

Concurrent Sessions at LESI 2022 (at-a-glance)

Workshop Session to follow the STATE OF THE INDUSTRY Briefings on Industry Transformations			
<p>Health Care Industry</p> <p>Focus: Bringing research to industry through technology transfer – successes and challenges</p>	<p>Automotive Industry</p> <p>Focus: Deeper dive on Autonomous Driving addressing multi-disciplinary topics</p>	<p>Telecommunication Industry</p> <p>Focus: Continuation of expert panel discussion</p>	<p>Energy & Green Tech Industry</p> <p>Focus: A greener world through Industry: Highlighting collaborations & future technologies</p>
<p><i>** Each session will continue the conversation teed up by the industry panels in a smaller workshop and will seek feedback from participants on the issues discussed in the preceding panel. Data from the LES Royalty Rate and Deal Term surveys will be highlighted in each session as relevant – either during the plenary panel or in the workshop; Excepts/A summary of the relevant data will be made available to all attendees in advance of the session.</i></p>			

Additional Concurrent Workshop Sessions:

BUSINESS STRATEGY/MONETIZATION	LEGAL/ENFORCEMENT ISSUES	SUCCESSFUL TECH TRANSFER
<p>IMPACT LICENSING: Global technology impact forum: A focus on IP, climate change & impact licensing</p>	<p>GLOBAL PATENT ENFORCEMENT: The Latest Case Decisions in U.S.A., Europe and Japan, and the start of the Unified Patent Court</p>	<p>ENTREPRENEUR CASE STUDIES: Successful strategies and challenges for female entrepreneurs advancing innovation (Organized by WILA)</p>
<p>LICENSING OPEN-SOURCE SOFTWARE: An industry perspective on open-source compliance</p>	<p>ANTITRUST & PATENT LAW: Views from judges and government regulators on how antitrust and patent law cooperate in fostering innovation</p>	<p>UNIVERSITY TECH TRANSFER: Technological development in pandemic times - Problems and opportunities in technology transfer and licensing</p>
<p>ENTREPRENEURS AND IP: Value creation & IP strategy: survival kit for SMEs and Start-ups</p>	<p>EUROPEAN COMPETITION LAW: An overview of the new European framework & new block exemption regulations for vertical and horizontal agreements</p>	
<p>MONETIZATION AND POOLING: Licensing models that aggregate IP rights</p>	<p>TRADEMARKS AND BRANDING: Brand imitation in the food industry: common issues and new perspectives in licensing - a comparative analysis between jurisdictions</p>	
<p>MONETIZATION STRATEGY: Protecting, monetizing, licensing, compliance and enforcement of IP assets</p>		

Monday, May 9 (Morning Session: 12:00-1:00 p.m.)

Title	Speakers	Session Description
<p>Health Care Industry Transformations</p> <p>Bringing research to industry through technology transfer in Life Sciences: successes and challenges</p>	<p>Moderator - Madelein Kleyn – Director, Technology Transfer, Stellenbosch University, South Africa</p> <ul style="list-style-type: none"> • Samantha Williams - Licensing Manager at Trinity College Dublin, Ireland • Chyreene Truluck - Partner and Co-chair - Life Sciences Department, Spoor & Fisher IP Attorneys, South Africa • Henk Krebs - CEO AgribioMed, South Africa (invited) • Alessandra Zulian - Tech Transfer&Licensing Manager, UniSMART - Fondazione Università degli Studi di Padova, Italy 	<p>An international panel of industry and lawyers will:</p> <ul style="list-style-type: none"> • Discuss challenges and successes in commercializing research and development break-throughs in the life sciences • Consider specific issues and have interactive discussion in a number of life science areas such as pharmaceuticals, biotechnology-based food and medicines, medical devices, biomedical technologies, nutraceuticals, cosmeceuticals, food processing experiences
<p>IMPACT LICENSING</p> <p>Global technology impact forum: A focus on IP, climate change & impact licensing</p>	<ul style="list-style-type: none"> • Michael Brandkamp – General Partner, European Circular Bioeconomy Fund, Bonn, Germany • Chan Park - General Counsel, Medicines Patent Pool, Geneva, Switzerland • <i>WIPO Global Challenges Group – Speaker to be identified</i> • <i>Industry participant – Speaker to be identified</i> 	<p>An international panel from non-profits will:</p> <ul style="list-style-type: none"> • Review challenges and successes of impact licensing and investing • Illustrate how the IP community can play a role in shaping business practices in this critical field • Demonstrate how experience in pharma/biotech can be used to identify best practices and key models to apply in the environmental field
<p>GLOBAL PATENT ENFORCEMENT</p> <p>The latest case decisions in U.S.A., Europe and Japan, and the start of the Unified Patent Court (UPC)</p>	<p>Moderator - Tilman Müller-Stoy - Partner, Bardehle Pagenberg, Germany</p> <p><i>Part I:</i></p> <ul style="list-style-type: none"> • Philippe Signore - Patent Attorney, Managing Partner / Oblon, McClelland, Maier & Neustadt, L.L.P. , USA • Dirk Schüßler-Langeheine - Attorney-at-Law, Head of Litigation Group/ Hoffmann Eitle, Germany • Hideaki Kobayashi - Attorney-at-Law, Partner / OHNO & PARTNERS, Japan <p><i>Part II:</i></p> <ul style="list-style-type: none"> • UPC introduction (TBA) 	<p>An international panel of lawyers will:</p> <ul style="list-style-type: none"> • Provide an update on the latest court decisions in the U.S.A., Europe and Japan • Provide tips for negotiating and drafting a patent license agreement for these three regions in view of recent developments • Present an overview of the new Unified Patent Court (UPC) and current trends in global patent litigation including competitor vs NPE litigation; patent pool activities; “hot” technical areas
<p>ENTREPRENEURS AND IP</p> <p>Value creation & IP strategy: survival kit for SMEs and Start-ups</p>	<p>Moderator - André Gorius</p> <ul style="list-style-type: none"> • Maurizio Rossi - Owner and founder of H-FARM, Italy • Hemang Shah - Director of Engineering, Qualcomm Technology Licensing, India • Natalie Raffoul - Managing Partner at Brion Raffoul LLP and Co-Founder at Fortress Legal, Canada • Michel Dewolfs - CEO at AOD – TrustO, Belgium 	<p>An international panel of entrepreneurs and lawyers will:</p> <ul style="list-style-type: none"> • Discuss developing a business plan based on new technologies • Show how developing an IP strategy can be a valuable investment • Provide simple steps for reaching this goal and managing IP as a value creation lever rather than a costly budget item

Monday, May 9 (Afternoon session: 4:45- 5:45 p.m.)

Title	Speakers	Session Description
<p>Automotive Industry Transformations</p> <p>New challenges and opportunities in autonomous driving and connected cars</p>	<p>Moderator - John Carney – Managing Director – China IP Exchange – Moderator, USA</p> <ul style="list-style-type: none"> Alexander Krauss – Chief Technology Officer Division Mobility TÜV SÜD Auto Service GmbH, Munich // Chairman Executive Committee International Alliance for Mobility Testing and Standardization, Germany Georgios Stathousis - Product Manager – Mobility Insider- FutureBridge, The Netherlands <p>Attendees are encouraged to access the Auto Industry Advisory Board summary report on the LESI Website, for a view of Autonomous vehicles and the role of IP: https://www.lesi.org/docs/default-source/high-technology-committee/self-guided-vehicle---technology-and-ip-recommendations.pdf?sfvrsn=580f20dd_6</p>	<p>An international panel of automotive industry experts will:</p> <ul style="list-style-type: none"> Discuss the state of the technology for self-guided vehicle systems and what is happening with which vehicle types and in which geographic areas Show where are we on the path of 5 levels of vehicle automation and what happens next Consider what we need to do to enable mass adoption - cheaper sensor array, standard data format (sensor output fusion) for data sharing between ADAS cars on the road, 5G roll out, liability legislation Discuss what standards and regulations are being established and where in the world are they being put in place Consider the role of IP in the adoption of autonomous/self-guided vehicles
<p>LICENSING OPEN-SOURCE SOFTWARE</p> <p>An industry perspective on open-source compliance</p>	<p>Moderator - Christian Czychowski, Attorney-at-Law, Partner, Nordemann, Germany</p> <ul style="list-style-type: none"> Melanie Wellner, Legal Counsel, Airbus, Germany Oliver Fendt, Senior Manager Open Source, Siemens AG, Germany Cornelius Schumacher, Open Source Steward, Chief Technology Office - DB Systel GmbH, Germany 	<p>An international panel of experts in open-source licensing will:</p> <ul style="list-style-type: none"> Discuss how companies attempt to comply with the requirements of open-source licensing when more than 90% of all software projects include the open-source model Consider practical steps for a company to comply when using open-source software in its own products and in products developed for others Illustrate implications when there is a patent portfolio of a company that uses and contributes to open-source projects
<p>UNIVERSITY TECH TRANSFER</p> <p>Technological development in pandemic times - Problems and Opportunities in Technology Transfer and Licensing</p>	<ul style="list-style-type: none"> Wolfgang Flasche - IMMATICS Munich, Germany Shiva Loccisano - Head of Technology Transfer, Turin Polytechnic, Italy Tom Hockaday - Former Director of Oxford Innovation, United Kingdom Mariana Gonzales - Partner, Becerril, Coca & Becerril, Mexico 	<p>An international panel jointly organized with Netval, the Italian association of Technology Transfer Offices includes speakers from universities and public research organizations that will:</p> <ul style="list-style-type: none"> Discuss technology transfer and collaboration as an alternative to support technological development in pandemic times Present COVID-19 case analysis in LATAM and the patent landscape around Covid Describe the KS platform set up by Netval in collaboration with the Italian Ministry of Economic Development as a tool to foster licensing from university research and sharing knowledge

<p>ANTITRUST & PATENT LAW</p> <p>Views from judges and government regulators on how antitrust and patent law cooperate in fostering innovation</p>	<p>Moderators - Roberto Dini, founder of Metroconsult, Italy / Alexander Haertel, partner at Bardehle Pagenberg, Germany</p> <ul style="list-style-type: none"> • Gabriella Muscolo - partner at Studio Franzosi Dal Negro Setti and former Commissioner of the Italian Competition Authority, Italy • Peter Meier-Beck - retired judge at the Bundesgerichtshof, Germany • Sir Robin Jacob, Chair of Intellectual Property Law at UCL and retired judge the Court of Appeal of England and Wales, United Kingdom 	<p>An international panel of judges and government regulators will:</p> <ul style="list-style-type: none"> • Discuss recent conflicting court decisions on the rights and responsibilities of patent owners and technology implementers in negotiating licenses under standard essential patents (SEPs) • Compare perspectives on what it means to grant a license that is fair, reasonable, and non-discriminatory (i.e., a “FRAND” license) • Consider the underlying aspects of these conflicting court decisions and whether patent law and antitrust/competition law conflict with each other, or whether these laws are aligned and complement each other to foster innovation, industry growth, and fair competition
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Tuesday, May 10 (Morning Session: 11:30-12:30 a.m.)

Title	Speakers	Session Description
<p>Telecommunication Industry Transformations</p> <p>Focus: Continuation of expert panel discussion</p>	<p><i>Part I</i></p> <p>Moderator - Sonja London, TactoTek, Finland</p> <ul style="list-style-type: none"> • Ilkka Rahnasto, Senior Vice President, Marconi, USA • Jako Eleveld, Vice President, Head of IP Licensing, Philips, The Netherlands • John Han, Senior Vice President, General Manager of Technology Licensing, Qualcomm, USA • Eeva Hakoranta, Executive Vice President, Chief Licensing Officer, Interdigital, Finland • Stefano Siragusa, Deputy General Manager, Telecom Italia, Italy • <i>TBD (implementer)</i> <p><i>Part II - UPC review (TBA)</i></p>	<p>An international panel of industry experts will:</p> <ul style="list-style-type: none"> • Explore various innovations in the telecommunications industry • Discuss the licensing policies and practices that are developing • Consider how intellectual property is being used as the telecom sector continues to change and grow
<p>DISPUTE RESOLUTION</p> <p>Mock Mediation of IP Licensing Dispute Using WIPO</p>	<p>Moderator - James Sobieraj, Partner, Crowell, USA</p> <ul style="list-style-type: none"> • Adam Rattray - Head, Information & External Relations, WIPO, Switzerland • Pamela L. Cox - Chair IP Transactions, Marshall, Gerstein & Borun LLP, USA • Charles C. Valauskas - Legal Counsel, Valauskas Corder LLC, USA • John Ritter - Director, Office of Technology Licensing, Princeton University, USA • Linda Kawano - Principal, GroupOptima, USA 	<p>This international panel will:</p> <ul style="list-style-type: none"> • Discuss how alternative dispute resolution (ADR) procedures (such as mediation and arbitration) can be particularly advantageous in resolving intellectual property related contractual disputes involving parties from different jurisdictions • Describe how mediations are now being conducted virtually. • Compare litigation with the essential features of WIPO mediation and arbitration, costs and ADR pros and cons • Conduct a mock mediation regarding an IP license dispute on the commercialization of a technology that is the subject of an NFT between a university and a company • Share top tips from personal lessons learned from participating in ADR and especially virtual ADR

<p>MONETIZATION</p> <p>Aggregation Is the New Black – Patent pool and other tools to remove friction from licensing transactions</p>	<p>Moderator - Mattia Fogliacco, President, Sisvel International, Luxembourg</p> <ul style="list-style-type: none"> • Tilman Müller-Stoy - Partner, Bardehle Pagenberg, Germany • Giovanni Galimberti - Partner, Bird&Bird, Italy • Heath Hoglund – President, Via Licensing, USA • Marianne Frydenlund, Senior Vice President Legal & Compliance, Nordic Semiconductor, Norway • <i>Ericsson</i> (invited) 	<p>An international panel of licensing experts from leading companies will:</p> <ul style="list-style-type: none"> • Current patent litigation scenario • Describe how markets and policy makers show increasing interest in patent aggregation as a tool to remove friction from licensing transactions • Illustrate how, in the 5G and IoT era, different industries converge and interoperability between devices and infrastructures is key • Discuss how standardization is fundamental to allow interoperability, but often results in a complex licensing landscape where aggregation can be a solution both by licensors and by licensees to remove friction and has been accepted in tests by antitrust authorities • Consider what happens if the market doesn't accept aggregation or if aggregation is used as an excuse to hold-out - friction arises between innovators and implementers
<p>EUROPEAN COMPETITION LAW</p> <p>An overview of the new European framework & new block exemption regulations for vertical and horizontal agreements</p>	<p>Moderator - Dario Paschetta - Partner, Frignani, Virano e Associati Studio Legale, Italy</p> <ul style="list-style-type: none"> • Jochen Schaefer - Legal Counsel, World Federation of the Sporting Goods Industry, Germany • Sara Citterio - General Council, Trussardi SpA, Italy • Richard Vary - Partner, Bird & Bird, United Kingdom • Capraru Ianus - DG Competition (invited) 	<p>An international panel will:</p> <ul style="list-style-type: none"> • Discuss how 2022 is a crucial year for the EU Competition law because the block exemption regulations related to both vertical and horizontal agreements are going to be renewed • Give an introduction on the new European block exemption regulations that will affect the antitrust enforcement for distribution agreements involving IP rights as well as standardization and R&D agreements for the next 12 years • Provide a take-away understanding of the most important changes, the “headlines”, in the new EU block exemption regulations for vertical and horizontal agreements to accommodate to the impact of e-commerce, multi-channel distribution strategies, development of online sales channels as well as the emergence of new technologies and the need for interoperability

Tuesday, May 10 (Afternoon session: 5:00-6:00 p.m.)

Title	Speakers	Session Description
<p>Energy & Green Tech Industry Transformations</p> <p>Creating a greener world through industries in many technical frontiers</p>	<p>Moderator - Madelein Kleyn, Director, Technology Transfer, Stellenbosch University, South Africa</p> <ul style="list-style-type: none"> • André P. Steynberg - Expert consultant in GTL technology, USA • Dallas Wilkinson - Managing Director for Dennemeyer APAC and Board Chair, Austmine, Australia • Suracha Udomsak - CTO and Emerging business Director, SCG Chemicals, Thailand 	<p>An international panel will:</p> <ul style="list-style-type: none"> • Describe how decarbonization will need breakthroughs not just in nuclear power but on other technological frontiers: batteries to store the intermittent energy from renewables; Internet-like smart grids that distribute electricity from scattered sources to scattered users at scattered times; technologies that electrify and decarbonize industrial processes such as the production of cement, fertilizer, and steel; liquid biofuels for heavy trucks and planes that need dense, portable energy; and methods of capturing and storing CO2". "Enlightenment Now", Steen Pinker • Discuss how to meet increasing human needs for food, energy and materials while decreasing greenhouse gas emissions to net zero by 2050 by considering greener technology in energy (alternative energy), the drive for it, how we get it into industry (tech transfer component thereof) and the role our energy industry sectors play in it • Consider e-Fuel hybrid technology and the mining industry and the changes being rapidly introduced, including some trends in electrified vehicles and infrastructure which is evident of digitization, decarbonization, remote operations, AI and big data couple with an ESG focus and water conservation
<p>ENTREPRENEUR CASE STUDIES</p> <p>Successful strategies and challenges for supporting female entrepreneurship to advance innovation</p>	<p>Moderator - Eszter Szakács, Patent Lawyer, Litigator and Life Science Specialist</p> <ul style="list-style-type: none"> • John Ritter - Princeton University, USA <p>Further speakers TBA</p>	<p>An international panel will:</p> <ul style="list-style-type: none"> • Describe successful startups established by women, female CEO's in top innovative companies, growing number of female owned businesses - no longer a vision but proof of women successfully advancing in traditionally male dominated fields, contributing to the diversity of economy and increasing innovation • Discuss how to take the entrepreneurial plunge, that is still complicated for women due to social and economic challenges • Explore the journey of a female entrepreneur, especially in the fields of technology, and the ways the licensing community can contribute to creating a culture of support for female leaders as they are making their way to and leading innovation.

<p>TRADEMARKS AND BRANDING</p> <p>Brand imitation in the food industry: common issues and new perspectives in licensing - a comparative analysis between jurisdictions</p>	<p>Moderator - Anna Maria Stein - Of Counsel, Eversheds Sutherland, Italy</p> <ul style="list-style-type: none"> • Alberto Dalle Ceste - Studio Legale Dalle Ceste, Italy • Myrtha Hurtado Rivas – Nestlè, Switzerland (invited) • Paolo Franzoni – Bolton, Italy (invited) • Wine Italian Entrepreneur (TBD) • Luigi Scordamaglia - Filiera Italia, Italy (TBC) 	<p>An international panel will:</p> <ul style="list-style-type: none"> • Discuss the phenomenon of brand imitation in the world food market (especially, the imitation of the food excellences) consists in the use (on labels and packages) of denominations, geographical references, images, chromatic combinations and brands that evoke the particular food excellence (Champagne; Prosecco; Parmigiano; Gruyere etc.) to promote the marketing of products (especially but not exclusively agri-food) • Consider how people are misled to believe that they are authentic, when in reality they are not • Describe the situation of those who lose the most in this mechanism - (1) local producers, forced to lower quality and prices, becoming impoverished; (2) consumers, to whom increasingly low quality products arrive, and (3) the licensees of the brands, forced to face the imitations in the market • Consider recent developments and how to introduce good practices in the licensing to counter these issues, for example, in the ruling last month in U.S. District Court for the Eastern District of Virginia, Judge T.S. Ellis III wrote, “Although the term gruyère may once have been understood to indicate an area of cheese production, the factual record makes it abundantly clear that the term gruyère has now, over time, become generic to cheese purchasers in the United States.” Under U.S. law, trademarks cannot be given to generic terms
<p>MONETIZATION STRATEGY</p> <p>Protecting, monetizing, licensing, compliance and enforcement of IP Assets</p>	<p>Moderator - Matthias Ulrich - Managing Director, Connor, Germany</p> <ul style="list-style-type: none"> • Kevin Mack – VP IP & Legal Strategy at Dolby Laboratories, USA • Chris Bailey – Principal, Rouse, USA • Rudy Roth – Principal IP Counsel, Philips, The Netherlands • Trudi Bordi – VP Licensing, HDMI Licensing Administrator, USA 	<p>This international panel of technology licensing and enforcement experts will:</p> <ul style="list-style-type: none"> • Discuss the recent dramatic changes in the licensing landscape in the high-tech sector, the increased scarcity of raw materials and components, the proliferation of new supply chains and distribution channels, and the pace of consolidation of market • Consider how the ever-changing product offerings pose major challenges to licensors to effectively monetize, manage and protect their revenue streams from IP Royalties • Discuss the challenges licensors face and offer business-proven strategies to address these challenges effectively, elaborating on commercial approaches, as well as enforcement strategies that help safeguard revenue streams, and protect a company’s intellectual property • Explore the following three critical areas (1) Setting the Scene: Intellectual Property & License Compliance and why you need to care, (2) 2022 and beyond: current challenges and how companies are adapting their IP compliance strategies, and (3) Spotlight on Commercial vs. Enforcement engagements: how to effectively protect your IP rights? Compliance audits, enforcement action and other effective mechanisms