

CIP Program

CIP FORUM 2020 is the 20th anniversary of the founding of CIP, so the theme of “**A Brave New World**” was chosen to focus on the IP consequences of the technical, economic, and geopolitical developments over the last 20 years and the predictions for the next 20 years (20/20 vision if you will). This 20-year milestone offers a unique opportunity to critically reflect on how far we have come and where we are heading using a broader time horizon. The event will build on the main themes of transformation initiated in 2018 and expanded over five days as follows:

- 1. Diversification (Societal Transformation)** focus on the state of development towards diversity and equality in the fields of IP, innovation, and entrepreneurship
- 2. Digitalization (Digital Transformation)** A focus on the changing role of market collaboration and competition in an era of digital transformation
- 3. Globalization (Global Transformation)** A focus on the increased geographical collaboration and competition in an era of global transformation
- 4. Institutionalization (IP System Transformation)** A focus on the IP system as a core institution and its impact on innovation in an era of global, digital transformation
- 5. Professionalization (Professional transformation)** A focus on the development of the IP profession in an era of global, digital transformation

The program is currently designed as **a virtual event** with a mix of plenaries and virtual workshops and roundtables, including specific sessions organized around subjects of current and future education, research, and collaboration projects by CIP and CIP Partners.

Below is a draft schedule of activities, though the virtual delivery of the event provides flexibility to adjust certain timeframes. **The current plan is to center the timing of the event around Pacific Standard Time with the sessions held in the mornings and ending at 12:00 noon.**

CIP Program

Day 1 Monday, Dec 7th - DIVERSIFICATION

08:30-08:45 CIP/Berkeley Welcome – Transforming Knowledge into Wealth and Welfare

Venue: **online (Pacific Standard Time)**

- Lee Fleming, Professor and Director, Fung Institute of Engineering Leadership
- Stephany Prince, Executive Director, Fung Institute of Engineering Leadership
- Bowman Heiden, Co-Director, CIP

08:45-09:00 Chairpersons Introduction

- Suzanne Harrison, Principal, Percipience
- Dan McCurdy, CEO, RPX

09:00-10:30 Plenary Sessions

09:00-09:30 Diversification Keynote

Speaker:

- Allen Lo, Vice President and Deputy General Counsel, Product, IP, and Legal Operations, Facebook

09:30-10:30 Diversification Panel

Moderator:

- Raymond Millien, CIPO, Volvo Cars

Panelists:

- Jeremiah Chan, Director and Associate General Counsel at Facebook; Patent Public Advisory Committee Member, USPTO; DEI Advocate
- Sandra K. Nowak, Chief IP Counsel, Consumer Business Group, 3M Innovative Properties Company
- Rachel Adams, General Counsel and Vice President, Lenovo
- Ty Lord, Partner, Kilpatrick Townsend & Stockton

10:30-10:45 Coffee break

10:45-12:00 Workshop Sessions

1. Applying Data/Metrics to Measure Diversity in IP 10:45-12:00

Description:

Gender diversity in patenting is a noble goal, however until a company can access its own portfolio gender data, it is not possible to even begin. This workshop will discuss some of the issues companies have been experiencing along with easy and inexpensive options for getting their own gender portfolio data. In addition, we will also discuss some early portfolio metrics and frameworks.

Chairpersons:

- Suzanne Harrison, Principal, Percipience
- Erik Oliver, COO at Richardson Oliver Insights / Partner at ROL Group Discussants

2. Diversifying IP Education for National Competitiveness – Who, What, and How? 10:45-12:00

Description:

Intellectual property education has traditionally been taught as a specialty area of the law. However, as national competitiveness in the knowledge economy relies heavily on the creation, management, and commercialization of IP, the knowledge of IP in society across multiple actors must also increase. This session will take a critical look at the need to diversify IP education, including who needs to know about IP, what they need to know, and how it should be taught based on a broad set of educational experiences.

Chairpersons:

- Paul Michel, fm Chief Judge, CAFC
- Bowman Heiden, Co-Director, CIP

Discussants:

- Jelani Odlum, Program Manager, Michelson Institute for Intellectual Property
- Dave Kappos, Partner, Cravath, Swaine & Moore
- Bruce Berman, CEO, Brody Berman Associates; Chairman, the Center for Intellectual Property Understanding
- Demi Ibrahim, Medical Device Research Intern, RPX Corporation

- [Day 2](#) Tuesday, Dec 8th - DIGITALIZATION

09:00-10:30 Plenary Sessions

09:00-09:30 Big Tech and the Digital Economy Keynote

- David Teece, Professor, UC-Berkeley; Chairman and Principal Executive Officer at Berkeley Research Group
- Nicolas Petit, Professor, EUI

09:30-10:30 Big Tech and the Digital Economy Panel

Moderator:

- Nicolas Petit, Professor, EUI

Panelists:

- Hal Varian, Chief Economist, Google
- Rima Alaily, Deputy General Counsel -- Competition Law Group, Microsoft
- Kirti Gupta, Vice President, Technology & Economic Strategy, Qualcomm
- David Teece, Professor, UC-Berkeley; Chairman and Principal Executive Officer at Berkeley Research Group

10:30-10:45 Coffee Break

10:45-12:00 Workshop Sessions

1. Blockchain - From Innovation to Institution 10:45-12:00

Description:

Blockchain is one of the most hyped innovations in recent history. This session will discuss (1) how blockchain may (or may not) disrupt/complement current institutions such as contracts and currency and (2) how blockchain is becoming its own institution impacting the nature of transactions and nation states.

Chairs/Discussants:

- Juho Lindman, Director of GU Blockchain Lab, Swedish Center for Digital Innovation, and member of CIP Academic Faculty
- Thibault Schrepel, Assistant Professor Antitrust Law, Utrecht; Faculty Associate, Harvard
- Primavera De Filippi, Researcher at CNRS and Berkman-Klein Center at Harvard Alchemist at DAOstack Director at COALA Global

2. Open Source Strategy 10:45-12:00

Description:

The digitization of industry over the past 20 years has turned open source into a strategic activity that impacts the business decisions of nearly all firms in one way or another. This session will chart the rise of open source and discuss its role in the future development of product and services across multiple sectors.

Chairperson:

Keith Bergelt, CEO, Open Invention Network

Discussants:

- Karen Copenhaver, Counsel, Linux Foundation
- Fred Mau, Intellectual Property Counsel, Toyota Motor Engineering & Manufacturing, North America
- David Levine, VP, Assistant General Counsel, Red Hat
- Roger Shang, Senior Director, Alibaba
- Audrey Plantureux, Intellectual Property Manager, OVH

3. IP & Digitalization in Industry Verticals 10:45-12:00

Description:

Digitalization manifests itself in many different areas, including connectivity, data, AI/ML, open source software, etc. This session will explore a broad set of IP challenges impacting several industry verticals undergoing digital convergence and discuss the need for new solutions.

Chairperson:

Talal Shamoon, CEO, Intertrust

Discussants:

- Eeva Hakoranta, Executive Vice President, Chief Licensing Officer, Interdigital
- Raymond Millien, CIPD, Volvo Cars
- Maikke van Velzen, Head of IP Portfolio management, Philips
- Cameron Briggs, General Manager, Future Energy, Origin Energy

- [Day 3](#) Wednesday, Dec 9th - GLOBALIZATION

09:00-10:30 Plenary Sessions

09:00-09:30 Globalization of Innovation Keynote

- Stephen Haber, Professor, Stanford University; Senior Fellow, The Hoover Institution

09:30-10:30 Globalization of Innovation Panel

Moderator:

- Joe Felter, Fellow, Center for International Security and Cooperation; Research Fellow, the Hoover Institution

Panelists:

- Niall Ferguson, Senior Fellow, The Hoover Institution
- Stephen Haber, Professor, Stanford University; Senior Fellow, The Hoover Institution
- Mark Cohen, Director and Distinguished Senior Fellow, UC-Berkeley School of Law
- Jen Santos, Naval R&D Investment Executive, US Department of Navy

10:30-10:45 Coffee Break

10:45-12:00 Workshop Sessions

1. Licensing 2.0 – Can we build win-win licensing platforms? 10:45-12:00

Description:

With the explosion of digital services and multi-technology products across all sectors, the associated patent exposure has increased dramatically. This session will discuss how we might overcome historical licensing challenges and build win-win platforms that incentivize participation by both licensees and licensors.

Chairperson:

- Gustav Brismark, Owner, Kazehara; fm CIPO, Ericsson

Discussants:

- Ruud Peters, CEO, Peters IP Consultancy BV
- Giustino de Sanctis, CEO and Founder, Aliante
- Luke McElroy, Senior Vice President, Avanci
- Mattia Fogliacco, CEO, Sisvel

2. Global IP Strategy 10:45-12:00

Description:

The geographical nature of the IP system combined with the globalization of business creates both opportunities and threats for technology firms. This session will explore how firms can build an IP strategy from a global perspective to both manage risk and support business growth opportunities.

Chairperson:

- Rob Sterne, Founding Director, Sterne, Kessler, Goldstein & Fox

Discussants:

- Tobias Wuttke, Head of Legal Department, Meissner Bolte
- David Rose, Partner - Intellectual Property, Mishcon de Reya
- James Zhu, Partner, JunHe

3. Proactive Business-focused IP Management – making it work at Volvo Group 10:45-12:00

Description:

For IP management to play a key strategic role in driving a firm's business goals, it must be both business-focused and proactive. This session will describe the journey to accomplish this goal at Volvo Group.

Chairpersons:

- Michael Hatrick, Group Director IP Strategy & Portfolio, Volvo Group
- Linus Eklund, Group Director, Patents, Volvo Group

- [Day 4](#) Thursday, Dec 10th - INSTITUTIONALIZATION

09:00-10:30 Plenary Sessions

09:00-09:20 Keynote 1

- Antonio Campinos, President, EPO

09:20-09:40 Keynote 2

- Andrei Iancu, Director, USPTO

09:40-10:30 Panel Discussion

Moderator:

- David Kappos

Panelists:

- Andrei Iancu, Director, USPTO
- Antonio Campinos, President, EPO

10:30-10:45 Coffee Break

10:45-12:00 Workshop Sessions

1. Boosting your strategy with IP in high-growth technology businesses 10:45-12:00

Description:

This session builds on the EPO's successful series of SME case studies that show how young and established technology SMEs have developed the IP management capabilities they need, and how they are using IP strategically to their advantage. Using an illustrative IP success story in med tech and some practical frameworks, this session will explore how intellectual property management can add value to your business from a strategic perspective.

Chairperson:

- Thomas Bereuter, European Patent Academy, EPO

Discussants:

- Yann Ménière, Chief Economist, EPO
- Alexandre Tsoukalis, Managing Director and CTO, Micrel Medical Devices, EPO
- Miguel Domingo Vecchioni, Examiner and team manager, EPO , EPO

2. IP & Entrepreneurship - The impact of IP on startup funding and growth 10:45-12:00

Description:

From the earliest days of our nation, entrepreneurs and inventors have been among the iconic heroes that defined our country and continuously reinvigorated our economy, often challenging entrenched incumbents by being more flexible and nimbler and more dedicated to their new ideas. The US economy, for most of our history, has been the embodiment of the "gales of destruction" envisioned by Joseph Schumpeter. In the last 10-15 years, the ability of entrepreneurs to challenge incumbents has declined, especially in the electronic industries, but also in medical devices and few other areas dominated by entrenched monopolies and oligopolies, and with that decline, the interest of those who invest in high risk technologies and the entrepreneurs who would pursue them has also declined. The causes and potential mitigations for this are complicated and sometimes obscure. The panel will bring broad and diverse

perspectives to explore these phenomena.

Chairperson:

- Robert Taylor, Owner and Founder, RPT Legal Strategies

Discussants:

- Gary Lauder, Managing Director, Lauder Partners LLC
- Jonathan Barnett, Professor, Gould School of Law, USC
- Earl Bright, President and General Counsel, ExploraMed Development
- Jeanne Suchodolski, Counsel, US Navy Office of General Counsel (tbc)

3. IP Finance 10:45-12:00

Description:

Transforming IP into a financial asset has been a consistent challenge, especially for patent-based assets. This session will explore the historical obstacles to IP finance, present a number of new solutions, and discuss the reasons for the current advancement in field.

Chairperson:

- Ron Laurie, Executive Chairman & CIPO, InventionShare

Discussants:

- Jon Calvert, Partner - IP Advisory, Deloitte Corporate Finance
- Brian Hinman, Chief Innovation Officer, Aon Intellectual Property Solutions
- Keith Bergelt, CEO, Open Invention Network
- Ludo Pyis, Partner & Co-founder, Lanterna Capital

- [Day 5](#) Friday, Dec 11th - PROFESSIONALIZATION

09:00-10:30 Plenary Sessions

09:00-09:30 Professionalization Keynote

- Suzanne Harrison, Principal, Percipience
- Dan McCurdy, CEO, RPX

09:30-10:30 Professionalization Panel

Moderator:

- Joff Wild, Editor, IAM Magazine

Panelists:

- Charlotta Ljungdahl, Head of IP, ABB
- Kent Richardson, CEO, Richardson Oliver Insights
- Keith Bergelt, CEO, Open Invention Network
- Ruud Peters, CEO, Peters IP Consultancy

10:30-10:45 Coffee Break

10:45-12:00 Workshop Sessions

1. IP Teams 2025 10:45-12:00

Description:

The challenges of diversification, digitalization, and globalization creates new requirements and challenges on the IP team of the future. This session will take its starting point in the direction that in-house IP teams are heading as we enter this decade and what forces are driving this. This situation will be discussed from three perspectives: (1) internal forces within the business; (2) the forces acting on the IP service provider market, such as deregulation and disintermediation; and, finally (3) forces external to the business such as geopolitical, macroeconomic and technological forces.

Chairpersons:

- Tim Smith, Principal, Rouse
- Chris Bailey, Principal, Rouse

Discussants:

- Maikke van Velzen, Head of IP Portfolio management, Philips
- Peter Fiske, Executive Director - National Alliance for Water Innovation (NAWI); Director, Water-Energy Resilience Institute, Lawrence Berkeley National Laboratory (Berkeley Lab)
- Jeremiah Chan, Director and Associate General Counsel at Facebook; Patent Public Advisory Committee Member, USPTO; DEI Advocate

2. Patent Analytics 10:45-12:00

Description:

The session will discuss how analytics is transforming the profession of IP management in an era of global, digital transformation. With diverse backgrounds, the panelists will cover the following topics: (1) How IP analytics have been brought into business decisions; (2) The need for adaptability of those in the IP

management industry; (3) How introducing analytics is as much about change management as it is about the underlying analytics; (4) How IP analytics provides a competitive advantage to those able to incorporate them into their decision making process. For those managing IP, or new to the field, the panel session will provide guidance on how to adapt to the changing landscape presented by IP analytics.

Chairperson:

Kent Richardson, CEO Richardson Oliver Insights; Partner ROL Group

Discussants: tba

- Nigel Swycher, CEO, Cipher
- Cassandra Derham, Senior IP attorney, Head of Technical IP, Amadeus Intellectual Property
- Jard van Ingen, CEO and Co-Founder, Focus

3. Trade Secret Management 10:45-12:00

Description:

This session will combine an academic and practitioner perspective focusing on (1) how the recent changes in the legal framework for trade secrets may influence the way in which businesses share knowledge, collaborate and engage in open innovation and (2) the practical challenges of transactions for the transfer of knowledge within the context of various legal systems.

Chairpersons:

- Jim Pooley, Trade Secrets Litigator, Advisor and Expert; fm Deputy Director General, WIPO
- Haakon Thue Lie, Managing Partner Leogriff; Associate Professor, NTNU

Discussants:

- Donal O'Connell, Managing Director, Chawton Innovation Services
- James Pooley, Trade Secrets Litigator, Advisor and Expert; fm Deputy Director General, WIPO
- Nicola Searle, Senior Lecturer at Goldsmiths, University of London
- Katharina Behrend, DPhil in Law Candidate, University of Oxford
- Sharon K. Sandeen, Professor and Director of the IP Institute, Mitchell Hamline School of Law