



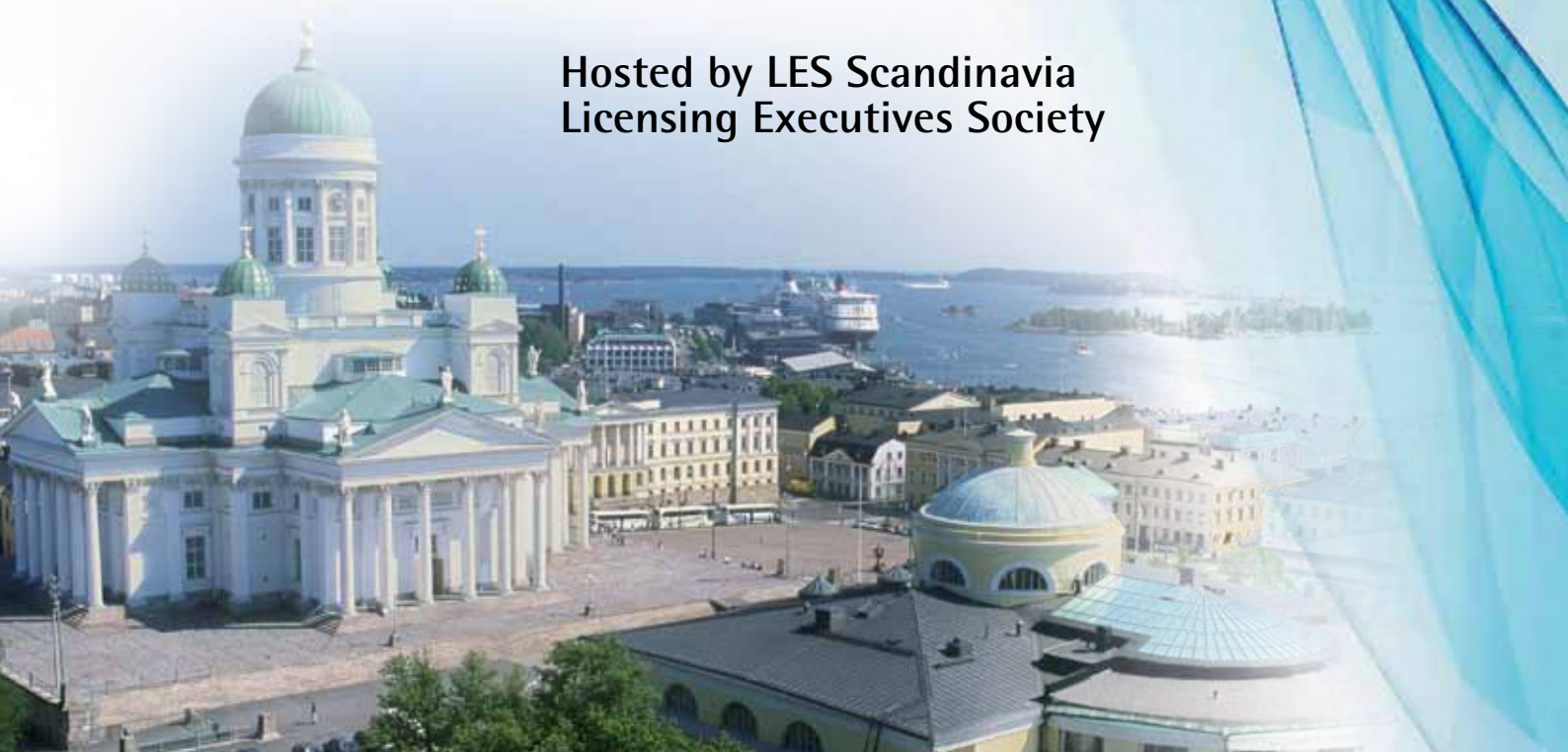
Licensing  
Executives  
Society

## **LES Scandinavia Annual Conference 2016**

Scandic Park Hotel  
Helsinki, Finland  
4-6 September 2016

## **BUILDING SUCCESS STORIES WITH IP AND SMART LICENSING**

Hosted by LES Scandinavia  
Licensing Executives Society





**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Asikainen Riku**

Business Angel

### **Start-up IPR: Last line of defence or waste of money?**



I am an entrepreneur, angel investor and growth hacker. I started my first company while in High School, and sold it as Finland's leading internet bookstore fifteen years later. Since then I have been a founder, active investor and board member in more than 35 companies. I have had several nice upswings, ten exits and one IPO, but I am still looking for my first billion dollars.

As I saw need for more hands on collaboration for angel investments in Finland, I was one of the Co-founders and chairman of FiBAN (Finnish Business Angel network). FiBAN has more than 500 investor members, which do more than 200 investments every year. FiBAN has been awarded by EBAN as Europe's best business angel network in 2013 and 2015.

I am also one of the proud co-founders of Startup-foundation, behind both phenomenal SLUSH, Europe's biggest tech conference and Startup sauna, a leading incubator program for the region. I have served as Head Coach for Startupsauna during year 2014-2016. We have more than 200 graduate companies, which have raised more than 100 million euros of funding since graduation.

I have studied in and graduated from Aalto University School of Business (M.Sc, Helsinki) and I was nominated as the Alumni of the year 2014.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Bruneau Milla

Operative Director

### Key issues for the licensor and the licensee



Before joining Yellow Film & TV Milla Bruneau acted as the Managing Director and Executive Producer at Metronome/Shine Finland. Prior to that she worked as an Executive Producer at Fremantle Media. She has been working in media for 20 years. She took the position of Chief Operating Officer for Yellow in 2013 and her responsibilities are the daily operations of the company, the international strategy, communications and HR.

Bruneau has acted as the Executive Producer for both scripted and non-scripted original series like Downshifters, Nurses, Roba, Pyjama Party, Comedy Combat and Superstars Only. Before Yellow she acted as the Executive Producer for number of international formats like Pop Idol, The Block, Under Construction, The Apprentice, Clash of the Choirs, Got to Dance, Big Brother, Master Chef etc.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### **Bunye Patricia**

President of LESI 2016

### **Focusing on the 4Cs: Goals for the 2016-2017 Term**



Patricia A. O. Bunye is a Senior Partner of Cruz Marcelo & Tenefrancia and is its Deputy Managing Partner for Administration.

Her Intellectual Property practice is focused on trademarks, copyright, IP due diligence, IP commercialization, including licensing and franchising, and the registration of food, cosmetics, and pharmaceutical products with the Food & Drug Administration.

She is the President of the Licensing Executives Society International (LESI) [2016-2017] after having served as President-Elect [2015-2016], Vice President [2011-2013] and Chair of the Asia Pacific Committee for two consecutive terms. She is also a past President of LES Philippines.

She also heads the firm's Mining & Natural Resources Department and the Energy practice group. In her Mining & Natural Resources practice, she is recognized among the foremost mining lawyers in the Philippines. She is the founding President of Diwata-Women in Resource Development, Inc., a non-government organization advocating the responsible development of the Philippines' wealth in resources, principally, through industries such as mining, oil and gas, quarrying, and other mineral resources from the earth for processing.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Cox Pamela

Partner at Marshall, Gerstein & Borun LLP, US

### The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy



Pamela L. Cox, partner and chair of IP Transactions at Marshall, Gerstein & Borun LLP, concentrates on counseling related to intellectual property transactions, protection and transfer for clients ranging from multinational corporations to non-profit institutions. As a patent attorney who has managed intellectual property portfolios in-house, Ms. Cox understands her clients' intellectual property and agreement needs, and remains passionately engaged until achieving their strategic objectives. Clients find her talented at unraveling complex deal structures and devising creative agreement solutions as a seamless member of their team.

Ms. Cox is:

- "Highly recommended" for licensing and honored as one of "The World's Leading IP Patent and Technology Licensing Lawyers" *Intellectual Asset Management*
- A Life Sciences Star *LMG Life Sciences*
- One of the Women Worth Watching in *Profiles in Diversity Journal*
- An IP Star in Top 250 Women in *IP and the IP Survey*
- One of the Best Lawyers in America in *Biotechnology Law*
- A Rainmaker by the *Minority Corporate Counsel Association*
- "Leading Lawyer" *Leading Lawyers Network*

Ms. Cox is the past Chair of the Life Sciences Committee for Licensing Executives Society International and was honored in 2016 with the President's Award for Individual Service, recognizing her outstanding years of leadership and service as Chair of the LESI Life Sciences Committee. She is a Certified Licensing Professional and serves on the Board and as Secretary for CLP and also serves as delegate for LES USA/Canada and on AUTM's Business Development Curriculum Committee.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

**de Sanctis Giustino**

CEO

### **How to build a successful licensing program and other strategies for IP commercialization**



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. Mr. 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, Mr. 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.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **De Santis Gianni**

IP Manager at ABB Corporation

### **Internet of Things - Is there a convergence winner?**



Gianni joined ABB Group in 1998 and has held roles of increasing responsibility within the Intellectual Property organization where he now holds the role of Division IP counsel and IP Site Manager for Italy and Switzerland.

Gianni earned a Master of Science degree in aerospace engineering at the Polytechnic of Milan, Italy and has a number of professional qualifications in Intellectual Property, including being a qualified Italian Patent Attorney, European Patent Attorney and US Patent Agent.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Delfino Justin**

Director IP and R&D Solutions at Evalueserve UK Ltd

### **How IPR+D Analytics boosts patent and technology licensing**



Justin is the global sales director and part of the senior leadership team at Evalueserve IPRD. In this role Justin and his team work with their global clients supporting with technology analytics, searching, competitive intelligence, licensing, drafting, IP admin, R&D and innovation functions to name a few. Justin has been at Evalueserve for 4 years. Prior to Evalueserve, Justin was the IP specialist & sales manager for IP solutions at LexisNexis in Canada, France, South Africa, Australia, UK & Ireland for 7 years. Justin has previously worked for IMS Health & Nielsen in senior client management functions. Justin holds a BA (Hons) degree in International Business and lives in the UK with his wife & step-son.





**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Fahllund Kaisa**

Senior Legal Counsel at Hansel Oy

### **Start-up's basic contract package**



Kaisa Fahllund has worked as an Attorney at Law for more than 20 years. During these years she has been focusing on ICT related contracts and disputes, R&D projects, technology transfer, IP and technology licensing and IP disputes. Kaisa left her Partner position at Hannes Snellman Attorneys Ltd in July 2016 to join Hansel Oy, which is a company acting as the government's central purchasing body. At Hansel Kaisa's responsibilities include advising Finnish public procurement entities in their ICT project and services procurement and development of Hansel's expert services. She is also involved in the state's innovative procurement projects.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Hakoranta Eeva**

Head of Patent Licensing

### **Global licensing strategies and anti-trust – Practical views**



Eeva Hakoranta leads worldwide patent licensing at Nokia Technologies, heading a global team of inhouse licensing professionals. In addition to managing licensing strategy and operations, she is involved in regulatory matters and business development. Previously, Ms Hakoranta established and led Nokia's IP legal team.

Working for many years at the intersection of business, intellectual property and competition law, Ms Hakoranta has closed hundreds of agreements, managed complex litigation and enforcement projects and been deeply involved in defining terms for major transactions. In her current role she is responsible for licensing, including standard-essential patent licensing on fair, reasonable and nondiscriminatory terms, where Nokia's approach is recognised as industry best practice.

Before joining Nokia, Ms Hakoranta worked in private practice at Roschier Attorneys, advising clients on transactional, IP and technology-related matters.

Ms Hakoranta holds a master's in law from Helsinki University.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Härmänmaa Antti

Head of Group IPR at Sanoma Corporation

### Legal and business aspects from licensor's and licensee's point of view



Antti Härmänmaa, Head of Group IPR leads the development and execution of Sanoma Group's IPR strategy and the development and management of Sanoma's IPR portfolio. Härmänmaa's key activities include evaluating and advising on legal strategy and key legal and policy obligations affecting Sanoma's business activities with respect to intellectual property rights. In addition, Härmänmaa operates as the legal business partner for Sanoma's Finnish television and radio businesses Nelonen Media. Härmänmaa is an LL.M. from both Helsinki University and NYU School of Law and is a member of the New York Bar.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Jaakkola Heikki**

Head of Technology at Clothing Plus Ltd

### **Wearable sensing and who really owns your physiological data?**



Mr. Heikki Jaakkola, M.Sc. (Tech), Head of Technology of Clothing+, has more than 15 years of experience in wearable technology research, product development and manufacturing. Heikki has worked in Clothing+ in multiple positions including SW engineering, project management and last 10 years as R&D director, Business Unit Director and Head of Technology.

Clothing+, established in 1998, is the pioneer of textile integrated wearable technology. Clothing+ has developed and manufactured millions of products of wearable technology to large number of international brands including Garmin, Suunto, Adidas, Polar Electro. In 2015 Jabil Circuit Inc. acquired Clothing+. Before Jabil acquisition Heikki was a shareholder of Clothing+ and member of the management team.

In the current role Heikki leads the Technology Development department of Clothing+ focusing on developing new sensing, integration, signal transfer and manufacturing technologies. He is also responsible of Clothing+ patent portfolio / IP management. He has been and is a steering group member in many research projects that have included consortiums of universities and other companies. His main interests are in new technologies, manufacturing processes and IoT applications.

Heikki is an inventor in multiple patents/patent applications related to wearable technology product structures.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Kråkström Roleff

Managing Director at Moomin Characters Ltd

### Merchandising of the Moomins: Building blocks of a smart merchandising business



#### EXPERIENCE

Founding Partner, member of the board  
Rights & Brands Agency  
March 2016 – Present  
(6 months)  
Stockholm, Sweden

Chairman of the Board  
Förlaget M  
October 2015 – Present  
(11 months)

Chairman of the Board  
ATC Helsinki  
November 2014 – Present  
(1 year 10 months)

Member of the board  
Moomin Monogatari  
November 2013 – Present  
(2 years 10 months)

Member Of The Board  
Motley Agency  
October 2013 – Present  
(2 years 11 months)

Managing Director  
Moomin Shop Oy  
January 2010 – Present  
(6 years 8 months)

Member Of The Board  
Siltala Publishing  
April 2008 – Present  
(8 years 5 months)

Managing director  
Moomin Characters Ltd.  
January 2008 – Present  
(8 years 8 months)

Marketing director  
WSOY  
January 2000 – November 2007  
(7 years 11 months)

Marketing manager  
WSOY  
October 1997 – January 2000  
(2 years 4 months)

Sales Manager  
WSOY  
October 1993 – October 1997  
(4 years 1 month)



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Lehtinen Mika**

Vice President, IP Business Area at Berggren Group

### **SME opportunities and challenges in patent portfolio commercialization**



Mika Lehtinen has over 20 years versatile IP experience in many IP roles and positions. Mr Lehtinen started his IP career in Nokia in which he worked in different IP positions and responsibility areas over 15 years. He joined to Berggren Group on May 2011 and he is now working as Vice President in IP Business area. His areas of expertise include IP portfolio management and goal-oriented leadership, IP commercialization (patent sales, licensing) in an international operating environment, IP risk management and mitigation, and the preparation of IP strategies for companies/business units of different sizes.



## LES Scandinavia Annual Conference 4-6 September 2016, Helsinki, Finland

### Levine Russell E.

Partner at Kirkland & Ellis LLP, US, mediator role

### The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy



Russell E. Levine is a partner at Kirkland & Ellis LLP where he has spent his entire 30+ year career. He focuses his trial, appellate and alternative dispute resolution practice on patent infringement matters and disputes involving and related to technology transfer and patent license agreements. His trial practice includes jury trials, arbitrations and section 337 proceedings before the US International Trade Commission. His appellate practice concentrates on appeals in the Court of Appeals for the Federal Circuit. His technology transfer and licensing practice includes structuring and negotiating both licensing-in and licensing-out transactions. He is a Certified Licensing Professional.

Russell has received many accolades for his IP practice. His strategy of seeking and obtaining a writ of mandamus earned "stand-out" recognition in the Financial Times, U.S Innovative Lawyers 2011. He also won the *International Law Office* 2012 Client Choice Award in Litigation for the US. The clients ILO interviewed had this to say about him: "Russell has that unique ability to provide legal advice in a manner that is understandable, practical and useful for our business."

Russell is named in the 2016 editions of *IAM Patent 1000: The World's Leading Patent Practitioners* and *IAM Strategy 300: The World's Leading IP Strategists*. Comments in these and previous IAM publications have included: "He is fantastic and has a knack for breaking down complex subjects to their essentials without getting caught in the weeds. He really knows his audience and how to get points across effectively;" he is "well known for the depth of his licensing expertise;" and "for the most important cases, he is one of the leading figures in Chicago and nationally."

Russell is active in bar associations, industry organizations and his community. He is a Past-President of LES (USA and Canada); a past-chair of the By-Laws Committee of the Midwest Section of the United States Tennis Association; and a past-chair of the President's Council at Chicago's Museum of Science and Industry.

He is an author and frequent speaker on IP issues. He is co-editor of *International Licensing and Technology Transfer: Practice and the Law*. His Top 10 workshop at the LES Annual Meeting is consistently standing room only.

Russell holds a BS in Engineering and a BS in Economics, both degrees from the University of Michigan. He received his law degree from the University of Chicago. He is on the World Intellectual Property Organization's List of Mediators and Arbitrators, and he is registered to practice before the United States Patent and Trademark Office.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

**Lindman Erik**

IP & Research Manager

**Connected experience,  
data flow for user experience**



Erik Lindman works with Suunto and Amer Digital IP and research. Responsibilities include patents, trademarks and research projects. Erik has a broad experience in sensors, connectivity and wearable devices.

Erik serves as an expert in R&D-projects, patenting, product to market introductions and licensing.





## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### London Sonja

Head of Licensing Program Management



Sonja London has over 10 years' experience on intellectual property licensing. She has global responsibility for licensing operations and for business intelligence and analytics for all licensing businesses of Nokia Technologies. Her roles over the years have covered licensing from A to Z: from business development of licensing programs to successful execution and negotiations, managing contracts, royalties, customers and compliance. Sonja has built strategies, processes and data systems to enable scalable and growing end to end licensing business. Sonja is a member of the Board of Licensing Executives Society Scandinavia since 2013 and she has been a visiting lecturer in the Aalto University Helsinki since 2011. In addition to her position in Nokia, Sonja is also serving as member of the Board and IP advisor in FusionLayer Ltd and Solu Machines Ltd.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Manner Mikko

Partner at Roschier Attorneys Ltd

### European view on licensing and anti-trust



Mikko Manner is a Partner at Roschier and the Head of its TMT and Outsourcing practices. Mikko has extensive experience in both contentious and non-contentious IP and ICT work, with an emphasis on patent, copyright and trade secrets licensing both on a standalone basis and in connection with products and services. He also has considerable experience in IP disputes. He has acted for clients representing a wide range of IP-intensive industries, such as software and services, media and entertainment and telecommunications. He also regularly advises clients on IP and technology issues in transactional and strategic contexts. In addition, Mikko has first and second chair trial experience of arbitration, mediation and litigation before the Helsinki District Court and the Helsinki Court of Appeals.

He is recognized as one of the leading experts in Finland within intellectual property, TMT, information technology, licensing and litigation by international legal directories. He receives praise in particular for his client-oriented and business-minded approach.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Nell Mark

Head of Licensing EMEA at Nagravision SA,  
Switzerland

### The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy



Mark is Head of European Licensing for the Kudelski Group SA. The Kudelski Group, headquartered in Switzerland, is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. Kudelski has a broad portfolio of 4000 patents and applications that cover the delivery of content and rights to network Service Providers.

In July 2012, Mark joined Kudelski's Intellectual Property Business Unit to develop the EMEA licensing strategies and programs. Being a successful product company, a key component for Mark is also working with cross functional teams to develop programs that support the overall business.

Since joining Nagra, Mark has worked as a deal lead and has worked with the team to build and execute on global Licensing programs that have delivered significant revenues achieved in an efficient timeframe.

Prior to joining the Kudelski Group, Mark was Senior Licensing Manager at Intellectual Ventures Europe where he was responsible for implementing and executing IV's European litigation strategy. Mark was also a consulting partner for an Intellectual Property commercialization consultancy firm who were contracted by a major Global Private Equity company who acquired from IBM, Philips, Alcatel-Lucent and ETRI.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Oreck Bruce**

Former United States Ambassador to Finland  
(2009 – 2015)

### **The meaning of "BRAND" in the 21st century**



Bruce J. Oreck is the former United States Ambassador to Finland (2009-2015) and is currently an Executive in Residence at Aalto University.

Mr. Oreck is a founder of the Zero Carbon Initiative which is committed to implementing both experimental and off-the-shelf technologies in the built environment, not just to reduce but to offset greenhouse gas emissions. As Ambassador Mr. Oreck served as the Chair of the League of Green Embassies and drove the initiation of a complete renovation and expansion of the Embassy in Helsinki equipping the building with state-of-the art, energy-efficient technologies.

Mr. Oreck obtained his Bachelor of Arts from The Johns Hopkins University, his Juris Doctorate from Louisiana State University and his Masters of Law (Taxation) from New York University. Mr. Oreck practiced law for over 25 years representing many of the largest companies in the United States. He is the author of several books on taxation and has had a successful career as a speaker and lecturer.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Papageorgiou Elliot**

Partner at Rouse Legal LLP (China)

### **Asian IP megatrends – A survival guide for China and the ASEAN**



Elliot Papageorgiou advises international companies on contentious and non-contentious IP issues, with a special focus on litigation and enforcement in China and the Asia-Pacific. He has managed a range of trade mark and copyright, and especially patent litigation cases in China. His patent briefs included acting for one of Europe's largest consolidated steel and engineering companies, acting for a global-top-3 road construction machinery company, representing leading European building equipment manufacturers, as well as various automotive technology companies.

He was awarded the ILO Client Choice Award in 2013, 2015 and 2016 by the International Law Office, and voted a "China IP – Leading Lawyer" in the Asialaw Survey in 2008, 2009, 2011, 2012 and 2013. Both of these award categories were nominated and voted on by clients. Elliot is "Recommended" for China IP in the Legal 500, ranked in the World Trade Mark Review list of 1000 leading Trade Mark Practitioners 2011-2016 as well as Intellectual Asset Management's (IAM) list of 'Patent Litigation Top 250 Practitioners 2011 and 2012' and 'Patent 1000' list of leading patent practitioners 2012-2016'.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Parker Chris**

Assistant General Counsel at Microsoft

## **Internet of Things and privacy in the cloud**



Chris has significant legal and corporate affairs experience in the information technology industry. Prior to joining Microsoft, Chris was Senior Counsel for Apple Europe and Legal & Government Affairs Director at Compaq. He also spent more than 17 years at Digital Equipment Co. Ltd (DEC) in various legal roles.

His main areas of expertise are IT licensing, intellectual property and competition law. He has been involved in a number of competition investigations, by both UK and EU authorities and was instrumental in settling the European Commission's investigation into DEC in 1997 (the Digital Undertaking).

Chris is an English barrister and a Bencher of Gray's Inn. He holds a law degree from the University of Hull.

He is married with two sons. His hobbies include history, gardening, skiing and supporting Chelsea Football Club.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Pekonen Olli

Director of IPR

### SME's licensing in practice



Dr. Olli Pekonen is a seasoned business executive specializing in industrial goods, software, immaterial property and licensing. He has a long background in running a software company (APLAC Solutions Oy, CTO and CEO positions) which was successfully merged with AWR Inc., a US company now part of National Instruments Inc. Currently Olli is with Beneq Oy and runs Beneq's extensive IP. Olli is a Dr.Tech (electromagnetics) from Helsinki University of Technology (currently Aalto University), a Finnish Patent Attorney, and an MBA from Aalto University's EE program. Olli is also a Chairman of the Finnish Association for Corporate Patent Agents, and the Secretary of LES Scandinavia's Board. In his free time, Olli coaches startup companies, goes to the gym, dives, canoes, reads and chills out with his family.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Raitanen Minna

General Counsel

### Merchandising of the Angry Birds: From games to movies



#### CURRENT POSITION:

- General Counsel, Rovio Entertainment Oy. Heading the legal team, responsible for the corporate matters and supporting the Animation division. Secretary of the Board of Directors.

#### PREVIOUSLY:

- Senior Legal Counsel at Rovio Entertainment Oy, supporting various businesses, including animation, music, movie, consumer products, video channels and book publishing.
- Senior Legal Counsel at Nokia Siemens Networks Oy and Nokia Corporation Oy, supporting both purchasing and sales organisations.
- Attorney at law at Veikko Palotie & Co.

#### EDUCATION:

(1998) LL.M. Helsinki University, School of Law





## **LES Scandinavia Annual Conference**

4-6 September 2016, Helsinki, Finland

### **Ratray Adam**

Head – Information and External Relations Section,  
Arbitration and Mediation Center at WIPO,  
Switzerland, moderator role

### **The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy**



At the WIPO Arbitration and Mediation Center, Mr. Ratray works with the IP Disputes Management Section to inform and assist parties in the use of the WIPO Center's mediation, arbitration, expedited arbitration and expert determination procedures. He is active in the management of the Center's database of 1,500 mediators, arbitrators and experts for appointment in WIPO cases. Before joining WIPO, he worked at the law firm White & Case as a member of the WTO and international trade law practice.



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

### Ritter John

Director, Office of Technology Licensing  
at Princeton University, US

### The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy



John F. Ritter, J.D., M.B.A.  
Princeton University  
Director, Office of Technology Licensing ("OTL")

John has been the Director of Princeton's OTL since 1999 and has worked there since 1996. Under John's leadership, Princeton's OTL has successfully employed a customer service approach to facilitating the translation of Princeton-developed technologies to the marketplace. Emphasis is placed on developing strong relationships with inventors and industry collaborators to promote repeat customers with Princeton.

John has presented numerous times over the last 20-plus years at AUTM meetings in the U.S. and abroad, and recently served on the AUTM Board as Vice President, Metrics and Surveys. John also has served on the Contracts and Intellectual Property Committee of the Council on Governmental Relations (COGR) since 2002.

Prior to Princeton, John was a senior licensing professional at Rutgers University handling engineering and physical science technologies, including some from his former engineering professors. Before getting involved in technology licensing John held several positions in sales and marketing in the materials industry.

Mr. Ritter has a B.S. in Engineering from Rutgers, an MBA from Fairleigh Dickinson University, and a J.D. with Honors from Rutgers School of Law. A Registered Patent Attorney, he is licensed to practice law in New Jersey.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

**Saru Sami**

Managing Director

## **Challenges in licensing business**

Sami Saru joined Unwired Planet in 2013 as Vice President for Standards and Licensing, and is now Managing Director at Unwired Planet International Ltd (UPII). Before joining Unwired Planet, Mr Saru was Head of Patenting at Renesas Mobile, where he set up the Patenting Department and managed patent creation activities. Mr Saru has also worked for Nokia and for a successful start-up, and has practiced as a patent attorney. Having spent more than 15 years in the IP industry, Mr Saru has extensive experience creating and extracting value from IP assets. Mr Saru holds an MSc in engineering from Tampere University of Technology.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Soini Sirpa**

Senior Legal Adviser

### **Law & business ethics in the post-genomic era**



Sirpa Soini, (LL.M. trained at the bench) is a specialist of biomedical law & regulation. She works at Helsinki Biobank, Helsinki University Hospital. Alongside legal practice, she is engaged in various research and collaboration projects. Her competence areas include regulation and ethics of translational and genomic medicine, biobanking, privacy and data protection, IPR and public health issues.

LinkedIn-profile <http://fi.linkedin.com/in/sirpasoini>

- Member of the National Medical Research Ethics Committee (TUKIJA).
- Member of the National Biobanking Steering Group (Ministry of Health and Social Affairs).
- Legal counsel for BBMRI.fi, participant of BBMRI-ERIC –ELSI –group.
- Pending doctoral dissertation studies legal pluralism in the biomedical regulation and practices.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

## **Valauskas Charles**

Partner at Valauskas Corder LLC, US

### **The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy**



Charles Valauskas is legal counsel to domestic and foreign companies, new ventures, universities, and research foundations. Mr. Valauskas speaks on a regular basis throughout the world on technology and intellectual property topics.

Mr. Valauskas is involved in the activities of many organizations. Mr. Valauskas is on the Advisory Board of the Commission on Innovation, Competitiveness, and Economic Prosperity of the Association of Public and Land-Grant Universities. He is also a member of the American Bar Association's University Intellectual Property Law Committee and the Alliance of Technology Transfer Professionals "Future Look" Task Force. He was the Vice President for Industry Relations and continues to serve on many committees of the Association of University Technology Managers.

Mr. Valauskas has authored books, chapters of books, and articles on intellectual property related topics. He has appeared on the BBC World Series and in articles published in a variety of popular publications including the New York Times, the Wall Street Journal, Fast Company, and the American Bar Association Journal. Mr. Valauskas taught as a former adjunct law professor on intellectual property matters.

Mr. Valauskas received his B.S. from the University of Illinois (Chicago), his J.D. from the DePaul University College of Law, and his LL.M. from the Northwestern University School of Law. Mr. Valauskas is registered to practice before the United States Patent and Trademark Office and the U.S. District Court for Northern District of Illinois.



**LES Scandinavia Annual Conference**  
4-6 September 2016, Helsinki, Finland

**Ahopelto Timo**

Entrepreneur and Investor at Lifeline Ventures

**Human data business: How start-ups create data products?**

**Härmänmaa Antti**

Head of Group IPR at Sanoma Corporation

**Key issues for the licensor and the licensee**

**Lindholm Christian**

CEO and Co-Founder of Koru