

CIP FORUM

GÖTEBORG 2016  
25 - 27 SEPT



CONVERGENCE



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# CONVERGENCE

We are in the midst of a convergent world where the storms of disruptive change are brewing. Industries, universities, and nations alike will need to take heed. Some actors will define the future and others will have the future define them.

Which one will you be?





# CIP FORUM 2016

**WELCOME TO GÖTEBORG** for the seventh addition of CIP FORUM. For those first-time participants, we are happy to welcome you not only to our city and event, but to our CIP community of academics, executives, policy-makers, professionals, students, and alumni gathered around the common goal of transforming knowledge into wealth and welfare. For those past-participants, we hope to reward your patience since the last event with another impressive program whose theme of convergence promises to deliver a new set of opportunities and challenges on the winding road to economic growth and prosperity in the knowledge economy.

It is no surprise that this winding road brings us together as success and failure in an increasingly convergent world most certainly hinges on our wisdom and ability to collaborate and find joint solutions to new challenges that lack familiar solutions. Our hope is that CIP FORUM can act as a positive catalyst in this development process.

Once again, a heartfelt welcome to Göteborg – looking forward to our time together!

Margareta Wallin Peterson  
Chairman, CIP  
Professor, University of Gothenburg



# CIP FORUM – WE’RE BACK

*A lot has happened in the world during the five years since the last CIP FORUM. During this time CIP has continued to develop education, research, and collaborative activities around four main programs focused on the transformation of Industry, the University, Venture Creation, and the IP Profession. While intellectual property issues are discussed in many fora, our partners and collaborators at CIP felt that CIP FORUM offered a unique atmosphere for open discussion among interdisciplinary actors of multiple generations. While CIP may not have gone anywhere, from a CIP FORUM perspective, it’s nice to be back!*

## OUR FLAGSHIP EVENT

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 six occasions since 2001 with a focus 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 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.

## THREE FOCAL AREAS

CIP FORUM 2016 will focus on the theme of convergence from both an industry and university perspective through three interrelated, convergent focal areas:

### Industry Focus

Digitization and the Internet of Things: The Convergence of Technology and Business Models

### University Focus

Beyond Tech Transfer: The Convergence of Research and Innovation

### Industry-University Focus

Building Professional Partnerships: The Convergence of Industrial and Academic Capabilities



The event will discuss challenges, trends, and specific management and policy issues that characterize the difficulties of convergence for industry and universities 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 advisory board members as well as the key interests of

the invited participants. The goal of this year's event is to provide a comprehensive understanding of the key convergence issues by leading global policy makers, executives, and experts in an open environment where all participants have an opportunity to partake in the dialogue. In particular, a specific emphasis will be placed on addressing the challenges of increased digitalization of products and globalization of markets.

# COLLABORATION PARTNERS

## INDUSTRY PARTNERS



## DEVELOPMENT PARTNERS



## ANALYTICS PARTNERS



# CIP

## ...AND THEN THERE WERE THREE

*Center for Intellectual Property (CIP) is a development center at the intersection of industry and academia with an overarching aim to generate sustainability in the emerging knowledge-based society. CIP was initially founded in a joint effort among University of Gothenburg, Chalmers University of Technology, and industry, and now welcomes Norwegian University of Science and Technology (NTNU) as our third foundational academic institution. CIP's mission is to facilitate the transformation of knowledge into wealth and welfare for the benefit of industry, academia and society as a whole.*

**CIP ACTS IN A COORDINATING ROLE** to facilitate innovation in general, and particularly focuses on the role of intellectual asset management as a critical process to manage openness and create sustainable value. In this role, CIP's position at the interface of academia and the public and private spheres enables promotion of research, education and practical initiatives employing a truly multi-disciplinary approach. Since a knowledge-based society knows no geographical boundaries and the infrastructure for knowledge-based business is global, CIP operates on an international scale building collaborations in US, Europe, and Asia.

Moreover, building a sustainable knowledge economy requires a new set of skills at the intersection of management, economics, law, technology, and sociology combined with experience of the challenges for industry, academia, and society at large. CIP also believes that challenging international issues requiring an open-minded approach are best addressed by working towards practical results. By promoting an action-based approach

anchored in real-life projects for education and research activities, CIP is thus combining theory with practice while fostering development of new tools to shape knowledge-based business.

Importantly, the facilitation of innovation across disciplines, stakeholder boundaries and national borders means a constant balancing act between the interests of actors from industry, academia and the public sector. It also implies a responsibility to promote a constructive, sustainable and not least moral development. As an independent academic development center CIP is therefore always committed to actively anchor its activities in firm ethical standards.

**CIP BELIEVES THAT KNOWLEDGE IS THE ULTIMATE RENEWABLE RESOURCE** from which to build sustainable wealth and welfare for the future. However, we acknowledge that the creation, control, and utilization of knowledge required to generate wealth and welfare is far from a simple task – this is why we created CIP.

# STUDENT PARTICIPATION

Here to help

**THE PARTICIPATION OF CURRENT STUDENTS** and alumni makes the CIP FORUM event unique. Students are an integrated part of the event, supporting the development of the sessions, pitching their innovation projects, and participating as general sounding boards for discussions about knowledge-based business. We also take great pride in the fact that several of our alumni will participate as expert speakers in this year's event.

**THE EDUCATIONAL BACKGROUNDS** of the participating students differ, but can broadly be categorized as originally stemming from business, biomedicine, law and/or technology. The students are enrolled as graduate students at both Chalmers University of Technology and University of Gothenburg and linked to Sahlgrenska School of Innovation and Entrepreneurship (SSIE) and Chalmers School of Entrepreneurship (CSE). The ICM education is nowadays a track existing at both SSIE and CSE. These educations offer a wide array of learning within the fields of knowledge-based business development, innovation management and entrepreneurship.

*"In an evaluation by the Swedish National Agency for Higher Education, the entrepreneurship programs in Gothenburg were ranked as the best in Sweden."*

**THE CORE VISION OF ICM** is to educate a new generation of highly talented engineers, scientists, lawyers, and business developers with specific capabilities to engage in innovation and entrepreneurship in the knowledge economy. The ICM track at both the SSIE and CSE platforms is centered on an award-winning pedagogy consisting of advanced theoretical tools, simulated business environments and real life innovation projects, each designed to increase the understanding of the construction of knowledge-based business.

Throughout the education students actively learn to analyze, identify and assess valuable intellectual assets in knowledge intensive firms, organizations and universities, as well as develop strategies to maximize the utilization of these assets within the knowledge based society. The education's learning modules emphasize critical thinking and problem solving in the context of intellectual property strategies, technology-based entrepreneurship, brand management, and open innovation, among others on both the theoretical and practical level.

Historically, the students have been able to test their skills and capabilities through summer and master thesis internships across the world at firms in the CIP community, such as Philips, Ericsson, Volvo, PARC, Novartis, Electrolux, Nestlé, Nokia, Unilever, Pieris, Tessenderlo, SKF, WIPO, Rambus, ROL Group, Mannheimer Swartling, and Vinge, among others.

**CSE AND SSIE ARE ACTION-BASED EDUCATIONAL PLATFORMS** with dedicated incubation and acceleration functions that are actively involved in driving innovation and entrepreneurship projects in different stages of development. Both SSIE and CSE mix students with various backgrounds and experiences in cross-disciplinary teams. The first year consists of shared courses, as well as specialized innovation and entrepreneurship courses. The second year consists of real-life innovation projects selected from university research, industry, and the healthcare system. Students work in groups of 2-4 in collaboration with researchers, entrepreneurs, healthcare professionals, and industry managers. Each project has the potential for future participation by the students after graduation. To date the two platforms have created more than 70 ventures and conducted more than 50 innovation projects.

# SPEAKERS

**TERRY ADAMS** *Assistant Vice President for Intellectual Asset Management, Nestlé*

Terry Adams is the Assistant Vice President for Intellectual Asset Management at Nestlé's Head office located in Vevey, Switzerland. Terry Adams has spent his entire career in the consumer products industry developing products in dozens of different product categories for countries all over the world. He began his professional career at the Procter and Gamble Corporation in Cincinnati, Ohio as a product researcher in the Soaps and Detergents Division. He became Group Leader in the Liquid Dish Detergent Division in 1991. In 1994, Terry Adams joined the Dial Corporation (now a company of Henkel KGaA) in Scottsdale, Arizona where he became the Manager of Process Development for the Personal Care Division. He was later appointed Manager of International Technology Coordination covering all of Dial's product categories. In 1998, Terry Adams joined the Kimberly-Clark Corporation as a Research Manager for the Feminine Care Sector managing North American and International product development efforts. He joined Kimberly-Clark's Child Care Sector in 2000 and in 2001 joined the Family Care Sector as the Global Interface Manager. Terry Adams was later appointed the Senior Research Manager of the Global Intellectual Asset Management (GIAM) Team where he provided strategic coordination of Kimberly-Clark's 3500 patent families and other global intellectual assets across a range of technologies. Terry Adams joined Nestlé in July 2006 as head of the Technology Intellectual Property (TIP) function across a network across 28 technology centers in 10 countries. He now has responsibility for the operational and support functions of the Intellectual Asset Management department, technology scouting support, and coordination of activities between MIT (Boston) and Nestlé. Terry Adams received his B.S. and M.S. degrees in chemical engineering from Howard University (Washington, D.C.).

**ERIK ALSEGÅRD** *Intellectual Property Practice Leader, CFC Underwriting*

Erik Alsegård is Intellectual Property Practice Leader at London based CFC Underwriting, Ltd. He is also on the editorial board of the Patent Lawyer Magazine (2012-) and taking part on the judging panel for Intellectual Property Magazine Awards (2010-2011). His specialties are intellectual property law, IP/intangible assets risk management and insurance applications for IP risks in all segments and sizes of companies.

**JENS ANDREASSON** *Deputy Director, Center for Intellectual Property*

Jens Andreasson, LL.M., LL.D., is Deputy Director of the Center for Intellectual Property (CIP), which is a joint center focused on knowledge-based business development founded by University of Gothenburg and Chalmers University of Technology in collaboration with industry. Jens also holds a position as Senior Lecturer in Private Law at the Department of Law, School of Business, Economics and Law, University of Gothenburg. His research focus is at the interface of law, economics and technology/innovation management with a particular interest in intellectual property and financing.

**ANDERS ARVIDSSON** *CEO, Parallel North IP*

Anders Arvidsson is the CEO and founder of Parallel North IP, a European IP consulting and brokerage firm providing customized services for clients to leverage the value of intellectual property. Anders Arvidsson has over two decades' experience developing, valuing and monetizing patent assets in the corporate world. As a market maker, he has been a pioneer in creating the marketplace for IP transactions, which has helped to protect companies' strategic product positions and maximize the value of their intellectual property. He constantly seeks new ways to use intellectual property as a strategic tool and has delivered to clients annual revenue captures in the range of \$10 million to 15 million from various transactions. Anders Arvidsson has negotiated hundreds of transactions comprising multiple patent portfolios. Previously, he spent 13 years at Nokia, where he headed the patent acquisition team. He has significant experience in negotiated transactions involving multiple patent portfolios. He has also been working as vice president, IP rights for GN Store Nord A/S, which is developing and manufacturing medical devices for hearing impairment and audio solutions.

**RUDI BEKKERS** *Associate professor, Eindhoven University of Technology*

Rudi Bekkers is a tenured faculty member at the Eindhoven University of Technology, Netherlands and specializes in the relationship between standardization and intellectual property rights, and on university-industry relations. Over the last 15 years, he has published a number of papers on these topics in established journals. In addition, he performed more than a dozen commissioned studies and projects in this field, including the 2014 study 'Patents and Standards' for the European Commission.

He also was also one of the authors of a study on this topic by the US National Academies of Science, published in 2013. In a collaborative project with several other scholars from the US and Europe, he contributed to the creation of the publicly available dSEP database, which includes harmonised essential patent disclosures of thirteen major standard setting organisations.

**KEITH BERGELT** *CEO, Open Invention Network*

Keith Bergelt has over 20 years of experience in the field of intellectual property strategy, working for both industry and as a consultant in senior executive positions. Bergelt is today recruited by IBM, Red Hat, Sony, NEC, Philips and Novell to serve as the CEO of Open Invention Network, a pro-competitive defensive patent management organization established to enable freedom to operate in Linux and to support the openness of innovation emerging through open source projects such as Linux. The focus of his talk will draw from his unique experience of open innovation networks and open source strategies.

**MAGNUS BJÖRSNE**, *CEO, AstraZeneca BioVentureHub*

Magnus Björsne is CEO of AstraZeneca BioVentureHub AB. He is a Senior leader and business development professional with 17 years of R&D leadership and business development experience in the pharmaceutical industry.

**GUSTAV BRISMARCK** *CIPo and Head of IPR & Licensing, Ericsson*

Gustav Brismarck is Chief Intellectual Property Officer and Head of IPR & Licensing at Ericsson, a position he has held since April 2016. Gustav Brismarck is responsible for Ericsson's patent licensing and patent development worldwide. With over 39,000 granted patents, Ericsson has emerged as one of the companies holding the strongest radio communication patent portfolios in the industry covering 2G, 3G, 4G and soon 5G cellular standards. Gustav Brismarck was Vice President of Patent Strategies and Portfolio Management at Ericsson from June 2006 until April 2016. Gustav Brismarck was in this role responsible for Ericsson's IPR strategy, the Fair, Reasonable and Non-Discriminatory (FRAND) strategy and patent portfolio management. In 2004 Gustav Brismarck was appointed vice president of patent development at Ericsson, with overall responsibility for Ericsson's global patent organization. (cont.)



He introduced a portfolio management practice into Ericsson's IPR organization to increase value creation, developed Ericsson's IPR strategy and FRAND strategy and pricing. Gustav Brismark was in 2000 appointed Director of Product Management of Wideband Code Division Multiple Radio Access (WCDMA) Networks. During the years prior to this, between 1998 and 2000, Gustav Brismark worked for Ericsson Japan, as responsible for standardization and product management of WCDMA. He was head of the Radio Access and Antenna Systems Research Department at Ericsson between 1995 and 1998. Starting in 1992, Gustav Brismark worked with WCDMA research in two international research projects on 3G mobile communication, sponsored by the European Commission and his earliest focus at Ericsson was on algorithm research for Global System for Mobile Communications and Time Division Multiple Access Systems for Mobile Communication. Gustav Brismark has been working at Ericsson since 1986, after receiving his MSc in physics engineering from Uppsala University, Sweden. In addition, Gustav Brismark is an appreciated speaker at various conferences worldwide on patent-related topics. He has also worked on fair, reasonable and non-discriminatory (FRAND) licensing policy at the European Telecommunications Standards Institute and other standard developing organizations, as well as being an often requested spokesperson for Ericsson in the media. He has been a witness for Ericsson, explaining its business strategies as well as its FRAND licensing policy in several litigation processes.

**CHARLOTTE BROGREN** *Director General, VINNOVA*

Charlotte Brogren joined VINNOVA, the Swedish Governmental Agency for Innovation Systems, as Director General on September 1st 2009. Before joining VINNOVA she worked for 15 years for the global electrical company ABB in various management positions within research & development, most recently, as Technology Manager for ABB's Robotics Division. She has a PhD in Chemical Engineering from the University of Lund. Charlotte Brogren is chairman of the boards of the Swedish Industrial Development Found, HMS Industrial Networks and Q-free ASA. She holds several other board positions. Since 2005 she is a member of the Royal Swedish Academy of Engineering Sciences and since 2011 a member of the council board of the International Electrotechnical Commission.

**JENS BÖRDIN** *CEO, Konsert Strategy and IP*

Jens Bördin is co-founder, partner and CEO of Konsert Strategy & IP. He specialises in strategy development and performance improvement with regard to business-driven IP management, technology portfolio and investment management, and leverage and exploitation of intellectual assets. His experience includes leading C-level strategy projects, multi-year implementation projects and large-scale multilateral projects at and between corporations ranging in size from technology growth companies to Fortune 100s.

In addition to his industry engagements, he is a strategic adviser to several public research entities regarding innovation, intellectual property and industry collaboration. In addition, he has co-developed proprietary software tools for analysis, management and visualisation of intellectual assets and property. Jens Bördin holds a Master of Science in Innovation and Entrepreneurship (Intellectual Capital Management program) from Chalmers University of Technology and a Bachelor of Science in Business Administration from School of Business, Economics and Law at University of Gothenburg.

**WILLIAM VAN CAENEGEM** *Professor, Bond University*

William van Caenegem is Professor of Law at Bond University in Queensland, Australia. He studied law in Belgium and then in Cambridge, UK where he also obtained a PhD. He has published extensively in the area of IP law as well as in comparative law. He is the author of a leading textbook published by LexisNexis on Australian IP law. His monograph on comparative trade secrets law was published by Kluwer Law International: 'Trade Secrets and Intellectual Property' (2015). His main interest in the context of trade secrets law is the rules applying to employees that impact on their mobility and thus the mobility of knowledge. He has been Chief Investigator on a number of funded research projects in recent years, including relating to GIs, trade marks law and trade secrets. He is an Honorary Visiting Professor at Gothenburg University and has also been a visiting Professor at the Sorbonne in Paris and at the University of Ghent, Belgium.

**ROBERTO CASTAGNO** *Director of IP business development, Nokia*

Roberto Castagno is director of IP business development at Nokia Technologies. He joined Nokia in 1999 and has held a number of roles related to multimedia technology, including R&D, platform management, business development and technology marketing. After some exposure to the world of intellectual property and licensing, he transferred to Nokia's IP team in 2007, since when he has been operating at the nexus of intellectual property, technology and business. Following the sale of Nokia's devices and services business to Microsoft in 2014, Nokia's IP team has been part of the Nokia Technologies business, which pursues new opportunities built on Nokia innovations and the Nokia brand. He is passionate about the logistics of ideas and the management of innovation, and sees patents and IP rights as key enablers in a knowledge-based society. His responsibilities at Nokia have included advising Nokia businesses on IP rights matters in their strategy and business operations, leading IP rights streams in mergers and acquisitions and, more recently, working on patent acquisition and divestment transactions. A citizen of Italy living in Finland, Roberto Castagno has served as the honorary consul of Italy in Tampere since 2004 and regularly advises the Italian embassy in Finland on potential cooperation projects in the areas of technology and innovation. Roberto Castagno holds a PhD in telecommunications from the Swiss Federal Institute of Technology in Lausanne and a master's degree

cum laude in electronic engineering from the University of Trieste, Italy. He is the author of over 25 scientific journal articles and conference papers in the area of multimedia signal processing.

**SONIA COOPER** *Senior Patent Attorney, Microsoft*

Sonia Cooper (European Patent Attorney, Chartered Patent Attorney, B.Sc.Hons., M.Sc.) is a Senior Patent Attorney in the IP Policy and Strategy Group at Microsoft and handles IP policy matters for Microsoft, with a focus on Europe. Sonia is also responsible for patent portfolio development for Microsoft Research in the UK, Israel and Egypt. Prior to Microsoft, Sonia was Head of Patents at Skype. Before joining Skype, Sonia worked as a patent attorney in private practice in London, having obtained a Bachelor's degree in Physics from Bristol University in 1997 and a Master's Degree in Management of Intellectual Property from QMW University in London in 2000.

**TIM CUMMINS** *CEO, IACCM*

In his role as CEO of IACCM, Tim works with leading corporations, public and academic bodies, supporting executive awareness and understanding of the role that procurement, contracting and relationship management increasingly play in 21st century business performance and public policy. Prior to IACCM, Tim's business career included executive roles at IBM and a period on the Chairman's staff, leading studies on the impacts of globalization and the re-engineering of IBM's global contracting processes. His earlier career involved the banking, automotive and aerospace industries, initially in Corporate Finance and later in commercial and business development. He led negotiations up to \$1.5 billion in value and his work has taken him to over 40 countries. Tim's writing is extensively published and he has acted in an advisory capacity to government bodies in countries that include the US, UK, Australia, Canada and Japan, as well as regular briefings to senior managers at many of the world's largest companies.

**SARA DAHLBERG** *Director Legal Affairs, University of Gothenburg*

Sara Dahlberg is legal counsel and deputy head of the Grants and innovation office at the University of Gothenburg. She has fifteen years' experience of legal aspects of research collaboration, utilization and IP matters and is coordinating the legal team within the unit. Main focus now is on policy issues and handling legal issues in larger external research funding and industry collaboration projects. Also sits as board member of several companies and organizations.

**BENGT DOMEIJ** *Professor, Uppsala University*

Bengt Domeij is professor of private law, specializing in intellectual property, at Uppsala University, Sweden. Dr. Domeij received his doctorate in 1998 at the Stockholm University Law Faculty. The thesis was titled "Pharmaceutical Patents in Europe" and was published internationally in 2000 by Kluwer Law



International. In 2003 Domeij published "The Law of Patent Contracts" and in 2007, the Swedish textbook "Patent law – Swedish and International". In 2016 Bengt Domeij published "From employee to competitor", detailing Swedish law on the duty of loyalty, trade secrets and covenants not to compete. Domeij has also published numerous articles in international journals. Dr. Domeij is a Board member of the Swedish Association of intellectual property, an editor of the Swedish journal PATENTEY and has frequently been asked by the Swedish government to participate in reform work in the patent field, most recently in the committee tasked with implementing the EU Trade Secret directive into Swedish.

**STEIN EGGAN** *Managing Director, NTNU Technology Transfer*

Stein Eggan is Managing Director at NTNU Technology Transfer at Norwegian University of Science and Technology. He is also CEO of Marine Cybernetics.

**JAKO ELEVELD** *Head of IP Licensing, Philips*

Jako Eleveld is on the executive management team of Philips Intellectual Property & Standards (Philips IP&S), a leading industrial IP organization that handles all IP matters for Royal Philips. As Head of IP Licensing, Jako Eleveld is responsible for Royal Philips' IP monetization, including patent and technology licensing, IP sales, new business development and IP venturing. Royal Philips has a long history in making R&D results available to the market. Licenses and enabling tools are offered by Royal Philips' own global IP licensing team and also through patent pools and partnerships. In many cases, Philips IP&S has been instrumental in the development of patent pools and other innovative solutions to enable the IP marketplace. Jako Eleveld has over 17 years' experience in intellectual property. In previous positions he was responsible for IP protection and transactional matters for Philips Semiconductors, Philips Group Innovation and Philips Consumer Lifestyle.

**MAGNUS ERIKSSON**, *Deputy Director, Institute for Innovation and Social Change, University of Gothenburg and Project Manager, CIP*

Magnus Eriksson is Deputy Director at the Institute for Innovation and Social Change at the University of Gothenburg. He is also project manager at Center for Intellectual Property. Magnus Eriksson proposes how universities can enable researchers and academic environments to promote increased utilization of research results and manage the demand for expanded collaboration with the outside world, including companies and public authorities, thus creating value and leverage for industry, universities, and society in the emerging knowledge-based economic paradigm. Magnus Eriksson has a proven record as a director in knowledge intensive business development and management, and he holds a PhD in Technology Management from Chalmers University of Technology.

**BABAK ESFAHANI** *CEO, Plejd*

Babak Esfahani is CEO at Plejd AB, a young public tech company within the IoT space that develops, produces and markets smart lighting products. Babak co-founded the company, and before that studied IT and Industrial Economics at Chalmers University of Technology.

**PAUL FEHLNER**, *Head of IP, Novartis Pharma*

Paul Fehlner is Head of Intellectual Property, Novartis Pharma. In this role, he leads the team responsible for obtaining and enforcing intellectual property rights for Pharma's products. The team acts as "IP Architects," working to build a holistic IP portfolio. This includes patents, trademarks, name creation, regulatory exclusivities and other intellectual property rights. Paul joined Novartis in 2008 from the law firm of Baker Botts, where he specialized in intellectual property counseling and strategic planning in the pharmaceutical, biotechnology and medical device industries. Paul started his career in IP law in 1990 as a Law Clerk in the biotech and pharmaceutical group at Pennie & Edmonds. His career includes seven years as a partner at Darby & Darby, with earlier work as biotechnology counsel for Rhone-Poulenc Rorer, and as associate for the boutique IP firm of Klauber & Jackson. In 2015, IAM (Intellectual Asset Magazine) named him one of the World's Leading IP Strategists. Paul has a B.S. in Chemistry from Haverford College (high honors; Phi Beta Kappa), a Ph.D. in Immunology and Biochemistry from The Rockefeller University (Lois P. Markey Fellow), and a J.D. from Fordham University School of Law.

**PER FOSS** *Director General, Norwegian Industrial Property Office*

Per A. Foss is Director General at Norwegian Industrial Property Office. He deals with issues on a senior administrative level, and those which have political implications. He is also an advocate of the importance of industrial property rights for industry and the innovation sector. Per Foss has a Ph.D. in bio-organic chemistry from NTNU in Trondheim, and has held a post doctorate position at the Massachusetts Institute of Technology. He has successfully completed the International Executive Programme at INSEAD in France and Nycomed's International Management School. He has also published a number of research articles. Per was previously employed at Nycomed - now GE Healthcare - as a researcher and as head of research. He has also held roles within research management, business development and licensing. He then took on the post of manager at Birkeland Innovation, and his most recent position before this present post was administrative director for HUNT Biosciences AS. Per has solid experience from a range of executive positions. He sat, for example, on the board of the Research Council of Norway's science committee for 8 years. Via these different roles, he has been able to build up a strong network of contacts within innovation, research, industry and the public sector.

**SAM FUNNEL**, *IP Manager, Stratified Medical*

Sam is a highly skilled commercial IP Lawyer and with a broad base of experience in commercial high-tech IP and licensing, more recently in the fields of commercial online retail systems, artificial intelligence, microprocessor design, system-on-chip, and software. She has a proven track record in creating and developing IP strategies, IP portfolio management and line management of a professional team. She was ARM Holdings first in house Patent Counsel and now speaks regularly on the subject of IP Strategy with her former CIPO peers. She is an Angel investor and works informally with a number of early stage entrepreneurs through Angel investors clubs, both in Cambridge and London. She now spends her time supporting and advising several early stage start-ups (including one 'Unicorn') on IP-related Business Strategies. She is a Chartered Patent Agent, a European Patent Attorney and a CEDR Accredited Mediator.

**ALEXANDER GALETOVIC** *Professor, Universidad de los Andes*

Alexander Galetovic is Professor of Economics at the Universidad de los Andes in Santiago, Chile. His current research focuses on standard essential patents, competition policy and antitrust, public-private partnerships and the economics of infrastructure industries. He has published widely in leading economics journals, among them the Journal of Political Economy, the Review of Economics and Statistics, the Journal of the European Economic Association and the Harvard Business Review. His recent book, *The Economics of Public-Private Partnerships: A Basic Guide* (Cambridge University Press, 2014), which was written with Engel and Ronald Fischer, synthesizes 20 years of research in public-private partnerships. Together with Engel and Fischer, Galetovic invented the least-present-of-revenue auction, which is routinely used in Chile and other countries to procure road PPP concessions. Galetovic has been advisor on PPPs to the Chilean government and multilateral organizations such as the World Bank and the Inter-American Development Bank. He has been a Research Scholar at the International Monetary Fund, a Tinker Visiting Professor at Stanford and a Rita-Ricardo National Fellow at the Hoover Institution. He is also listed among Who's Who Legal Competition Economists. He holds a Bachelor's degree from the Catholic University of Chile and a Ph.D. in Economics from Princeton University.

**SHUBHASHIS GANGOPADHYAY** *Research Director, India Development Foundation*

Shubhashis Gangopadhyay is currently the Research Director of India Development Foundation, Chair Professor of Emerging Market Finance in the University of Groningen, Netherlands and Visiting Professor in the University of Gothenburg, Sweden. In 2008, the year of the global financial crisis, he was appointed Advisor to the Finance Minister, Government of India. (cont.)



He was awarded an honorary doctorate by the University of Gothenburg, Sweden, in October 2006. In Sweden, he held the prestigious Malmsten Guest Professorship in 2007 and the Bertil Danielsson Guest Professorship in 2008. He got his PhD in Economics from Cornell University, USA, in 1983; his Bachelor's degree from Presidency College, Kolkata in 1978; and did his schooling in Calcutta Boys' School. He joined the Indian Statistical Institute as a lecturer in 1983 and was promoted to full professor in 1991. Between 2003 and 2008, he was the Founder Director of IDF, an independent and self-financed research organization. From 2011 till January 2016 he was the Founding Director (Dean) of the School of Humanities and Social Sciences of Shiv Nadar University. He was the Founder-Chief Editor of the Journal of Emerging Market Finance (Sage Publications). He has been a member of the South Asia Chief Economist's Advisory Council of the World Bank, advisor to the Competition Commission of India, member of the Board of the Centre for Analytical Finance, ISB and a member of the Bankruptcy Task Force of IPD, Columbia University. He is also the Founder-President of the Society for the Promotion of Game Theory and its Applications.

**GREGORY D. GRAFF** *Associate Professor, Colorado State University*

Gregory Graff is associate professor at Colorado State University with a Ph.D. from UC Berkeley. Gregory Graff's research interests concern the policy and economics of scientific research, technological innovation, and entrepreneurship. His empirical analysis focuses on the relationship between public and private sector innovation in the life sciences for applications in agriculture, medicine, and energy.

**KIRTI GUPTA** *Director of Economic Strategy, Qualcomm*

Kirti Gupta is a Director of Economic Strategy at Qualcomm Inc., with expertise in applied microeconomics and econometrics. She has extensive knowledge of the mobile wireless and high-tech industry with 15 years of practice as an engineer and as an economist at Qualcomm. Kirti is responsible for managing and leading the substantive direction of global Intellectual Property (IP) and Antitrust policy and outreach and is actively involved in various international antitrust and litigation matters. Kirti has also been responsible for developing economic models for determining the optimal IP portfolio management strategies for world-wide portfolios and on designing algorithms for the valuation of IP portfolios that are now operational at Qualcomm. Prior to her role as an economist, Kirti spent over a decade as a wireless systems engineering expert, working on several technology areas spanning products such as mobile banking/commerce, push-to-talk services, and the research and development of third and fourth generation (3G and 4G) wireless cellular systems. She has represented Qualcomm in various global technology standards bodies, such as 3GPP, where she was Qualcomm's delegate for the System Architecture (SA) working group for various critical features related to 3G and 4G. Kirti has also worked as a technical (engineering) expert in Qualcomm's IP Department on litigation matters, evaluating potential acquisitions, and generating business and IP strategies for future technologies.

Kirti is an inventor of ten granted US patents and several pending patent applications in the field of wireless communications. She has written numerous articles that have appeared in the Journal of Competition Law and Economics, Journal of Economic and Management Strategy, George Mason University Law Review, Concurrences, and others, and presented her work at numerous conferences, workshops, and invited talks at universities, government agencies, and other events.

**STEPHEN HABER** *Professor, Hoover Institution at Stanford University*

Stephen Haber is the Peter and Helen Bing Senior Fellow at the Hoover Institution and the A.A. and Jeanne Welch Milligan Professor in the School of Humanities and Sciences at Stanford University. In addition, he is a professor of political science, professor of history, and professor (by courtesy) of economics, as well as a Senior Fellow of the Stanford Institute for Economic Policy Research. Haber directs the Hoover Institution Working Group on Intellectual Property, Innovation, and Prosperity (IP2). Haber has spent his academic life investigating the political institutions and economic policies that promote innovation and improvements in living standards. Much of that work has focused on how regulatory and supervisory agencies are often used by incumbent firms to stifle competition, thereby curtailing economic opportunities and slowing technological progress. He is the author or coauthor of five books, and the editor of five more. He has also published numerous scholarly articles in a variety of fields, including economics, political science, history, and law.

**EMIL HALDORSSON** *Manager, Konsert Strategy & IP*

Emil Haldorsson is Manager at Konsert Strategy & IP. He specializes in IP strategy development and technology portfolio management for SMEs and public research organizations. In addition, he has experience in large-scale strategic landscape analyses which transforms research, market/industry and patent information into actionable analytics.

**HANNS HALLESIIUS** *Head of Group Intellectual Property, Electrolux*

Hanns Hallesius is currently heading the Patent activities of Electrolux Group, a leading global provider of powered home appliances, where he has held leading IP positions since 2006. In addition to the responsibility for everyday activities in the Patent area, he drives change in IP management, to align IP strategy and organisation with the business strategy of Electrolux Group in a changing business environment. From 1994 to 2005, he has worked for IP law firm Awapatent, most of that time in management positions. His educational background includes an M. Sc. from Chalmers University of Technology, Gothenburg, and an MBA from Copenhagen Business School.

**JOAKIM HAMMARSSJÖ** *Managing Director, Sandvik Intellectual Property*

Joakim Hammarssjö is currently Managing Director at Sandvik Intellectual Property AB and Global Head of IP within Sandvik Group. From October 1st 2016 he will be the new Group Director IP Portfolio & Strategy at Volvo Group. Joakim Hammarssjö is a European Patent Attorney and has almost 20 years experience within R&D and IP. He was educated at the Institute of Technology at Linköping University.

**AGNES HAMMARSTRAND** *Partner, Delphi Law Firm*

Agnes Hammarstrand's areas of expertise include IT/technology, e-commerce, consumer law and intellectual property. Agnes has extensive experience in assisting companies in contract negotiations, at launch of e-commerce, protection of trademarks and handling of personal data. Agnes has established herself as a leading name in the IT and e-commerce law nationally. Furthermore Agnes is a popular lecturer who regularly hires to lecture in her specialist areas.

**KIRK HASELTON** *Technology Development Consultant, IP Checkups*

Kirk Haselton is a physicist with general technology interests & experience, helping realize intuitive and non-intuitive commercial potential of inventions, bringing ideas and research results to market and enabling incremental and disruptive product introductions. With diverse interests, Kirk has pursued research and development in semiconductor devices and processing, optics, holography, early research on MEMS and on thin-film adhesion in semiconductor packaging. For about 10 years Kirk focused on research in the earth sciences and natural hazards using the tools of satellite remote sensing and geographic information systems to study rainfall, flood hazards and paleoseismology, setting up a new lab at the University of Potsdam in Germany for research and teaching in these fields. Following that he moved to industrial R&D and the communications industry with Siemens Mobile and Nokia Siemens Networks, helping conceive and develop telecommunications network management system software and products. This sensitized him to IP-relevant steps in product development and release. In 2008 Kirk began working exclusively with inventions, technology development and intellectual property as a licensing manager with ipal, a subsidiary of the Investment Bank of Berlin, breaking new ground for universities in Berlin with record income from patent sales and achieving the first project financed by a new IP development fund based in Berlin. In 2013 he started his consultancy, Haselton IP, and assists clients in technology evaluation, patent and portfolio analysis, acquisitions and IP operations, particularly technology scouting, invention analysis, patent prosecution and portfolio management. Since 1996 Kirk has been based in Berlin and is also active in European-wide innovation networks and technology development and financing initiatives. Kirk holds a Bachelor of Science with Honors degree in Applied Physics from the California Institute of Technology and M.Sc. & Ph.D. degrees in Applied Physics from Cornell University.



Kirk is a Hertz Fellow and the recipient of a NASA Fellowship, both in support of his Ph.D. research, and continues to enjoy participating in and supporting the activities of the Fannie and John Hertz Foundation.

#### **BOWMAN HEIDEN** *Deputy Director, CIP*

Bowman Heiden is currently the Deputy Director of Center for Intellectual Property. In addition he directs the incubation activities at the Sahlgrenska School of Innovation and Entrepreneurship (SSIE). Previously he was Innovation Director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. As deputy director of CIP Heiden currently manages the internationalization of the CIP platform and strategic partnerships, including the Intellectual Property Institute of Norway (IPIN), which was co-founded by CIP. In this role Bowman Heiden has co-developed the Intellectual Capital Management master education (ICM), which is a graduate education in knowledge-based business development and management for business, engineering, and law students. Bowman Heiden also co-founded the Gothenburg International Bioscience Business School (GIBBS), a master education that develops real innovation projects today partly inbedded in SSIE and Konsert Strategy & IP, which translates CIP research into IP and business development tools and services to both established firms and technology start-ups. Bowman Heiden is a frequent speaker at international IP events and executive education. Current interests include IP-based open platforms in the telecommunication sector and the development of next generation university innovation systems. Bowman Heiden holds degrees in engineering and technology management and economics, and his research is in the field of intellectual property and open innovation in knowledge-intensive sectors with a particular focus on ICT standards and policy. Before turning his focus to the field of knowledge-based business, he played professional basketball in a number of European countries.

#### **MATHIAS HELLMAN** *Vice President Strategy & Portfolio Management at IPR & Licensing, Ericsson*

Mathias Hellman is Vice President, Head of Strategy & Portfolio Management and responsible for IPR strategy development, strategy execution as well as management of Ericsson's IPR assets. Mathias has been with Ericsson since 2011 and has during this time held various responsibilities within the Strategy & Portfolio Management team. Prior to joining Ericsson, Mathias was an associate with Bergenstråhle & Partners advising domestic and international clients on IPR strategy, IP transactions and management as well as working as a patent attorney. Mathias has interned with Philips IP&S in the Netherlands and with Palo Alto Research Center (PARC) in Silicon Valley. Mathias holds a M.Sc. in Intellectual Capital Management from Chalmers University of Technology in Gothenburg, Sweden. Additionally, Mathias holds a B.Sc. and a M.Sc. equivalent degree in Software Engineering also from Chalmers University of Technology.

#### **CHRISTOFFER HERMANSSON** *Project Manager, CIP*

Christoffer Hermansson is currently working as project manager at the Centre of Intellectual Property. One of his key areas is to develop education and educate students from interdisciplinary backgrounds in law, business, life-science and engineering focusing on knowledge based business development and management. Christoffer Hermansson is currently teaching in master level educations at both the University of Gothenburg and Chalmers University of Technology. Christoffer Hermansson holds a Master in Law from the University of Gothenburg with a specialization in intellectual capital management and strategic business development.

#### **BRIAN HINMAN** *CIP, Philips*

Brian Hinman has over 26 years of experience in the field of Intellectual Property, having held senior executive positions at some of the leading worldwide corporations. Currently, Brian is Chief Intellectual Property Officer of Philips, where he leads a worldwide team of over 400 professionals in conducting all aspects of Intellectual Property management, strategy, litigation, standards activities, patent portfolio development and management and IP monetization. Prior to this position, Brian co-founded Unified Patents Inc., a patent defensive entity and also served as Vice President of IP and Licensing at InterDigital Communications. Brian has also served as Vice President of IP and Licensing at Verizon Communications, where he formed Verizon Patent Licensing Inc. (VPLI), a wholly owned business unit of Verizon Communications, Inc. Prior to Verizon, Brian served as the founding CEO of Allied Security Trust (AST), which was tasked with providing a unique and effective mechanism for operating companies to address the threat of non-practicing entities. Prior to AST, Brian was Vice President of Intellectual Property and Licensing at IBM Corporation, responsible for developing and executing IBM's worldwide IP strategy. Finally, Brian also served as Director of Licensing at Westinghouse. Brian holds degrees from the University of Pittsburgh and Rensselaer Polytechnic Institute.

#### **JOHAN E. HUSTAD** *VP of Innovation, NTNU*

Johan E. Hustad is Pro-Rector of innovation at the Norwegian University of Science and Technology (NTNU) in Trondheim, Norway. He has a PhD in combustion science from the Norwegian Institute of Technology. He was Research Manager at SINTEF Energy for six years. He is Professor in industrial combustion systems and energy savings in industry at NTNU and was previous Professor in solid fuel combustion in the Nordic Energy Research Programme for three years and visiting Professor at Stanford University for one year. He was the activity leader in the International Energy Agency, Bioenergy Agreement for six years. He was Department director at Thermal Energy and Hydropower and later at Energy and Process Engineering at NTNU and Manager of the Center for Renewable Energy at NTNU, SINTEF and IFE. He has been involved in four Start-up companies and is a member in several boards in companies and committees, among them Chairman of the board of Technoport.

#### **FREDRIK HÖRSTEDT** *Vice President, Chalmers*

Fredrik Hörstedt is Vice President at Chalmers University of Technology. He holds the overall responsibility for Chalmers' innovation ecosystem including venture creation, research institutes, professional education, innovation advisors and science parks. He was Head of Innovation in the Graphene Flagship, a European Commission funded research project of 1 bEUR, during its ramp-up phase and lead the development of the innovation management approach now implemented. He has more than 20 years of experience at the academy-industry interface. He holds a Ph.D. in Technology Management from Chalmers University of Technology.

#### **FLORIAN KOLB** *Managing Director, RWE New Ventures*

Florian has 20 years of professional experience in tech and non-tech-related industries with a strong background in mergers & acquisitions (Florian has led and worked on more than 60 deals worth over 12bn USD, including venture deals), post-merger integration (7bn USD integration), operational management, restructuring (2,5bn+ program), business development, market entry and innovation (Silicon Valley). Florian started his career working for a serial entrepreneur who developed and IPO'ed a highly successful packaging business. During the dot.com era, Florian advised tech and start-up companies in early- and later-stage fundraising. He focused on private equity and leveraged transactions in Automotive and Electronics before joining RWE, a leading pan-European energy company with more than 50bn revenues and more than 60.000 employees. At RWE, Florian lead M&A deals worth more than 10bn USD. After the acquisition of it's Dutch business, Florian managed the integration of this 7bn+ USD acquisition into the RWE group. He then became the Managing Director of RWE's Dutch services company, transforming major corporate functions, delivering very ambitious cost-savings and multi-million USD IT programs. Florian was appointed in 2013 by the Executive Board of RWE to manage the 2bn+ USD group-wide transformation program, covering all main areas and functions of the business. In 2015, Florian has been appointed as Managing Director of RWE's activities in Silicon Valley. He focuses to secure future, non-traditional business activities for RWE via three core activity streams: 1. market entry, 2. venturing, 3. innovation. This includes leading strategic investments in early- and later-stage companies, leading the group-wide data-driven business model activities and testing and launching new businesses for RWE. He currently serves on the boards of partnership companies from Silicon Valley. Florian is also acting as a mentor for Singularity University programs. Florian holds a masters degree in economics from the University of Passau, Germany. He participated in executive programs from leading academic institutions such as INSEAD Fontainebleau, IMD Lausanne and various RWE TOP 150 programs.



**JESPER KRÅKHEDE** *Director of Cyber Security, Sogeti Sweden*

Jesper Kråkheide is a senior security professional with a strong presence in security architecture. He is one of the global leaders in this area. Jesper has been working with security in health care, government, utilities, retail, transport, finance and manufacturing within all areas from infrastructure to business. He also has a strong presence within investigations and incident management. He has a specific knowledge and skills in investigating CSA and have conducted many investigations the last five years. As a senior security architect he has several years in the field of requirement specification and capturing the business requirements.

**MARKUS LARSSON** *Vice President Global Business Operations, PARC*

Markus Larsson is Vice President, Global Business Operations, and is responsible for the development, integration and implementation of the Company's commercial growth strategies. He combines his understanding of technology, innovation practices, IP, and licensing, with PARC's unique business model to meet individual client needs in the private sector. PARC's extensive commercial, government and academic portfolio shows the Company's ability to partner with a variety of organizations to help advance their offerings by implementing breakthrough technologies, including data analytics, sensors, AI, machine learning, security, manufacturing, energy, and more. Markus and his team are responsible for the management and development of complex business relationships, and of the commercialization of PARC's technology and IP portfolios, to continue growing PARC's innovation and R&D center. Prior to PARC, Markus worked as an intellectual capital management business analyst. He joined PARC's Intellectual Capital Management team through a partnership with Chalmers University, which specializes in the intersection of technology, business, and law for commercializing technological breakthroughs. Markus earned his M.S. in Intellectual Capital Management and a B.S. in Industrial Engineering and Management from Chalmers University of Technology in Gothenburg, Sweden.

**DANIEL LIS** *Account Executive, Questel*

Daniel Lis joins Questel early 2015 taking over the responsibility for developing the Scandinavian market and supporting existing client's growing requirements within the field of IP and Innovation management. Daniel holds an International Business Degree and is of Danish nationality. He has 15 years of business development experience and has founded 2 companies (of which one in Software applications). Before joining Questel, he was Head of Business Development with France's leading classified website.

**KARL MAACK** *Director, Sahlgrenska School of Innovation and Entrepreneurship*

Director of the department for Innovation and Entrepreneurship and the "Sahlgrenska School of Innovation and Entrepreneurship", at Sahlgrenska academy, University of Gothenburg. As a researcher I focus on education, especially on the topics of innovation and entrepreneurship connected to life science.

Karl has also been engaged as an entrepreneur, managing a MedTech Venture etc. Karl has a background and experience from working in the armed forces, salesman and projects within the entertainment industry. Personal goals are strengthening innovation and entrepreneurship capabilities in health science related environment, develop and implement education directed towards the modern society and life-long learning, as well as providing better solutions for health care.

**MONICA MAGNUSSON** *Vice President IPR Policy and Communication at IPR & Licensing, Ericsson*

Monica Magnusson is Vice President of IPR Policy and Communication at IPR & Licensing within the Ericsson group, reporting to Ericsson's Chief Intellectual Property Officer Kasim Alfalahi. In this role, she is responsible for establishing and driving Ericsson's position in discussions related to patents and patent licensing, such as the current IPR Policy debate in standard development organizations like the European Telecommunications Standards Institute (ETSI) and the International Telecommunication Union (ITU). She has corporate responsible for advocating Ericsson's views on these issues towards regulators and policy makers across the world and communicating them globally. These are operations she has gradually built over the past seven years. Monica Magnusson joined Ericsson in 1998, as a patent engineer and part of a team focused on the forming of Ericsson's patent portfolio for WCDMA related inventions. Her experience with Ericsson also includes managing patent attorney groups in Sweden and in the US, and out-licensing patent portfolios in North America. Prior to joining Ericsson, Monica was a patent agent with Albihns, an intellectual property consultancy in Stockholm, and before that an R&D engineer with Siemens-Elema, Stockholm. Monica Magnusson holds a Master's degree in electrical engineering from Royal Institute of Technology, Stockholm.

**KEITH MALLINSON** *Founder, WiseHarbor*

Keith Mallinson is founder of WiseHarbor, providing expert services in wireless, mobile and telecommunications. He led Yankee Group's global Wireless/Mobile research and consulting team as Executive Vice President, based in Boston, from 2000 to 2006. Until then, he had overall responsibility for the firm's European division, as Managing Director from 1995 until 2000. He was the European Research Director prior to 1995. Mallinson has more than 20 years experience in the telecommunications industry, as research analyst, consultant and as a testifying expert witness. Complementing his industry focus, he has a broad skill set including technologies, market analysis, regulation, economics and finance. He has published numerous reports and speaks publicly at major industry events such as the Mobile World Congress on a wide variety of topics including next generation mobile network technologies, broadband wireless, fixed mobile convergence and substitution, handset semiconductor technologies, intellectual property patents and licensing, emerging markets in developing nations, mobile search and advertising. Mallinson started his career in military communications design, project management and commercial systems engineering. For several years he was Director at a seed capital investment firm

specializing in ICT and biotechnology. Mallinson has an undergraduate electronic engineering degree from London University's Imperial College and an MBA from the London Business School, including an academic exchange with Northwestern University's Kellogg Graduate School of Management in Illinois.

**DAMON C. MATTEO** *CEO, Fulcrum Strategy*

Damon C. Matteo is CEO of Fulcrum Strategy, which provides expert guidance in strategies and execution for capturing commercial advantage from innovation. With an emphasis on creating significant impact, Matteo's career spans over twenty years across all facets of the strategic creation, management and commercialization/monetization of high-value innovations and intellectual property assets – all in an international context, focusing on East-West innovation and monetization synergies. On the innovation side, Matteo's efforts focus on developing advantaged technology positions that create advantaged market positions. Operating in this advantaged intersection of market and technology, Mr. Matteo manages innovations as a portfolio of unique corporate assets, optimizing between the investment, risk and returns attendant to their commercial use, alternative monetization and legal options. Matteo has successfully completed transactions representing organizations in the US, Europe, and Asia, ranging from Fortune 500® companies to start-ups, as well as universities and national laboratories. Aside from their strategic benefits, a number of these transactions were themselves valued at over US\$100 million. Matteo has also lived and worked for several years in both Asia and Europe acquiring "native" international experience.

**DAN MCCURDY** *Senior Vice President, RPX*

Dan McCurdy is currently senior vice president at RPX, overseeing data initiatives. From 2008 through June 2014, he was CEO of Allied Security Trust, and Chairman and CEO of PatentFreedom, now a subsidiary of RPX Corporation. Previously, Dan McCurdy was founding CEO of ThinkFire; president of the Intellectual Property Business of Lucent Technologies; a vice President of IBM responsible for the creation of its Life Sciences business unit; a vice president of Ciena Corporation where he directed merger, acquisition and corporate development; a director of Business Development for IBM Research; and manager of Technology and Intellectual Property Policy for IBM worldwide. Dan McCurdy graduated summa cum laude from the University of North Carolina. He served on the Intellectual Property Policy committee of the United States' National Academies. In 2011, he was named "CEO of the Year" by Intellectual Property magazine, and in 2014, was named one of the 40 most influential "movers and shakers" in IP transactions and acquisitions by Intellectual Asset Magazine.

**LUKE MCLEROY** *Vice President Business Development, Avanci*

Luke McLeroy is an intellectual property attorney with 13 years of experience negotiating collaborative solutions for patent holders and technology developers. Luke brings to Avanci a commitment to ensuring that all participants in the company's marketplace receive efficient and transparent access to



the technology they need to fuel their devices for the Internet of Things. He is excited about the opportunity to simplify and improve the patent licensing process in a way that works for today's fast-evolving world of connected products. Luke joined Avanci from Ericsson where he led the company's North American patent licensing business. In this role, he helped develop and license Ericsson's patent portfolio, analyzing and valuing patent portfolios in multiple technology areas such as wireless connectivity, codecs, data networks, and security, and advocating policy positions to legislative bodies, competition agencies, standard-setting organizations, and other forums. Luke is a frequent speaker on patent licensing, and the importance of licensing patents on terms that are fair and reasonable for all parties, at industry conferences including those hosted by the American Bar Association, the Berkeley Center for Law and Technology, IAM, the International Telecommunications Union, Stanford Law School and University College London. Prior to joining Ericsson, Luke was an associate and then a principal at the law firm McKool Smith in Dallas, helping to resolve major patent disputes between some of the world's largest technology companies. Luke received a B.S. in mechanical engineering from Texas A&M University and a J.D. from the University of Texas School of Law.

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**YANN MÉNIÈRE** *Chief Economist, European Patent Office*

Yann Ménière joined the European Patent Office as Chief Economist in February 2016. He was previously a professor of economics at MINES ParisTech, where he was leading the Chair on "IP and Markets for Technology". His research and expertise relate to the economics of innovation, competition and intellectual property. In recent years, he has been focusing more specifically on IP and standards, markets for technology, and IP issues in climate negotiations. Besides his academic publications, he has prepared a number of policy studies related to patents for the European Commission and other public organisations. He has been teaching the economics of IP at Imperial College, Université Catholique de Louvain and CEIPI.

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**BERNARD MUNOS** *Senior Fellow, FasterCures*

Bernard Munos is a Senior Fellow at FasterCures, a Center of the Milken Institute. He was previously an advisor for corporate strategy at Eli Lilly. His research, which focuses on pharmaceutical innovation has been published in Nature and Science, and profiled by Forbes magazine. The popular industry newsletter FiercePharma has named him one of the 25 most influential people in biopharma. Munos advises organizations on being better innovators. He serves on the Advisory Council of the National Center for Advancing Translational Sciences (NCATS); is a member of the National Academy of Medicine's Forum on Drug R&D and Translation; an Advisor to the journal Science Translational Medicine; and an Advisor to or Board member of a dozen companies or publicly-financed research organizations. Munos received his MBA from Stanford University, and holds other graduate degrees from UC-Davis, and the Paris Institute of Technology for Life, Food and Environmental Sciences. He blogs for Forbes and FasterCures.

**KEVIN NACHTRAB** *Senior IP Attorney, Johnson & Johnson*

Kevin Nachtrab is a Senior IP Attorney for Johnson & Johnson and a member of the Expert Group of the World Intellectual Property Organization (WIPO) Center for Arbitration and Mediation. A Past President of the Licensing Executives Society International (LES), Kevin is also a former member of the Board of Governors of the Certified Licensing Professionals, Inc., and of the Board of Trustees for the African Agricultural Technology Foundation (AATF). Kevin is also an Adjunct Professor of Law at Hunan University (P.R. China), a Visiting Professor at Zhongnan University and Xiangtang University (both P.R. China), the National Taipei University of Technology (Rep of China) and the National Law University of Delhi (India), as well as an International Research Expert for the Wuhan and the Hunan Intellectual Property Offices (P.R. China). A Registered Patent Attorney and a Certified Licensing Professional (CLP), Kevin is also a member of the Bars of the State of Maryland (U.S.A.), the United States District Court for the State of Maryland, the United States Court of Appeals for the 4th Circuit, the United States Tax Court and the United States Bankruptcy Court. Based in Brussels, Belgium, where he specializes in litigation and licensing in the pharmaceutical and biotech sectors, Kevin has extensive experience in practice before both the European and United States Patent Offices, as well as in technology transactional matters and litigation on an international level. Kevin is a graduate of Western Maryland University where he studied Chemistry, Biology and Political Science and the School of Law of the University of Baltimore.

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**JULIAN NOLAN** *CEO, Iprova*

Julian Nolan is the founder and CEO of Iprova, a fast growing technology start-up company with offices in Lausanne, Switzerland and Cambridge, UK. Iprova is building the next generation of artificial intelligence based technology to support the kind of inventive and creative outcomes usually associated with human intelligence. As a result, the company can invent faster and more diversely than ever before. It is working with some of the world's best known technology companies across a wide range of areas including autonomous vehicles, 5G communications and healthcare. Before starting Iprova, Julian was Vice President of Licensing for Honeywell in Europe. Formerly, he worked at the Central Research Laboratories of EMI Music in London in the role of business development director of the DSP group. Julian holds a first degree in electronic engineering, and postgraduate degrees in subjects which include neural networks.

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**RUUD PETERS** *EVP and Senior Advisor, Philips*

Ruud Peters is widely recognized as one of the current thought leaders in IP. He was appointed Chief Intellectual Property Officer (CIPO) of Philips in 1999, in which position he was responsible for managing the worldwide IP portfolio and the technical and formal standardization activities of Royal Philips. He turned the IP organization from a cost center into a successful profit and loss operation, while at the same time integrating all the different IP activities within various parts of the company into

one IP organization. He expanded the IP and standards organization into a global operation with offices in more than 10 countries around the world with more than 425 employees. Ahead of other multinational companies he established significant IP operations in China and India. As one of the first IP departments in industry he introduced and deployed strict process and project management in creating, managing and exploiting the company's IP portfolio worldwide. He further developed and introduced a new concept for intellectual asset management, in which all different forms are handled together in an integrated manner and new methods and systems for determining the total ROI on the investments in IP by direct and indirect profits realized through IP. He joined the Philips organization in 1977. He retired in his role as CIPO at the end of 2013, but continues to work for Philips as part time advisor. Ruud Peters is also a (advisory) board member of a number of technology/IP licensing/trading companies and of a leading university in China. He has a background in physics (Technical University Delft, The Netherlands). Ruud Peters was inducted into the IP Hall of Fame in 2010 and in 2014 he received an Outstanding Achievement Award for his lifetime contributions to the field of IP from Managing Intellectual Property magazine. He frequently speaks at major international IP conferences.

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**NICOLAS PETIT** *Professor, University of Liege*

Nicolas Petit is Professor at the Law School of the University of Liege (ULG) Belgium, and Visiting Professor at EDHEC Business School, France. He is the co-director of the (LCIL) and the director of the LL.M. programme in EU Competition and Intellectual Property Law. He seats as a part time advisor in the Belgian competition authority. He was formerly an associate with a leading US law firm in Brussels and he also served as a Clerk at the Commercial Chamber of the French Supreme Court. Nicolas Petit is the co-author of EU Competition Law and Economics (Oxford University Press, 2012) and the author of Droit européen de la concurrence (Domat Montchrestien, 2013), a monograph which was awarded the prize for the best law book of the year at the Constitutionnal Court in France. In 2005 he was a member of Harvard Law School's Visiting Researchers Programme.

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**ULF PETRUSSON** *Director, CIP*

Ulf Petrusson is a Professor of Law at the University of Gothenburg as well as the Director at the Institute for Innovation and Social Change at the School of Business, Economics and Law, University of Gothenburg. In addition, Ulf Petrusson is the Director for the Center for Intellectual Property and has been responsible for the development of several entrepreneurship educations across multiple faculties, including engineering, law, medicine, and business, most recently Sahlgrenska School of Innovation and Entrepreneurship. He also holds the position as Professor II at the Norwegian University of Science and Technology. Ulf Petrusson is engaged in research focused on law and technology with specific interest in how technology and other knowledge can be claimed and (cont.)



managed as assets, property, and capital at the interface of research and innovation for both industry and universities. Ulf Petrusson has experience in working as a Company Lawyer/IP consultant at Göteborgs Patentbyrå AB. He is a member of several boards including the Swedish Patent and Registration Office. Ulf Petrusson is also co-founder, senior advisor and board member at Konsert Strategy & IP, a development and business consultancy company. Managing Intellectual Property Magazine has twice chosen Ulf Petrusson as one of the 50 most influence persons in the world of IP.

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**JAMES POOLEY** *Senior Counsel, Orrick, Herrington & Sutcliffe*

James Pooley is Senior Counsel in the Silicon Valley office of Orrick, Herrington & Sutcliffe, where he represents clients in preventing and resolving trade secret and patent disputes. In 2014 James Pooley completed a five-year term as Deputy Director General at the World Intellectual Property Organization in Geneva, where he was responsible for management of the international patent system. Before his service at WIPO, Pooley was a successful trial lawyer in Silicon Valley for over 35 years. He has also taught trade secret law at the University of California, Berkeley, and has served as President of the American Intellectual Property Law Association and of the National Inventors Hall of Fame, where he currently is Chairman of the Board. James Pooley is an author or co-author of several major works in the IP field, including his treatise *Trade Secrets* (Law Journal Press) and the *Patent Case Management Judicial Guide* (Federal Judicial Center). His recent business book is *Secrets: Managing Information Assets in the Age of Cyberespionage* (Verus Press 2015). In 2016 James Pooley was inducted into the IP Hall of Fame for his contributions to IP law and practice.

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**ILKKA RAHNASTO** *Vice President, Head of Patent Business, Nokia*

Ilkka Rahnasto heads the patent business of Nokia Technologies, the advanced technology and licensing arm of Nokia. Nokia Technologies manages one of the industry's broadest and strongest IP portfolios, with more than 100 licencees and annual revenues of more than €500 million. From 2001 to 2010 Ilkka Rahnasto led the creation of Nokia's patent licensing business. He then served as deputy chief legal officer of Nokia and head of legal and intellectual property for Nokia's devices and services business until its sale to Microsoft in 2014, when he returned to lead the next chapter of Nokia's patent business. Ilkka Rahnasto has graduate and doctoral degrees from the University of Helsinki and an LLM from George Washington University (United States), which was earned on a Fulbright scholarship. His book on IP rights, external effects and antitrust law was published in 2003.

**IRVING RAPPAPORT** *Co-Founder, IP Checkups*

Irving Rappaport has been a licensed patent attorney for over 35 years. He has served as the head of IP departments in all of his positions and consistently allied himself with emerging technology companies. This is evidenced by his career which began at Raytheon in the late 1960's. From there, Irving led Medtronic's Intellectual Property program in the early 1970's and went on to head Data General's IP department in the late 70's. He was then recruited by Bally-Midway to chase Pac-Man clones during the first video game revolution and was eventually brought to Silicon Valley as Associate General Counsel for Intellectual Property and Licensing at Apple Computer, where he built Apple's IP department from 1984-90. Irving also spent time consulting for Intel and was VP and Associate General Counsel for IP and Licensing at National Semiconductor in the early 1990's. With a talent for spotting up and coming trends, Irving identified the need to create tools for evaluating and manipulating patents that would keep the field of patent analysis current with the high tech explosion. In 1992, Irving co-founded SmartPatents, Inc., a start up focused on converting paper patents into an electronic format. In 1996 SmartPatents began developing a powerful software platform for evaluating and assessing entire patent portfolios in their competitive landscapes. Smart-Patents changed its name to Aurigin Systems, Inc. At the time of its sale in 2002 the company had over 100 Fortune 1000 companies as customers. Irving is a co-inventor on 16 U.S. patents that underlie the Aureka® software, which is considered the pre-eminent platform in its class.

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**DONNA RANKIN-PAROBK** *Intellectual Property Director, Carestream Health*

Donna Rankin-Parobek is Intellectual Property Director at Carestream Health. She is responsible for management of our worldwide portfolio of over 1400 patents and applications for digital medical and dental imaging systems, medical film and advanced materials for transparent conductive films. She has an educational background from Rochester Institute of Technology.

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**MATTHEW RAPPAPORT** *Managing Director and Co-Founder, IP Checkups*

Matthew Rappaport founded IP Checkups (IPC) in 2004 to help companies to align their patent strategy with their business objectives. Rappaport specialises in assessing competitive technology landscapes, patent analytics, patent valuations and IP monetisation opportunities to provide clients with strategic and actionable recommendations. IPC primarily assists large and small companies and investors focused on batteries, life sciences, medical devices, cleantech, materials, electronics and other technologies to generate superior returns on technology investment. In 2008 IPC introduced a fully automated competitive patent intelligence service and software platform, PatentCAM, directed towards affordable and easy management and monitoring of competitive patent information. The

platform offers a collaborative and simple interface, enabling clients to log in and focus on document analysis and decision making. Most recently, IPC launched the ABC PatentEdge, a best-in-class advanced battery and capacitor competitive intelligence solution that contains more than 250,000 patents categorised into over 200 advanced battery technology areas. The web-based tool is updated monthly to alert users to the newest advanced battery innovations and allows users to analyse trends and track competitor activity. Mr Rappaport has been a speaker at several conferences dealing with patent analytics, patent strategy, ownership transparency, non-practising entities and the importance of patents to investors. Mr Rappaport serves as the industry liaison to the Fung Institute for Engineering Leadership at the University of California, Berkeley. He also sits on the executive advisory council of the Early X Foundation. Both he and his father Irving Rappaport have been listed in the IAM Strategy 300 for several years.

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**HENRIC RHEDIN** *Board Member, ASTP-Proton and Project Manager, CIP*

Henric works for the Institute for Innovation and Social Change, School of Business, Economics and Law at the University of Gothenburg in Sweden. He also works for Center For Intellectual Property. He has experience from industry as CEO, have been board member of several companies and organizations, worked in technology transfer at Chalmers University, and holds a PhD in theoretical physics.

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**KENT RICHARDSON** *Partner, ROL Group*

Kent Richardson counsels clients on a variety of patent and business matters, including patent buying, selling, licensing, valuation, prosecution, and operations. He has licensing and marketing patent portfolio experience, resulting in more than \$600 million worth of patent licence bookings. Mr Richardson has served as an expert witness on patent monetization and licensing practices in UK and US cases. Before founding ROL Group, Kent Richardson was general manager of ThinkFire Services USA, Ltd's Silicon Valley office. He has worked in various senior management roles with growth businesses such as Sezmi, Constellation Capital, Rambus and Numerical Technologies. He was also a private practice attorney at Wilson Sonsini Goodrich & Rosati. Kent Richardson is a member of the California Bar, and a US Patent and Trademark Office registered patent attorney. He holds five US patents. He has a JD and a BSc in computer engineering from the University of Alberta, Canada.

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**ROGER ROSS** *CEO, Commonwealth Licensing Services*

Roger Ross is CEO and Founder of Commonwealth Licensing Services LLC, a firm focused on supporting patent owners in the monetization of their intellectual assets through a variety of methods including traditional licensing, FRAND-based SEP licensing, as well as patent pooling and other forms of aggregated licensing. Prior to Commonwealth Licensing, Roger was President of Via Licensing, a



patent pool administrator responsible for some of the most successful patent pools in history in terms of patents under management, licenses executed, and revenues generated on behalf of their patent owners. Prior to Via, Roger was Partner and Counsel, respectively, in the Silicon Valley offices of McDermott, Will and Emery and Weil, Gotshal & Manges. Currently, Roger is a mentor at the University of California, Berkeley, Haas School of Business, mentoring graduate students in entrepreneurship and the lean startup methodology. Roger is a regular speaker on the topics of intellectual property monetization, F/RAND, SEPs, patent pools, and various aspects of patent licensing.

**MARCUS ROTHOFF** *Autonomous Driving Program Director, Volvo Car Group*

Marcus Rothoff is Autonomous Driving Program Director at Volvo Car Group, responsible for Autonomous Driving and project manager for Drive Me. He has a Master's degree in Mechanical Engineering from Luleå University of Technology.

**BÉATRIX DE RUSSÉ** *President, BAIP*

Béatrix de Russé has recently become president of a boutique IP consulting firm, BAIP, providing consultation on various IP matters, such as IP strategy, organization, licensing, JVs and any matters relating to IP to corporations throughout the world. She is leveraging her 20 year experience as the head of IP and Licensing at Thomson/Technicolor, sitting at the Executive Committee, then at the Board of Directors. She built and managed one of the biggest and most lucrative high-tech patent licensing operations in the world, realizing an annual licensing revenue above \$ 600 M, with a team which grew from a handful to more than 200 highly experienced IP professionals across the world. She had joined what was then Thomson SA in 1976, initially as an international contract lawyer. She was inducted into the IP Hall of Fame in 2012.

**GIUSTINO DE SANCTIS** *CEO, Vectis*

Giustino de Sanctis is the Founder and CEO of Vectis, an IP and Technology licensing business unlocking the value of innovation sharing for implementers and IP owners. Giustino de Sanctis is leading a team of senior licensing professionals to connect patent owners with product makers, building long-lasting, mutually beneficial collaborations, and bringing added value to every party involved in the process. A recognized leader in patent pools and IP licensing, Giustino de Sanctis led the creation and launch of joint licensing programs in LTE/4G and 802.11 (Wi-Fi), and earlier structured and managed Audio MPEG's MP3 licensing program, one of the most successful licensing program in the consumer electronics industry. He negotiated agreements with the top consumer electronics, mobile and software companies, coordinating multi jurisdiction litigations, creating a global licensing team, and introducing to the licensing industry a pioneering vertical licensing strategy and a unique reporting verification system.

**MARK SCHULTZ** *Director of CIP, George Mason University*

Mark Schultz is Director of Academic Programs and Co-Founder of the Center for the Protection of Intellectual Property at George Mason University School of Law. He also serves as an Associate Professor of Law at Southern Illinois University. He has taught, written and lectured extensively on copyright, trade secrets, and global intellectual property law and policy in the U.S. and abroad. He recently worked with the OECD to construct a groundbreaking global trade secret protection index, a project that is influencing policy discussions on this cutting-edge topic in capitals around the world. He has testified before the U.S. Congress on copyright law at the invitation of the House Judiciary Committee and has briefed the staff of the Senate Judiciary Committee on trade secret legislation. Prior to joining academia, he practiced law for a decade, serving as outside general counsel to several tech startups and helping technology companies to expand their businesses and commercialize their intellectual property in dozens of countries. He has been a distinguished visiting scholar at the University of Botswana, served as Chair of the Federalist Society's Intellectual Property Practice Group, Chair of the AALS Section on Internet and Computer Law, and as an NGO delegate to the World Intellectual Property Organization. He currently is Chair of the Academic Advisory Board of the Copyright Alliance.

**KEN SEDDON** *CEO, LOT Network*

Ken Seddon joined LOT 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 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. Ken is a regular speaker at conferences for professional organizations and has chaired several committees for both IPO and AIPLA.

**TALAL SHAMOON** *CEO, Intertrust*

Talal Shamooun is a recognized expert in the areas of intellectual property strategy, licensing, and standardization—and an inventor and published author—Shamooun holds B.S., M. Eng., and Ph.D. degrees in electrical engineering from Cornell University. In 2003 he became CEO at Intertrust Technologies. Under his leadership, Intertrust grew from a small R&D and licensing company to a global leader in trusted computing products and services, licensing, and standardization, with a focus on digital media

protection, privacy preserving technologies, and governed big data. Today, Intertrust's inventions enable billions of licensed products worldwide. Under Shamooun's leadership, Intertrust also operates a ventures organization that makes strategic investments in areas related to Intertrust's growth plans in IoT, trusted big data, and media distribution.

**JEFF SKINNER** *Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School*

Jeff is the Executive Director of the Deloitte Institute of Innovation and Entrepreneurship at London Business School. He also directs a variety of MBA entrepreneurship electives and co-curricular student activities at the School. Prior to this, as Commercial Director at University College London, he conceived, built and ran UCL's Technology Transfer division - including the creation of two early-stage seed funds and separate units managing consultancy, collaborative research and new venture creation. Working alongside research students and academics, he has co-founded over thirty technology-based spinouts that have, in aggregate, raised over £30 million first round finance and returned over £20 million to UCL. He is past President of and remains closely involved with the leading UK & European tech transfer associations, PraxisUnico & ASTP-Proton. He talks, trains and consults widely throughout Europe in the field of technology commercialization. He chairs the Professional Recognition panel for the worldwide 'Alliance of Technology Transfer Professionals' (ATTP). Before joining UCL, he was Technical Marketing Manager at Hoechst Celanese Corporation in New Jersey and prior to that, Photonics Research Manager at General Electric. His first degree was in physics and he holds a Ph.D. in thin-film photonics (UCL) and an MBA from London Business School.

**MAZIAR SOLTANI** *Director, Swedish Patent and Registration Office*

Maziar Soltani is Director for a technical unit at the Patent Department at the Swedish Patent and Registration Office. He was educated at Blekinge Institute of Technology.

**ERIK STENEHJEM** *Executive Director, Qatar Foundation Research and Development*

Erik Stenehjem is Executive Director Qatar Foundation Research and Development and was recruited to join a team of creative scientists, innovators and engineers to assist in the transition of Qatar from an economy dependent on petro-chemicals to one based on knowledge and innovation. The Qatar Foundation for Research and Development was created to house this effort and he currently serve as its Executive Director for IP Management and Commercialization. Since arriving, the Office was established, an IP policy was written and approved, an international staff was assembled and a professional IP management system and support personnel were installed. Since approval of the policy and procedures two years ago, 310 inventions have been disclosed and the Office has added (cont.)



responsibility for IP management and commercialization at Qatar's major university and its largest hospital corporation. Unlike many offices responsible for IP and commercialization, Erik's office is also responsible for identifying the areas in which the Foundation's competitive research grants will be targeted and he serves as the chair of the QFRD strategy committee. To assist in this process, his office has developed an analytical tool and associated data base that can be interrogated on 42 parameters to identify "hot spots" and "white spaces" where new research might more likely produce both solutions to Qatar's needs and IP with broad commercial interests. In his 29-year career with Battelle Memorial Institute, Erik has served in a variety of positions centered on science and technology innovation, investment and entrepreneurship. These positions included serving as the: director of Industrial Programs and commercialization at the Lawrence Livermore National Laboratory; Advisor for science and technology to the Governor of Oregon; manager of technology ventures office for Battelle at the Pacific Northwest National Laboratory; and, his spare time, teaching entrepreneurship at the graduate level at the University of Washington.

**ANDERS SUNDELIN** *Interim Group Director IP Strategy & Portfolio, Volvo Group and Director, Konsert Strategy & IP*

Anders Sundelin is Interim Group Director IP Strategy & Portfolio of Volvo Group, leading a global team in driving the creation and use of IP, to support profitability, competitiveness and growth. Anders is a Director at Konsert Strategy & IP and has experience from developing IP teams in industries such as automotive, agro science, consumer goods, electronics and industrial engineering. In addition to his industry engagements, Anders is a member of CIP and teaches yearly in the areas of business model innovation at the Chalmers masters programme in Entrepreneurship & Business Design.

**NIGEL SWYCHER** *Founder, Aistemos*

Nigel is the founder of AISTEMOS, having previously established Tangential Solutions, an IP Strategy consultancy. Before that Nigel had a long career in the law, first with Slaughter and May and later with Olswang LLP. Throughout this period, Nigel has focused on the creation, defence and exploitation of IP assets, with specific focus on M&A, joint ventures and other commercial transactions where substantial value is associated with intangible assets. Nigel was awarded first-class honours in law from Durham University and is a member of the Magic Circle. Nigel is listed in the IAM Strategy 300.

**ANDREW TELLES** *Head of Innovation Group, Grants and Innovation Office, University of Gothenburg*

Andrew Telles is an experienced and proven advisor in law, strategy and intellectual asset management. He is currently leading an interdisciplinary teams of professionals working at the University of Gothenburg Grants and Innovation office in designing and implementing strategies for leveraging and maximizing the use of intellectual assets generated from university-based research.

**IAIN THOMAS** *Head of Life Sciences Technology Transfer, Cambridge Enterprise*

Iain Thomas is Head of Life Sciences Technology Transfer at Cambridge Enterprise. Cambridge Enterprise's Life Sciences product portfolio includes alemtuzumab (Sanofi), breast cancer markers (Brevagen) and mouse touch screen chambers (Campden Instruments). Recent spin-outs include Morphogenix, Mission Therapeutics, Cambridge Epigenetics, XO1 Therapeutics, Z-factor and Phoremost. Recent transactions include licences in fields as diverse as therapeutics, diagnostics, biofuels, IVF and epigenetics and the sale of XO1 to Janssen Pharmaceuticals. Iain led discussions with GSK in respect of the University of Cambridge-GSK open innovation drug discovery initiative based at the SBC and was the Cambridge lead for the Apollo Therapeutics Fund.

**HAAKON THUE LIE** *Chairman and Founder, Leogriff*

Haakon Thue Lie is a PhD candidate, studying trade secret management in collaborative R&D projects and open innovation. He is a part of CIP at NTNU and the Department of Industrial Economics and Technology Management. He is also a co-founder and adviser in the IP management firm Leogriff where he works with IP strategy and management for ICT and biotech, Open Source Software, innovation processes, branding, trademarks, design, IP in project management, litigation support and trade secrets. Before starting Leogriff in 2002, his experiences include being director for product development in an e-learning company and head of Entrepreneurship in Telenor R&D, responsible for IP and spin-offs. Haakon holds an M.Sc in Telecommunications (NTNU) and a Master of Management (BI Norwegian Business School) with focus on project management and organisational development. He is a European Patent Attorney and European Trademark Attorney.

**NIKOLAUS THUMM** *Senior Fellow, European Commission, Joint Research Centre*

Nikolaus Thumm is Senior Fellow at the European Commission's Joint Research Centre in Spain. Until 2013 he was Chief Economist of the European Patent Office (EPO) and Executive Secretary of the EPO Economic and Scientific Advisory Board. Nikolaus was working as Senior Economic Counselor at the Swiss Federal Institute of Intellectual Property. He was chairman of the United Nations' Advisory Group on the Protection and Implementation of Intellectual Property Rights for Investment, a private-public partnership group. He has been member of different expert groups with the European Commission, the OECD and the World Intellectual Property Organization.

**MARGARETHA WALLIN PETERSON** *Chairman, CIP*

Margareta Wallin Peterson is Professor in cell biology at the University of Gothenburg. She has served as Pro Vice-Chancellor and deputy Vice-Chancellor at the university for more than 12 years. Her particular area of responsibility was external relations, knowledge management and innovation, and she

was chairing the Holding company of the university. Today she is chairman of CIP, vice chairman of Nordens Ark, board member of Aarhus university in Denmark and member of an expert committee for research funding of The Knowledge Foundation.

**KATARINA WENDIN** *Director Global IP Management, Assa Abloy*

Katarina Wendin is a strong leader with 20+ years' experience in leading and managing IP groups with the goal to identify, secure and defend investments in intellectual assets with the purpose of adding value to the business. She is an engineer by training (M.Sc. Eng. Phys) and has several years' experience of people management and establishing strategic IP.

**SUSANNE ÅS SIVBORG** *Director General, Swedish Patent and Registration Office*

Susanne Ås Sivborg was appointed Director General at the Swedish Patent and Registration Office in 2008 by the Swedish government. Prior to this she has held various globally leading positions in the private sector in the field of intellectual property for large international companies such as Electrolux and Astra Zeneca. Susanne is a Master of Science in Civil Engineering from the Royal Institute of Technology and she is a qualified European Patent Attorney. She is a member of the Board of KTH, The Royal Institute of Technology, Arbetsgivarverket, the Swedish Agency for Government Employers and FMV, the Swedish Defence Materiel Administration.

**MORTEN ØIEN** *Senior Advisor, NTNU*

Before joining NTNU in 1997, Morten Øien had worked for many years as a private practicing lawyer in a medium-sized Norwegian law firm. He has more than 25 years of experience in negotiating international contracts. In 2007 Morten was appointed member of a national HE working group that proposed common principles for institutional IPR policies. In 2009 he worked part-time as part of the legal team behind the IPR helpdesk project (University of Alicante). Morten was NTNU's permanent representative in the Norwegian ERA Committee, the Knowledge Transfer Group. Furthermore, he has been member of a national governmental resource group for the development of the Norwegian 2012-2013 white paper on IPRs. Between November 2013 and March 2015 Morten was the only Norwegian member of the Knowledge Transfer Stakeholder Forum, an independent group of KT experts and stakeholder representatives appointed by the European Commission.

**KLEMENTINA ÖSTERBERG** *CEO, GU Ventures*

Klementina Österberg is CEO of GU Ventures, the holding company with a leading incubator and investment firm, that is fully owned by the Swedish state and connected to the University of Gothenburg. Klementina has a master in Business Administration and has worked with financing, company start-ups and management in several leading roles. She is board member of several start-up companies, as well as organizations such as Swedish Incubators and Science Parks. Previous assignments include different Volvo companies, DaimlerChrysler and Geveko Industries, and as board member of Sahl-grenska Science Park, and the Association of the University Holding Companies in Sweden (FUHS).



# PROGRAM OVERVIEW

## SUNDAY

School of Business,  
Economics and Law

12:00 - 13:30  
LUNCH

13:30 - 17:00  
WORKSHOPS AND  
ROUNDTABLES

17:00 - 19:00  
WELCOME EVENT

## MONDAY

Wallenberg Conference  
Center

8:30 - 10:30  
PLENARY

COFFE BREAK

11:00 - 12:30  
PLENARY

12:30 - 14:00  
LUNCH AND EXHIBITION

14:00 - 15:30  
OVERVIEW SESSIONS

COFFE BREAK

16:00 - 17:30  
BREAKOUT SESSIONS

17:30 - 18:30  
MINGLE AND EXHIBITION EVENT

## TUESDAY

Wallenberg Conference  
Center and Universeum

9:00 - 10:30  
PLENARY

COFFE BREAK

11:00 - 12:30  
BREAKOUT SESSIONS

12:30 - 14:00  
LUNCH AND EXHIBITION

14:00 - 15:15  
PLENARY

COFFE BREAK

15:45 - 17:30  
PLENARY

18:45 - 01:00  
DINNER AND PARTY

# SESSION OVERVIEW

The event has two and a half days of activities. It starts on Sunday afternoon with participant developed workshops and roundtables for guests that arrive early. The main conference program on Monday and Tuesday is designed as a collaborative meeting where the key issues are raised in an introductory plenary, discussed in-depth in parallel overview and breakout session over one full day and then finalized through a concluding plenary where the results of the parallel sessions are presented and discussed. During the lunch sessions and the mingle events, student-run technology innovation projects and master thesis projects will be presented for feedback at specific stands in the conference area. Participants are encouraged to challenge the students' business concepts and hypotheses in what we hope will stimulate a great exchange of ideas.

## SUNDAY

12:00 - 13:30

### LUNCH

Venue: School of Business, Economics and Law, University of Gothenburg

For the convenience of those participating in the afternoon workshops/roundtables, an informal lunch from 12:00-13:30 has been organized at the venue, School of Economics, Business and Law.

13:30 - 17:00

### WORKSHOPS AND ROUNDTABLES

The Sunday activities at CIP FORUM provide an opportunity for in-depth dialogue of key topics related to ongoing CIP projects and potential new areas of increasing concern for our diverse stakeholders. The goal is to provide a venue for constructive discussions and critique on the content and direction of current projects and define the relevance and core issue for new areas of future inquiry from a multi-stakeholder perspective.

Venue: School of Business, Economics and Law, University of Gothenburg

#### I. Trade Secret Strategies

"Every IPR starts with a secret" says the European Commission in the preparations for the 2016 directive on trade secrets and confidential business information. USA has the new Defend Trade Secrets Act. This session will focus on the how trade secrets best are used as part of an IP strategy, and how trade secrets can be managed in organizations and collaborations, taking the human factors into account. The scope includes examples on cross-border enforcement, effects on employment contracts, practical management of trade secrets in industry and academia, and areas for further research, such as trade secrets used in open innovation.

Moderator: Haakon Thue Lie, Chairman and Founder, Leogriff and Corporate Researcher, CIP  
Discussants:

- James Pooley, Founder, James Pooley PLC
- Mark Schultz, Director of CIP, George Mason University
- Bengt Domeij, Professor, Uppsala University
- William Van Caenegem, Professor, Bond University

## SUNDAY

13:30 - 17:00

Venue: School of Business, Economics and Law, University of Gothenburg

**WORKSHOPS AND ROUNDTABLES**

The Sunday activities at CIP FORUM provide an opportunity for in-depth dialogue of key topics related to ongoing CIP projects and potential new areas of increasing concern for our diverse stakeholders. The goal is to provide a venue for constructive discussions and critique on the content and direction of current projects and define the relevance and core issue for new areas of future inquiry from a multi-stakeholder perspective.

**2. Innovation Information and Analytics**

We live in a global world with access to an overwhelming amount of information, but do we have the information we need and the analytical capabilities to find the right information and understand its strategic implications. Are we even asking the right questions? This session will take a critical look at the requirements, opportunities, and challenges facing innovation decision-makers in their search for better information and analytics.

Moderator: Henric Rhedin, Board Member, ASTP-Proton and Business Developer, CIP

Discussants:

- Nigel Swycher, CEO, Aistemos
- Terry Adams, Assistant VP for Intellectual Property, Nestle
- Hanns Hallesius, Head of Group Intellectual Property, Electrolux
- Julian Nolan, CEO, Iprova

**3. Defensive Aggregation: Past, Present, and Future**

The problem of patent trolls has generated several market-based solutions known collectively as Defensive Aggregators. While similar in their general purpose these actors vary significantly in their mode of action. This session will take a look at the similarities and differences of some of the most well-known actors/models and discuss their effectiveness in terms of both firm performance and economic efficiency.

Moderators:

- Shubhashis Gangopadhyay, Research Director, Indian Development Foundation and Senior Research Fellow, CIP
- Kent Richardson, Partner, ROL Group

Discussants:

- Ken Seddon, CEO, LOT Network
- Brian Hinman, CIPO, Philips
- Dan McCurdy, SVP, RPX
- Keith Bergelt, CEO, Open Invention Network

**4. IoT and IP Management in the Automotive Industry**

How should companies think about developing, integrating, and protecting IoT solutions integrated into automotive technologies? This session will present a case study and perform a patent landscape analysis to evaluate the opportunities and risks for an automotive manufacturer considering entry into the IoT market. Specifically, the case will focus on products that provide customers with the ability to efficiently track various attributes of an automobile.

Moderator: Anders Sundelin, Group Director, IP Strategy and Portfolio, AB Volvo

Discussants:

- Matthew Rappaport, Managing Director and Co-Founder, IP Checkups
- Irving Rappaport, Co-Founder, IP Checkups
- Kirk Haselton, Technology Development Consultant, IP Checkups

**5. The Convergence of Tech & Pharma**

The ICT and Pharma sectors have traditionally been very distinct industries with very different business cultures, but recently there has been signs of convergence. This session will provide examples to seek to define the dimensions to this new convergence and discuss the strategic implications on the future of each industry. Will this convergence be complementary or disruptive - join the discussion to find out?

Moderators: Karl Maack, Director, Sahlgrenska School of Innovation and Entrepreneurship

Discussants:

- Bernard Munos, Senior Fellow, FasterCures and Founder, InnoThink
- Sam Funnel, IP manager, Stratified Medical
- Paul Fehlner, Head of Intellectual Property, Novartis Pharma



## SUNDAY

13:30 - 17:00

## WORKSHOPS AND ROUNDTABLES

The Sunday activities at CIP FORUM provide an opportunity for in-depth dialogue of key topics related to ongoing CIP projects and potential new areas of increasing concern for our diverse stakeholders. The goal is to provide a venue for constructive discussions and critique on the content and direction of current projects and define the relevance and core issue for new areas of future inquiry from a multi-stakeholder perspective.

Venue: School of Business, Economics and Law, University of Gothenburg

## 6. Patent Strategies and SMEs

Technology SMEs are considered critical to economic growth, but little emphasis is often given to IP strategy as a critical part of the entrepreneurial process. This session will discuss the importance of strategic patent management for the growth of SMEs and provide information on the relevance of the Unified Patent Package and patent insurance in supporting the business strategy of technology growth firms.

Moderator: Jens Andreasson, Deputy Director, CIP

Discussants:

- Yann Ménière, Chief Economist, European Patent Office
- Erik Alsegård, Intellectual Property Practice Leader, CFC Underwriting

17:00 - 19:00

## WELCOME EVENT

Venue: School of Business, Economics and Law, University of Gothenburg

We welcome all participants to join us for a mingle event on Sunday evening. We look forward to sharing the re-launch of CIP FORUM with all our close colleagues and partners

## MONDAY

08:30 - 10:30

## PLENARY

The goal of the initial plenary is to introduce the participants to the key areas of convergence impacting innovation in industry and public research organizations. Two cases involving the Internet of Things (IoT) and the Graphene Flagship Project will be discussed to exemplify both the strategic opportunities and challenges of convergent technology development in different open innovation settings.

Venue: Wallenberg Conference Center, University of Gothenburg

08:30-09:00

## Welcome introduction – CIP: A Story of Convergence

- Ulf Petrusson, Director, CIP
- Bowman Heiden, Deputy Director, CIP

09:00-09:15

## Opportunities and Challenges in a Convergent World

- Gustav Brismark, SVP and CIPO, Ericsson

09:15-10:30

## Technology Convergence and the Impact on Industry: The Case of IoT

Technology convergence is affecting every industry creating both new opportunities and challenges from a legal, business, and societal perspective. What will the world look like when everything is connected? Will it be evolution or revolution? Do we understand the potential risks? This session will focus on the impact of the Internet of Things as a disruptive force on Healthcare, Security, and Transportation.

Moderator: Dan McCurdy, SVP, RPX

Discussants:

- Talal Shamon, CEO, InterTrust
- Brian Hinman, CIPO, Philips
- Marcus Rothoff, Program Director for Autonomous Driving, Volvo Car Group
- Gustav Brismark, SVP and CIPO, Ericsson



## MONDAY

10:30 - 11:00

## COFFE BREAK

11:00 - 12:30

## PLENARY

The goal of the initial plenary is to introduce the participants to the key areas of convergence impacting innovation in industry and public research organizations. Two cases involving the Internet of Things (IoT) and the Graphene Flagship Project will be discussed to exemplify both the strategic opportunities and challenges of convergent technology development in different open innovation settings.

Venue: Wallenberg Conference Center,  
University of Gothenburg

11:00-12:15

**The Convergence of Research and Innovation**

There is increasing pressure on universities to become important sources of innovation and develop professional capabilities to collaborate with industry. However, for the most part, universities are designed to perform research and education, not take on the social responsibility of utilization. This session will describe the opportunities and challenges of major efforts at the national and European level to integrate research and innovation and facilitate university and industry partnerships with the goal of creating new areas of technology competitiveness and economic growth.

Moderator: Margareta Wallin Peterson, Chairperson, CIP

Discussants:

- Fredrik Hörstedt, VP of Utilization, Chalmers University of Technology
- Johan Hustad, VP of Innovation, NTNU
- Stein Eggan, Managing Director, NTNU Technology Transfer AS
- Tim Cummins, President, IACCM

12:15-12:30

**Setting the Scene**

- Ulf Petrusson, Director, CIP
- Bowman Heiden, Deputy Director, CIP

12:30 - 14:00

## LUNCH AND EXHIBITION

Venue: Wallenberg Conference Center,  
University of Gothenburg

We welcome all participants to lunch and a chance to learn more about our master program activities. This year's exhibition will feature the current and proposed innovation and entrepreneurship projects run by our masters students. Please feel free to share your wisdom and experience - tough questions are appreciated!

14:00 - 15:30

## OVERVIEW SESSIONS

The overview sessions will address the theme of convergence in two parallel tracks focused on industry and university-industry perspectives. These sessions will provide an overview of relevant intellectual asset/property management issues related to the strategic opportunities and challenges of convergence identified in the plenary.

Venue: Wallenberg Conference Center,  
University of Gothenburg

**Industry Session****IoT and Intellectual Property Challenges: What, Where, Why, When and How?**

The emergence of IoT is creating a new set of intellectual property challenges. This session will provide an overview of the key issues related to the protection of important intellectual assets, collaboration and licensing, IP management, and the use of data.

Moderator: Ruud Peters, EVP and Advisor, Philips

Discussants:

- Damon Matteo, CEO, Fulcrum Strategy
- Agnes Hammarstrand, Partner, Delphi
- Luke McLeroy, VP Business Development, Avanci



# MONDAY

14:00 - 15:30

## OVERVIEW SESSIONS

The overview sessions will address the theme of convergence in two parallel tracks focused on industry and university-industry perspectives. These sessions will provide an overview of relevant intellectual asset/property management issues related to the strategic opportunities and challenges of convergence identified in the plenary.

Venue: Wallenberg Conference Center,  
University of Gothenburg

### Industry-University Session

#### Creating IP-Based Platforms in Research Collaborations

Creating open platforms for innovation sounds good, but exactly what does open mean and how can it be regulated to achieve the goals of all the parties. In this session we give a number of examples of approaches to collaboration between industry and academia in the life science sector. The focus is on intellectual property and its possibilities for enabling best practice collaboration.

Moderator: Susanne Ås Sivborg, Director General, Swedish Patent and Registration Office  
Discussants:

- Bernard Munos, Senior Fellow, FasterCures and Founder, InnoThink
- Paul Fehlner, Head of Intellectual Property, Novartis Pharma
- Magnus Björnsne, CEO, AstraZeneca BioVentureHub
- Kevin Nachtrab, Senior Patent Attorney, Johnson & Johnson
- Iain Thomas, Head of Life Science, Cambridge Enterprise

15:30 - 16:00

## COFFEE BREAK

16:00 - 17:30

## BREAKOUT SESSIONS

The parallel breakout sessions will dig deeper into the key intellectual asset/property management issues highlighted in the overview sessions. The goal of these sessions is to define the current state of the art, identify areas of contention, and propose issues for further investigation.

Venue: Wallenberg Conference Center,  
University of Gothenburg

### Industry Breakouts

#### 1. IoT and IP Management: Developing IP Positions For Competitive Advantage in a Convergent World

Moderator: Damon Matteo, CEO, Fulcrum Strategy

Discussants:

- Sonia Cooper, Senior Patent Attorney, Skype Division at Microsoft
- Joakim Hammarsjö, Managing Director at Sandvik Intellectual Property
- Jens Bördin, CEO, Konsert Strategy & IP
- Hanns Hallesius, Head of Group Intellectual Property, Electrolux
- Roberto Castagno, Director of IP Business Development, Nokia Technologies
- Jeffrey Parker, SVP, Patent Licensing, General Electric

#### 2. Data Ownership, Privacy, and Security – The Architecture of Data Driven Business Models

Moderator: Talal Shamoon, CEO, InterTrust

Discussants:

- Agnes Hammarstrand, Partner, Delphi
- Jesper Kråkhede, Director of Cyber Security, Sogeti Sweden
- Babak Esfahani, CEO, Plejd
- Florian Kolb, Managing Director, RWE New Ventures

#### 3. Policy Debate: The Battle to Define the Meaning of FRAND

Moderators:

- Stephen Haber, Professor and Director IP2 at Hoover Institution, Stanford
- Bowman Heiden, Deputy Director, CIP

Discussants:

- Alexander Galetovic, Professor, Universidad de los Andes
- Keith Mallinson, Founder, WiseHarbor
- Yann Ménière, Chief Economist, European Patent Office



## MONDAY

16:00 - 17:30

**BREAKOUT SESSIONS**

The parallel breakout sessions will dig deeper into the key intellectual asset/property management issues highlighted in the overview sessions. The goal of these sessions is to define the current state of the art, identify areas of contention, and propose issues for further investigation.

Venue: Wallenberg Conference Center,  
University of Gothenburg

**Industry-University Breakouts****1. IP Value Models to Promote the University as a Professional Partner**

This session will discuss how universities and academic environments create societal resources and make impact on society. The starting point will be the model of four logics for academic environments that promote utilization of research results, and the model for self-assessment of collaboration and utilization in academic environments; both developed by University of Gothenburg.

Moderators:

- Magnus Eriksson, Deputy Director, Institute for Innovation and Social Change, University of Gothenburg and Project Manager, CIP
- Andrew Telles, Head of Innovation Group, Grants and Innovation Office, University of Gothenburg

**2. University Policy to Promote Convergence (closed session)**

Moderator: Sara Dahlberg, Director Legal Affairs, University of Gothenburg

Discussants:

- Sanna Wolk, Associate Professor, Uppsala University
- Göran Hessling, Chief Legal Advisor, Linköping University
- Fredrik Hörsstedt, Vice President, Chalmers

And specially invited participants.

**3. Landscape Analysis for University and Public Interests**

Moderators:

- Johan Hustad, VP of Innovation, NTNU
- Henric Rhedin, Board Member, ASTP-Proton and Business Developer, CIP

Discussants:

- Daniel Lis, Account Executive, Questel
- Emil Haldorsson, Konkert Strategy & IP
- Maziar Soltani, Swedish Patent and Registration Office

17:30 - 18:30

**MINGLE AND EXHIBITION EVENT**

Venue: Wallenberg Conference Center,  
University of Gothenburg

We welcome all participants to enjoy some refreshments and a chance to learn more about our master program activities. This year's exhibition will feature the current and proposed innovation and entrepreneurship projects run by our masters students. Please feel free to share your wisdom and experience - tough questions are appreciated!



## TUESDAY

09:00 - 10:30

## OVERVIEW SESSIONS

The overview sessions will address the theme of convergence in two parallel tracks focused on industry and university-industry perspectives. These sessions will provide an overview of relevant intellectual asset/property management issues related to the strategic opportunities and challenges of convergence identified in the plenary.

Venue: Wallenberg Conference Center,  
University of Gothenburg

## Industry Session

**Collaboration in a Convergent World – Will Everyone Be Part of a Collective Rights Organization?**

Innovation in a world of technology convergence requires collaboration. This session will address how technology convergence creates the need for collective rights organisations/agreements of different types such as SSOs, FRAND, patent pools, open source, defensive aggregation platforms, etc. to manage the complexity of knowledge transfer across an increasing number of actors and increasing number of rights.

Moderator: Monica Magnusson, VP of IPR Policy, Ericsson

Discussants:

- Keith Bergelt, CEO, Open Invention Network
- Roger Ross, CEO, Commonwealth Licensing Services
- Giustino de Sanctis, Founder and CEO, Vectis
- Teemu Soinenen, Director, Strategic Patent Licensing, Nokia

## Industry-University Session

Innovation information in the Strategic Decision Making of Public Research Organisations

Funding research that is intended to result in innovation requires a different decision-making process than traditional research funding. This session will discuss and provide examples of how innovation information can be used to inform areas of strategic research investment where the goal is a competitive technology position leading to economic, not only research, impact.

Moderator: Jeff Skinner, Executive Director of the Deloitte Institute of Innovation and Entrepreneurship at London Business School

Discussants:

- Susanne Ås Sivborg, Director General, Swedish Patent and Registration Office
- Erik Stenehjem, Executive Director, IP Commercialization and Startup Acceleration, Qatar Foundation
- Charlotte Brogren, Director General, VINNOVA
- Per Foss, Director General, The Norwegian Industrial Property Office

10:30 - 11:00

## COFFEE BREAK

11:00 - 12:30

## BREAKOUT SESSIONS

The parallel breakout sessions will dig deeper into the key intellectual asset/property management issues highlighted in the overview sessions. The goal of these sessions is to define the current state of the art, identify areas of contention, and propose issues for further investigation.

Venue: Wallenberg Conference Center,  
University of Gothenburg

## Industry Breakouts

**I. Open Innovation Strategies – Managing Openness Across Different Business Models**

Moderator: Keith Bergelt, CEO, Open Invention Network

Discussants:

- Markus Larsson, VP, Global Business Operations, Palo Alto Research Center
- Sonia Cooper, Senior Patent Attorney, Skype Division at Microsoft
- Mathias Hellman, VP, Strategy & Portfolio Management - IPR & Licensing, Ericsson
- Katarina Wendin, Director, Global IP Management, Assa Abloy



## TUESDAY

11:00 - 12:30

Venue: Wallenberg Conference Center,  
University of Gothenburg**BREAKOUT SESSIONS**

The parallel breakout sessions will dig deeper into the key intellectual asset/property management issues highlighted in the overview sessions. The goal of these sessions is to define the current state of the art, identify areas of contention, and propose issues for further investigation.

**Industry Breakouts****2. The Market for Patents – What is the Impact of Convergence?**

Moderator: Anders Arvidsson, Founder and CEO, ParallelNorthIP

Discussants:

- Jako Eleveld, VP, Head of IP Licensing, Philips
- Beatrix de Russe, President, BAIP
- Dan McCurdy, SVP, RPX
- Ken Seddon, CEO, LOT Network

**3. Policy Workshop – Setting IPR Policies in a Collaborative, Connected World**

Moderators:

- Stephen Haber, Professor and Director IP2 at Hoover Institution, Stanford
- Bowman Heiden, Deputy Director, CIP

Discussants:

- Kirti Gupta, Director, Economic Strategy, Qualcomm
- Nikolaus Thumm, Senior Fellow at European Commission, Joint Research Centre
- Nicolas Petit, Professor of Law, University of Liege
- Shubhashis Gangopadhyay, Research Director, Indian Development Foundation and Senior Research Fellow, CIP

**Industry-University Breakouts****1. Intellectual Property Contract Management in Venture Creation (closed session)**

Moderators:

- Klementina Österberg, CEO GU Ventures
- Christoffer Hermansson, Project Manager CIP and Lecturer at University of Gothenburg

Discussants:

- Caroline Pamp, Legal Counsel, Monoclon Strategy Services
- Kristin Jørstad, Head of IPR Management, NTNU Technology Transfer
- Magnus Steen, CEO, Contract Business Intelligence

And specially invited participants.

**2. Setting a Framework for Collaboration Between University and Industry - Are the Interests Too Divergent?**

Moderator:

- Henric Rhedin, Board Member, ASTP-Proton and Business Developer, CIP

Discussants:

- Jeff Skinner, Executive Director of the Deloitte Institute of Innovation and Entrepreneurship at London Business School
- Rudi Bekkers, Associate Professor of Economics of Innovation and Technical Change, TU Eindhoven
- Morten Øien, Senior Advisor, Norwegian University of Science and Technology
- Gregory D. Graff, Associate Professor, Colorado State University
- Donna Rankin-Parobek, Intellectual Property Director, Carestream

12:30 - 14:00

Venue: Wallenberg Conference Center,  
University of Gothenburg**LUNCH AND EXHIBITION**

We welcome all participants to lunch and a chance to learn more about our master program activities. This year's exhibition will feature the current and proposed innovation and entrepreneurship projects run by our masters students. Please feel free to share your wisdom and experience - tough questions are appreciated!



## TUESDAY

14:00 - 15:15

**PLENARY**

The goal of the initial plenary is to introduce the participants to the key areas of convergence impacting innovation in industry and public research organizations. Two cases involving the Internet of Things (IoT) and the Graphene Flagship Project will be discussed to exemplify both the strategic opportunities and challenges of convergent technology development in different open innovation settings.

Venue: Wallenberg Conference Center,  
University of Gothenburg

**Industry Feedback Session**

Moderators:

- Ulf Petrusson, Director, CIP
- Bowman Heiden, Deputy Director, CIP

Discussants:

- Ruud Peters, EVP and Senior Advisor, Philips
- Marshall Phelps, Chairman, ipCreate
- Ian Harvey, Chairman, IP Center Advisory Board, Tsinghua University x-lab

15:15 - 15:45

**COFFE BREAK**

15:45 - 17:30

**PLENARY**

The goal of the initial plenary is to introduce the participants to the key areas of convergence impacting innovation in industry and public research organizations. Two cases involving the Internet of Things (IoT) and the Graphene Flagship Project will be discussed to exemplify both the strategic opportunities and challenges of convergent technology development in different open innovation settings.

Venue: Wallenberg Conference Center,  
University of Gothenburg

15:45-17:00

**University-Industry Feedback Session**

Moderators:

- Ulf Petrusson, Director, CIP
- Bowman Heiden, Deputy Director, CIP

Discussants:

- Susanne Ås Sivborg, Director General, Swedish Patent and Registration Office
- Per Foss, Director General, The Norwegian Industrial Property Office
- Fredrik Hörstedt, VP of Utilization, Chalmers University of Technology
- Johan Hustad, VP of Innovation, NTNU

17:00-17:30

**Summing-Up and Next Steps**

Presenters: Ulf Petrusson, Director, CIP and Bowman Heiden, Deputy Director, CIP

18:45 - 01:00

**DINNER AND PARTY**

Venue: Universeum

Dress code: Business casual



# CONFERENCE VENUES



*CIP FORUM 2016 will be held at the city campuses of University of Gothenburg.*

## **Sunday 25th Sep**

Sunday is spent at the School of Business, Economics and Law at Vasagatan 1 in the central Gothenburg. It is at a 15-20 minute walking distance from Gothia Towers and the other central hotels.

## **Monday 26th Sep - Tuesday 27th Sep**

Monday and Tuesday are spent at Wallenberg Conference Center at Sahlgrenska Academy at Medicinaregatan 20A in central Gothenburg. It is three tram stops from Gothia Towers or 10 minutes by car. Transportation to and from Wallenberg Conference Center will be arranged.

## **Tuesday evening**

The party on Tuesday evening is held at Universeum, the city's interactive science museum, located next to Gothia Towers at Korsvägen in the city center.



# PRACTICAL INFORMATION



## CALL CENTER

+46 76 - 618 26 14

## ADDRESSES

**School of Business, Economics  
and Law:** Vasagatan 1

**Conference Center Wallenberg:**  
Medicinaregatan 20

**Universeum:** Södra Vägen 50

## TAXI

UBER: through app

Taxi Göteborg: +46 31-65 00 00

Taxi Kurir: +46 31-27 27 27

Minitaxi: +46 31-14 01 40

## CURRENCY

1 SEK = Swedish Krona

€1 = SEK 9.55

\$1 = SEK 8.50

## FOOD AND DRINK

Dinner € 15-30

Lunch € 8-15

Beer € 5

Wine € 7

Big Mac index \$5.23

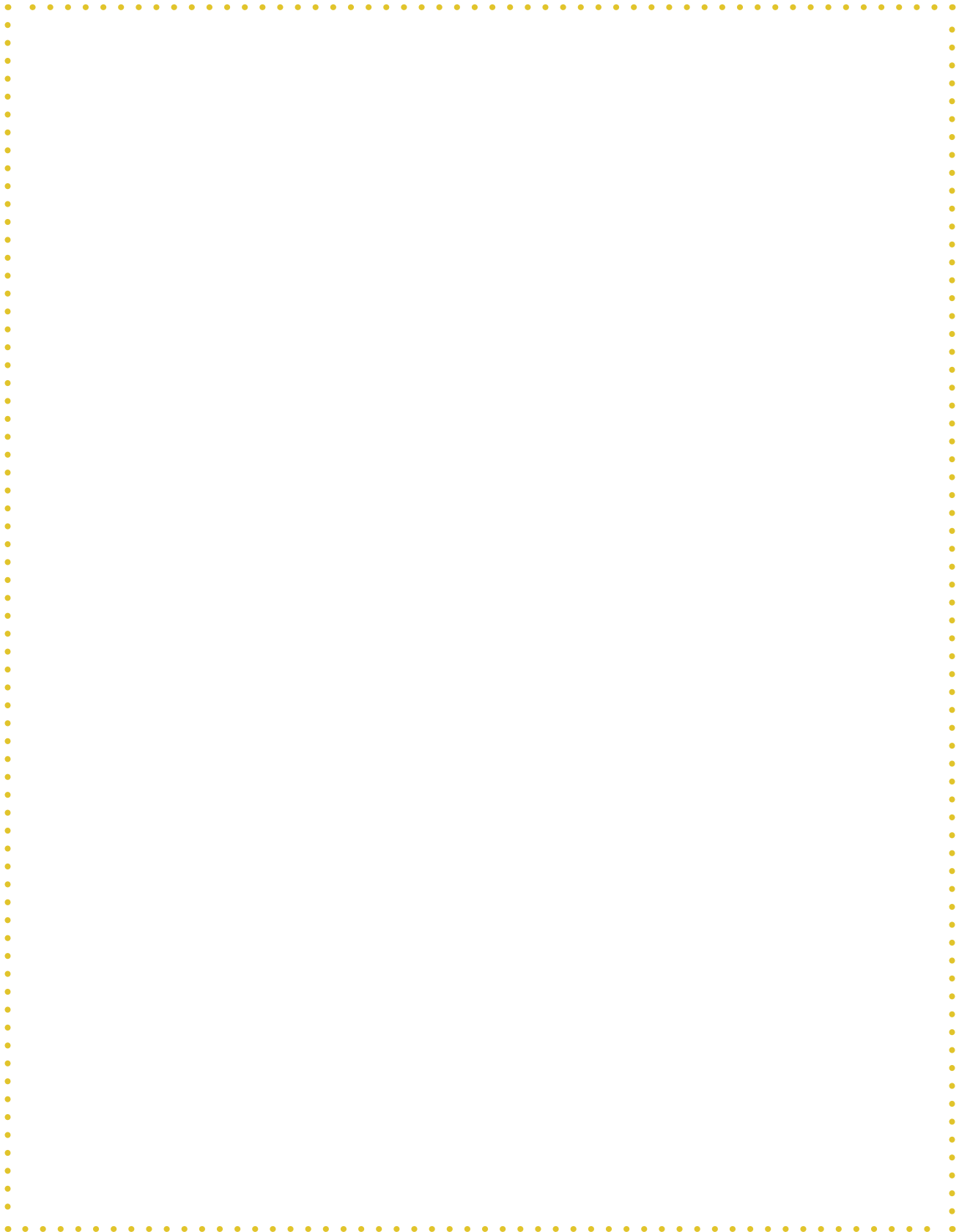
## SHOPPING HOURS

Weekdays 10-19

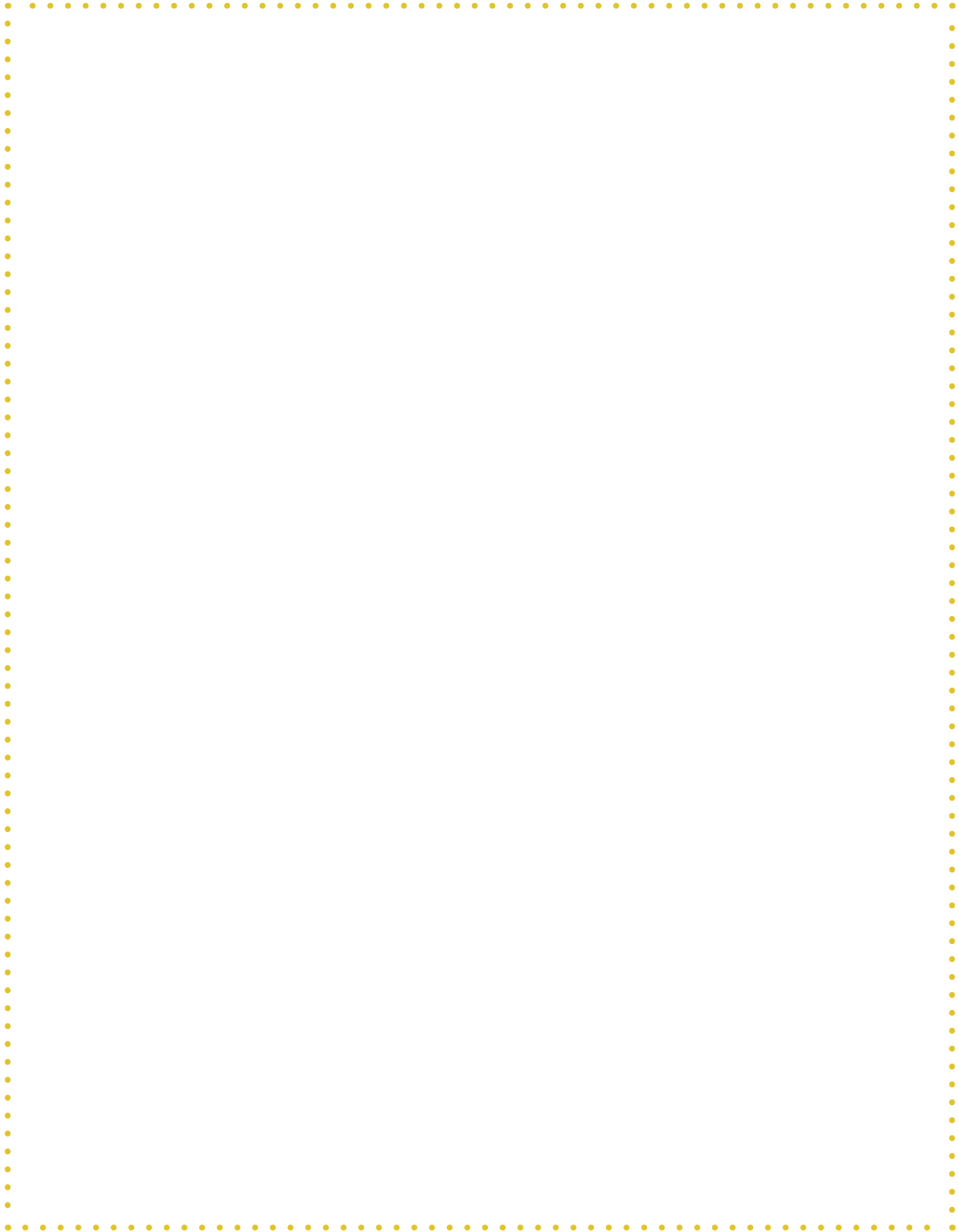
Saturdays 11-17

Sundays 12-16

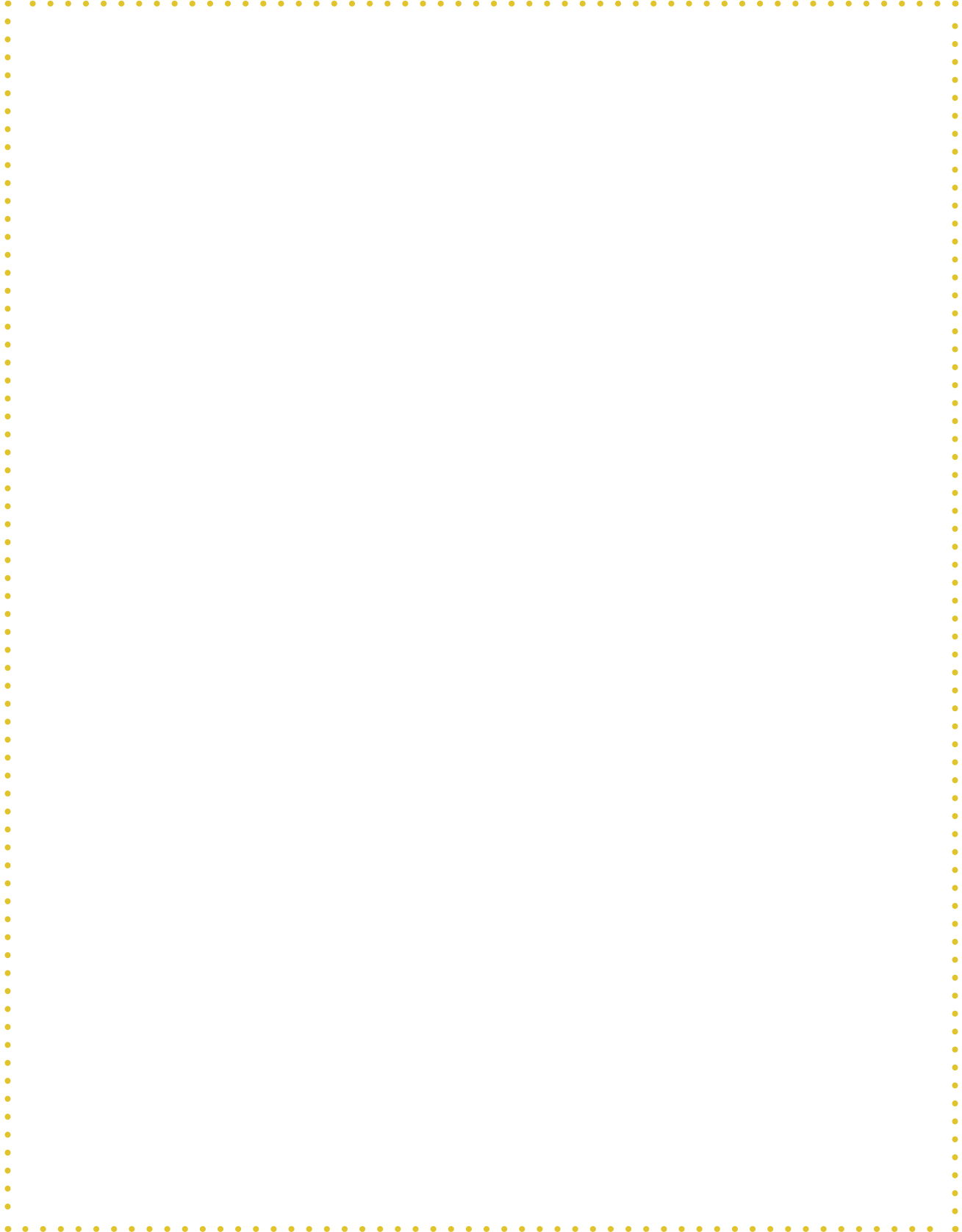
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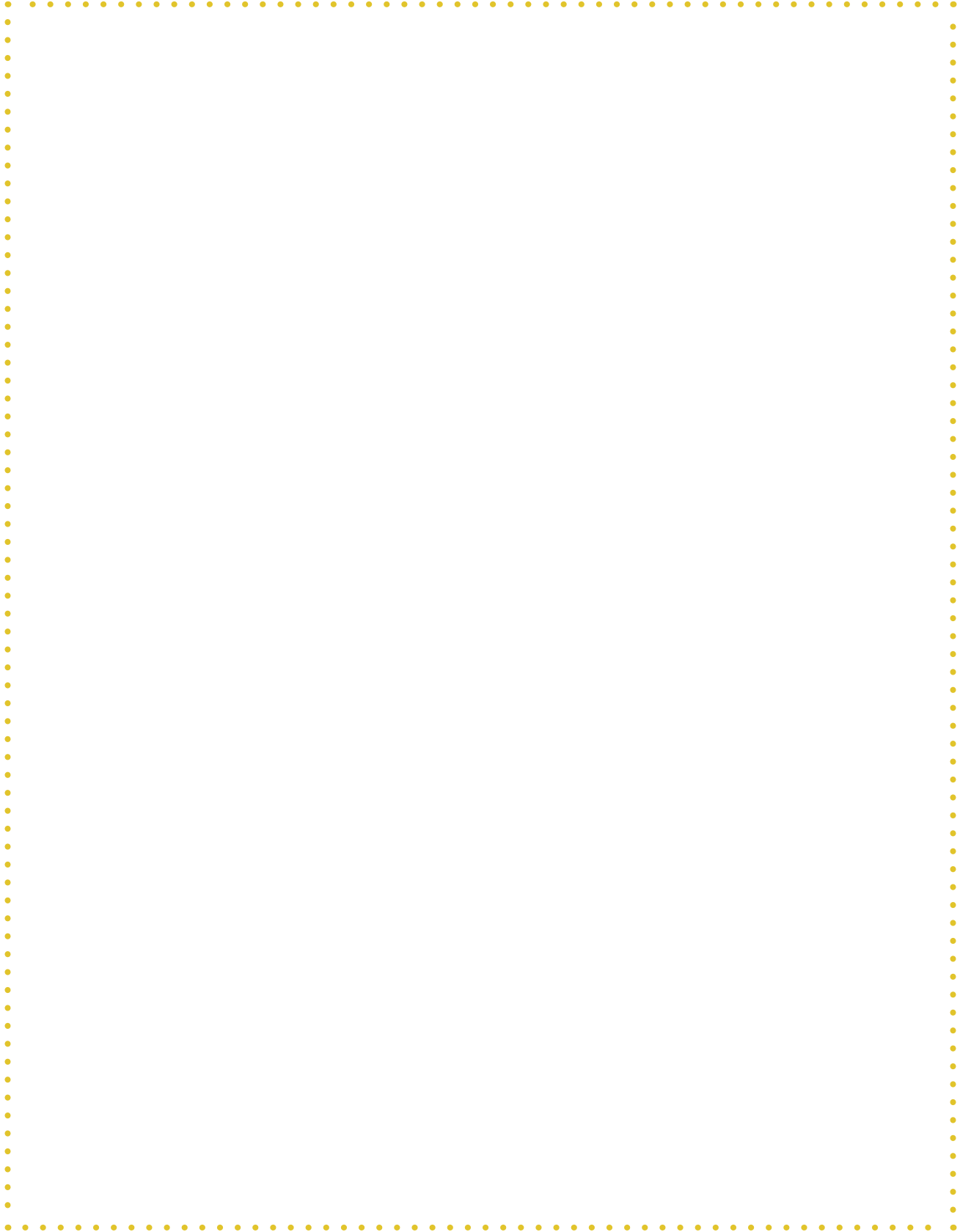
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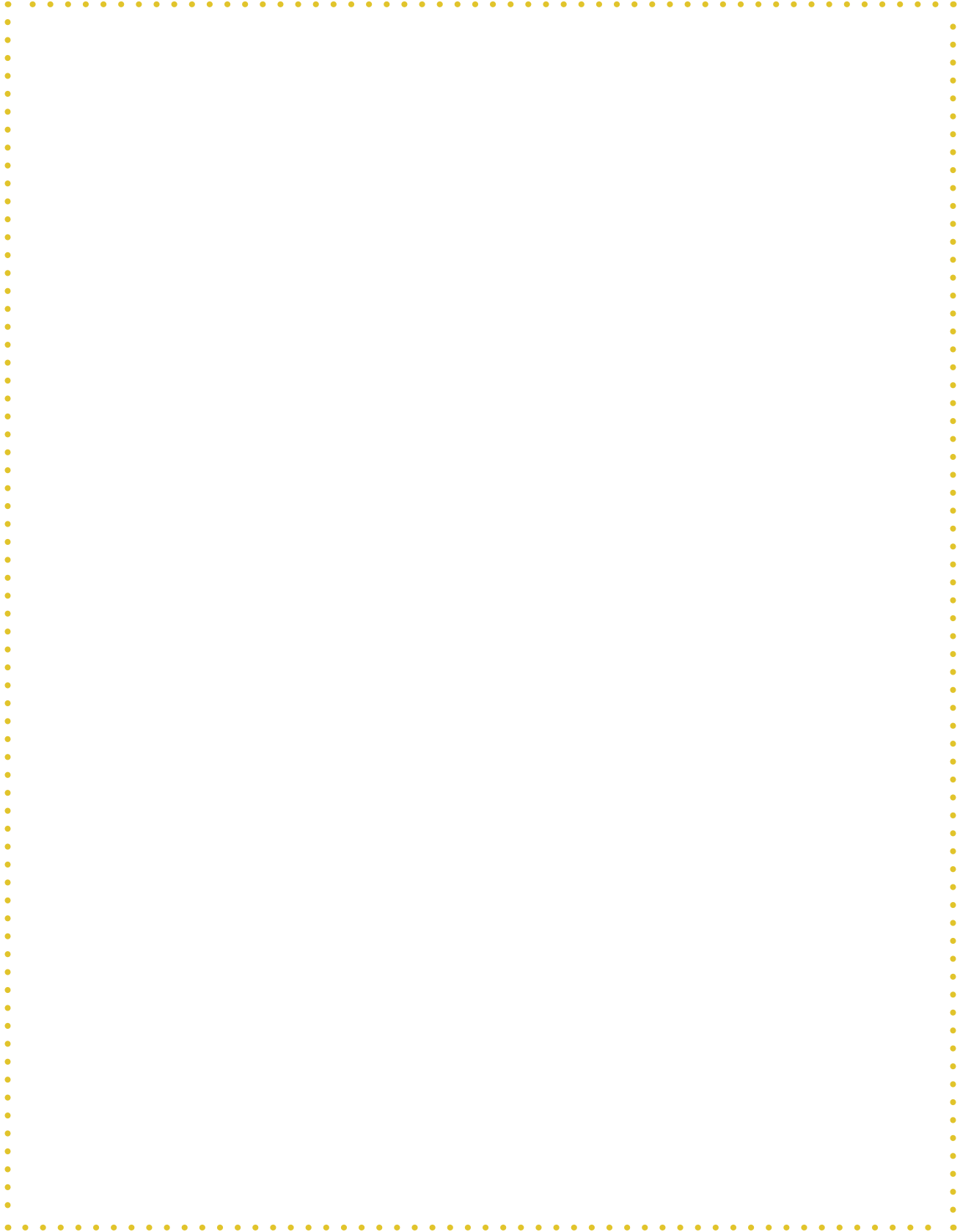
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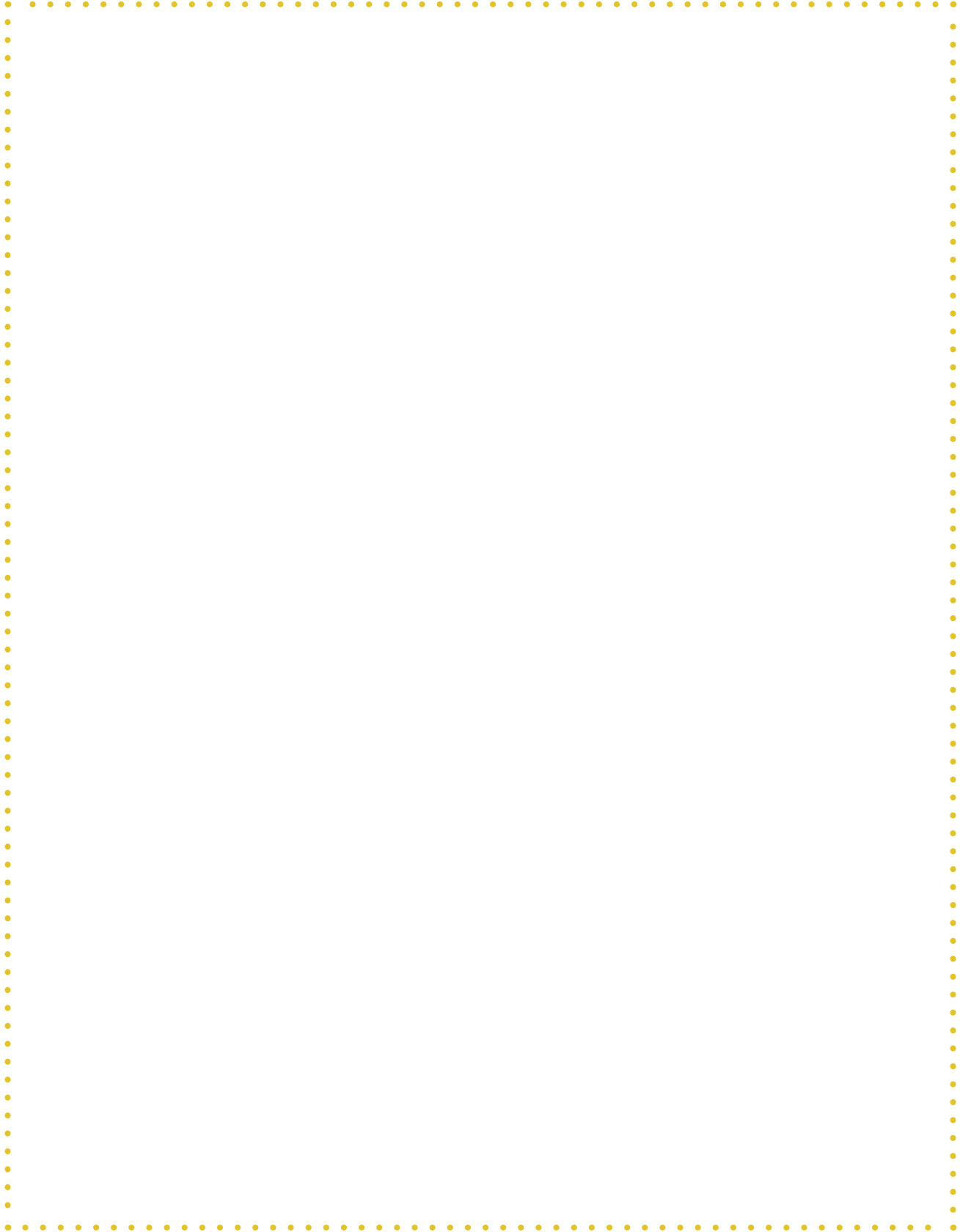
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