



## **LESI Committee Form**

*Update for the 2020 IMDM – May 17, 2020*

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**Committee Name** Consumer Products Committee

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**Chairs and Vice Chairs** Chair Junko Sugimura (LES Japan)  
Vice Chairs; Jens Matthes  
Guido Quiram

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### **Action Plan**

**Committee Highlights from the Year**

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Our committee organized a workshop for the first time in LESI 2019 Annual Conference in Yokohama on May 27, 2019. We had discussed many times over the year to organize a business-oriented workshop. We were able to invite a stellar cast of speakers from companies all over the world. The workshop ended with a great success.

Theme: Artificial Intelligence: A Global and Strategic Update on IP Behind the Disruption

[Outline]

The buzz words of digitalization have a real-life impact on consumer behavior. During the workshop we will discuss challenges and provide practical solutions for consumer products between connectivity, compatibility, standardization, freedom to operate, data ownership, etc. for avoiding pitfalls. An unique and Global mix of panelists including experience practitioners, university scientists and attorneys will share their insights, experiences and recommendations, for example how a Global player uses AI and machine learning for managing 5G networks, a system of a scale and complexity beyond the ability of humans to even comprehend.

[Moderator & Speakers]

Guido Quiram (Managing Partner Michalski Hüttermann & Partner Patentanwälte mbB)

Kazuhiko Ishimaru (Director of Licensing Department, Panasonic)

Matteo Sabattini (Director IP Policy IP Rights & Licensing, Ericsson)

Kwang Jun Kim (Professor, KAIST (Korea Adv Institute of Science and Technology))

Ilya Goryachev (Senior lawyer at Gorodissky & Partners)(RUSSIA)

Jens Matthes (Partner, Allen & Overy LLP)

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(2)

Soon after the LESI Yokohama annual conference, we started discussing a theme, contents, etc., and preparing a workshop to be continued in the LESI Berlin annual conference 2020.

We were able to invite the following wonderful speakers with a very interesting topic.

It is such a regret that the Berlin Conference has been cancelled.

Theme: Utopia 2030 for consumer products in respect to connected devices, and implications for IP owners and implementers

[Outline]

This session will see knowledgeable and engaging speakers with deep knowledge of consumer products and consumer brand markets who will share their individual outlooks into the future of how retail, marketing and connected devices will shape the future market. Big players of today might become redundant tomorrow. Manufacturers of today become service providers. Retailers become manufacturers – and vice versa. Gaining market share with individual ecosystems will be balanced against the aim to achieve technological standardization. Data and connectivity shifts market powers. Who will benefit, who will suffer, and who will be the market leaders 2030?

[Speakers]

Guido Quiram (Michalski Hüttermann & Partner - Managing Partner)

Jens Matthes (Allen & Overy LLP – Partner)

Thomas H. Ulrich (BSH Hausgeräte GmbH - Vice President Corporate Innovation)

Matteo Sabattini (Ericsson - Director IP Policy)

Stephan Wolke (Thyssenkrupp Intellectual Property GmbH – CEO)