Explore the role of Patents, Know-how and licensing in current corporate value creation from Start-ups to Global Corporations

A range of talks will be presented looking at the importance of digital technologies, open innovation and university partnerships. How licensing trends take their place in managing the patent thicket faced by companies large and small, together with the range of IP strategies to be considered, to create value whatever the stage of the company’s growth. A selection of industries from Hi Tech to Life Sciences will be considered to allow a cross fertilisation of approaches and shared learning. Key speakers with direct experience of these topics will be sharing their views and providing insight that will be of benefit to those starting or already treading these paths.

09.00 - 10.00 Registration

10.00 - 12.00 Session 1

- Managing IP in companies large and small, getting the big decisions right and creating clear goals based on the business IP assets that match the corporate goals

Chair: Colin Hunsley - Vice President, LES B&I

Colin’s role as Commercialisation Director of ClearViewIP Ltd involves managing the alignment of patent portfolios with the requirements of a client’s business. His experience spans all stages of the licensing process including filing and settling litigations. Colin is a Chartered Engineer and has a BSc. in Mechanical Engineering from Imperial College, London. He is Vice President of LES B&I, past Chairman of the ImechE Medical Engineering Division and regularly presents on the topic of licensing. Colin has also been recognised by his past appointment to the IAM 300 as one of the World’s leading IP Strategists.

- Creating value on a shoestring: Startup IP management
  
  Gareth Jones - Principal Patent Analyst, Microsoft

  3 years ago Gareth was brought in as Head of IP at SwiftKey to help develop a rapid-growth start-up into a sophisticated business ready for exit. In this role Gareth defined company strategy, developed asset portfolios, reduced risk, defended patent litigation, managed due diligence, and achieved a successful exit for the high-profile tech company. Following the acquisition by Microsoft in March 2016, Gareth is now a member of Microsoft’s patent strategy group.
Taming IP in the Corporate World
Alex Tame - Director, Tame IP Ltd

Alex Tame is the former Global IP Manager at Vodafone and recently established Tame IP to assist companies with the management of their intellectual property. Alex is well connected and highly respected across the industry and has built his new venture offers a wealth of experience and connections to support business development.

The impact of Non Practicing Entities on corporate IP - No longer just a US issue
Speaker TBC

Panel session for Q&A

12.00 - 13.30 Lunch

13.30 - 15.00 Session 2

- Deals, branding and use of social media to create value
  Chair: Simon Chalkley - Vice President (Elect), LES B&I

  o Building brand advantage
    David Abrahams – Brand Mediation

  o Driving brand value through social media
    Speaker TBC

  o Legal issues and risks with social media
    Sherree Westell - Solicitor, Woodroffes

Panel session for Q&A

15.00 - 15.30 Tea / Coffee Break

15.30 - 17.00 Session 3

- Exploring avenues to create IP working collaboratively
  Chair: Mike Shaw - Unilever
- **Open innovation and university collaboration**  
  *Matthew Reed – Unilever*

  Matt is a Senior Open Innovation Director at Unilever’s Port Sunlight laboratory. His work focuses on the creation of new innovation ecosystems and the development of strategic industry-academia relationships that accelerate innovation. In parallel with his technical career, Matt has also worked with both Unilever’s New Business Unit and Unilever corporate venture. He has personal experience of founding three start-up companies to exploit his inventions and intellectual property. In 2006 he obtained an MBA in technology management from Chalmers University, Göteborg.

- **Commercialising IP in the medical sector**  
  *Dr. Terry Parlett - Head of IP & Commercial Research, Guys and St Thomas’ NHS Foundation Trust*

- **Deals update**  
  *Sharon Finch - Medius Associates*

- **Panel session for Q&A**

  **17.00 - 17.30**  
  Session 4

  - **Summary and conclusions from the day**  
    *Hayley French - President, LES B&I*

  **17.30 - 18.30**  
  Closing Drinks