

CIP FORUM

GÖTEBORG 2018
23 - 25 SEPT



TRANSFORMATION





CIP FORUM 2018

Theme: TRANSFORMATION

Chairpersons: Maaïke van Velzen (Philips) and Keith Bergelt (Open Invention Network)

When: September 23-26, 2018

Location: Wallenberg Conference Center, University of Gothenburg

Website: www.cipforum.org

Overview

The CIP FORUM is CIP's flagship event where partners, colleagues, alumni, and invited guests gather in Göteborg to address the key industry, university, and policy challenges of the transformation to a knowledge economy. The event has been held on seven occasions since 2001 with the next event scheduled for September 23-25, 2018. The focus of the event is on sharing innovative ideas, research, and practical experiences among global actors. A blend of theory and practice is employed to bridge the gap between strategy and policy and encourage critical reflection in a world where business and public policy are both in transition. The inclusion of local graduate students from Chalmers and University of Gothenburg in the event allows the next generation to voice their opinions through the unfiltered lens of the beginner's mind. A key goal of CIP FORUM is to transform the dialogue into action through new initiatives together with industry partners, academia, and policy makers that will be carried out and presented in the next event.

CIP FORUM 2018 will focus on the theme of Transformation, which is a natural progression from the previous theme of Convergence. The event will consist of two main sub-themes as follows:

1. Digitization (Digital Transformation)

- Provide an understanding of the industrial and societal impact of several emerging disruptive technologies that are driving digital transformation (Industry 4.0 in particular)
- Provide knowledge to derive business strategies on how to manage IP and technology positions for competitive advantage in an era of digital transformation
- Discuss the implications of digital transformation on existing institutions and provide insights to guide effective policy-making

2. Globalization (Global Transformation)

- Provide an understanding of the changing global competition for technology/innovation leadership (in particular a comparison of China, India, US, and EU)



- Provide an understanding of the key comparative dynamics and drivers of technology investment/returns within the IP/innovation eco-systems in China in comparison to the US/EU (e.g. respective advantages, disadvantages, requirements and trade-offs, *etc.*, which might reflect technology, market, legal, legislative or regulatory influences).
- Provide knowledge to derive strategies for reconciling the disparate IP/innovation environments that best realize their respective corporate objectives – within and between the US/EU and China (e.g. Including guidance on types of IP, business models and commercialization vehicles, *etc.*)

The event will discuss challenges, trends, and specific management and policy issues that characterize the opportunities and threats of globalization of innovation and digital transformation for industry and policy-makers. These issues will be addressed through plenary, break-out, workshop, and roundtable sessions at different levels of focus, including policy, strategy, and operational levels. Participation is based on invitation, where the specific sessions are designed in collaboration with CIP partner organizations and board members as well as the key interests of the invited participants. The goal of the event is to provide a comprehensive understanding of the key globalization and digitalization issues by leading global policy makers, executives, and experts in an open environment where all participants have an opportunity to partake in the dialogue.

Program

Between 200-250 persons will participate in the three days of activities. The event starts on Sunday morning with a seminar on the Digital Transformation in India. In the afternoon, a number of parallel workshops and roundtables are organized around subjects of current and future education, research, and innovation projects at CIP.

The Monday focus in Digitization will include discussions on the transformation towards a digital economy and society, exemplify emerging technology areas such as IoT, artificial intelligence and machine learning, big data, and blockchain. The Tuesday focus on Globalization will discuss the emerging role of China as an innovation leader starting with China's policy ambitions and elaborating on the development of the country's IP ecosystem, innovation drivers, and strategies for cross-border collaboration.

During the lunch sessions and the mingle events, partner and student interactions will be facilitated, including a pitching event. Participants are encouraged to challenge the students' business concepts and hypotheses in what we hope will stimulate a great exchange of ideas. Below is an illustration of the schedule of events.



Sunday, Sep. 23rd	Monday, Sep. 24th	Tuesday, Sep. 25th	Wed., Sep. 26th
Digital Transformation in India	Digitalization Plenary Sessions	Globalization Plenary Sessions	Optional Meetings
Lunch	Lunch	Lunch	Lunch
Workshops/Round tables/Meetings	Breakout Sessions Plenary Session	Plenary Sessions	
Welcome Event	Mingle Event	Mingle Event	

Sunday, Sep. 23rd

08:30-19:00

School of Business, Economics and Law, University of Gothenburg

08:30-11:30 Digital Transformation in India

Chairpersons:

- Rentala Chandrasekhar, President, National Association of Software & Services Companies and fm Secretary of Department of Telecommunications, Government of India
- Shubhashis Gangopadhyay, Research Director, India Development Foundation

Speakers: tbd

11:30-12:30 Lunch

12:30-16:00 Workshops/Roundtables (Coffee Break: 14:00-14:30)

1. Transforming Trade Secret Management: Managing Confidential Business Information as an Asset

This workshop will explore the realities and possibilities of managing know how, data, and other confidential business information as a commercially valuable asset. The first session will be descriptive, exploring how businesses currently use trade secrets to maintain a competitive advantage, to develop new products, and to collaborate with business partners. We will consider how law and business -- national



legal systems and the current state of management practices -- affect how companies manage their trade secrets. The second session will consider what could be done to help businesses make better use of trade secrets. We will consider what changes in law and business practices could improve trade secret management and how best to implement such changes.

Chairpersons:

- Haakon Thue Lie, Partner, Leogriff and PhD Candidate, CIP/NTNU
- Mark Schultz, Professor, Southern Illinois University School of Law
- Carl-Oscar Rosén, Alumni, CIP

Speakers:

- Donal O'Connell, Managing Director, Chawton Innovation Services
- Stefan Dittmer, Partner, Dentons
- Bengt Domeij, Professor, Uppsala University
- Philip Ideström, Commercial Manager, SAAB and CIP Alumni
- Morten Landsgård, IP Manager, Norsk Hydro (tbc)
- Robertha Höglund, Head of Intellectual Property, Elkem (tbc)

2. Intellectual Property as Gatekeeper in the Digital Economy

Chairpersons:

- Merima Bruncevic, Deputy Director, CIP and Senior Lecturer, University of Gothenburg
- Fiona MacMillan, Corporation of London Professor of Law, University of London and Visiting Professor, University of Gothenburg

Speakers:

- Dan McCurdy, CEO, Provenance Asset Group
- Jule Sigall, Associate General Counsel, IP Policy & Strategy, Microsoft
- Kevin Madigan, Assistant Director, Center for the Protection of Intellectual Property, George Mason University
- Marta Iljadica, Lecturer, University of Aberdeen
- Shane Burke, Lecturer, Cardiff University

3. Transformation of the Chinese Patent System

The Chinese government announced the “innovation-driven” development strategy to promote the economic and social development of the country in the 18th National Congress of the Communist Party of China in 2012. However, China faces a number of serious challenges in implementing the strategy. One of them is that IPR protection is inadequate and infringement is rampant. The Chinese government acknowledged this problem and pledged to implement “more stringent IPR protection”. The scheduled fourth amendments to the Patent Law and the establishment of the specialized IP courts in Beijing, Shanghai and Guangzhou at the end of 2014 revealed that the Chinese government is indeed making serious efforts in the promised direction. In addition, China amended the Law on Promoting the Transformation of Scientific and Technological Achievements in October 2015, which was an important step in removing the barriers for technology transfer from



academy to industry. In the workshop on the Chinese patent system, speakers from leading Chinese universities, law firms and companies are invited to discuss the latest development of the Chinese patent system and share their views on the implication of the transformation to domestic and international companies.

Chairperson:

- Prof. Can Huang, Institute for Intellectual Property Management, School of Management, Zhejiang University, Hangzhou, China
- Prof. Frans Greidanus, Institute for Intellectual Property Management, School of Management, Zhejiang University, Hangzhou, China

Speakers:

- Suli Zheng, Institute for Intellectual Property Management, School of Management, Zhejiang University and Jiliang University, Hangzhou, China
- Elaine Wu, Office of Policy and International Affairs, USPTO
- Grace Wang, Partner, Zhong Lun
- Daniel Yan, Senior Director and Head of Intellectual Property & Standards (China), Philips
- Prof. Rongxiang Zhao, Director, Industrial Technology Research Institute, Zhejiang University (tbc)

4. Capturing and Extracting Value from Data

With the increasing amount of data available and the emergence of advanced data analysis tools such as machine learning and big data analytics, data assets are becoming increasingly valuable to companies worldwide. Clear best practices as to how to best manage and capture the value of data, however, have yet to evolve. In this workshop, we will discuss data from the perspective of an asset and property within new data-driven business models as well as explore the use of data as innovation information used for advanced analytics for IP, technology, and business intelligence.

Chairpersons:

- Hannes Forssberg Malm, VP, Customer Solutions, Richardson Oliver Insights
- Amna Hamza, Alumni, CIP

Speakers:

- Craig Opperman, VP, CIPO, Lam Research
- Björn Johansson Hegis, Partner, Roschier
- Erik Oliver, Partner, Richardson Oliver Law Group
- Julian Nolan, CEO, Iprova
- Björn Ulmer, Managing Director, PatentSight
- Nigel Swycher, CEO, Aistemos

5. Intellectual Asset/Property Management in Digital Businesses



Digital platforms are disrupting traditional industries and redefining competitiveness. This leads to a new landscape where SMEs can rapidly penetrate traditionally tech-adverse industries, from taxi to banks to hotels and beyond. This session will discuss the role of strategic asset management and control mechanisms for the growth and competitiveness of digital platforms in general and provide a particular look at the Swedish unicorns as examples.

Chairpersons:

- Magnus Eriksson, Project Leader, CIP
- Karla Soler Riba, Researcher, CIP

Speakers: tbd

6. Digital Disruption in Pharma and Healthcare

Chairperson:

- Karl Maack, PhD Candidate, SSIE
- Vicente Barbera Navarro, Market Researcher, OnDosis

Speakers:

- Bernard Munos, Senior Fellow at FasterCures, Milken Institute

7. IP Management in Industry 4.0

Chairperson: Jens Bördin, CEO, Konsert Strategy & IP and CIP Alumni

Speakers:

- Raymond Millien, VP, Global Chief IP Counsel, Volvo Car Group. CIP Advisory Board Member
- Ruud Peters, CEO at Peters IP Consultancy B.V. and former Chief IP Officer and Executive Vice President at Koninklijke Philips N.V. CIP Advisory Board Member
- Erik Wintzell, IP Intelligence Analyst, Volvo Group and CIP Alumni
- Johan Wiklund, Associate, Konsert Strategy & IP and CIP Alumni
- Marcus Andersson, Alumni, CIP

8. Blockchain Technology and Applications in Theory and Practice

This session will provide an overview of blockchain technology focusing on its fundamental features and areas of potential application from both a theoretical and practical perspective. Participants will take part in an interactive experience where potential blockchain applications will be designed and tested.

Chairpersons:

- Juho Lindman, Director of GU Blockchain Lab, Swedish Center for Digital Innovation, and member of CIP Academic Faculty
- Amanda Elfström, Grants and Innovation Office, UGOT, and CIP Alumni

Speakers:

- Rikard Lindgren, Professor, University of Gothenburg
- Lidija Polutnik, Professor, Economics Division, Babson University



- Andreas Nilsson, Head of Research & Innovation, Intellect Information Technologies
- Johan Magnusson, Co-Director, Swedish Center for Digital Innovation
- Peter Altmann, Senior Researcher, RISE Viktoria

9. Open Source and Standardization

Chairpersons:

- Mirko Boehm, Founding Partner and CEO, Endocode and European Representative, Open Invention Network
- Bowman Heiden, Co-Director, CIP

Speakers:

- Nikolaus Thumm, Senior Fellow, European Commission, Joint Research Centre
- Jimmy Ahlberg, Defensive IPR Strategist, Ericsson
- Suzanne Munck, Chief Counsel for IP/Deputy Director, Policy Planning/U.S. Federal Trade Commission

10. University Utilization of Academic Research

Chairpersons:

- Henric Rhedin, Chairperson, ASTP-Proton
- Ulf Petrusson, Professor and Co-Director, CIP

Speakers: tbd

16:00-16:30 Coffee Break

16:30-18:00 Vera Project – Plenary Panel Discussion

Chairperson: Anna Holmberg, CIP, University of Gothenburg

Speakers: tbd

18:00-20:00 Welcome Event



DIGITALIZATION

Monday, Sep. 24th Plenary

08:30-19:00

Wallenberg Conference Center, University of Gothenburg

08:30-08:35 CIP Welcome – Transforming Knowledge into Wealth and Welfare

Anna Holmberg, CIP FORUM Director, CIP

08:35-08:50 Chairpersons Introduction – The Opportunities and Challenges of a Global, Digital Economy

- Maaïke van Velzen, Head of IP Portfolio Management, Philips
- Keith Bergelt, CEO, Open Invention Network

08:50-09:30 Keynote

Aric Dromi, Chief Futurologist, Volvo Car Group and Digital Philosopher and Professional Troublemaker

09:30-10:00 Digital Disruption: How digitalization will redefine industry and society?

Talal Shamoan, CEO, Intertrust

10:00-10:30 Panel Discussion

Moderators:

- Maaïke van Velzen, Head of IP Portfolio Management, Philips
- Keith Bergelt, CEO, Open Invention Network

Panelists:

- Aric Dromi, Chief Futurologist, Volvo Car Group and Digital Philosopher and Professional Troublemaker
- Talal Shamoan, CEO, Intertrust
- Bernard Munos, Senior Fellow at FasterCures, Milken Institute

10:30-11:00 Coffee Break

11:00-12:15 The Digital Economy: What is the role for intellectual property?

Moderator: Dan McCurdy, CEO, Provenance Asset Group

Speakers/Panelists:

- Fiona MacMillan, Corporation of London Professor of Law, University of London and Visiting Professor, University of Gothenburg
- Kevin Madigan, Assistant Director, Center for the Protection of Intellectual Property, George Mason University
- Jule Sigall, Associate General Counsel, IP Policy & Strategy, Microsoft
- Patrick Hofkens, Director, IPR Policy, Ericsson

12:15-13:30 Lunch and Exhibition



13:30-16:30 Breakout Sessions (Coffee Break: 14:45-15:15)

1. IoT/Industry 4.0

Description: This session will focus on the digital transformation of industrial firms in what is often termed, Industrial IoT or Industry 4.0. Different digitization perspectives will be explored including the transformation of products to digital services and the creation of IoT platforms, which will lead to new business models and IP strategies. The session will raise fundamental questions concerning how value will be created in Industrial IoT eco-systems, which actors are best positioned to extract value, and how access to IP will be managed in a way that incentivizes innovation and collaboration across the multiple technology layers. The case of autonomous driving will be explored from a technical, business, and regulatory perspective to illustrate the innovation challenges.

Chairpersons:

- Raymond Millien, VP and Chief Global IP Counsel, Volvo Car Group
- Nora Frostbrink, IP Portfolio & Strategy, Volvo Group and CIP Alumni

Speakers/Panelists:

- Ruud Peters, CEO at Peters IP Consultancy B.V. and fm Chief IP Officer and Executive Vice President at Koninklijke Philips N.V.
- Kristina Andersson, Legal Counsel, NEVS
- Suzanne Munck, Chief Counsel for IP, Deputy Director, Policy Planning, U.S. Federal Trade Commission
- Zenuity (tbc)

2. Artificial Intelligence, Machine Learning, and Big Data

Description: This session explores the development of artificial intelligence (AI), machine learning (ML), and Big Data (BD) as both separate and interrelated phenomena with unique technical, commercial, and legal implications. In addition different roles for AI/ML/BD systems will be discussed, including the role as an inventor, as an analytic tool, and as a patentable invention.

Chairpersons:

- Erik Oliver, Partner, Richardson Oliver Law Group
- Hannes Forssberg Malm, VP of Customer Solutions at Richardson Oliver Insights
- Amna Hamza, Alumni, CIP

Speakers/Panelists:

- Florian Kolb, Managing Director, Innogy
- Markus Larsson, VP, Global Business Development, PARC
- Julian Nolan, CEO, Iprova



- Yann Ménière, Chief Economist, European Patent Office
- Marcus Malek, Head of Strategy, Aistemos

3. Blockchain Beyond Cryptocurrencies

Description: This session will focus on the current and future uses of blockchain technology in a myriad of applications beyond its well-known application in cryptocurrencies. In particular, this session will discuss the key strengths and weaknesses of blockchain and the potential opportunities and threats facing the market from a commercial and legal perspective. Furthermore the role of IP in development and access to blockchain technologies will be explored as well as the potential use of blockchain to solve practical challenges facing the IP system.

Chairpersons:

- Juho Lindman, Director of GU Blockchain Lab, Swedish Center for Digital Innovation, and member of CIP Academic Faculty
- Amanda Elfström, Grants and Innovation Office, UGOT, and CIP Alumni

Speakers/Panelists:

- August Botsford, Technical Director, ChromaWay
- Anders Arvidsson, CEO and Founder, Parallel North IP and Advisory Board Member, CIP
- Björn Ulmer, Managing Director, PatentSight
- Michael Lin, Partner, Marks & Clerk (Hong Kong) and Board Member, IIPCC

16:30-17:30 The Transformation of the IP Profession in the Digital Economy

Chairperson: Bowman Heiden, Co-Director, CIP

Speakers/Panelists:

- Susann Vahlenbreder Hecht, VP, Volvo Group IP, Volvo Group
- Ruud Peters, CEO at Peters IP Consultancy B.V. and former Chief IP Officer and Executive Vice President at Koninklijke Philips N.V. and CIP Advisory Board Member
- Jens Bördin, CEO, Konsert IP & Strategy and CIP Alumni
- Kent Richardson, Partner, Richardson Oliver Law Group and CIP Advisory Board Member
- Dan Crouse, CIPO, Aon Intellectual Property Solutions

17:30-19:30 Mingle Event



GLOBALIZATION

Tuesday, Sep. 25th Plenary

08:30-19:00

Wallenberg Conference Center, University of Gothenburg

08:30-08:45 **Welcome Address**

08:45-09:15 **Keynote: Chinese IP & Innovation Policy**

Prof. Frans Greidanus, Co-Director, Institute for Intellectual Property Management, School of Management, Zhejiang University, Hangzhou, China

09:15-10:30 **IP and Innovation Within China and Between China and the West – Key Impact Areas**

Description: This session is intended to provide an overview of the growing and evolving IP/innovation eco-system in China. The goal is to identify the key factors in the China IP eco-system, and how they impact the creation and commercialization of IP *within* China and *between* China and the West, which will be further elaborated on in the following sessions.

Moderator: Damon Matteo, CEO, Fulcrum Strategy and CIP Advisory Board

Panelists:

- Can Huang, Professor and Director, Institute for Intellectual Property Management, School of Management, Zhejiang University and CIP Advisory Board Member
- Daniel Yan, Senior Director and Head of Intellectual Property & Standards (China), Philips
- Grace Wang, Partner, Zhong Lun
- Luke Minford, CEO, Rouse

10:30-11:00 **Coffee Break**

11:00-12:15 **The Evolving IP Ecosystem in China**

Description: This session seeks to highlight the key aspects of the IP eco-system in China, the sources of impact, its evolution, and its misconceptions. In addition, the discussion will compare/contrast the developments in China with those abroad to offer the basis for establishing cross-border understanding (i.e. how to reconcile and operate effectively between the disparate IP regimes). Ideally, this will also render best approximations for what to expect in the future, both in terms of the China in-country IP regime, but also what to expect for cross-border activities.



Chairperson: Ian Harvey, Chairman, IP Center Advisory Board, Tsinghua University x-lab, Beijing; Adjunct Professor, Imperial College, London and CIP Advisory Board Member

Speakers/Panelists:

- Wen Cao, Senior Partner, Principal of Shanghai Office of NTD
- Jin Ling, Executive, Rouse
- Han-Mei Tso, Partner, Osha Liang
- Suli Zheng, Institute for Intellectual Property Management, School of Management, Zhejiang University and Jiliang University, Hangzhou, China
- Fergal Clarke, Director, IP Business Analysis, Lenovo

12:15-13:30 Lunch and Exhibition

13:30-14:45 Innovation Drivers in China from a Technology and IP Strategy Perspective

Description: This session will illustrate the connection and interplay between technology strategy, business strategy, and IP strategy in China's world-view using examples of key technologies that China has decided to prioritize in the future. From this background, lessons about how to interact with the Chinese innovation economy in successful ways in general, and in particular with IP assets will be discussed. This session will also emphasize the time-domain and trajectory aspect where innovation progress, direction and advantage are destined to change rapidly as Chinese innovative ambitions grow both in the domestic market and markets abroad.

Chairperson: Tim Smith, Principle, Rouse

Speakers/Panelists:

- Karin Broman, Vice President, Chief Legal and IP Counsel, CEVT
- Fergal Clarke, Director, IP Business Analysis, Lenovo
- Prof. Frans Greidanus, Institute for Intellectual Property Management, School of Management, Zhejiang University, Hangzhou, China
- Chris Bailey, Executive, IP Consultant, Rouse
- Dr. Yu Cao/Prof. Rongxiang Zhao (tbc)

14:45-15:15 Coffee Break

15:15-16:30 Cross-Border: Strategies and Business Models

Description: This session is focused on developing an understanding of how to develop and execute IP-centric strategies for creating and capturing commercial value between the West and China. The session will focus on identifying common ground, obviating potential conflicts, and capturing



synergies. In the spirit of not being able to function optimally in any one element of a value-chain, unless you understand all of the other linked elements, this session integrates all of the preceding perspectives into one eco-system model. A model that attendees can use, modify, and extrapolate from to develop and execute their own strategies for creating and realizing IP value in the cross-border context.

Chairperson: Damon Matteo, CEO, Fulcrum Strategy

Panelists:

- Elaine Wu, Office of Policy and International Affairs, USPTO
- Kent Richardson, Partner, Richardson Oliver Law Group and CIP Advisory Board Member
- Ian Harvey, Chairman, IP Center Advisory Board, Tsinghua University x-lab, Beijing; Adjunct Professor, Imperial College, London and CIP Advisory Board Member
- Tim Smith, Principle, Rouse
- Can Huang, Professor and Director, Institute for Intellectual Property Management, School of Management, Zhejiang University and CIP Advisory Board Member

16:30-17:00 Conference Closing Ceremony

- Anna Holmberg, CIP FORUM Director, CIP
- Maaïke van Velzen, Head of IP Portfolio Management, Philips
- Keith Bergelt, CEO, Open Invention Network

17:00-19:00 Mingle Event