

Managing
Intellectual
Property™

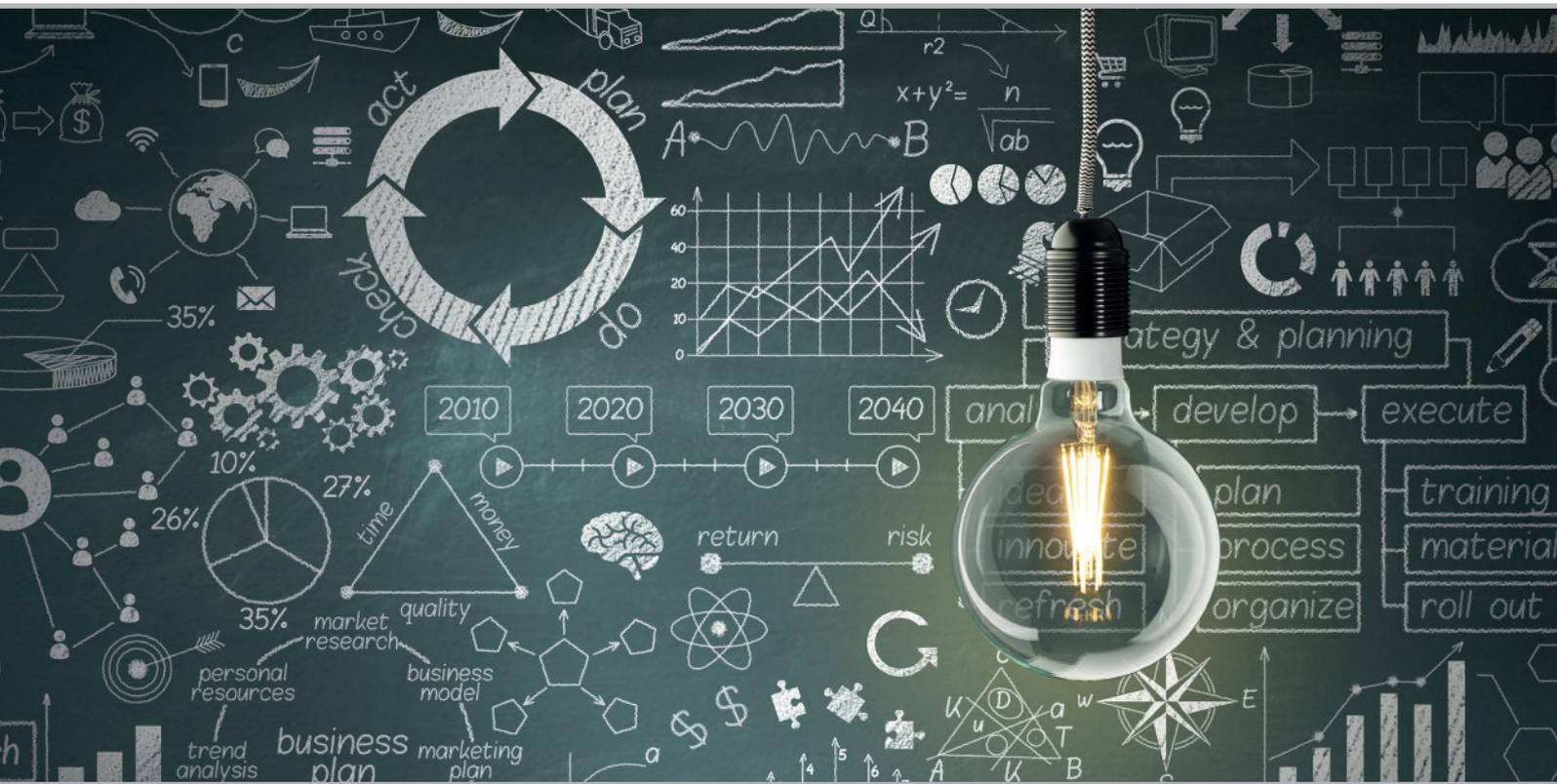
IN
CONJUNCTION
WITH

 **AISTEMOS**

FREE FOR
CORPORATE IP AND R&D
TO ATTEND

IP STRATEGY FORUM 2017

ETC COUNTY HALL, LONDON APRIL 26



SPONSORS

GRAVATH, SWAIN & MOORE LLP



 Microsoft

ROUSE

 **WiseHarbor**

TO REGISTER PLEASE EMAIL REGISTRATIONS@MANAGINGIP.COM OR CALL: +44 207 779 8334

WWW.MANAGINGIP.COM/IPSTRATEGY17
#IPSTRATEGY17

INTRODUCTION

All businesses must have an integrated IP strategy. But what are the essential elements of an IP strategy, who has the responsibility for managing the strategy and what benefits flow from doing it well? With significant changes in the IP landscape, now is the time to engage with recent developments that help integrate intellectual property issues across the business and enable effective communication to the main board.

Managing Intellectual Property is excited to collaborate with Aistemos for the inaugural MIP IP Strategy Forum 2017. Hear from the IP leaders in major corporations about the evolution of IP and effective strategies that have been adopted to manage risk and to connect IP to innovation, and innovation to enterprise value.

The programme harnesses a broad range of perspectives including IP insurance, transfer pricing in the context of OECD reforms, and developments in AI and machine learning to harness IP data to make better decisions. We have also included an industry focus on the impact of Industry 4.0/Internet of Things.

The MIP IP Strategy Forum 2017 is an opportunity to debate the key issues that are driving enterprise value and to hear from the experts that are helping to shape the winning IP strategies of the future.

Register your place today.

FOR MORE INFORMATION:

Sponsorship: amir.hezareh@euromoneyplc.com

Programme: natalie.canter@managingip.com

Registrations: registrations@managingip.com

#IPstrategy17

Website: www.managingip.com/ipstrategy17

Email: registrations@managingip.com

Call: +44 207 779 8334

BENEFITS OF ATTENDING

Delegates are invited to attend a one-day conference of debates and discussions, and the opportunity to network, with leading experts from many industries and perspectives. At the forum we will also be distributing the Aistemos IP Strategy Report and provide an opportunity to question the authors and contributors.

- Learn how to develop and manage an IP strategy aligned to business strategy
- Understand how best to identify, mitigate and allocate IP risk
- Explore how AI and machine learning can harness insight from IP data to make better decisions
- Examine IP monetisation through the lens of collaboration, licensing or sale
- Discover the impact of OECD reforms on cross-border IP structures
- Consider the importance of trade secrets and the enhanced US and European protection frameworks
- Gain an IP perspective into Industry 4.0/Internet of Things
- Analyse the trends that are influencing how IP is understood and exploited

WHO YOU WILL MEET

- Chief Intellectual Property Officers
- Legal and IP strategy advisers
- VPs of R&D and Innovation
- General Counsel and Heads of Legal
- VP & Directors of IP strategy
- Directors of Innovation
- Competitive Intelligence and IP Analytics experts
- Transfer pricing/tax advisers

PROGRAMME

8.15	Registration	
8.50	Opening remarks by James Nurton, managing editor, Managing IP	
8.55	Keynote address by Valerio Nannini, head of strategies and performance, Nestlé	
9.10	The rise and rise of the intangible asset: an overview of IP strategy <ul style="list-style-type: none"> Integrating your innovation and IP strategy to support your business The evolution of IP strategy and how best to engage the board What next for IP strategy – the importance to investors, lenders and the financial markets? 	Tim Smith , principal, Rouse (<i>moderator</i>) Roger Martin , senior vice president, chief IP strategist, Qualcomm Bobby Mukherjee , chief counsel, intellectual property & technology law, BAE Systems Brian Hinman , chief intellectual property officer, Philips Bruce Schelkopf , group senior vice president & chief intellectual property officer, ABB Luke Minford , chief executive, Rouse
10.00	IP risk management: a team sport, not just for litigators <ul style="list-style-type: none"> Identifying, mitigating and allocating IP risk Understanding global trends, and the future of NPEs Risk in the context of complex supply chains, and the role of insurance 	David Kappos , partner, Cravath Swaine & Moore Philip David , head of IP, ARM Sonia Cooper , senior patent attorney, IP policy & strategy, Microsoft Ian Lewis , underwriter, Tokio Marine Kiln
10.50	Coffee break and networking	
11.20	Making better decisions – IP meets Big Data <ul style="list-style-type: none"> The impact of more data, greater transparency, developments in AI and machine learning From R&D to corporate finance: how a better understanding of the competitive landscape helps What the future holds: Biotech, Fintech or all tech? 	Nigel Swycher , CEO, Aistemos Julian Nolan , CEO, Iprova Steve Harris , CTO, Aistemos Frank Tietze , lecturer in technology and innovation management, University of Cambridge
12.10	Effective strategies to monetise & commercialise your IP <ul style="list-style-type: none"> Monetisation and commercialisation – the same, but different Litigating, licensing and sale: are the roads converging or diverging? Collaboration – using your IP to maximum advantage 	Didier Patry , director general, CEO, France Brevets (<i>moderator</i>) Filippo Toriggiani , vice president, IP sales & licensing, Hewlett Packard Enterprise Kevin Fournier , lawyer, IBM Bal Samra , group commercial director, BBC
13.00	Lunch and networking	
14.00	IP as an asset class - issues for valuation and taxation <ul style="list-style-type: none"> Patent Box and other attractions for the tax tourist? Reform of Transfer Pricing: the impact and importance of IP Valuation of IP: art or science? 	Colin Lamond , patent and IP consultant, Nissan Dominika Boehm , senior IP counsel, Siemens Martin Brassell , CEO, Inngot
14.50	A fresh approach to due diligence - getting to the heart of what matters <ul style="list-style-type: none"> Calibrating the right approach across M&A, licensing and lending Building the right team to triangulate the technical, legal and business issues New approaches to familiar problems: accessing more data at a lower cost Identification and management of trade secrets 	Jennifer Wuamett , deputy general counsel, IP and litigation, NXP Semiconductors Simone Ferrara , director of IP & legal affairs, V-Nova Minou Weerts , vice president, IP strategy & counselling, NXP Semiconductors
15.40	Coffee break and networking	
16.00	Industry 4.0 and Internet of Things <ul style="list-style-type: none"> IoT as a phenomenon not a thing Debate: As more devices connect, will more companies collaborate? The future for standards, SEPs and FRAND more generally 	Bo Heiden , deputy director, centre for intellectual property, University of Gothenburg Luc Savage , VP strategy & dedicated support, connected objects & partnerships, Orange Keith Mallinson , founder, WiseHarbor Max Olofsson , director, Avanci
16.50	The evolution of IP: what does the future hold? <ul style="list-style-type: none"> How will the current legal environment stand the test of time When will the financial markets use IP as an investment benchmark? Examining the obstacles to using IP as security for bank lending Growth of IP strategy in emerging markets – taking advantages of opportunities 	Calum Smyth , global head of intellectual property, Barclays Scott Bell , managing director, Deutsche Bank Philippe Lucet , general counsel, R&D and IP, Nestlé Stephen Johnson , lecturer, Stanford University
17.40	Close of conference	
17.45	Drinks reception hosted by Aistemos	

1 | Register (Please tick one box)

Booking fee	Advisers, consultants, private practitioners, service providers	In-house IP counsel, R&D managers and heads of legal
Early booking rate <small>(before Friday, 3 March)</small>	<input type="checkbox"/> £795 + VAT	<input type="checkbox"/> FREE
Standard booking rate <small>(after Friday, 3 March)</small>	<input type="checkbox"/> £995 + VAT	<input type="checkbox"/> FREE
+20% VAT	TOTAL REMITTANCE	

2 | Your details for registration (Please print)

Delegate 1	Delegate 2
Name: _____	Name: _____
Job title: _____	Job title: _____
Company: _____	Company: _____
Address: _____ _____	Address: _____ _____
Postcode: _____	Postcode: _____
Country: _____	Country: _____
Tel: _____	Tel: _____
Email: _____	Email: _____

I cannot attend but please add me to your mailing list for future events.

3 | Method of payment

Payment must be received before the conference date to guarantee your place. Please tick box to select payment method and sign agreement in box

Bank transfer quoting reference number
£ Account – 01043191; Sort code – 30-00-02
 IBAN no – GB 97 LOYD 300002 01043191
 Lloyds Bank TSB Plc, City Office, PO Box 72, Bailey Drive,
 Gillingham Business Park, Gillingham, Kent, ME8 OLS, UK
\$ Account – 11512129; Sort code – 30-12-18
 IBAN no – GB 29 LOYD 301218 11512129
€ Account – 59008833; Sort code – 30-12-18
 IBAN no – GB 25 LOYD 301218 59008833
 SWIFT address: LOYD GB2 LCTY

Please find cheque enclosed (please make payable to Euromoney Trading Ltd)

**To make a payment by credit card, please register and pay online at:
www.managingip.com/ipstrategy17 or call +44 (0) 20 7779 8334**

Please note that in completing this booking form you undertake to adhere to the cancellation and payment terms listed below.

Signature: _____ Date: _____
 Position: _____

To Register

Online
www.managingip.com/ipstrategy17

Telephone
 +44 (0) 20 7779 8334

Email
registrations@managingip.com

Mail
 Alicia Sprott
 Legal Media Group
 8 Bouverie Street
 London, EC4Y 8AX, UK

CANCELLATION POLICY: If you cannot attend you must cancel your registration in writing by 29 March 2017 to receive a refund less a 10% administration charge. Cancellations received after 29 March 2017, or no shows, are liable for the full conference fee (where applicable). You may send a substitute to attend in your place at no extra charge, however we must know by 25 April 2017 via email. We cannot accept verbal cancellations. If you make your booking online, by email or via the telephone, you are automatically adhering to our terms and conditions.

REGISTRATION FEE: The registration fee includes participation in the forum, documentation material, breakfast, coffee breaks and lunch. All delegates are responsible for their own accommodation and travel.

PAYMENT: All registration fees (where applicable) must be received in full prior to the event date.

The information you provide on this form will be used by Euromoney Institutional Investor PLC and its group companies ("we" or "us") to process your order and deliver the relevant products/services. We may also monitor your use of the website(s) relating to your order, including information you post and actions you take, to improve our services and track compliance with our terms of use. Except to the extent you indicate your objection below, we may also use your data (including data obtained from monitoring) (a) to keep you informed of our products and services; (b) occasionally to allow companies outside our group to contact you with details of their products/services; or (c) for our journalists to contact you for research purposes. As an international group, we may transfer your data on a global basis for the purposes indicated above, including to countries which may not provide the same level of protection to personal data as within the European Union. By submitting this order, you will be indicating your consent to the use of your data as identified above. Further detail on our use of your personal data is set out in our privacy policy, which is available at www.euromoneyplc.com or can be provided to you separately upon request. If you object to contact by telephone , fax , or email , or post , please tick the relevant box. If you do not want us to share your information with our journalists , or other companies please tick the relevant box.