

CIP FORUM

GÖTEBORG 2018
23 - 25 SEPT



TRANSFORMATION



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TRANSFORMATION

Transformation is a beautiful but painful process.
And not everyone gets to be a butterfly.



CIP FORUM 2018

WELCOME TO GÖTEBORG for the eighth 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 are delighted to welcome you back for what we hope will be another great experience and opportunity to delve deeper into the opportunities and challenges of a world that is increasingly being transformed by digitization and globalization.

Transformation is a process of creating new possibilities, which can be both creative and destructive. Given the global reach and ubiquitous nature of modern technology, it is more important than ever to bring together people from different backgrounds, countries, and ages to better understand the future impact of technology on society.

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!

A handwritten signature in black ink, reading "Margareta Wallin Peterson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Margareta Wallin Peterson
Chairman, CIP
Professor, University of Gothenburg



CIP FORUM – THE TRADITION CONTINUES

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. Now we gather for the eighth time since 2001. The focus of the event is on sharing innovative ideas, research, and practical experiences among global actors. A blend of theory and practice is employed to bridge the gap between strategy and policy and encourage critical reflection in a world where business and public policy are both in transition.

The inclusion of local graduate students from Chalmers and University of Gothenburg in the event allows the next generation to voice their opinions through the unfiltered lens of the beginner's mind. A key goal of CIP FORUM is to transform the dialogue into action through new initiatives together with industry partners, academia, and policy makers that will be carried out and presented in the next event.

TRANSFORMATION

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

Digitization (Digital Transformation)

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

Globalization (Global Transformation)

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





The event will discuss challenges, trends, and specific management and policy issues that characterize the opportunities and threats of globalization of innovation and digital transformation for industry and policy-makers. These issues will be addressed through plenary, break-out, workshop, and roundtable sessions at different levels of focus, including policy, strategy, and operational levels. Participation is based on invitation, where the specific sessions are designed

in collaboration with CIP partner organizations and board members as well as the key interests of the invited participants. The goal of the event is to provide a comprehensive understanding of the key globalization and digitalization issues by leading global policy makers, executives, and experts in an open environment where all participants have an opportunity to partake in the dialogue.

CHECK OUT THE EVENT WEBSITE -
CIPFORUM.ORG



COLLABORATION PARTNERS

INDUSTRY PARTNERS



EVENT PARTNERS



DEVELOPMENT PARTNERS



ANALYTICS PARTNERS



CIP

...WHO ARE WE?

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 is governed by University of Gothenburg, Chalmers University of Technology, and the Norwegian University of Science and Technology in collaboration with industry. 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.

CIP FORUM 2018 CODE OF CONDUCT - BASED ON OUR CORE VALUES

CIP FORUM is an event focusing on inclusive and diverse discussions that take place in an open and respectful environment, where everyone's opinion, experience and voice matters and adds value to our work. CIP is committed to constantly advancing democratic values, and our atmosphere of openness, respect, and sincerity is very important to us, and central to our network – our “CIP family”. Please consider everyone you meet during the event as a member of the family.

As a platform, we actively advance our core values by constantly working on increasing diversity, equality and inclusivity, in terms of gender, age, nationality, sexuality and other aspects, by inviting different types of professionals, researchers and students into our activities, and by striving to ensure that the mix enriches the discussion. Please help us spread our core values and keep them in mind during the event. Meet all participants with openness, respect, kindness and interest in what they bring to our mutual exchange, learning and professional development.

Let us collectively strive towards making sure that each and every encounter that takes place during the event reflects our core values and contributes positively to our professional exchanges, mutual understandings, and to strengthen our inclusive network.

CIP FORUM's code of conduct is based on the policies of our partner universities, and any concerns or incidents during the conference will be handled in accordance with the action plans, policies and regulations of the event host, University of Gothenburg.

If you have any questions or would like to contribute to our ongoing work on making the technology and IP fields more diverse, equal and inclusive, please contact us and share your thoughts, ideas or concerns.

Warm welcome to CIP FORUM 2018!





THE VERA PROJECT

THE STRIVE TO BE PROGRESSIVE is always in focus for CIP. We are looking to make a contribution, in everything we do, and in the dialogue with our students we are always incentivized to peek at the horizon. With the theme of CIP FORUM 2018 being TRANSFORMATION, we have also considered social transformation - we are thereby excited to launch our gender equality and diversity project, The Vera Project.

The Vera Project was initiated by CIP in 2017 and is named after the first female engineer in Sweden, Vera Sandberg, who graduated in 1917 from our partner university Chalmers. With The Vera Project as a platform, CIP will in all our activities work to increase diversity in the technology and IP fields. To make a lasting impact, we are looking for input and support from our network. So, what better way to launch the discussion than in our flagship event?

After all, studies show a clear link between gender equality and improved business performance.

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, Tessenlo, 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 close to 100 ventures and conducted more than 90 innovation projects.

PROGRAM OVERVIEW

SUNDAY

School of Business,
Economics and Law

8:30 - 11:30
WORKSHOP

11:30 - 12:30
LUNCH

12:30 - 14:00
WORKSHOPS AND
ROUNDTABLES

COFFEE BREAK

14:30 - 16:00
WORKSHOPS AND
ROUNDTABLES

COFFEE BREAK

16:30 - 18:00
PLENARY

18:00 - 20:00
WELCOME EVENT

MONDAY

Wallenberg
Conference Center

8:30 - 10:30
PLENARY

COFFEE BREAK

11:00 - 12:15
PLENARY

12:15 - 13:30
LUNCH AND EXHIBITION

13:30 - 14:45
BREAKOUT SESSIONS

COFFEE BREAK

14:15 - 16:30
BREAKOUT SESSIONS

16:45 - 18:00
PLENARY

18:00 - 19:00
MINGLE AND EXHIBITION EVENT

TUESDAY

Wallenberg
Conference Center

8:30 - 10:30
PLENARY

COFFEE BREAK

11:00 - 12:15
PLENARY

12:15 - 13:30
LUNCH AND EXHIBITION

13:30 - 14:45
PLENARY

COFFEE BREAK

15:15 - 17:00
PLENARY

17:00 - 18:30
MINGLE

SESSION OVERVIEW

Between 250-300 persons will participate in the three days of activities. The event starts on Sunday morning with a seminar on the Digital Transformation in India. In the afternoon, a number of parallel workshops and roundtables are organized around subjects of current and future education, research, and innovation projects at CIP. The Monday focus in Digitization will include discussions on the transformation towards a digital economy and society, exemplify emerging technology areas such as IoT, artificial intelligence and machine learning, big data, and blockchain. The Tuesday focus on Globalization will discuss the emerging role of China as an innovation leader starting with China's policy ambitions and elaborating on the development of the country's IP ecosystem, innovation drivers, and strategies for cross-border collaboration. During the lunch sessions and the mingle events, partner and student interactions will be facilitated, including a pitching event. Participants are encouraged to challenge the students' business concepts and hypotheses in what we hope will stimulate a great exchange of ideas.

SUNDAY

8:30 - 11:30

WORKSHOP

The initial workshop on the Sunday is themed Digital Transformation in India.

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

Chairperson: Shubhashis Gangopadhyay, Professor and Research Director, India Development Foundation and CIP Academic Faculty

Discussants:

- Rentala Chandrasekhar, President, National Association of Software & Services Companies and former Secretary of Department of Telecommunications, Government of India
- Awadhesh Kumar, CEO and Promoter, Quenext Decision Science and Technology Pvt. Ltd.
- Jitender Singh Minhas, CEO, IAMAI Startup Foundation

11:30 - 12:30

LUNCH

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

For the convenience of those participating in the afternoon workshops and roundtables, an informal lunch from 11:30-12:30 has been organized at the venue, School of Economics, Business and Law.

SPEAKER PRESENTATIONS ARE FOUND ON
THE EVENT WEBSITE - CIPFORUM.ORG



SUNDAY

13:30 - 16:00

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

WORKSHOPS AND ROUNDTABLES

Coffee break 14.00 - 14.30

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.

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

This workshop will explore the realities and possibilities of managing know how, data, and other confidential business information as a commercially valuable asset. The first session will be descriptive, exploring how businesses currently use trade secrets to maintain a competitive advantage, to develop new products, and to collaborate with business partners. We will consider how law and business -- national legal systems and the current state of management practices -- affect how companies manage their trade secrets. The second session will consider what could be done to help businesses make better use of trade secrets. We will consider what changes in law and business practices could improve trade secret management and how best to implement such changes.

Chairpersons:

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

Discussants:

- Donal O'Connell, Managing Director; Chawton Innovation Services
- Bengt Domeij, Professor; Uppsala University
- Philip Idestrom, Commercial Manager; SAAB and Alumni, CIP
- Robertha Höglund, Head of Intellectual Property; Elkem

2. Intellectual Property as Gatekeeper in the Digital Economy

The topic for this workshop is Intellectual Property as gatekeeper in the Digital Economy. The presenters have been asked to think freely as to what "gatekeeper", "digital economy" or even "intellectual property" could mean today and to connect it to one or more fields of IP law. Their presentations and roundtable discussions during this workshop will serve as an introduction to the Plenary session on Monday, September 24th (11:00-12:15) entitled The Digital Economy: What is the role for intellectual property?. Discussing questions regarding how IP law and its constructs affect the digital economy, the political economy and new technological solutions and innovation, the workshop invites participants interested in broader political, philosophical and theoretical questions that frame IP law.

Chairpersons:

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

Discussants:

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

3. Transformation of the Chinese Patent System

The Chinese government announced the "innovation-driven" development strategy to promote the economic and social development of the country in the 18th National Congress of the Communist Party of China in 2012. However, China faces a number of serious challenges in implementing the strategy. One of them is that IPR protection is inadequate and infringement is rampant. The Chinese government acknowledged this problem and pledged to implement "more stringent IPR protection". The scheduled fourth amendments to the Patent Law and the establishment of the specialized IP courts in Beijing, Shanghai and Guangzhou at the end of 2014 revealed that the Chinese government is indeed making serious efforts in the promised direction. In addition, China amended the Law on Promoting the Transformation of Scientific and Technological Achievements in October 2015, which was an important step in removing the barriers for technology transfer from academy to industry. In the workshop on the Chinese patent system, speakers from leading Chinese universities, law firms and companies are invited to discuss the latest development of the Chinese patent system and share their views on the implication of the transformation to domestic and international companies.

Chairpersons:

- Can Huang, Professor and Co-Director; Institute for Intellectual Property Management, School of Management, Zhejiang University
- Frans Greidanus, Professor and Co-Director; Institute for Intellectual Property Management, School of Management, Zhejiang University



SUNDAY

13:30 - 16:00

WORKSHOPS AND ROUNDTABLES

Coffee break 14.00 - 14.30

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

3. Transformation of the Chinese Patent System (cont.)

Discussants:

- Suli Zheng, Institute for Intellectual Property Management, School of Management, Zhejiang University and Jiliang University
- Elaine Wu, Office of Policy and International Affairs, USPTO
- Guobin Cui, Associate Professor, Tsinghua University School of Law
- Daniel Yan, Senior Director and Head of Intellectual Property & Standards (China), Philips
- Yu Cao, Vice President, Zhejiang IP Exchange Center

4. Capturing and Extracting Value from Data

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

Chairpersons:

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

Discussants:

- Björn Johansson Hegis, Partner, Roschier
- Erik Oliver, Partner, Richardson Oliver Law Group
- Julian Nolan, CEO, Iprova
- Björn Ulmer, Managing Director, PatentSight
- Nigel Swycher, CEO, Aistemos
- Jari Van Ingen, Alumni, CIP
- David Genelöv, Xerox and Alumni, CIP

5. Capturing and Extracting Value from Data

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

Chairpersons:

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

Discussants:

- Erik Brandberg, Business Development, Spotify
- Simon Fouladi, COO, Precisely and Alumni, CIP
- Roberto Pérez Carbajal, Patents, Zenuity and Alumni, CIP
- Mattias Sundström, CTO, Adnavem
- Michel Westher, CEO, Knowly
- Sarah van Santen, PhD Student, Chalmers

6. Digital Disruption in Pharma and Healthcare

The session will focus on the impact of digitalization in the fields of pharmaceuticals and healthcare. It will offer closer look at a number of startups and innovation projects working to innovate these fields and discuss the opportunities and challenges they face. Issues that will be discussed are digitalization on drug discovery, how digitalization will disrupt clinical research, and how these changes will affect clinical practice and the healthcare system in general.

Chairperson:

- Karl Maack, PhD Candidate, Sahlgrenska School of Innovation and Entrepreneurship and Alumni, CIP
- Vicente Barbera Navarro, Co-founder, Viromii and Alumni, CIP

Discussants:

- Bernard Munos, Senior Fellow at FasterCures, Milken Institute



SUNDAY

13:30 - 16:00

WORKSHOPS AND ROUNDTABLES

Coffee break 14:00-14:30

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.

7. IP Management in Industry 4.0

Advancements in the fields of e.g. artificial intelligence, machine learning, digital product co-development and supply chain management are reshaping the way companies compete. This development very rapidly introduces new IP strategic challenges across industries and puts pressure on IP departments to realign their operations to support their businesses. This session will provide an overview of key issues and will engage participants in an IP strategic exercise and following discussion to jointly advance best practice.

Chairperson: Jens Bördin, CEO, Konsert Strategy & IP

Discussants:

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

8. Blockchain Technology and Applications in Theory and Practice

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

Chairpersons:

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

Discussants:

- Rikard Lindgren, Professor, University of Gothenburg
- Lidija Polutnik, Professor, Economics Division, Babson University
- Andreas Nilsson, Head of Research & Innovation, Intellect Information Technologies
- Johan Magnusson, Co-Director, Swedish Center for Digital Innovation
- Peter Altmann, Senior Researcher, RISE Viktoria

9. Open Source and Standardization

This session will explore the intersection of open source software and ICT standards, highlighting the opportunities and challenges for a Digital Economy. In particular, the nature of openness in the context of the development and distribution of software and the governance of standards will be explored from a technology, organizational, business, IP, and regulatory perspective.

Chairpersons:

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

Discussants:

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

16:00 - 16:30

COFFEE BREAK



SUNDAY

16:30 - 18:00

PLENARY

The goal of the first plenary of the conference is to launch The Vera Project, CIPs gender diversity project.

The Vera Project

The Vera Project, initiated by CIP in 2017, focuses on increasing gender diversity in the IP and technology field. Through the project we are looking to elevate the discussion on diversity in tech and IP and evaluate what type of activities and actions that catalyzes positive development. Through the Vera Project we will highlight female leaders in our field and ensure our students can find role models they can identify with.

Chairperson: Anna Holmberg, CIP

Discussants:

- Maaïke van Velzen, Head of IP Portfolio Management, Philips and CIP FORUM Chairperson
- Keith Bergelt, CEO, Open Invention Network and CIP FORUM Chairperson
- Suzanne Munck, Chief Counsel for IP/Deputy Director, Policy Planning/U.S. Federal Trade Commission
- Iben Haassum, Senior Director IPR & Licensing, Chr. Hansen. CIP Advisory Board Member
- Teresia Fredriksson, Ericsson
- Raymond Millien, VP, Global Chief IP Counsel, Volvo Car Group. CIP Advisory Board Member

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

18:00 - 20:00

WELCOME EVENT

We welcome all participants to join us for a mingle event on Sunday evening. We look forward to sharing the kick-off of CIP FORUM 2018 with all our close colleagues and partners

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

MONDAY - DIGITALIZATION

08:30 - 10:30

PLENARY

08:30-08:35

CIP Welcome – Transforming Knowledge into Wealth and Welfare

- Anna Holmberg, CIP FORUM Director, CIP

08:35-08:50

Chairpersons Introduction – The Opportunities and Challenges of a Global, Digital Economy

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

08:50-09:30

Innovation in the Age of Technological Ignorance and Hypocrisy

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

09:30-10:00

Digital Disruption: The Emergence of Data-Driven Business Models

- Talal Shamon, CEO, Intertrust

10:00-10:30

Panel Discussion

Moderator:

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

Discussants:

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

Venue: Wallenberg Conference Center, University of Gothenburg



MONDAY

10:30 - 11:00

COFFEE BREAK

11:00 - 12:15

PLENARY

Venue: Wallenberg Conference Center,
University of Gothenburg

The Digital Economy: What is the role for intellectual property?

Chairperson: Dan McCurdy, CEO, Provenance Asset Group

Discussants:

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

12:15 - 13:30

LUNCH AND EXHIBITION

Venue: Wallenberg Conference Center,
University of Gothenburg

We welcome all participants to lunch and a chance to learn more about our event partners.

13:30 - 16:30

BREAKOUT SESSIONS

Coffee break 14:45-15:15

Venue: Wallenberg Conference Center,
University of Gothenburg

1. IoT/Industry 4.0

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

Chairpersons:

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

Discussants:

- Ruud Peters, CEO at Peters IP Consultancy B.V. and former Chief IP Officer and Executive Vice President at Koninklijke Philips N.V.
- Kristina Andersson, Legal Counsel, NEVS
- Suzanne Munck, Chief Counsel for IP, Deputy Director, Policy Planning, U.S. Federal Trade Commission
- Nicolas Preisig, Head of IP, Emerson Automation Solutions and Alumni, CIP

2. Artificial Intelligence, Machine Learning, and Big Data

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

Chairpersons:

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

Discussants:

- Florian Kolb, Managing Director, Innogy
- Markus Larsson, VP, Global Business Development, PARC and Alumni, CIP
- Julian Nolan, CEO, Iprova
- Yann Ménière, Chief Economist, European Patent Office
- Marcus Malek, Head of Strategy, Aistemos and Alumni, CIP
- Mark Beloborodov, Senior Director, IP Portfolio Management and Counseling, Philips
- Jule Sigall, Associate General Counsel, IP Policy & Strategy, Microsoft



MONDAY

13:30 - 16:30

BREAKOUT SESSIONS

Coffee break 14:45-15:15

Venue: Wallenberg Conference Center,
University of Gothenburg

Blockchain Beyond Cryptocurrencies

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

Chairpersons:

- Juho Lindman, Director of GU Blockchain Lab, Swedish Center for Digital Innovation, and member of CIP Academic Faculty
- Amanda Tornsö, Grants and Innovation Office, University of Gothenburg

Discussants:

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

16:45 - 18:00

PLENARY

Venue: Wallenberg Conference Center,
University of Gothenburg

The Transformation of the IP Profession in the Digital Economy

Chairperson: Suzanne Harrison, Principal, Percipience

Discussants:

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

18:00 - 19:00

MINGLE EVENT

Venue: Wallenberg Conference Center,
University of Gothenburg

We welcome all participants to enjoy some refreshments and exchange thoughts from the day.

TUESDAY - GLOBALIZATION

08:30 - 10:30

PLENARY

08:30-08:45

Welcome Address

Venue: Wallenberg Conference Center,
University of Gothenburg

08:45-08:15

Keynote: Chinese IP & Innovation Policy

- Frans Greidanus, Professor and Co-Director, Institute for Intellectual Property Management, School of Management, Zhejiang University



TUESDAY

08:30 - 10:30

Venue: Wallenberg Conference Center,
University of Gothenburg

PLENARY

09:15-10:30

IP and Innovation Within China and Between China and the West – Key Impact Areas

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

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

Discussants:

- Can Huang, Professor and Co-Director, Institute for Intellectual Property Management, School of Management, Zhejiang University and CIP Advisory Board Member
- Daniel Yan, Senior Director and Head of Intellectual Property & Standards (China), Philips
- Guobin Cui, Associate Professor, Tsinghua University School of Law
- Luke Minford, CEO, Rouse

10:30 - 11:00

COFFEE BREAK

11:00 - 12:15

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

PLENARY

The Evolving IP Ecosystem in China

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

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

Discussants:

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

12:15 - 13:30

Venue: Wallenberg Conference Center,
University of Gothenburg

LUNCH AND EXHIBITION

We welcome all participants to lunch and a chance to learn more about our event partners.

13:30 - 14:45

Venue: Wallenberg Conference Center,
University of Gothenburg

PLENARY

Innovation Drivers in China from a Technology and IP Strategy Perspective

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

Chairperson: Tim Smith, Principle, Rouse

Discussants:

- Fergal Clarke, Director, IP Business Analysis, Lenovo
- Frans Greidanus, Professor and Co-Director, Institute for Intellectual Property Management, School of Management, Zhejiang University
- Holly White, Consultant, Rouse
- Yu Cao, Vice President, Zhejiang IP Exchange Center



TUESDAY

14:45 - 15:15

COFFEE BREAK

15:15 - 17:00

PLENARY

Venue: Wallenberg Conference Center,
University of Gothenburg

15:15 - 16:30

Cross-Border Strategies and Business Models

This session is focused on developing an understanding of how to develop and execute IP-centric strategies for creating and capturing commercial value between the West and China. The session will focus on identifying common ground, obviating potential conflicts, and capturing synergies. In the spirit of not being able to function optimally in any one element of a value-chain, unless you understand all of the other linked elements, this session integrates all of the preceding perspectives into one eco-system model. A model that attendees can use, modify, and extrapolate from to develop and execute their own strategies for creating and realizing IP value in the cross-border context.

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

Discussants:

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

16:30-17:00

Conference Closing Ceremony

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

17:00 - 18:00

MINGLE EVENT

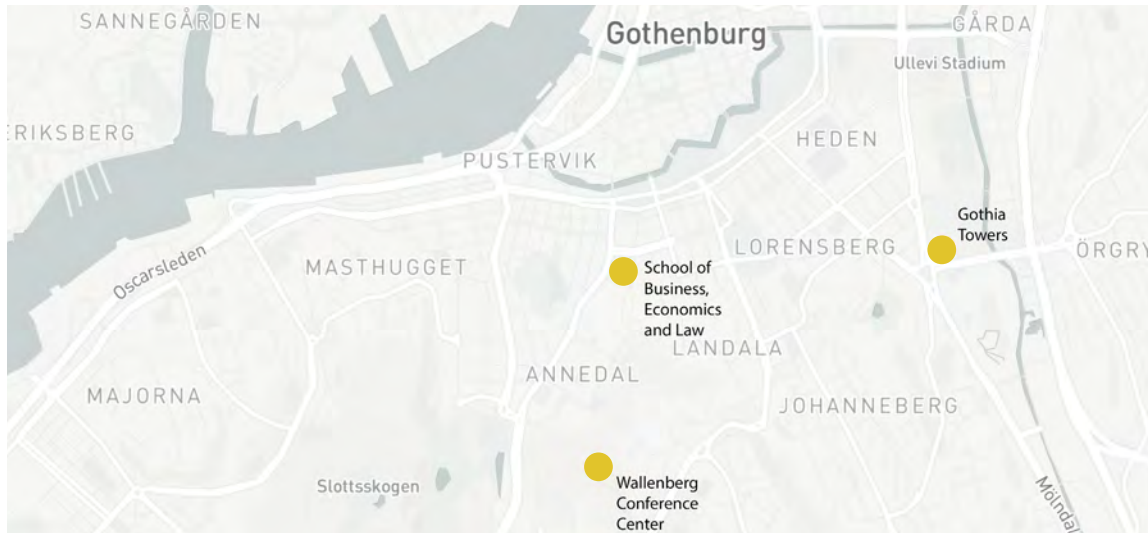
Venue: Wallenberg Conference Center,
University of Gothenburg

We welcome all participants to enjoy some refreshments and summarise the impressions of the conference.



CONFERENCE **VENUES**

THE CITY CAMPUSES OF UNIVERSITY OF GOTHENBURG



SUNDAY 23RD SEPT

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

MONDAY 24TH SEPT - TUESDAY 25TH SEP

Monday and Tuesday is 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.

Buss transportation between Gothia Towers and Wallenberg Conference Center on Monday and Tuesday is arranged for:



PRACTICAL INFORMATION



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+46 76 - 618 26 14

CURRENCY

1 SEK = Swedish Krona
€1 = SEK 10.5
\$1 = SEK 9.2

ADDRESSES

**School of Business, Economics
and Law:** Vasagatan 1
Wallenberg Conference Center:
Medicinaregatan 20
Fiskekyrkan: Rosenlundsvägen

FOOD AND DRINK

Dinner € 15-30
Lunch € 8-15
Beer € 5
Wine € 8
Big Mac index \$5.23

TAXI

UBER: through app
Taxi Göteborg: +46 31-65 00 00
Taxi Kurir: +46 31-27 27 27
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SHOPPING HOURS

Weekdays 10-19
Saturdays 11-17
Sundays 12-16



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THANK YOU

THE CIP FORUM IS, AND ALWAYS has been, the result of collective effort and team work. A warm thank you to everyone who has contributed to the event - partners, chairpersons, discussants, advisory board members, students, alumni, staff, colleagues and organizers. Together you make up our “CIP family” and we are grateful for your generous contribution.

The CIP FORUM truly is the sum of its participants.



