Brian holds degrees from RPI and the University of Pittsburgh

Ted Gizewski

Zoom

Ted Gizewski leads legal for Zoom's global product development, engineering and marketing organizations. He was formerly vice president of product legal at Salesforce.com. Before that, he was the deputy general counsel at Workday. Gizewski also spent 13 years in the legal department at Microsoft where he was most recently the assistant general counsel for Microsoft's operations in the Greater China Region. Gizewski received a BA in Economics from UCLA and a JD from the University of California, Hastings College of the Law.

Claudia da Silva Oliveira

Vale

Claudia Silva Oliveira is graduated in Law at FMU-SP. She has a Master's Degree in Intellectual Property and Innovation from the Brazilian Industrial Property Institute Academy. She is currently taking an MBA course in Auditing at FECAP-SP.

She started her career in intellectual property more than 20 years ago and has pursued many specialization courses throughout her professional life. Since 2010, she has been working at Vale, a large international mining company from Brazil. She has been the Intellectual Property Specialist at Vale for the last 6 years. Among many international conferences and forums, she has taken part, she represented Vale, as a speaker, at the BRICS IP Conference (BIPF) in China in 2018.In addition to working on several intellectual property fronts, she plays an important role in building scenarios and negotiating intellectual property for the company's business with different partnerships in Brazil and abroad, such as China.

She is also an IP professor in the Post-Graduation course of Instrumentation, Control and Automation of Mining Processes at Vale Institute of Technology, a mining research institute from Vale. Claudia Silva Oliveira is a member of ABPI (Brazilian Intellectual Property Association) and LES (Brazilian Licensing Executives Society).

Session 18:

Intellectual Property in Wine Production and International Wine Trade Agreements

EDT	17:50	BST	22:50	CEST	23:50	KST	06:50	PDT	14:50

It has been called the nectar of the gods. It has also been made by humans for thousands of years. Over the last century, the production of wine has seen many technological advances, both in the process of making the wine itself and also in the way it is stored and sold. This session will discuss the role of intellectual property in the wine sector, covering topics such as transfer of know-how amongst winemakers, new techniques, patent protected processes and products, specificities of protecting wine brands, as well as contractual safeguards that should be implemented.

MODERATORS

Tatiana Campello

Demarest

Tatiana Campello is a partner at Demarest and leads the areas of Intellectual Property and Innovation, Data Privacy, Technology and Cybersecurity. Tatiana is recognized in her field and participates in various institutions, such as: Vice President of the Licensing Executives Society International (LESI – 2018-2020); having been President of LES Brazil (2014-2015) and current member of the association's board; President of the Privacy group at Lex Mundi; Treasury Director of the Brazilian Intellectual Property Association (ABPI – 2018-2021); President of the Intellectual Property Group at Lex Mundi (2015-2017); Member of the Steering Committee for the project "Effective implementation and regulation under the new Brazilian data protection law (LGPD)", together with the Center for Information Policy Leadership (CIPL) and the Brasiliense Institute of Public Law (IDP); Specialist at the Domain Name Dispute Resolution Chamber (CASD-ND) of the Brazilian Association of Intellectual Property (ABPI); Mediator at the ABPI's Mediation Chamber, past Co-coordinator of the ABPI's Dispute Resolution Committee (2014-2017) and, for many years, she was Co-coordinator of the Technology Transfer and Franchise Commission of the ABPI; Deputy Coordinator of the ABPI Copyright Commission. Tatiana also participates in the International Association of Privacy Professionals (IAPP) and the International Trademark Association (INTA).

Vasco Stilwell d'Andrade

Morais Leitão.

Vasco Stilwell d'Andrade is a Portuguese lawyer and is Head of Intellectual Property at the Portuguese law firm Morais Leitão. He is also co-coordinator of Team Genesis, a special inhouse team focused on start-ups and emerging companies. Vasco is also Chair of the Lex Mundi Intellectual Property Group and member of the Board of LES Spain-Portugal.

Vasco works mainly in the intellectual property field, namely in protection strategy and implementation, licensing, assignments, valuation and litigation, frequently assisting in litigation matters involving trademarks, patents and copyright. Vasco Stilwell d'Andrade is an accredited Industrial Property Agent (Agente Oficial da Propriedade Industrial) and a registered Professional Representative before the Office for the Harmonization of the Internal Market.

Prior to joining the firm, Vasco Stilwell d'Andrade worked as an intellectual property consultant for several law and patent attorney firms. He was also a trainee at the Portuguese Patent and Trademark Office (PTO) and has obtained accreditation from the World Intellectual Property Organization (WIPO) and Fédération Internationale de Conseils en Propriété Industrielle (FICPI).

SPEAKERS

José Luís Moreira da Silva

Esporão

José Luís Moreira da Silva was born in Porto, Portugal, José Luís Moreira da Silva joined the Esporão wine making team in 2015, namely as the Wine Manager of the Quinta dos Murças (Douro region). Since 2019, José Luís is also responsible for the new Esporão project in the Vinho Verde (green wine) region, based at the Quinta do Ameal. In both these regions, José Luís seeks to make wines that reflect the specificity and diversity of each plot of land, grape variety and origin. In 2020, Jose Luís also became production manager of Esporão's artisanal beer project called Sovina. He is also the Director of ADVID – Associação para o Desenvolvimento da Viticultura Duriense. José Luís' holds a degree in Microbiology from the Portuguese Catholic University and a Post-Graduate degree in Wine Making from the Faculty of Biotechnology of the same university. He has also obtained the WSET Level 3 Advanced Certificate in Wines and Spirits.

Miguel Cabral

Amorim Cork

Miguel Cabral is head of the Research & Development Department at Amorim Cork, the world leader of cork stopper production. He is also Professor of Parasitology at the University of Porto – Portugal. In Amorim, Miguel was developing research projects in the main areas of cork interest namely cork TCA contamination, interaction between cork and wine, new cork products (e.g., Helix) and new process (e.g., ROSA, NDtech). The results of these projects had a tremendously contribution for the increasing quality of the cork products produced by Amorim Cork

Andrés Lavados Germain

Vina Santa Rita

Andrés Lavados Germain has more than 16 years of experience in the wine business, Andres Lavados Germain is the CEO at Santa Rita Estates. Santa Rita Estates one of Chile's largest wine companies. In Santa Rita Andres has successfully led a sustainable growth strategy focused con an aggressive brand expansion in key markets, as well as a deep operational and viticulture redefinition. This has led to Santa Rita been selected for 4th consecutive one of the 50 world's most admire wine brands.

Christian Wylie

Bodega Garzón

Christian Wylie is responsible for the entire winery and all aspects of its operations – production, winemaking, viticulture, marketing, sales management, hospitality, and tourism activities. As Managing Director, Wylie brings nearly twenty years of wine industry experience along with additional business management skills. Wylie has an impressive track record with family-owned and managed businesses, including senior leadership roles at Carolina Wine Brands in Chile and Establecimiento Juanicó from Uruguay. He holds an agricultural engineering degree with a specialization in fruticulture and enology from the Catholic University of Chile. He also studied at the University of California at Davis and completed a post-graduate senior management program at the ESE Business School in Chile.

Session 19:

Era of Disruptive Innovation: Legal and Organizational Tools to Protect Data and Consequences for Licensing

EDT	20:00	BST	01:00	CEST	02:00	KST	09:00	PDT	17:00

Rushing into the era of disruptive innovation, DX (Digital Transformation) is revolutionizing the industrial world and society, while data and digitalization are key components of DX. With the rise of AI and the growing importance of data and its use, licensors will have to develop new concepts to make best use of the legal means (such as patent, copyright or trade secret) and practical means (such as restricting access) available to protect such data. Those legal and practical approaches will in turn have implications for license agreements which will be at the center of this workshop. Panelists address how industrial sectors such as automotive are going to handle data as assets, where they are going, and what points should seriously be considered in legal and practical aspects.

MODERATOR

Sameer Gokhale

Oblon

Sameer Gokhale is a partner in the firm's Electrical Patent Prosecution group. He prosecutes patents for a diverse clientele from all over the world in electrical and mechanical fields, including printing and copying technology, semiconductors and semiconductor manufacturing, display systems, digital rights management, audio and video encoding, network security, and personal electronic devices. Additionally, as a wireless industry patent attorney, he has prosecuted patents for wireless communications technologies.

He is a knowledge leader at Oblon in the legal topics of functional claiming and statutory subject matter. He has given several presentations on how recent changes in U.S. patent law impact patent prosecution and patent enforceability related to computer-based technologies, with an emphasis on emerging technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), Cloud Computing, Big Data, Blockchain, and all aspects of Industry 4.0. In addition, He has provided complete support for several inter partes review (IPR) proceedings, for both petitioners and patent owners, including authoring petitions, conducting and defending depositions of experts, and conducting oral hearings before the USPTO's Patent Trial and Appeal Board (PTAB). Prior to joining Oblon, Mr. Gokhale served as a Patent Examiner in display systems art at the United States Patent and Trademark Office (USPTO). During that time, he reviewed patent applications related to liquid crystal display (LCD) drivers, plasma display drivers, and display input devices. He now draws upon this experience to expedite the patent prosecution process for his clients. Before attending law school, Mr. Gokhale was an engineering consultant at Booz Allen Hamilton in the fields of satellite communications and network integration. His work included evaluating systems and standards for providing network communications and Internet access to deployed military personnel.

Mr. Gokhale graduated from University of Maryland College Park with a Bachelor of Electrical Engineering, and from George Mason University School of Law with a Juris Doctor. He is admitted to practice in Virginia and registered to practice before the U.S. Patent and Trademark Office.

SPEAKERS

Hiroyuki Tomishige

Honda

Hiroyuki is part of the Honda Motor Co., Ltd. Intellectual Property and Standardization Supervisory Unit, Standardization Division, Advanced IP Department, as a Department Manager In charge of management of IP related to IoT and AI, including data business, Leader of Responsible Managers' WG for Data Utilization and Risk Assessment. He is Registered as Patent Attorney at Japan Patent Attorney Association and Bachelor's Degree in Latin American Studies from the Tokyo University of Foreign Studies, Tokyo. He also speaks Japanese, English, Spanish, Portuguese

Hisashi Kumazaki

Hitachi Ltd.

Hisashi Kumazaki leads IP Global Operations, IP Transactions and Internal IP Sharing at IP Division, Hitachi, Ltd. Since joining Hitachi in 1989, he had experienced a number of negotiations, contracts and lawsuits in diverse areas of products and services. After serving as VP of Hitachi's US IP operations for 3 years from 2014, he supervised IP (ex-patent) departments in 2017 and took the current role since 2018. Bachelor of law at Tohoku University and LLM at University of Illinois College of Law.

Hiroki Saito

MHM Global

Hiroki Saito specializes in intellectual property, technology transactions, strategic alliances, and joint venture deals and related dispute resolutions. He has successfully negotiated a variety of domestic and international transactions involving intellectual property, including licensing, development, and strategic alliances, as well as various corporate transactions. He actively consults on recent high-tech legal issues, including AI, IoT, big data and data privacy. He represents clients in the ICT, health care, electronics, telecommunications and entertainment industries. He has been recognized in multiple editions of The Best Lawyers in Japan in the practice areas of Intellectual Property Law, Information Technology Law, and Media and Entertainment Law.

Clemens Tobias Steins

Hoffmann Eitle

Clemens Tobias Steins is a German Rechtsanwalt (attorney-at-law) since 1999, partner of Hoffmann Eitle and a member of Hoffmann Eitle's patent litigation and licensing team. He is mainly active as litigator and adviser in patent matters and further specialized in contracts and transactional work relating to IP, such as licenses and R&D projects and IP due diligence. He also has special expertise in counselling Japanese enterprises on German and European law. LL.M. from the National University of Ireland/UCD and Doctorate in Law from Saarbruecken University.

Session 20:

LESI Innovation Trends Task Force: LES Member Views on the Impact of New Technologies and Recent Trends

EDT	20:10	BST	01:10	CEST	02:10	KST	09:10	PDT	17:10

The object of the panel will be to open the dialogue with the audience about the present key learnings of each of these evolutions, namely concerning their impact on the long-term trends of innovation on the overall IP picture. Consequently, the dialogue should help fine-tuning a potential roadmap for LES to include and take advantage of the new trends so identified. As part of this roadmap, the LIT Task Force will present the frame for an award focused on the most successful collaborative innovation processes and deals.

MODERATOR

Tanja Sovic

Vienna University of Technology

Tanja is Head of the Patent & License Management at TU Wien (Vienna University of Technology) previously Deputy Head of Research & Transfer Support & Patent & License Manager at TU Wien She has experience in patenting and commercialization of University inventions in the fields of chemistry, process engineering, life sciences, physics, civil engineering, materials science, medtech, biotech, etc.

SPEAKERS

Rinaldo Plebani

Studio TORTA

Rinaldo Plebani Partner in the IP Firm Studio TORTA, is a European & Italian Patent, Trademark and Design Attorney and deals with inventions in chemical, biotech and mechanical fields. Also, an expert in plant variety rights, is qualified to represent Clients before the future UPC and is a registered Technical Consultant for the IP Courts of Turin and Milan.

Dario Mohammadian Santander

Kukati

Dario is a multilingual and multicultural advisor in Intellectual Property matters, specializing in patent protection and litigation in telecommunications, electronics, signal processing, software, artificial intelligence and distributed ledger technologies. Working for more than 23 years with small and large cutting-edge technology companies, and also as a patent examiner at the European Patent Office, has given him valuable experience in technology, technology management and innovation generation. His extensive international experience makes him particularly suited for providing the necessary support for clients from all around the globe.

Hananel Kvatinsky

Independent Consultant

Hananel Kvatinsky has been 30 years in the field of management, marketing and transfer of Intellectual Property. About a third of this time was within RAMOT at Tel Aviv University managing the university IP and creating business out of it via contract research, joint research consortia, and licensing deals with entities varying from small start-up to large multinational corporations. During the last 20 years, Hananel served as the Director of IP of Comverse, Ltd and then Orbotech Ltd. In this position Hananel was responsible for growing the company's IP portfolio as well as participate and assist in all IP related matters in company life including defending and enforcing company's IP, leading IP Due Diligence in M&A deals. Hananel was recognized by MIP (management Intellectual Property) as Corporate IP Star in the years 2015, 2016, 2017. Currently, Hananel's main activity is consulting to Israeli SMEs regarding the building and the management of their intellectual property. Hananel has a B. Sc and M.sc in Engineering and an MBA, all from Tel Aviv University. He also holds an Israeli Patent Attorney license. Hananel is currently the President of LES Israel

Bayani B. Loste

Pinoy IP Works, Inc

Bay is the Managing Director of Pinoy IP Works, Inc., the intellectual property prosecution and valuation arm of Fortun Narvasa & Salazar. He is a certified patent agent and leads the Intellectual Property Practice Group of FNS, where he assists its litigation team in handling inter partes and IP rights violation cases. Bay heads the Patent and Technology Licensing Committee of the Licensing Executives Society (LES) Philippines. He is also the Treasurer of the Association of PAQE Professionals, Inc. Bay is likewise a member International Federation of Intellectual Property Attorneys (FICPI). He teaches IP Fundamentals to engineering students at the Technological Institute of the Philippines-Quezon City. Bay also gives talks on various IP matters at the Technical University of Munich Asia in Singapore. Bay tends to the coffee, cacao, and various Philippine trees he planted when the pandemic started in his spare time.

Pierre Ollivier

Winnotek

Pierre Ollivier graduated from the Ecole Polytechnique (Paris, 1982) with a PhD degree in Material Sciences (1984). His first jobs were R&D with Aluminium Pechiney on the alumina electrolysis plant (Alcan) and R&D with Isover Saint-Gobain on the isolation glass / mineral fiber plant. Pierre supports Winnotek clients in innovative strategies through governing their intangible assets. His clients range from public research organisations such as IRSN, CNES, CNRS, ONERA, French TTOs, to big private corporations such as Areva T&D, Alstom Grid, Safran or Engie, and to multiple start-ups and SMEs from various sectors. Winnotek was chosen by the EPO (European Patent Office) as being the French expert company participating to the SME Case Study on Successful IP Strategies conducted by the EPO and published by end 2017 in LES Nouvelles. Pierre provided courses of "Business Model & Business Plan" at SKEMA Business School in France to Master of Science students. He was also until recently a member of the Board of the French organization of WICI (http://www.wici-global.com), the world's business reporting network. Pierre, in parallel, is co-founder of two innovative companies, one in the digital archival industry and the other in the field of digital calculation, simulation, AI and big data.). In his previous career, Pierre worked to the creation and international development of Canal+ Technologies in the digital TV business, then with Thomson (Technicolor) Director in California (2002-2006) as Technology Strategy, and then as IP Director at Areva T&D (Alstom, then GE).

Dr. André Gorius,

Independent Consultant

Dr. André Gorius graduated from the Ecole Normale Supérieure (Paris, 1985), where he obtained the titles of « Docteur de Troisième Cycle » and « Professeur Agrégé » in Physics. In 1988, he obtained his PhD ("Doctorat ès Sciences") in Chemical Engineering. During his career in the Solvay Group since more than 30 years, he occupied the positions of R&D Director and Industrial Director in France, USA and Italy. Since 2006, he has been involved in the economic aspects of technology transfers, was Licensing Director, and created the position of Intellectual Assets Valorization Director he occupied until June 2019. He specializes in development of innovation and valuation of intangible assets, in the general frames of Technology Developments and Transfers, Merge & Acquisitions, Transfer Pricing, Litigations, etc., always leveraging his industrial, scientific and technology background to assess the underlying technology strengths and weaknesses, and the way enterprises manage the related assets. André teaches the general concepts of economy to engineers and tries to develop novel approaches of intangible assets valuation by analogy with the known theories of classical and quantum physics. Acting since July 2019 as a consultant, he is member, among others, of the "Institut de Comptabilité de l'Immatériel" (Institute for Accounting of Intangibles), the "Association d'Experts en Evaluation d'Entreprises" (Enterprise Valuation Experts), and "IA Hub France" (Artificial Intelligence Hub France). Within LESI (Licensing Executives Society International), André chairs the LESI IP Valuation Committee, co-chairs the LESI Innovation Trends Task Force, and is vice-Chair of the High Growth Enterprises Committee.

Session 21: How Artificial Intelligence is Changing the Way We Do and Create Business

EDT	20:20	BST	01:20	CEST	02:20	KST	09:20	PDT	17:20

Artificial intelligence (AI) is helping drive the future of innovation in every industry – to provide better diagnoses and patient compliance in the health care space, to automate many aspects of everyday life and even enable better IP strategy and commercialization. We will talk broadly about the topic as it relates to various aspects of IP-driven industries – both policy and practical implications.

MODERATOR

Dana Robert Colarulli

Licensing Executive Society International (LESI)

Dana Robert Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch and the U.S. Congress. He currently serves as the Executive Director of the Licensing Executive Society International (LESI), the umbrella organization of 33 national and regional associations in 90 countries around the world supporting professionals who license intellectual property. In February 2020, he also joined the DC-based firm ACG Advocacy LLC as a partner supporting policy analysis and governmental engagement around intellectual property issues. From 2009- 2019, Mr. Colarulli served as the Director of the Office of Governmental Affairs as a member of the Executive Management team at the U.S. Patent and Trademark Office (USPTO) facilitating substantive patent, copyright and trademark and related policy discussions and advocating for USPTO operational priorities. Prior to that role, Mr. Colarulli was the Director of Government Relations and Legislative Counsel for the Intellectual Property Owners Association (IPO). He has also worked in the U.S. Senate, in a DC-based Law Firm, at the U.S. Small Business Administration and at the U.S. Department of Health and Human Services. He was born in Rhode Island and is a member of the Massachusetts Bar.

SPEAKERS

Ulrike Till

WIPO

Dr. Ulrike Till is the director of the IP and Frontier Technologies Division at WIPO. She is an experienced IP and patent lawyer with significant commercial background and exposure to complex international patent litigation, data exclusivity issues, commercial negotiations, competition law, settlements and agreements. In her current role, Ulrike focus on the wide-reaching IP policy implications arising from digitalization, industry 4.9 and breakthrough technologies. Ulrike is qualified both as an English solicitor and German Rechtsanwalt and has practiced in both jurisdictions. She has a technical background with a PhD in Chemistry, management training (MBA Oxford) and many years' experience in private practice as well as in-house.

Corey Salsberg

Novartis

Corey Salsberg is Vice President and Global Head of IP Affairs for Novartis, a global healthcare company with a presence in over 140 countries that is one of the world's leading biopharmaceutical innovators. He also serves on the Boards of Directors of the Federal Circuit Bar Association, and California Lawyers for the Arts, a not-for-profit legal aid society that serves the creative arts and inventor communities. A graduate of Stanford Law School and Yale University, Corey is an experienced attorney with over 20 years of legal, policy and advocacy experience. He is one of the founders and developers of the Inventors Assistance Program, a WIPO-World Economic Forum initiative that provides pro bono legal services to under-resourced inventors in developing countries; Pat-INFORMED, a global online database of medicine-related patent information co-sponsored and hosted by WIPO and the International Federation of Pharmaceutical Manufacturers (IFPMA); and most recently, the IP PACT, a ground-breaking set of principles and commitments that publicly sets forth the patient-centric approach to IP shared by its company signatories. A recognized thought leader and frequent contributor around the world, Corey enjoys being at the leading edge of the global conversation around IP, innovation, access and trade. He has testified as an expert before the United States Senate, speaks regularly to government, academic and public audiences, and frequently appears in a variety of media, which has recently included public webcasts and podcasts, The Wall Street Journal, Reuters, Law360, IAM and Managing IP.

Susan A Hallen

IBM

Ms. Hallen is a Sales and Delivery Associate Partner in the AI Workflows team. She focuses on bringing repeatable AI assets to market including IP Advisor with Watson, Outside Counsel Insights, and IBM Text to Insights. She manages design and implementation of Intellectual Property processes and tools, leveraging the IP Management solutions suite of consulting services. She also leads teams of consultants in IP transformation and business transformation internationally. Her expertise ranges from Innovation/Product Development to Geographic Information Systems to Intellectual Property across multiple industries. Ms. Hallen has a broad 40+ year background based in engineering and design, and for the past 8 years focused on IP Licensing and Management. She is a member of the IBM Industry Academy. She holds a Bachelor of Science degree in Structural (Civil) Engineering and a Masters in Business Administration in addition to being a Licensed Professional Engineer in the United States

Session 22:

Trends in Recent SEP Judgements and Future Perspectives from the Lawyer's Viewpoint

EDT	21:30	BST	02:30	CEST	03:30	KST	10:30	PDT	18:30

Recently a couple of important judgements are made in Germany, USA, UK, China regarding SEPs. Lawyers introduce SEP related judgements issued lately in each jurisdiction and talk about their insight regarding future perspective.

MODERATOR

Junko Sugimura

SUGIMURA, TAMURA & PARTNERS

After graduating from Department of Applied Chemistry, School of Science and Engineering, Waseda University, Ms. Sugimura worked as a researcher at an oil company and has stated her career as an IP expert. After being qualified as a registered patent attorney, she established SUGIMURA, TAMURA & PARTNERS. She worked at Tokyo District Court (IP Divisions) from 2003-2006 and handled a number of IP litigation cases.

She also serves as Technical Advisor of the IP High Court and has acquired extensive experiences in license negotiations and IP litigations. Presently she is active in domestic and foreign IP prosecutions including patent invalidation trials, IP litigations including IP infringement litigation agreements and negotiations, importation restrains.

She is appointed as President of Japan Patent Attorneys Association from year 2021 to 2022. She serves as Technical Advisor of the IP High Court, IP Mediator of the Tokyo District Court, a member of Patent System Committee of Industrial Structure Council of JPO, and member of Intellectual Property Strategy Promotion Secretariat of Japan Cabinet office. She is also a lecturer on IP Management System of Waseda Business School University

SPEAKERS

Bob Stoll

Faegre Drinker Biddle & Reath LLP

Robert Stoll is a former United States Patent and Trademark Office (USPTO) patent commissioner who applies more than 35 years of experience in intellectual property prosecution to advising clients on protecting inventions and the complexities of foreign and domestic intellectual property laws. He also advocates generally for the critical role of intellectual property in economic growth and job creation.

Bob advises clients about potential legislative and rule changes and helps them advocate their interests before the administration and the legislature. Bob frequently testifies in court as an expert witness in prosecution at the USPTO.

Tony Yeo

Drew & Napier

Tony Yeo is the Managing Director of Drew & Napier's Intellectual Property (IP) practice, and a Director in its Dispute Resolution department. He also heads the firm's Healthcare & Life Sciences practice. Tony is a litigator with an active court practice as an advocate.

He has acted as lead counsel in many complex matters, including numerous patent infringement proceedings. Tony's expertise lies in litigation, in particular, IP litigation and enforcement comprising patent, trademark and copyright.

Tony was appointed by the Intellectual Property Office of Singapore (IPOS) as an IP Adjudicator to hear disputes at IPOS for a two-year term. He is also the President of the International Association for the Protection of Intellectual Property (AIPPI) – Singapore Group. Recognised as a thought leader, Tony is frequently invited to speak at international conferences and has contributed to numerous publications in the domains of IP and life sciences.

Shogo Matsunaga

Sonderhoff & Einsel

Shogo Matsunaga's main focus is on the litigation of patent and trade secret disputes. He also counsels clients on licensing, especially in regard to FRAND and intellectual property strategies. Matsunaga has also been active in a number of government committees researching policies related to FRAND-encumbered patents.

These committees include the Study Group on Fair Value Calculation of Standard Essential Patents for Multi-Component Products, Ministry of Economy, Trade, and Industry (METI) in 2020, and the Study Group on Trading Environment for Licensing of Standard Essential Patents, METI in 2021.

Xianzhi Quan

Long An Law Firm

Cindy Xianzhi Quan, senior partner of Beijing Long An Law Firm, director of China Intellectual Property Society (CIPS), Asian Liaison of AIPLA Women in IP Law Global Networking Event, lecturer of Japan Intellectual Property Association (JIPA) and Japan Attorneys Association (JAA), director of IP Committee of Chaoyang Bar Association, director of China Intellectual Property News Council, director of ALL-CHINA PATENT AGENTS ASSOCIATION (ACPAA), director of Beijing Law Society-Intellectual Property Society, vice director-general of Union of Beijing Business Services (UBBS).

Cindy Xianzhi Quan previously held positions of Expert at Beijing Base of the Supreme People's Court for Study and Selection of Guiding Cases. Cindy Xianzhi Quan is a part-time Professor of China University of Political Science and Law (CUPL). Cindy Xianzhi Quan is an experienced attorney in the areas of intellectual property, commercial disputes, and corporate law.

Cindy Xianzhi Quan joined LongAn Law Firm and set up the Patent and Trademark Department in 2008. She has handled more than one thousand patent applications for both Chinese and foreign clients and represented dozens of patent and trademark invalidations and litigations in China. Some of the cases were selected as TOP 14 Typical IP Cases in Beijing, Shanghai and Guangzhou courts. She is the Legal Counsel of many transnational corporations, private corporations and state-owned enterprises.

Session 23: International Protection of Trade Secrets

EDT	21:40	BST	02:40	CEST	03:40	KST	10:40	PDT	18:40

The panellists will introduce the international regime for the protection of trade secrets (- technically, undisclosed information) and will explain the surprising extent of the challenges which remain over 25 years after it was put in place. It will also cover aspects of the laws of Brazil, the USA and China which are of particular interest, more especially in relation to trade secrets as property, extraterritoriality, the requirements of registration and exchange control in some jurisdictions.

MODERATOR

Dr. Madelein Kleyn

Mad K IP consulting

Dr. Madelein Kleyn has more than 27 years international experience as intellectual property practitioner, patent attorney and in-house legal corporate counsel in the petrochemical and agri industries. She is the CEO and founder of Mad K IP consulting (Pty) Ltd a private company advising clients on IP matters. She is also presently the Director, Technology Transfer at Innovus, Stellenbosch University. She is a qualified chemical engineer (BSc Chem Eng), an admitted attorney of the High Court of South Africa and a registered South African patent attorney. She holds a LLM in tax law and PhD in intellectual property law. She is also a Registered Technology Transfer Professional (RTTP). Her technical expertise is in the area of petrochemicals, chemistry, process engineering, explosives and agriculture. Her main areas of expertise include IP Portfolio management, IP policy and strategy development and implementation. She regularly advises on corporate governance and IP risk management and specialises in drafting and advising on IP-related business transactions, including technology transfer and licensing. She has authored and presented various articles, papers and publications on IP matters internationally specifically on technology and IP licensing and commentaries on national IP related legislation and is the course director of the Patent and Design LLM module at Stellenbosch University. Since 2014 she is the co-editor of the textbook "International Pharmaceutical Law "and is also a co-author of the South African Chapter of this publication. She is a member of the SAIIPL (and also the editor of the SAIIPL newsletter IP Briefs™. She is a member of INTA, SAIIPL, CCASA, ACS and SARIMA (Southern African Research & Innovation Management Association). She is also member of LES SA and the immediate past president. She Chairs the LESI Patent and Technology licensing Committee. Madelein was included in the IAM Strategy 300 – The World's Leading IP Strategists since 2015 and featured in WTR300 World's leading trademark professionals since 2016.

SPEAKERS

Jennifer Pierce

Mccarthy Denning.

Jennifer Pierce is a commercial lawyer, specialising in IP, with over 25 years of experience in the field, working on an international basis. She advises on all rights with an emphasis on strategy and transactions. Whilst much of her work has concerned patents and trademarks, she has had the opportunity to work with valuable know-how, databases, designs and copyright. She is best known for her skill in monetising intellectual property, more especially in relation to licensing. She edited and was a major contributor to: "Working with Technology: Law and Practice", published by Sweet & Maxwell; she commissioned, wrote for and edited the latest special edition of Les Nouvelles on trade secrets and has written and spoken widely, including for the BBC, the UK's Institute of Advanced Legal Studies and Queen Mary Intellectual Property Research Institute. Jenny is listed in the latest IAM and WTR directories for transactions.

Mariana Reis Abenza

Dannemann Siemsen

Partner at Dannemann Siemsen, where she has worked since 2008, and an industrial property agent, Mariana holds a degree in Law from the State University of Rio de Janeiro (UERJ).

She works with intellectual property and business rights in general, having extensive experience in national and international transactions, especially agreements involving technology transfer, industrial property rights, franchising, copyright, distribution and agency, among other commercial agreements in general.

She also works with software protection and agreements related to the development, licensing, distribution and use of software, as well as data protection, competition law and consumer law. In addition, she is a member of the Ethics Committee at the Brazilian Franchise Association - ABF, invited professor on the Professional Training Course in Industrial Property, organised by the Brazilian Association of Industrial Property Agents (ABAPI) from 2010 to 2020 and author of several articles dealing with issues related to industrial property agreements.

In recognition of her work, she was selected by the international publication "Who's Who Legal" from 2016 to 2020 as being among the best lawyers in the field of Franchising in Brazil and cited in Análise Advocacia 500 as one the most admired lawyer.

John Williamson

Finnegan

John Williamson leads the firm's IP specialties practice group and serves as co-leader of the trade secret litigation group. He functions as lead litigation counsel on complex disputes spanning a wide range of technical subject matter areas, including telecommunications, software, consumer electronics, pharmaceuticals, and medical devices.

John focuses on intellectual property litigation and counselling, with particular emphasis on patent infringement and trade secret misappropriation actions before U.S. district courts, arbitration panels, the U.S. International Trade Commission (ITC), and the U.S. Court of Appeals for the Federal Circuit.

His practice includes providing client counselling and advice related to technology and IP strategy. He conducts internal investigations regarding trade secrets, advises on technical standards, and performs economic exposure and freedom-to-operate analyses, as well as IP portfolio and landscape analyses. John also consults on licensing programs and conducts royalty audits

Qinghong Xu

Lung Tin IP Agent Ltd

Dr. Qinghong Xu is a partner at Lung Tin IP Agent Ltd. ("Lung Tin") and resides in Beijing, China. She has expertise in all aspects of intellectual property matters, ranging from patent application preparation and prosecution, IP enforcement litigation, to technology transfers, licensing, strategic alliances, R&D and commercialization collaborations.

Dr. Xu also has advised clients on regulatory matters especially those before the Chinese National Medical Products Administration (NMPA). Since 2000, Dr. Xu has represented many multinational companies in IP counselling, licensing, and litigation cases in technical fields of medical, chemical, pharmaceutical, biotechnology, and mechanical in both the U.S. and China. Dr. Xu joined Lung Tin in 2009.

She is admitted to practice before the District court of New Jersey, and the New York and New Jersey State courts, and registered to practice before the United States Patent and Trademark Office.

Session 24:

International Collaborative Development Contracts: The "Third Way" in Practice

EDT	21:50	BST	02:50	CEST	03:50	KST	10:50	PDT	18:50

International collaboration is essential in order to address the challenges we face, whether from the Pandemic, climate change or intense competition in data science and informatics. As licensing professionals, our know-how is essential to negotiate the contracts that establish the ground rules for collaboration. If the material terms of the contracts are the ground rules, what are they? The speakers will address the nuts and bolts of these contracts as well as big picture questions like: How do licensing skills and philosophy facilitate collaboration? How does technology collaboration fit into the world order as China and emerging economies set new directions? With new leadership at the World Trade Organization and the World Intellectual Property Organization, what role does intellectual property have in creating a level playing field? And finally, how can interested licensing professionals get involved. The speakers will articulate a new paradigm for collaborative technology development: the "The Third Way," examining opportunities in emerging economies.

MODERATOR

Shayne Phillips

Six Points Consulting, LLC

Shayne Phillips has been working in the intellectual property (IP) arena for over twenty years, particularly in the areas of IP-related competitive intelligence and technical patent and nonpatent literature searching.

Ms. Phillips began her career at Procter & Gamble (P&G) in Cincinnati, Ohio, working as a Technical Assistant in Corporate New Ventures (a group tasked with evaluating outside technology for the entirety of P&G). She then moved to the IP-practice group of Dinsmore & Shohl (also in Cincinnati), working as a Technical Consultant, providing both patent application prosecution support and IP litigation assistance.

In 2000 Ms. Phillips moved to Columbus, Ohio, and began work at Chemical Abstracts Service (CAS) as an Editorial Analyst in the Mammalian Hormones Document Indexing Group of the Biochemistry Department of CAS' Editorial Division. In 2002 she transitioned to the role of Applications Specialist at CAS, specializing in advanced STN training, focusing on protein and gene sequence searching in particular.

Following her tenure at CAS, Ms. Phillips moved to Halliburton in Houston, Texas, working in their Intellectual Asset Management group as both the head of IP Competitive Intelligence and as a Senior Patent Liaison for the Cementing and Multichem Product Service Lines. Currently, Shayne is both the Founder of, and a Managing Member of, Six Points Consulting, LLC, based in the Houston metro area.

Ms. Phillips holds a Bachelor of Science degree in Biology from Youngstown State University, a Master of Science degree in Biochemistry from the University of Cincinnati, and a Master of Business Administration degree from Capital University in Columbus, Ohio. She is also a registered US Patent Agent.

SPEAKERS

Cynthia Cannady

IP SEVA

Cynthia Cannady is a member of the Bars of the State of California and the District of Columbia. Her clients include companies in the fields of sustainable energy, environmental technology, biotechnology and information technology. She holds a juris doctor degree from Harvard Law School and a Bachelor of Arts degree from Stanford University.

From 2001 to 2007, she served as the Director of the Intellectual Property and New Technologies Division at the World Intellectual Property Organization (WIPO) in Geneva, Switzerland, a United Nations specialized agency. Her professional experience has included: Principal, Tech Law Group, Menlo Park, California (1997 to 2001); Apple Computer, Vice President of Law for Manufacturing and Development, Cupertino, California (1993 to 1997); Partner, Litigation, Fenwick & West, Palo Alto, California (1984 to 1992). She was a member of the Board of Trustees of Stanford University (1990-1995). She is the author of Technology Licensing and Development Agreements (2015) and numerous articles on intellectual property and innovation.

She is a member of the boards of directors of Black Women Lawyers of Los Angeles and the Pasadena Delta Foundation. She is active in the Pasadena Chapter of Delta Sigma Theta Sorority, Inc. and in the League of Women Voters Pasadena Area. She is the founder of the King Study Group, an informal group dedicated to studying the works and ideas of Dr. Martin Luther King, Jr.

Carolina Sepulveda

INAPI

Carolina Sepulveda is a Bachelor in Law degree in Chile and postgraduate studies in Law at the University of London. Diploma in Corporate Governance, Pontificia Universidad Católica de Chile.

Chief of staff at the Chilean Industrial Property Office, former Head of the Intellectual Property Department at the Ministry of Foreign Affairs. Was in charge of intellectual property negotiations at the bilateral and multilateral level.

Was advisor on technology transfer (TT) and regulatory matters at the Chilean development agency, "Corfo", where she was in charge of the design and implementation of a national innovation strategy on biotechnology. Was CEO at Intangible Consulting Services, where offered consulting services on IP and TT to universities, R&D Centers and corporate sector Chile.

Philip Totaro

IntelStor LLC

Philip Totaro is the Founder & CEO of IntelStor LLC, a market research and consulting firm focused on the global renewable energy sector.

Founded in 2010, the company is regarded worldwide as the foremost experts on competitive intelligence, technology trend analysis and innovation strategy. Using this approach, we have helped cultivate and disposition over 500 innovations, and our assessments have led to over 300 issued patents.

Our strategic market analysis has led to the funding justification of over US$600M in R&D investment and the development of multi-million-dollar product and service offerings. We have provided legal, technical and commercial due diligence for over US$1.8B in M&A.

Session 25:

Hot Global Topics and Trends Important to CEEM Industries

EDT	00:00	BST	05:00	CEST	06:00	KST	13:00	PDT	21:00

This session will be focused on providing insights into the hot topics and trends emerging in the chemicals, Environment, Energy and Materials (CEEM) areas by representatives of the LESI's CEEM committee's Industrial Advisory Board. Macro Trends emerging in the CEEM area will be explored including automation, AI / machine learning, environment, in particular, de-carbonization, the circular economy and the adoption of big data and associated analytics which is providing insights on our operations never seen before. These trends are creating disruption and resulting in a faster innovation cycle which is impacting licensing.

MODERATOR

Ningling Wang

Finnegan

Ningling Wang serves as the managing partner of the firm's Shanghai office. Her practice involves patent prosecution, opinions, due diligence, client counselling, licensing, and patent litigation. Ningling has over 20 years of experience working with multinational and Chinese companies, providing legal advice on IP portfolio management, due diligence, licensing, litigation, and trade secret protection and enforcement. Ningling has been recognized by Intellectual Asset Management as a leader in patent transactions in China, as well as for patent prosecution. She was listed as a top IP strategist in the Strategy 300. World IP Review named Ningling as a WIPR Leader for patents in China. She also serves as co-chair of LESI Chemical Energy Environment & Materials (CEEM) Committee and the special counsel and a board member of LES China.

SPEAKERS

Dr. Dallas Wilkinson

Dennemeyer

Dr. Dallas Wilkinson has a Ph.D. in Chemistry, an MBA in Technology Management and is graduate of the Australian Institute of Companies Directors. He is also a Fellow of the Australian Institute of Mining and Metallurgy (AusIMM) and a Fellow of Institute of Quarrying, Australia (IQA). Dallas is customer focused, strategic international leader growing businesses and people by applying & commercializing technology. Before joining Dennemeyer Dallas had over 30 years in the Global Mining Services sector gaining extensive international experience in roles spanning R+D, technology, sales, marketing, business management, general management, strategy, safety, risk, manufacturing, operations and business turnarounds. His appetite for global roles and different cultures developed when he was awarded an Alexander von Humboldt post-doctoral fellowship at Munich's Technische Universitat. Dallas has published over 50 scientific and technical papers and presented at many conferences throughout the world. Dallas has been on boards for over 20 years and his directorships currently include Austmine - Australia's premium industry association for Mining, Equipment, Technology and Services. Dallas is an active and passionate mentor in programs including AusIMM Women in Mining, Women in International Resources and Austmine's innovation mentoring program. Dallas is the Regional Managing Director for Dennemeyer's APAC business.

Charlotta Ljungdahl, *ABB*

Charlotta Ljungdahl is a Swedish native, is Senior Vice President and head of IP for ABB. Charlotta is a licensed attorney with the State Bar of New York and holds two Masters of Law from the University of Houston, Texas, and the University of Stockholm, Sweden.

Rebecca McCrackan, *Rio Tinto*

Rebecca is a registered Australian Patent and Trademarks Attorney, with extensive intellectual property legal, analytical, managerial and advisory role experience within the life sciences and mining resources industries. Rebecca is a board member and advisory committee member for a number of life science entities, she sits on the LES Energy, Environment, Materials, and Chemicals (EEMC) Committee and is a former Western Australian Committee member (8 years) of the Intellectual Property Society of Australia and New Zealand (IPSANZ). Rebecca currently works within the global minerals and mining group Rio Tinto. Rio Tinto's IP Legal Team includes a global network of IP solicitors, patent attorneys, trademark and research specialists and paralegals, all contributing to group-wide strategy, fit for purpose program IP strategies for multiple product groups, managing the dynamic IP portfolio, and providing in-house IP training and education.

Clive Erasmus, *Sasol*

Clive Erasmus completed his Bachelors and Masters degrees in Chemical Engineering at the University of Cape Town in 1998 and 2000, respectively. He joined Sasol in 2001 as a process engineer and after taking an interest in intellectual property, later transitioned into the role of intellectual property technical advisor. Clive completed his law degree cum laude through the University of South Africa in 2011. Clive is an admitted Attorney of the High Court of South Africa and registered as a South African Patent Attorney. Clive has worked in the IP field since 2006 in the energy and chemicals sectors, initially in a technical advisory capacity and later in a legal advisory capacity. Clive has gained experience in local and foreign patent prosecution, intellectual property portfolio management, drafting and negotiating of IP-related contracts, IP strategy development and IP risk identification and management. Clive has been a member of LES South Africa since 2013 and served on the Board of LES South Africa between 2016 and 2019. Clive is presently serving as an advisory board member of the LESI CEEM Committee

Olivia Koentjoro

Intellectual Property Analytics Center of Excellence

Olivia Koentjoro is the Director of Intellectual Property Analytics Center of Excellence for the Global Law Department at Applied Materials.

She is responsible for leveraging advanced Intellectual Property analytics to drive scalable analysis for Applied enabling data-driven integrated business strategies and decision making.

Suracha Udomsak

SCG Chemicals

Suracha Udomsak is the R&D director and Emerging Business Director of SCG Chemicals and a member of LES Thailand

Session 26:

Latest Case Decisions Affecting Patent License in US, Europe and Japan

EDT	00:10	BST	05:10	CEST	06:10	KST	13:10	PDT	21:10

Global IP practitioners need to know what happening in major market segments for protecting and enforcing their IP rights for their own or their clients' business activities in view of the most recent case decisions which may affect the patent related transactions including licensing.

They may need to change their IP strategy for better accommodation of such legal environment for increasing present and future business competitiveness.

This session provides information regarding latest case decisions in the U.S., Europe and Japan. Attendants will learn recent issues and tips for drafting and/or negotiating a license agreement for patent licensing including these three regions.

MODERATOR

Dr. Yorikatsu Hohokabe,

Oblon

Dr. Yorikatsu Hohokabe, is a senior advisor in the firm's Chemical Patent Prosecution practice group as well as the IP Transactions practice group. Before joining Oblon, he worked for nearly four decades for Showa Denko K.K., a large, diversified chemical and production company in Japan.

During his career at Showa Denko, he was a Managing Corporate Officer (Senior Chief Technologist), General Manager of the Intellectual Property Department, in charge of IP operations of the company, Chief Manager of new business development, and in charge of research and development management of the entire company.

He studied Chemical Engineering and Polymer Science at Tokyo Institute of Technology (B.S., M.S., Dr. Eng.) and was Research Associate at Department of Chemistry, University of Maryland. He was named as Licensing Executives Society International (LESI) Chemicals Energy Environment and Materials (CEEM) Distinguished Fellow by Global IP Intelligence (2014) and was awarded Service Recognition Certificate by LESI (2018).

He has Professional Affiliations with RIKEN Cluster for Innovation Advisory Council (RCIAC), Chair (2011) Served as Chair, Co-Chair or Vice Chair of several committees of LESI and presently serves as Co-Chair of Membership Committee of LESI. A First-Round Judge for Graduate Student Business Plan Competition (2009 - 2014)

SPEAKERS

Tia D. Fenton

Oblon

Tia D. Fenton is a Partner, Co-chair of the Litigation practice group and member of the ITC Litigation practice group. Ms. Fenton also serves on the Management Committee and as General Counsel to the firm. With a background in chemistry, biochemistry and genetics, her litigation and post-grant practice is focused primarily on chemical, biochemical, biomedical, and pharmaceutical cases.

Prior to attending law school, Ms. Fenton worked as a Forensic DNA Analyst at Cellmark Diagnostics, Inc., and as a Forensic DNA Examiner at the Department of Defense's Armed Forces DNA Identification Laboratory, serving as an expert witness in DNA testing for approximately four years and testifying in numerous trials throughout the country. She is also experienced lecturing scientists and graduate students on the presentation and effective use of scientific and technical evidence in the courtroom.

Ms. Fenton's extensive trial and testimony experience provides her with a unique perspective on litigation, including particular skills in preparing expert witnesses for depositions and trial, and presenting technical evidence to juries as well as judges during bench trials. In addition to litigating cases in district court and before the Federal Circuit, Ms. Fenton represents both domestic and foreign companies in a full range of complex patent matters. She routinely advises clients on litigation procedure and strategies, litigation avoidance, and the overall protection and enforcement of patent portfolios. Ms. Fenton is also experienced in post-grant proceedings at the USPTO and litigating and counseling clients on the strategic use of the post-grant procedures in conjunction with the district court. Ms. Fenton graduated from Wheeling Jesuit University with a Bachelor of Science in Chemistry; from Marshall University with a Master of Science in Forensic Science and DNA Technologies; and from George Mason University School of Law with a Juris Doctor. Ms. Fenton is admitted to practice in Virginia, the District of Columbia, and before the U.S. Patent and Trademark Office.

Dirk Schüßler-Langeheine

Hoffmann Eitle

Dirk Schüßler-Langeheine has more than 20 years of experience as an attorney at law and has been with Hoffmann Eitle since 2004. He has been co-head of the Patent Litigation and Licencing Department since 2011, focusing on strategic advice regarding patent enforcement in Germany and Europe and the conduct of patent litigation in Germany.

In the pharmaceutical sector, he has led, and also coordinated throughout Europe, numerous LoE projects and patent infringement disputes against generic companies on behalf of originator companies. His clients include Astellas Pharma, AstraZeneca, Otsuka Pharmaceuticals, UCB Pharma, Lundbeck and Allergan. His specialist fields also include all areas of licensing law and IP-related contract law, as well as international arbitration and mediation. He speaks fluent Japanese and one of his particular strengths is conducting negotiations between Japanese and Western companies.

This combination of professional and linguistic expertise makes him unique. Dirk organises comparative law conferences and symposia on patent law. He regularly gives lectures and is the author of numerous publications on patent law in German, English and Japanese. He was a lecturer in "Advanced Studies in Intellectual Property" at the ETH (Swiss Federal Institute of Technology) in Zurich. Managing IP awarded him a "Patent Star" in 2019 and 2020.

Hideaki Kobayashi

Ohno & Partners

Hideaki Kobayashi is a partner of Ohno & Partners, one of the famous intellectual property boutique law firms in Japan and has more than 10 years of experience as an attorney-at-law.

He specializes in patent, trademark, copyright and unfair competition law, and focuses on patent litigations, licensing and consulting regarding patent enforcement in a variety of technologies including mechanical and electrical engineering, telecommunication, information technology and semiconductor technology.

Before joining Ohno & Partners, he engaged in patent prosecution in a patent law firm as a registered patent attorney for seven years. He studied electrical engineering and electronics science and engineering at Kyoto University (BS and MS), intellectual property law at Franklin Pierce (MS) and Waseda University Law School (J.D.) He has wide experience in patent litigation and prosecution in Japan and represents domestic and foreign companies. Bilingual in Japanese and English.

Session 27:

IP Strategy for Start-ups and High Growth Enterprises: Best Laid Plans or Flying by the Seat of your Pants?

EDT	00:20	BST	05:20	CEST	06:20	KST	13:20	PDT	21:20

Start-ups and high-growth enterprises are often iterating their technologies and business models at great speed. Is there time or place for IP strategy in such an uncertain technology and business environment? What does IP strategy look like for start-ups in Asia?

MODERATOR

Yu Sarn Chiew

Yusarn Audrey

Yu Sarn Chiew is the co-managing partner of Yusarn Audrey, a specialised IP law firm based in Singapore. Yu Sarn's area of practice include corporate and commercial law, intellectual property law, and technology law, with a specific focus on the commercialization of IP.

He advises on IP-based mergers and acquisitions and private equity transactions, IP strategic planning and IP governance and policy, and helps his clients enhance their in-house IP management capabilities through training and coaching.

He also advises companies on raising capital and financing using their IP. In recognition of his experience and expertise in the field of IP licensing and commercialization, Yu Sarn was accredited as a Certified Licensing Professional (CLP). In 2019 and 2020, Yu Sarn was recognised in the IAM 300 list of the world's leading IP strategists.

Yu Sarn served as the President of Licensing Executives Society (LES) Singapore from 2009 to 2010. He currently co-chairs the LES Asia-Pacific Committee and the LESI High-Growth Enterprise Task Force 2020-2021.

SPEAKERS

Dr. Hemang Shah

Qualcomm Technology Licensing

Dr. Hemang Shah works with Qualcomm Technology Licensing in India. Currently, he leads their engineering engagements in India including the Qualcomm Design in India Program. Through this program, they've incubated more than 60 start-ups working on innovative products for sectors including healthcare, smart cities, agritech, robotics, and more. He also serves as an IP mentor for start-ups the guiding them in their IP strategy. Dr. Shah has experience in IP portfolio projects working on a wide range of matters for key technical areas. He has served on patent review boards for different technical areas and frequently engages with inventors. He enjoys the intersection of technology domains and has R&D experience on projects spanning semiconductors, multimedia (camera, display, graphics), MEMS, materials science, optics, and nanotechnology. Since 2015, Dr. Shah has been active in engaging with the broader ecosystem in India including start-ups, academia, and the industry. As a VP at LES India, he has been a core member of the team that has worked on conferences, workshops, and engagements to increase the membership of LES India. He was an organizing committee member for LES APAC 2019 and led the LES India Business Plan Competition for start-ups. He also serves on the LES IAB and is passionate about introducing more professionals to LES. Dr. Shah holds a Doctorate in Electrical Engineering from Drexel University. He is a certified Design Thinking expert and enjoys sharing insights on innovation. He has two US patents granted and has 10+ patents pending apart from several peer-reviewed publications.

Dr. Ichiro Nakatomi

Avida Science

Dr. Ichiro Nakatomi is Founder and President of Avida Science based in Tokyo and works as Top Advisor at Innovation Promotion Division of Oji Holdings dominated in the paper and pulp world. He also serves as Advisors for the management and research/development in several companies and universities, particularly in life science area. He has establishing and leading experiences of Biotech and Pharma, including NanoCarrier, TheraTech, iPS Academia Japan and Hisamitsu. He served as committee member for the Japanese Cabinet and Ministries of Economy, Trade and Industry, Health and Welfare and Patent Office. He is currently a member of Advisory Board for the Promotion of Medical Ventures at Ministry of Health, Labor and Welfare. As volunteer works Ichiro serves as management of LES Japan and LES International.

Parag Thakre

Dennemeyer

Parag Thakre is a technology and innovation-focused multidisciplinary leader with 18+ years of industry experience in hands-on research and Intellectual Property. Parag Thakre is a curious and enthusiastic problem solver, with multiple inventions under his belt, many of which are already productized. He has been leveraging holistic IP strategy and analytics as a business tool, including due diligence for crucial M&A deals and new investments. Parag Thakre played an instrumental role in setting up and developing an IP Monetization & Valuation analytics team from the ground up that combined different skills of program management, technology, IP, market and finance & business modelling. Also, he is very active in the Indian start-up and innovation ecosystems and interested in enabling innovation, mentoring, commercializing technology & IP, starting and growing new ventures. Parag Thakre speaks English, Hindi and Marathi and has been active in the field of IP since 2008.

Session 28:

Validity and Necessity of Out-of-Jurisdiction Judgments including Anti-Suit Injunctions

EDT	01:30	BST	06:30	CEST	07:30	KST	14:30	PDT	22:30

Recently a couple of judgements, which grant ASI (Anti-Suit Injunction) in located important judgements are made in Germany, USA, UK, China regarding SEPs. Lawyers introduce SEP related judgements issued lately in each jurisdiction and talk about their insight regarding future perspective.

MODERATOR

Kenichi Nagasawa

Canon

Kenichi Nagasawa was appointed to the Head of the Intellectual Property and Legal Headquarters, Canon Inc. in April 2010. After graduating from the Department of Engineering, Doshisha University, Mr. Nagasawa joined Canon Inc. in 1981 and has been engaged in the work of intellectual property field since then. With many experiences in patent prosecution, Mr. Nagasawa was loan to Canon Europe Ltd. from 2001 to 2006 as a Head of Intellectual Property Group. During his stay in Europe, he established IP management system for affiliate group companies in Europe, Russia, Africa and the Middle East. Having served as Senior General Manager of Intellectual Property Technology Center for 2 years, Mr. Nagasawa was transferred to Canon U.S.A., Inc. as a Head of Intellectual Property Division from 2008 to February 2010. After returning, Mr. Nagasawa served as the Director, Member of the Board, and in April 2021, became a Senior Managing Executive Officer of Canon Inc. Mr. Nagasawa served as the President of the International Association for the Protection of Intellectual Property (AIPPI) of Japan from June 2015 to June 2019, where he contributed to the progress of AIPPI Japan's presence. He now serves as Chairman of Sub-Committee on Policy Planning, Committee on Intellectual Property of Keidanren, and as a member of the Evaluation, Planning and Verification Committee of the Government's Intellectual Property Strategy Headquarters from November 2013, Mr. Nagasawa also serves as a member of several Intellectual Property subcommittees of METI Industrial Structure Council, and has been a speaker at several universities, law schools and professional graduate schools giving lectures about his experiences to foster IP human resources. In 2015, Mr. Nagasawa was commended for "Commissioner of the Japan Patent Office Awards" in the "Japan Patent Office Intellectual Property Achievement Awards".

SPEAKERS

Hao Ma

CCPIT Patent and Trademark Law Office

Mr. Hao MA is the Of Counsel and Past President of CCPIT Patent and Trademark Law Office, Member of Advisory Committee of Experts on State IPR, Member of Expert Committee of Market Regulation of SAIC, Council Member of China Law Society, Vice President of All-China Patent A

ttorneys Association, Vice President of LES China and Arbitrator for China International Economic and Trade Arbitration Commission. He was the Past President of AIPPI and the Past Ambassador for the ICC IP Commission.

Koichi Tsujii

Nakamura & Partners

Mr. TSUJII has experience in a wide variety of intellectual property concerning patents, trademarks, copyrights and unfair competition, and advises and represents clients in all matters pertaining to the enforcement of intellectual property rights. He has a wide technology range of experience in international patent litigation. He frequently involved in telecommunication industry disputes for telecommunication companies. Mr. TSUJII has published many articles and gave lectures on the intellectual property law. He has been a partner to Nakamura & Partners since 1993. Since June 2019 he is the President of AIPPI Japan, and since October 2020 he is a member of IP Mediation Panel appointed by the Tokyo District Court.

Sophie Lawrance

Bristows LLP

Dr Sophie Lawrance is a partner in Bristows LLP (London/Brussels). A competition lawyer by background, she has extensive experience of advising companies on competition and valuation issues which arise in the context of patent litigation. In particular, she has acted on a number of cases involving FRAND valuation and related issues, usually in an international context, acting both for claimants and defendants.

Ralph Nack

Noerr

Ralph Nack is an expert on complex issues of patent law. He advises German and international clients primarily in patent litigation and in nullity and opposition proceedings. He is a leading international expert in patent monetisation (exploitation) and licensing. His practice focuses on the areas of electronics, telecommunications, mechanical engineering and pharmaceuticals Ralph is a visiting lecturer in patent law at the University of Heidelberg.

Session 29: Where Does "Stairway to Heaven" Lead Us on Evidence for Copyright Infringement?

EDT	01:30	BST	06:30	CEST	07:30	KST	14:30	PDT	22:30

In copyright infringement cases, we need to prove (1) the possibility of copying; and (2) the similarity is substantial. Should these two issues be considered separately? If yes, how should each be proven? 43 years from the release of the song "Stairway to Heaven", two members of Led Zeppelin were sued for copyright infringement. The claim was brought by a trustee of the estate of Randy Wolfe, a guitarist of another band, Spirit, in May 2014. The whole process took 5 years. In Sep 2019, a full panel of 11 judges in the 9th Circuit Court of Appeal decided against an infringement. In between, a re-trial was ordered in 2018. The reason was the trial judge did not brief the jury correctly. When dismissing the claim, the court upheld the first instance judge's refusal to allow the Plaintiff to play subsequent recordings of the songs. He was to rely on the sheet music deposited with the Copyright Office. The court also rejected the application of "inverse ratio" rule. This rule states that the higher the amount of access to Plaintiff's work means the lower the amount of similarities Plaintiff needs to prove. Such a rule has little place in our internet age. How should evidence now be adduced in US? Will expert evidence be more heavily relied on now? How will lawyers from other jurisdictions approach the same facts?

MODERATOR

George Hwang

George Hwang LLC

George Hwang is the founder and director of George Hwang LLC, a boutique firm specialising in IP/IT and Media Law. He has more than 20 years of experience. George is currently the only practicing lawyer who has worked as an executive in the music industry. He was the General Manager of Warner Music Publishing (Hong Kong) Ltd in the 1990s. His IP and Media law experience includes appearing in the Court of Appeal in Singapore and advising on industry agreements.

Besides being a Content Partner of Lexis Practical Guidance for IP/IT: M&A and Finance, he has been published in various international refereed journals. George is the Immediate Past President of LES (Singapore) and the current Vice-Chair of Copyright Committee, LESI. He has also been a member of the Law Society of Singapore's IP Committee for the last 9 years.

SPEAKERS

Sean O'Connor

George Mason University

Sean O'Connor's is a professor and a team member for an amicus brief submitted by the Institute of Intellectual Property and Social Justice Inc in the "Stairway to Heaven" case. His research and law practice focus on intellectual property and business law, especially the role of general counsel for start-ups and commercializing innovation in technology and arts.

Professor O'Connor received his law degree from Stanford Law School, a master's degree in philosophy concentrating on the history and philosophy of science from Arizona State University, and a bachelor's degree in history from the University of Massachusetts, Boston.

Before graduate school he was a singer-songwriter and rock band front man for two DIY albums that received local airplay in the Northeast. He is currently writing The Means of Innovation: Creation, Control, Methodology and serving as Editor of The Oxford Handbook of Music Law & Policy. The publisher for both is Oxford University Press.

Helene Freeman

Phillips Nizer LLP

Helene M. Freeman is the counsel for the defendants, members of the Led Zeppelin, in the "Stairway to Heaven" case. She is a partner in the Litigation Department at Phillips Nizer LLP, New York. Her practice is focused on entertainment, fashion and the arts industries. In the past thirty-five years, she has represented multinational music companies, leading performers, and film and television producers and distributors. Helene has been trial and appellate counsel in precedent setting cases, in different states throughout US. The high-profile clients she has represented include Mick Jagger, *NSYNC and most recently.

Michael Hensley

AlvaradoSmith

Mike Hensley submitted the amicus brief on behalf of Structured Asset LLC in the "Stairway to Heaven" case. He is an accomplished trial lawyer who has represented Fortune ranked companies and executives. During his 40 years as counsel, he has appeared before U.S. Supreme Court and courts in California. Mike also has an active real estate covering both transactional and litigation matters.

Clive Thorne

McCarthy Denning

Clive is a highly experienced and regarded IP and IT practitioner with over 40 years of experience. He has wide international experience, particularly in the Far East. He is admitted as solicitor in Hong Kong and Australia. He has handled disputes in all relevant courts, including the High Court, IPEC, Court of Appeal, Privy Council and UK Supreme Court. Clive is a firm believer of arbitration for IP disputes having been appointed to sit as an arbitrator by ICC, WIPO and in specialist panels. He has written and lectured widely on IP law and recently published the latest edition of "Users Guide to Copyright." Recent matters include, handling a multi-jurisdictional copyright and trademark dispute for a Hong Kong food manufacturer, acting for an intervening party in the UK Supreme Court in the constitutionally important Article 50 judicial review, handling a design protection campaign for a New Zealand manufacturer of distinctive kitchenware and defending patent attorneys in professional negligence claims.

Christopher Shaowei

McCarthy Denning

Christopher Shaowei is a senior partner of NTD Intellectual Property Attorneys based in Beijing. Working with NTD for more than 20 years, he has litigated many complex cases. He frequently represents clients before administrative agencies in China. Christopher is Vice Chairman of LES China, International Delegate of LESI, Chairman of Consumer Products Committee of LESI and also member of AIPLA, FICIP and All China Lawyer Association. He holds two LLMs - one from Santa Clara University Law School, the other from China University of Political Science and Law. He is patent agent before Chinese Patent Office and attorney at law before all courts in China.

Session 30: Making Money from Innovation

EDT	01:50	BST	06:50	CEST	07:50	KST	14:50	PDT	22:50

Learn how to clearly define your role in your ecosystem and value chain, make sound business case by leveraging IP and successfully manage stakeholder relationships.

MODERATOR

Audrey Yap,

YUSARN AUDREY

Audrey Yap is Managing Partner of Yusarn Audrey, a regional ASEAN practice headquartered in Singapore. She is admitted as an Advocate & Solicitor in Singapore and Malaysia and a solicitor of England & Wales. She is also a Registered Patent Agent in Singapore and Notary Public. Audrey was a founding board member of LES Singapore in 1999/2000 and served as its national President from 2011-2013. She is well known amongst her clients and peers as an astute IP lawyer and strategist, helping to shape her clients' IP portfolios and design worldwide IP strategies to better extract value from their IP assets. *(Full Bio can be found on page 18)*

SPEAKERS

Juergen Graner

Globalator

Juergen has more than 30 years of experience managing companies, departments and strategic transactions. He has held CEO positions in 6 countries on 3 continents and coached over 100 CEOs globally. Juergen has over 20 years of teaching experience. He speaks at conferences and publishes articles about transaction management.

Willem Bulthuis

WBX Ventures

Willem has more than 30 years of experience in the global High-Tech industry, as Global Sales Executive, CTO and Member of the Board of Management. He is founder and CEO of Corporate Ventures Advisory, offering curated matchmaking between global B2B ventures and Corporate Customers as well as Investors.

Dr. Juran Kato

GEXVAL Japan

Dr Kato has a Ph. D in Molecular Biology she has experience in Pharma R&D experience in drug repositioning and oncology. She also provides Executive training in MIT Sloan School of Management. Dr Kato is a AACR female scholar award recipient. In previous roles she has been Associate Director, Innovation and Entrepreneurship, Takeda Pharmaceutical Company Limited, Associate Director, Extra Value Generation Drug Discovery Unit, Takeda Pharmaceutical Company Limited, Principal Scientist Oncology Drug Discovery Unit, Takeda Pharmaceutical Company Limited. Assistant Researcher, Postdoctoral fellow, University of California, Los Angeles.

▸ Session 31: COVID-19 Vaccines: Innovation and Problems

EDT	04:00	BST	09:00	CEST	10:00	KST	17:00	PDT	01:00

This session will be the current introduction of COVID-19, vaccines, IP business and potential IP litigation. It includes frontline information on the fear of mutation and pathology, early detection, innovative/limited prevention, business collaboration, patent litigation, compulsory license and economy impact. This panel discussion will be the subjected to common recognition of COVID-19 vaccines and its potential problems including IP limitation which aim to be useful information to all audiences not only for IP-related members.

MODERATOR

Dr. Ichiro Nakatomi

Avida Science

Dr. Ichiro Nakatomi is Founder and President of Avida Science based in Tokyo and works as Top Advisor at Innovation Promotion Division of Oji Holdings dominated in the paper and pulp world. He also serves as Advisors for the management and research/development in several companies and universities, particularly in life science area. He has establishing and leading experiences of Biotech and Pharma, including NanoCarrier, TheraTech, iPS Academia Japan and Hisamitsu. He served as committee member for the Japanese Cabinet and Ministries of Economy, Trade and Industry, Health and Welfare and Patent Office. He is currently a member of Advisory Board for the Promotion of Medical Ventures at Ministry of Health, Labor and Welfare. As volunteer works Ichiro serves as management of LES Japan and LES International.

SPEAKERS

Dr. Dianna Ng

Memorial Sloan Kettering Cancer Center

Dr. Dianna Ng received her MD from New York University School of Medicine and completed her residency in Anatomic Pathology and Laboratory Medicine, fellowship in Cytopathology, and postdoctoral training with Dr. Charles Chiu at the University of California, San Francisco.

She also spent a year as an Infectious Disease Pathology fellow at the Centers for Disease Control and Prevention. She was previously an Assistant Professor in the UCSF Department of Pathology, Director of Immunohistochemistry at Zuckerberg San Francisco General Hospital and Trauma Center, and Associate Director of the UCSF Global Cancer Program.

She is currently an Assistant Attending at Memorial Sloan Kettering Cancer Center. Her primary research interests are in developing and adapting innovative diagnostic assays for emerging infections and low-resource settings.

Dr. Noriyuki Kasahara

University of California, San Francisco

Dr. Noriyuki Kasahara received his MD from Tokyo Medical & Dental University, then completed his PhD in Endocrinology and clinical residency in Laboratory Medicine at the University of California, San Francisco (UCSF), and is Board-certified in Clinical Pathology. He was previously on the faculty at the University of Southern California (USC) and then at the University of California, Los Angeles (UCLA), where he established and directed Virus Vector Core facilities at both institutions over a span of 20 years.

Dr. Kasahara is currently Professor & Alvera L. Kan Endowed Chair in the Departments of Neurological Surgery & Radiation Oncology at UCSF, and Associate Medical Director of the Eurofins-VRL HLA Clinical Laboratory in Los Angeles. Dr. Kasahara's scientific research over the past 30 years has spanned the fields of cancer, transplantation, gene therapy, immunotherapy, and regenerative medicine.

He has authored over 150 peer-reviewed primary research articles and is an inventor on 12 issued patents licensed to Tocagen, Sangamo, and CSL Behring, and has been a co-founder or scientific advisor for several biotech ventures. He has served on numerous scientific review panels for NIH, NCI Canada, and Cancer Research UK, and currently serves on the Global Outreach Committee of the American Society of Gene & Cell Therapy, on the Board of Directors of the Japan Society of Gene & Cell Therapy, on the Board of Advisors and as Chair of the Histocompatibility Committee for the Los Angeles regional organ procurement organization OneLegacy, as well as on scientific advisory boards for Abintus Bio, Calimmune / CSL Behring, GeneMedicine, GenVivo, Klotho Therapeutics, and SillaJen.

Steven Reed

HDT Bio

Steven Reed is the co-founder, President, and CEO of HDT Bio, based in Seattle, USA. His academic appointments include Adjunct Professor of Medicine at Cornell University Medical College Research Professor of Pathobiology at the University of WashingtonDr. Reed received a PhD in Microbiology and Immunology from the University of Montana in 1979. That year he was appointed as Scientist of the National Institute of Amazon Research in Manaus, Brazil, where he directed research on tropical diseases.

Dr. Reed joined Cornell University Medical College in 1980 as Assistant Professor of Medicine, continuing to work in Brazil as manager of the Cornell-Bahia program in International Medicine. He joined the Seattle Biomedical Research Institute in 1984 where he worked until founding the Infectious Disease Research Institute (IDRI) in 1993 when he served in various capacities until 2019. He has received over $140 million in grants from the NIH, BARDA, DARPA, and Gates Foundation. In 1994 he co-founded Corixa Corporation (which was later sold to GlaxoSmithKline, GSK) where he served as Chief Scientific Officer until leaving in 2004. In 2008 Dr. Reed, together with Rick Klausner, David Baltimore, and Ralph Steinman founded Immune Design Corp. (IMDZ, NASDAQ), a cancer therapeutics company, where he served as CEO until 2011. In 2014 he co-founded Afrigen Biologics in Cape Town, to facilitate local manufacturing of vaccine technologies, where he served as Director until 2019.

Dr. Reed's research interests have focused on the immunology of intracellular infections, and on the development of vaccines and diagnostics for both cancer and infectious diseases. In partnership with GSK, he led the team that developed the first defined tuberculosis vaccine, now in advanced clinical development. He also developed the first defined vaccines for leishmaniasis and leprosy, as well as the K39-based diagnostic tests currently licensed for leishmaniasis. He has more than 400 original publications, 36 book chapters and reviews, and 109 issued patents on diagnostics, vaccines, and therapeutics of adjuvants, cancer, and infectious diseases.

Brian Pangrle

Pangrle Patent Brand & Design Law

Brian Pangrle has handled US and international patent matters for Fortune 500 corporations and national laboratories (NREL, Sandia, Los Alamos). Current clients include MNCs in automotive, computer and energy technologies as well as SMEs in biotech (immunology). Pangrle represented Casamigos Tequila, LLC in international intellectual property matters from its inception (2011) until its sale to Diageo plc (2017). Pangrle has handled multinational intellectual property litigation before trial and appellate courts. He was also involved in the start-ups Bluefile IP Services Pvt Ltd. (US and India) and IP Street, Inc. Pangrle was an Adjunct Professor at the National Law University (Jodhpur, India), the Rajiv Gandhi School of Intellectual Property Law/IIT-Kharagpur (Kharagpur, India), and Whitworth University (Spokane, WA), where he also served as the Board President of the International Trade Alliance. Pangrle was a Product Development Manager at Procter & Gamble Europe, Middle East & Africa, where he developed the first five enzyme detergent in collaboration with Novo Nordisk (Novozymes) and served on AmCham's EU Consumer Affairs and Public Health Subcommittee. Pangrle has hands on experience in mammalian and plant cell culture and bioreactor design, including projects supported through a NATO fellowship with the Fraunhofer Institute/Technical University of Munich under the guidance of Prof. Dr.-Ing. Werner Bauer, former EVP and CTO, Nestlé S.A. He attended the University of Illinois, B.S. Chemical Engineering.

Session 32:

Employee Inventions and Remuneration in Different Jurisdictions

EDT	04:10	BST	09:10	CEST	10:10	KST	17:10	PDT	01:10

While many countries share fundamentally similar rules on material patent law, rules on employment inventions could hardly be more different from one jurisdiction to another. The same inventive contribution by an employee to a commercially successful product may lead to a massive additional remuneration in one country and nothing in another. Our speakers delve into pros and cons of these rules, with a particular focus on policy issues, practical considerations related to drafting and due diligence, as well as to joint inventions made by employees subject to different laws.

MODERATOR

Peter Ling

Lenz & Staehelin

Peter Ling's practice focuses on intellectual property, unfair competition and life sciences matters. He represents clients in litigation before Swiss courts, in arbitration proceedings, as well as in administrative matters before governmental authorities. In addition, he advises regularly on a broad range of issues in the context of intellectual property, unfair competition, life sciences and healthcare law. Peter Ling regularly publishes on intellectual property matters and he is a former guest author of the IPKat blog. Peter Ling is a lecturer at the Swiss Federal Institute of Intellectual Property and a member of the board of the Licensing Executives Society Switzerland (LES-CH).

SPEAKERS

Sherry L. Rollo

Hahn Loeser & Parks LLP

Sherry L. Rollo is a partner at Hahn Loeser & Parks LLP. Sherry has handled several high-profile cases as an experienced litigator and licensed patent attorney. She represents clients in domestic and international matters involving patents, trade secrets, trademarks, unfair competition, copyrights, and associated licensing issues. Sherry has significant experience counselling clients in transactional matters, including patent and trademark protection, portfolio management and licensing. She earned her B.S. in physics from the University of Texas at Austin and her J.D. from The John Marshall Law School – Chicago.

Sung-Pil Hwang

E.M. Hwang & Partners IP Law Firm

Sungpil Hwang is a Patent and Trademark attorney in South Korea and has worked at E.M. Hwang & Partners IP Law Firm for 14 years, with focus on the management of intellectual property, in particular, patent and trademark prosecution, licensing and litigation matters globally. Sungpil has experienced in all stages of litigation, including client counseling and management, case management, all aspects of discovery, all aspects of expert and witness preparation, taking and defending expert and fact depositions, briefing and arguing motions, all aspects of trial preparation, post-trial briefs and motions, and mediation/settlement negotiations. Sungpil has a role to support clients get strong IP and make proper use of these technologies and commercialize them faster. Sungpil wants to be a patent attorney who can provide various support for successful entrepreneurs. Therefore, Sungpil thinks some differentiating factor is needed as a patent attorney, and I'm constantly studying how to make the success of client globally. Sungpil's clients are not only large enterprises but also SMEs who want to build strong intellectual property rights. Sungpil is actively developing IP with his clients, seeking to work with strong future potential. As a patent attorney, Sungpil likes the role of start-up incubator and accelerator.

Anıl Buğra Alpayim

Vestal

Anıl Buğra Alpayım works as a Senior Intellectual Property Specialist at Vestel, a global manufacturer of consumer electronics and home appliances based in Turkey, since 2015. He is a Turkish patent attorney with Bachelor of Science (B.Sc.) and Master of Science (M.Sc.) degrees in Materials Engineering from Dokuz Eylul University. He is also the winner of LESI Young Members Congress Tournament 2020-2021. He is fluent in English and Turkish.

Christopher Weber

Kather Augenstein

Christopher Weber was admitted to the bar in 2007. Christopher Weber's practice focuses on technical intellectual property rights (patents and utility models). His experience ranges from the conduct of individual national proceedings to the coordination of international disputes involving a large number of intellectual property rights. The proceedings he handles cover almost the entire technical spectrum in the fields of software, electronics, pharmaceuticals, chemistry, mechanics and plastics processing, among others. He represents clients before the civil courts and participates in validity proceedings before the European Patent Office, the German Federal Patent Court and the German Federal Supreme Court. In addition, Mr. Weber also advises on competition law proceedings with a technical focus. Juve, Best Lawyers, Managing IP, and The Legal 500, among others, name him as a recommended attorney in the area of contentious patent law. Christopher Weber has been a partner at Kather Augenstein since its founding. Prior to that, he practiced patent law for many years at a leading international law firm in Düsseldorf. He is a member of the German Association for the Protection of Intellectual Property (GRUR) and the Licensing Executives Society (LES) and publishes regularly in the fields of intellectual property and litigation.

▸ Session 33:

IP and License Compliance: Maximizing the Value of your IP

EDT	04:20	BST	09:20	CEST	10:20	KST	17:20	PDT	01:20

The panelists discuss effective strategies for running successful License Compliance programs in the current environment, and in the post-Covid era. How do successful companies address a multitude of challenges to maximize the returns of their IP investments and commercial licensing activities?

MODERATOR

Matthias Ulrich

Connor Consulting

As Managing Director at Connor Consulting, Matthias leads all executive functions within Europe and focuses on supporting Connor's existing clients and expanding Connor's worldwide client base across all service lines. Most recently, Matthias was Director, Intellectual Property and Compliance for Dolby, where he was overseeing the execution of all IP compliance initiatives within Dolby Europe. Prior to working for Dolby, Matthias worked in leadership positions for Adobe in Chicago, USA as part of Adobe's global license compliance program. Matthias is a senior IP expert with domain knowledge in the areas of IP strategy, IP monetization, negotiations, IP protection & compliance as well as sales and marketing. Matthias graduated with a Master's in Economic Science Degree from the University of Maastricht, The Netherlands and holds an MBA with Distinction from the Keller Business School in Chicago, IL. Matthias is a long-time member of LESI and is a frequent speaker at conferences worldwide. Expert for: Execution, IP Strategy, IP Protection & Compliance, Monetization, Negotiations, Sales and Marketing

SPEAKERS

Jennifer Radcliff

Xperi

As the Director of Licensing Compliance for Xperi, Jennifer leads the licensing compliance initiatives for the company on a global basis. Jennifer started her career in licensing compliance when she joined Xperi (previously DTS) in 2006 and recently celebrated her 15th year anniversary with the company.

She is experienced in contract compliance, analytics, program management and negotiations. Jennifer graduated with a Bachelor of Science in Business Administration and Management from California Lutheran University.

Trudi Bordi

HDMI

Having more than 12 years of experience in IP Licensing, Trudi Bordi is a unique blend of strong leadership, vision, and knowledge. Her previous financial background led to several initiatives that have positively impacted the business by increasing revenue without increasing expenditure.

Trudi has served as the Vice President of Licensing at HDMI Licensing Administrator, Inc. for the past four years, where she developed a very successful and cohesive License and Compliance Program. Since expanding the group to become more than half of the company's employee base, she has proven to be critical to the company's growth, success, and protection of the companies IP. With a strong dedication to preserving and protecting the HDMI® brand, she oversees all IP enforcement activities.

Trudi has extensive knowledge and experience with enforcement in China and other APAC regions and successful defences against trademark challenges within China. She created and expanded an elite royalty, audit, enforcement, and customer service team servicing more than 1700 licensees under her vision and leadership. Trudi fosters a collaborative work environment with a strong emphasis on streamlining processes and programs to improve efficiency, increased revenue, compliance, and worldwide protection of the HDMI® brand.

Tim Dennison

Signify

Currently the Signify Director of Licensing Compliance for the EnabLED LED Luminaire and Retrofit portfolio, Tim is responsible for directing the activities of external auditors and interfacing between auditors, licensees and internal stakeholders.

Additionally, he leads internal compliance improvement projects designed to increase licensee contact and compliance with Signify. Previously, Tim was Of Counsel for a US-based law firm handling transactional IP work. Tim is a US patent attorney registered in California and a UK solicitor. He is a senior IP expert with in-depth knowledge of transactional IP topics such as strategy, monetization, negotiations, assertion and compliance.

Tim has a BS in Electrical Engineering from the University of Arizona, an MBA from UCLA in Los Angeles, California as well as a Juris Doctorate from Thomas Jefferson School of Law in San Diego, California. Expert for: IP Strategy, IP Assertion & Defence, IP Compliance, Monetization, Negotiations and Alternative Dispute Resolution.

Session 34: Multijurisdictional Patent Disputes – How to coordinate from an evidence gathering perspective

EDT	05:30	BST	10:30	CEST	11:30	KST	18:30	PDT	02:30

Exploring available evidence gathering tools in various patent jurisdictions (United-Kingdom, France, Germany, USA) and discussing how / whether evidence collected in a country can feed a dispute in other countries, and strategic decisions that may be taken in this respect.

MODERATOR

Jean-Hyacinthe De Mitry

Gide

Jean-Hyacinthe De Mitry French lawyer admitted to the Paris Bar in 2005 and partner at Gide since 2017, Jean-Hyacinthe de Mitry specializes in industrial property. His expertise includes both contentious and non-contentious matters in all areas of industrial property, as well as unfair competition and protection of know-how and trade secrets. He has also developed an expertise in copyright relating to architectural works. Jean-Hyacinthe is a member of the board of LES France.

SPEAKERS

Dr Clemens Heusch

Nokia

Dr Clemens-August Heusch LL.M. is VP and Head of Global Litigation and Disputes at Nokia, responsible for litigation, arbitration and mediation globally with a strong focus on multi-national IP litigation and arbitration. Since 2008 Nokia has been involved in more than 200 patent cases worldwide. Before joining Nokia in 2008, Clemens was an attorney-at-law at the international law firm Bird & Bird LLP. He studied law at the Universities of Freiburg and Bonn, Germany; received an LL.M. degree from the University of Maastricht, Netherlands, and a doctorate from the University of Cologne, Germany. During his traineeship, he worked inter alia in the competition law team of Freshfields Bruckhaus Deringer in Cologne and Brussels, Belgium. Clemens is a registered lawyer at the Cologne Bar and is a certified IP lawyer. Fluent in German, English and French, he regularly presents and writes on a range of legal topics. He is based in Germany.

Matt Richardson

Alston

Matt Richardson is a member of the Litigation & Trial Practice Group and co-chair of the International Arbitration & Dispute Resolution practice. He focuses both on international arbitration and complex commercial litigation. Matt has represented clients in ICC, AAA ICDR, SCC and ad hoc arbitrations throughout the world. He has represented clients in a broad range of commercial arbitrations ranging from intellectual property claims, disputes over F/RAND compensation and breach of contract cases.

Matt has also defended health care companies, software developers and technology manufacturers in litigation and arbitration throughout the country. He has extensive class action and MDL experience, representing clients in suits relating to consumer protection act claims, product liability suits and constitutional claims. Matt was ranked as one of the top international arbitration lawyers by Chambers USA 2021 and The Best Lawyers in America© 2018-2020. Prior to working at Alston & Bird, Matt served as a law clerk for the Hon. J. Owen Forrester of the United States District Court for the Northern District of Georgia.

Richard Pinckney

Bristows LLP

Richard Pinckney is a solicitor advocate and partner at Bristows LLP in London. Richard specialises in IP disputes with a focus on patent litigation and the technology sector.

A significant part of Richard's practice involves the coordination of litigation before the UK Courts with parallel proceedings in the USA, Europe and international patent offices. Richard's practice covers advice on international enforcement and licensing strategies, FRAND issues and SEPs, freedom to operate, patent validity and infringement.

Richard is a member of AIPPI, EPLAW and LES and is a regular speaker at international conferences.

Dr. Arno Riße

Arnold Ruess

Dr. Arno Riße LL.M. (University of Auckland) is one of the firm's partners. He specializes in intellectual property law, with a focus on national and international patent litigation.

He advises clients from around the globe covering all technical fields, such as telecommunications, pharmaceuticals, medical devices, chemistry and consumer goods.

He has, in particular, a broad experience in the "high tech" sector (e.g., in common technology standards such as UMTS, LTE, WiFi, Bluetooth, GDDR, LPDDR and ERPS, and in semiconductor design), and in the pharmaceutical and medical device sector (e.g., covering osteoporosis and anti-cancer drugs, human genome nucleic acid probes, knee prosthesis and NIPT), including associated regulatory issues and FRAND.

Legal 500 praises the "very meticulous" Arno Riße as an "outstanding team player" and "future star". He is also continuously recommended in the JUVE Handbook.

▸ Session 35: Brand Licensing Strategies During Turbulent Times

EDT	05:40	BST	10:40	CEST	11:40	KST	18:40	PDT	02:40

In these turbulent times with the Covid 19 pandemic creating business disruptions and grave uncertainties for many sectors and industries, it is highly imperative for businesses to develop key licensing strategies to safeguard their valuable brands and find new and innovative ways to consolidate their goodwill so as to maintain a competitive edge.

In this session, hear from a distinguished panel comprising of industry experts and legal practitioners representing the Americas, Europe and Asia as they provide a holistic and international perspective of the challenges that businesses may face and the practical pointers to create an effective licensing strategy to protect and enhance the businesses' valuable branding and goodwill.

The lessons learnt will be highly critical in providing a platform to gain a competitive edge once this crisis is finally over and the world economy resumes its momentum.

MODERATOR

Lionel Tan

Rajah & Tann Singapore LLP.

Lionel Tan is a Partner in the law firm of Rajah & Tann Singapore LLP. He has been in private practice for over 20 years, and he specializes in the area of Technology Law and Intellectual Property.

He has been involved in cases dealing with Internet defamation, Internet fraud, on-line security breaches, trade secrets and misappropriation of confidential information, software implementation and website development disputes.

He advises and represents clients on Intellectual Property matters relating to trademark and copyright infringements. He also advises clients on IP matters relating to brand protection, licensing, and franchising rights. He is currently the President of LES Singapore.

SPEAKERS

Vipul Mehrotra

Nokia

Vipul Mehrotra is currently Vice President, Nokia Brand Partnerships. Vipul has been with Nokia for over 20 years between two stints in networks and devices.

In his current role, he is responsible for the brand licensing business in Nokia. He and his team work closely with Nokia brand licensees to bring exciting Nokia branded products to market. Vipul has a total 27 years of general management experience across IT, telecom networks, services and connected devices and has lived and worked in India, Finland, UAE, and USA. Vipul has an MBA from IMD, Lausanne, Switzerland and is currently based in Dallas, USA.

Javier Palomo

Viacom International Media Networks

Javier Palomo started his professional career in 2000 at The Walt Disney Company as a member of the Business & Legal Affairs team for the television channels operated by the group in Spain and Portugal. In 2008 he joined Disney-ABC-ESPN Television headquarters in London as a senior legal counsel specialized in the areas of content acquisition and sports channel distribution in Europe, Middle East and Africa.

From 2009 to 2013, he was deputy head of Legal Affairs in Mediaset España, as the senior legal counsel responsible for the areas of content acquisition, sports rights and movie production, and participated in the production of films such as "Ágora", "The Impossible", "Cell 211" and "The Adventures of Tadeo Jones". In 2013 he joined Viacom, where he currently works as VP Business & Legal Affairs for Southern Europe and Middle East.

He was also the Secretary-General of CONECTA (Pay TV Thematic Channels Association) between 2014 and 2018 and he is practicing attorney and member of the Madrid Bar Association.

Javier regularly lectures on Intellectual Property and Audiovisual Law at different programs (IE and ECAM). Javier holds a Degree in Law and a Diploma in Economics by the University of Deusto (Bilbao), he studied International Law at the University of Leiden (The Netherlands) and a master's degree in European Union Law by Carlos III University (Madrid).

Sherry L. Rollo

Hahn Loeser & Parks LLP

Sherry L. Rollo is a partner at Hahn Loeser & Parks LLP. Sherry has handled several high-profile cases as an experienced litigator and licensed patent attorney. She represents clients in domestic and international matters involving patents, trade secrets, trademarks, unfair competition, copyrights, and associated licensing issues. Sherry has significant experience counselling clients in transactional matters, including patent and trademark protection, portfolio management and licensing. She earned her B.S. in physics from the University of Texas at Austin and her J.D. from The John Marshall Law School – Chicago.

Javier Fernandez-Lasquetty

ELZABURU

Javier Fernandez-Lasquetty is a Partner at ELZABURU, Spain. He is a Practicing lawyer, specializing in Intellectual Property and Information Technology. He was Legal Counsel and General Legal Counsel in several IT and consultancy companies and IP/IT partner at a multinational law firm. His other appointments include: Professor, Academic Director of IP Programs at IE Law School. Invited professor at the Universidad Carlos III, Universidad Autonoma de Madrid and Universidad de Navarra, LLM programs. Panelist of WIPO Arbitration and Mediation Center. Professor of the WIPO Academy. Member of the Academic Council of FIDE and Co-director of its 21st Century Intellectual Property Forum. Co-Director of the I and II Congress on Artificial Intelligence and Intellectual Property and Director of the Intellectual Property annual Congress. Member of the Board in DENAE (Spanish Entertainment Law Association).and LES Spain & Portugal. Co-Chair of LES International Trademarks, Designs, and merchandising Committee

Session 36:

COVID-19's Impact on IP Strategies: What's Changed?

EDT	05:30	BST	10:30	CEST	11:30	KST	18:30	PDT	02:30

Corona-pandemic caused big change on the international business and even on culture, and they say it would not get back as past. Industries shall cope with such change during corona-pandemic. Leading international companies explain about their way of changing IP strategy.

MODERATOR

Heinz Goddar

Boehmert & Boehmert

He is a German Patent Attorney and European Patent and Trademark Attorney with his office at Munich, as a partner of Boehmert & Boehmert. His technical background (as well as PhD degree) is in physics. He teaches Intellectual Property Law as an Honorary Professor at the University of Bremen, Germany, as a Lecturer at the Munich Intellectual Property Law Center (MIPLC), Munich, Germany, and as a Visiting Professor as well as a Lecturer at several further universities in both Asia and U.S.A. He is a Past-President of LES International and of LES Germany. He has received the Gold Medal of LESI in 2005 and has been inducted into the IAM IP Hall of Fame in 2014. From 2018 till 2020 he has been an ad-personam-member of the EPO's Standing Advisory Committee (SACEPO).

SPEAKERS

Kenichi Nagasawa

Canon

Kenichi Nagasawa was appointed to the Head of the Intellectual Property and Legal Headquarters, Canon Inc. in April 2010.

After graduating from the Department of Engineering, Doshisha University, Mr. Nagasawa joined Canon Inc. in 1981 and has been engaged in the work of intellectual property field since then. With many experiences in patent prosecution, Mr. Nagasawa was loan to Canon Europe Ltd. from 2001 to 2006 as a Head of Intellectual Property Group.

During his stay in Europe, he established IP management system for affiliate group companies in Europe, Russia, Africa and the Middle East. Having served as Senior General Manager of Intellectual Property Technology Center for 2 years, Mr. Nagasawa was transferred to Canon U.S.A., Inc. as a Head of Intellectual Property Division from 2008 to February 2010.

After returning, Mr. Nagasawa served as the Director, Member of the Board, and in April 2021, became a Senior Managing Executive Officer of Canon Inc. Mr. Nagasawa served as the President of the International Association for the Protection of Intellectual Property (AIPPI) of Japan from June 2015 to June 2019, where he contributed to the progress of AIPPI Japan's presence. He now serves as Chairman of Sub-Committee on Policy Planning, Committee on Intellectual Property of Keidanren, and as a member of the Evaluation, Planning and Verification Committee of the Government's Intellectual Property Strategy Headquarters from November 2013, Mr. Nagasawa also serves as a member of several Intellectual Property subcommittees of METI Industrial Structure Council, and has been a speaker at several universities, law schools and professional graduate schools giving lectures about his experiences to foster IP human resources. In 2015, Mr. Nagasawa was commended for "Commissioner of the Japan Patent Office Awards" in the "Japan Patent Office Intellectual Property Achievement Awards".

Elke Simon

Boehringer & Ingelheim

Elke Simon is a fully fletched German and European Patent & Trademark Attorney. Since January 2005 she has been working for Boehringer Ingelheim. She is the Global Head of Patents Boehringer Ingelheim since July 2012.

Oliver Hu

ZTE

As VP and Chief IP Officer of ZTE, Mr. Hu is known for providing great negotiation and strategic advice to the company in mass patent litigations and patent licensing programs. Since 2018,

Mr. Hu has fully presided over the company's global intellectual property strategic planning and implementation. He leads his team work on patent application prosecution, risk control, and IP competition & monetiztion.

Meanwhile, Mr. Hu is a professor at Southwest University of Political Science and Law and Chongqing Science and Technology University as well.

Anna Cavazzini

Member of European Parliament

Anna Cavazzini Is a German Member of the European Parliament, Brussels/Strasbourg for the Greens/EFA group. She is the Chair of the Committee on the Internal Market and Consumer Protection, Deputy member of the Committee on International Trade and Vice-President of the Delegation of the European Parliament to Brazil. She also is Deputy member of the Central America Delegation and Deputy Head of the German Delegation. Anna focuses on changing EU trade policy to make it fair and sustainable, including by ensuring that trade measures support rather than hamper the fight against COVID-19. Before being elected, Anna worked at the UN on the sustainable Development Goals, in German Foreign Ministry and in several NGOs. She holds degrees in European Studies and International

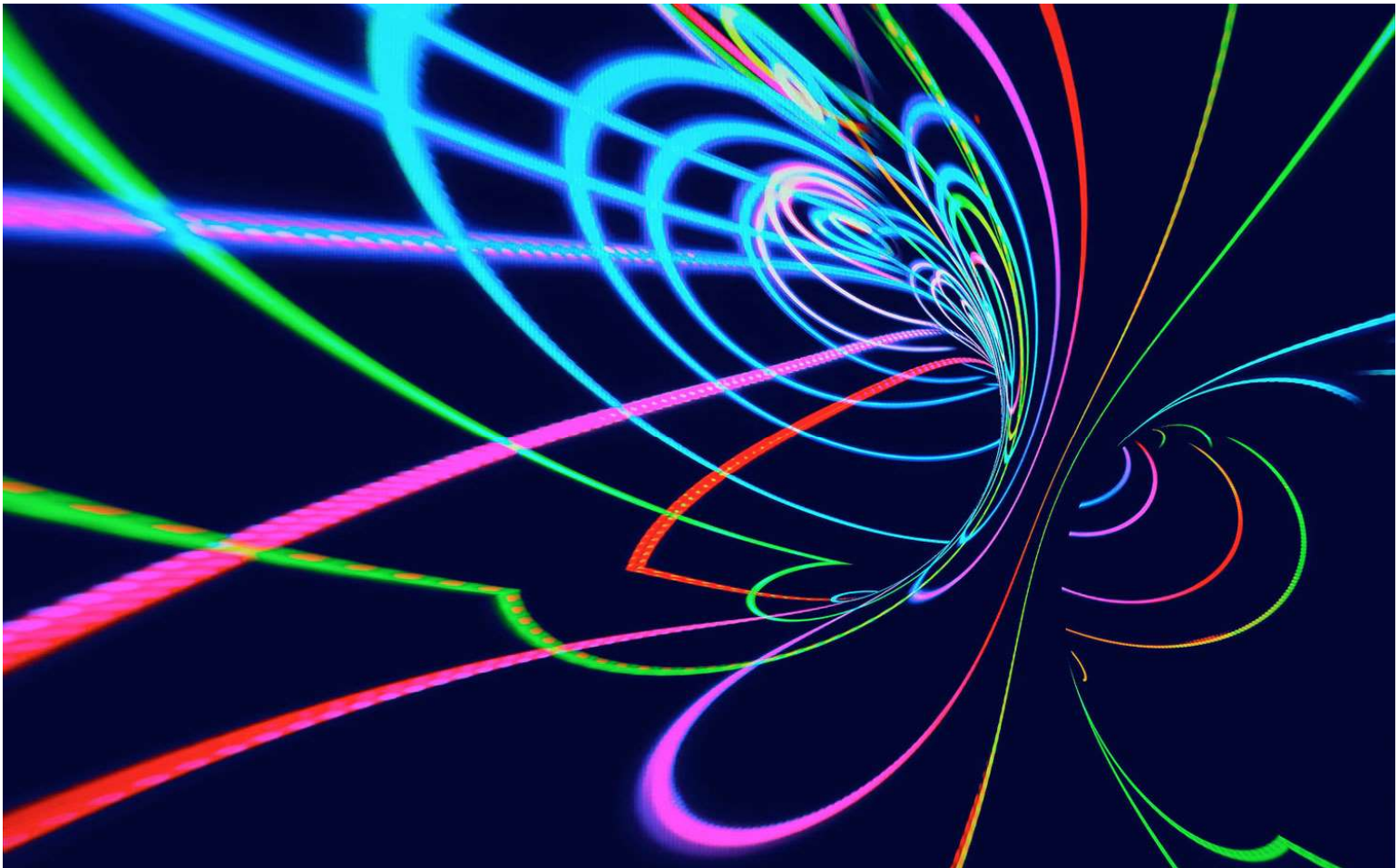
Dorian Immler

Bayer Intellectual Property GmbH

Dorian Immler Is Head of Patents Pharma and Consumer Health for Bayer Intellectual Property GmbH. Previously he has worked for Bayer in a number of other roles. He received his degree in Biochemistry at Ruhr-Universität-Bochum 1996 and completed his Ph.D. studies at the Institute of Physiological Chemistry, Ruhr University Bochu.

Peter Svejkovsky

Bosch



Small Tables Discussions

MODERATOR:

Sergey Medvedev
GORODISSKY & PARTNERS

SPEAKERS

Svetlana Khaliullina
PHARMENTERPRISES, Ltd.
Yuri Bolotov
Bolotov & Partners
Darya Lando
Lexpatent

Emerging Markets of The Eurasian Economic Union (EEU) – It's Time to License Your Ip Assets

EDT	08:20	BST	13:20	CEST	14:20	KST	21:20	PDT	05:20

The topic will cover legal, business, and practical aspects associated with IP licensing in EEU. More specifically, the topic will be shared between the business and IP lawyers who will talk about IP licensing in Russia, Kazakhstan, Belarus, and Armenia, since each particular jurisdiction has its own specifics.

The business will be represented by one of the leading Russian pharmaceutical companies - PHARMENTERPRISES, Ltd. IP lawyers are top IP experts from Russia, Kazakhstan, Belarus, and Armenia. The topic will be presented in an interactive and lively manner.

MODERATOR:

Robynne Zevenster
VON SEIDELS

SPEAKERS

Gunther Roland
Von Seidels
Stephen Middleton
Von Seidels
Nick Pemberton
Von Seidels

IP System in Africa?

EDT	09:50	BST	14:50	CEST	15:50	KST	22:50	PDT	06:50

AI is set to fuel new economic growth. AI may have the potential to increase a country's GDP growth rate significantly. The ability to harness even a fraction of this benefit would be a powerful tool for development and poverty reduction. This impact will be particularly strong in a few core sectors that are key for Africa, including agriculture, healthcare, public services, and financial services.

We will discuss economic development in Africa including main industries that are thriving and referring to specific industries which have successfully implemented AI in Africa.

We will do an overview of the relevant IP systems and the efficacy of these systems.

We will discuss the IP laws of major countries in Africa relevant to AI development and consider whether these cater for the protection of AI-related inventions and to what extent these types of inventions could be protected.

QUESTIONS, PROBLEMS TO BE DISCUSSED:

- Misconceptions about Africa (economical, IP enforcement etc.)
- Should corporations that are active in the AI field consider protecting and licensing IP in Africa and why.
- Potential pitfalls when dealing with African Patent Offices and how to avoid these?

MODERATORS:

Dr. Madelein Kleyn,
Mad K IP
Dr. Nikos Minas,
Hanna Moore + Curley

Joined By

Omer Hiziroglu
TLS.IP
Joginder Singh
LexOrbis
Achim Krebs
HGF B.V.

Freedom to Operate: What Does It Mean Today?

EDT	12:00	BST	17:00	CEST	18:00	KST	01:00	PDT	09:00

With the IP domain overcrowded with small incremental inventions that overlaps, competitors that merge and forming stronger and bigger corporations is their space for the SME which needs all possible funds to run the business but are often challenged with large IP portfolios.

QUESTIONS, PROBLEMS TO BE DISCUSSED: What is an FTO?

- Has the scope of FTO changed in the world of I4R?
- When to conduct an FTO?
- Relevance of FTO in today's crowded patent space
- What is the relationship between a strong patent/IP portfolio and FTO?
- What are the pros and cons of conducting an FTO?
- What are the next steps once a threat has been identified?
- Risk management: Approaching the IP owner to obtain a license to bridge the FTO risk.
- University spinouts and FTO: what are the risks and how to go about performing the FTO?
- At what stage the FTO becomes irrelevant?
- How to work within the "grey zone" of an FTO?
- FTO in technologies involving standards

MODERATOR:

Dr. Anna Giedke, *BARDEHLE PAGENBERG*

Joined By

Peter Chrocziel
BARDEHLE PAGENBERG
Krzysztof Ciepliński
Gide Loyrette Nouel
Ia Modin
Westerberg & Partners
Marie Barani ***University College London***
Tatiana Campello *DEMAREST ADVOGADOS*
Qinghong Xu
LUNGTIN LLC
Paul Jones
Jones & Co.
Bruce Bernstein *Greenblum & Bernstein*
Trudi Bordi
HDMI

Do's and Don'ts in Licensing Negotiations

EDT	13:00	BST	18:00	CEST	19:00	KST	02:00	PDT	10:00

We would like to discuss the common mistakes and helpful tips for IP licensing negotiations we noticed in our practice.

QUESTIONS, PROBLEMS TO BE DISCUSSED:

- Preparation of the negotiations – don't neglect it.
- Negotiation style – contradictory vs. consensual.
- Helpful tools for long negotiations (LOI, MOU, position paper).
- The wording of the agreement – templates? helpful checks.

MODERATOR:

Sam Wiley,
PatSnap

Joined By

Anthony Coleman
Mathys & Squire Consulting
Mustafa Çakir
Patent Effect

Global IP Analytics

EDT	14:00	BST	19:00	CEST	20:00	KST	03:00	PDT	11:00

As IP ecosystems in Europe and Asia have grown increasingly important relative to the US, analyzing such diverse and complex data requires careful consideration, as well as new approaches and technology. At this small table, we will discuss the challenges and opportunities in global IP analytics.

QUESTIONS, PROBLEMS TO BE DISCUSSED:

1. What are the issues associated with analyzing IP data from diverse IP jurisdictions, with different approaches to IP, regulatory regimes, and available remedies?
2. How can global IP data help drive better cross-border IP decisions – not simply filing strategies, but R&D, litigation, IP-related taxation, etc.
3. The impact of global patent data analysis on SEPs, competition law, and more

MODERATOR:

Cândida Caffé, *DANNEMANN SIEMSEN.*

Joined By

Karina Haidar Müller
Muller Mazzonetto
Sophie Pasquier *Philips Intellectual Property & Standards*
Verónica M. Canese
Marval O'Farrell Mairal
Jayne Durden
Anaqua
Pam Cox
Marshall, Gerstein & Borun LLP

Top 5 Female Challenges at Early Stages of Career

EDT	16:20	BST	20:20	CEST	21:20	KST	05:20	PDT	13:20

- My mentor as a role model – how did she get there? (as an event idea: finding a successful woman who is willing to talk openly about her history/career; I think this would be interesting for many)
- Career and children – when to go back to work after the baby pause, how to get back (part-time, full time), how to cope with familiar obligations.
- Female style vs. male style (differences, advantages, need to modify?)

QUESTIONS, PROBLEMS TO BE DISCUSSED:

- How to find the right balance between billable and non-billable hours
- Becoming a partner – best strategy (actively requesting it vs. modestly working towards it)
- How to behave if younger colleagues/assistants do not respect your higher seniority (confrontational vs. appeasing)
- (Internal) meetings – cut yourself short (effective way) or elaborate extensively (as I observed with many mainly male colleagues)
- Body language – be yourself or restrict smiles etc.?

MODERATOR:

Natalie Raffoul,
BRION RAFFOUL LLP

Joined By

Karl Barnfather
Withers & Rogers
Mike Pellegrino
Pellegrino & Associates
Henry Ward
Moore Van Allen
Audrey Yap
Yusarn Audrey
Bruna Rego Lins *HALLEM Advogados*
Katya Logunov *Jones & Co.*
Faith Sing
FSLAW LLC
Karina Haidar Müller
Muller Mazzonetto

Remote Working: Permanent, Temporary or a Hybrid?

EDT	20:00	BST	01:00	CEST	02:00	KST	09:00	PDT	17:00

Pre-Covid, companies offered the ability to work from home as a perk to employees. Since Covid, working from home has become the "new normal" for many businesses and for the foreseeable future. Is remote work here to stay or is it possible to create a successful hybrid?

QUESTIONS, PROBLEMS TO BE DISCUSSED:

What does this mean for businesses trying to navigate this new landscape? Many employers are now dealing with an increase in cybersecurity issues; employee performance management and needing to reinvent policies and procedures for this new norm.

In addition, employees are experiencing Zoom fatigue and finding it difficult to draw the line between work and personal time. For many, the lack of social interaction can drain morale and office culture. What does this mean for our mental health?

By the same token, for many companies, remote work opens the global pool of talent and may reduce overhead costs related to maintaining physical space. Does this mean that a hybrid model is the new norm in the post-pandemic world?

MODERATORS:

Mariana Gonzalez, *BC&B*
Roberto Carapeto, *LICKS ATTORNEYS*

Joined By

Carlos Parra
OlarteMoure
Federico Ulled
Berken IP

TRADE SECRETS IN LATIN AMERICA - Facing different "spices" on regional protection.

EDT	21:10	BST	02:10	CEST	03:10	KST	10:10	PDT	18:10

The protection of trade secrets involves balancing different legal standards of protection in different countries and implementing secrecy practices in different cultures. In Latin America, despite having some similar cultural backgrounds different countries have different legal frameworks for the protection of Trade Secrets.

QUESTIONS, PROBLEMS TO BE DISCUSSED:

Cross border protection of Trade Secrets. Protection of Trade Secrets in Latin America.

MODERATORS:

Dr. Philipe Kutschke, *BARDEHLE PAGENBERG*
Dr. Georgina Busku Wachtler, *AGIP*

Joined By

Emanuela Bianco
Saglietti Bianco Firm
Anne Burkhart
University of Illinois Chicago
Elena Martini
Martini Manna Avvocati

The Borderline Between 3D Trademarks and Designs

EDT	04:00	BST	09:00	CEST	10:00	KST	17:00	PDT	01:00

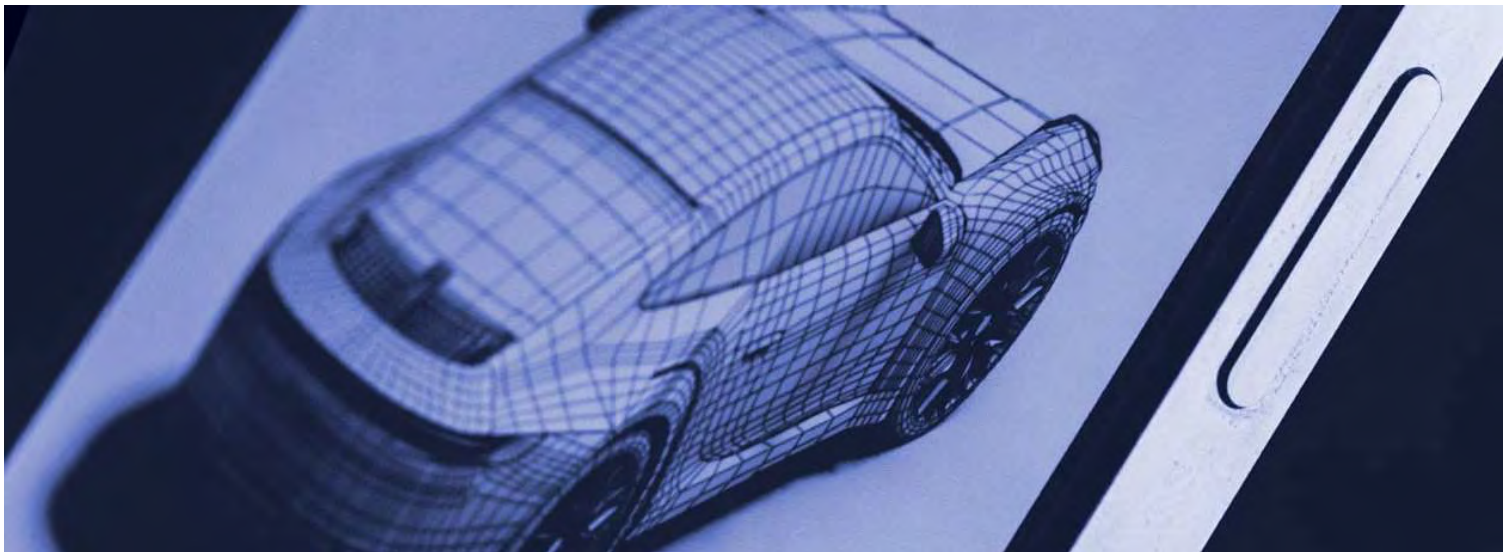
Three-dimensional objects, shapes may be protected by both trademark and design law. It is however important to recognize and strategically decide which intellectual property rights shall be applied to achieve adequate protection. Trademarks and designs have certain similarities, yet many differences in particular regarding their legal requirements, the application process, limitations, scope of protection etc. They do not exclude one another and therefore it is also possible to obtain both of them simultaneously.

QUESTIONS, PROBLEMS TO BE DISCUSSED:

The moderators will provide a general overview on the similarities and major differences between 3D trademarks and designs, they will review the essence of selected landmark decisions of the ECJ and finally provide their practical view on:

- how to obtain the most favorable protection for the shape of a product?
- which protection should you obtain first?
- both are better than none?
- what is the importance of the market perception of the product to be protected?
- are there any issues with the compatibility of the simultaneous protections?

The moderators will share their point of view and aim to briefly introduce their guideline of choice of protection, but will you agree with them?



MODERATOR:

Dr. Kilian Schärli, Partner,
MEYERLUSTENBERGER LACHENAL LTD.

SPEAKERS

Ralf Kubli
CVVC
Dan Bork
Ipwe
Olli Pekonen
Primrose Oy
Christian Czychowski
Nordemann
Laila Paszti
Norton Rose Fulbright
Hector Chagoya Cortes
MEXTRATEGY

Blockchain & IP: A Solution Crypto Heaven?

EDT	05:20	BST	10:20	CEST	11:20	KST	18:20	PDT	02:20

With its relatively low cost of maintenance, increased transparency, reduced administrative burden and resilience to fraud, blockchain is a versatile technology that can be deployed in a whole host of different sectors and businesses. While the bandwidth of use cases is still subject to ongoing research, one of the fields that will profit from the possibilities of blockchain are smart contracts, i.e., legal contracts built and executed (entirely or in parts) by means of software.

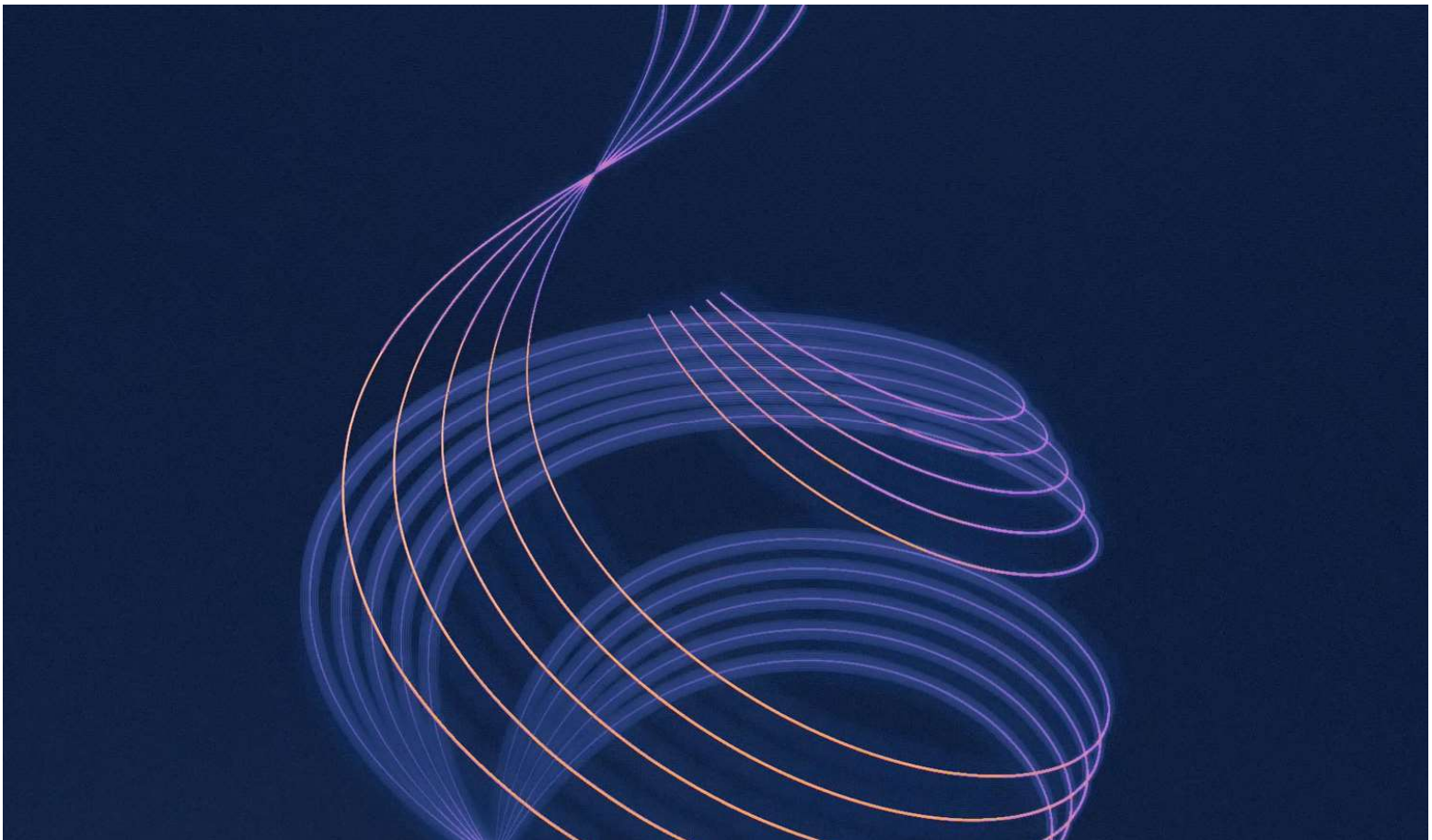
In today's economy, an increasing share of business value is derived via intangible assets; thus, success often depends upon the ability to manage and exploit IP. For that reason, companies require managers to effectively acquire, govern and commercialize IP. Over the next decade, blockchain technology will transform how companies catalogue and track IP.

Potential IP blockchain use cases including evidence of creatorship and provenance authentication, registering and clearing IP rights; controlling and tracking the distribution of (un)registered IP; providing evidence of genuine and/or first use in trade and/or commerce; digital rights management; establishing and enforcing IP agreements, licenses or exclusive distribution networks through smart contracts; transmitting payments in real-time.

Further, blockchain technology can also be used for authentication and provenance purposes in the detection and/or retrieval of counterfeit, stolen and parallel-imported goods.

QUESTIONS, PROBLEMS TO BE DISCUSSED:

- Overview Blockchain & IP
- How Blockchain will disrupt IP management
- IP Use Cases
- Latest Developments



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