



LESI Committees:

End of Year Report for the 2021 International Management and Delegates Meeting – May 19, 2021

Submitted: May 4, 2021

Committee Name	Consumer Products
Chairs and Vice Chairs	Junko Sugimura, Matteo Sabattini (Chairs) Gary Ma, Jens Matthes, Guido Quiram (Vice-Chairs)
LESI Board Liaison	Tatiana Campello
Action Plan	Current goals remain relevant for the upcoming year

The goals of the Consumer Products Industry Committee for 2020-2021 include the following:

- Develop with assistance from the LESI External Relations Committee an Outreach strategy for contacting and collaborating with at least one relevant professional and business organizations in the consumer products sector (e.g. UL, CPSC, etc.) who have licensing/technology transfer as part of their agenda
- Seek to produce at least two Webinars on key licensing/technology transfer issues for the industry moderated by the Consumer Products Industry Committee but comprising presenters from the third-party organizations.
- Conduct/sponsor at least two Workshops at the 2021 LESI Annual Conference or at a major LES conference
- Secure and sponsor at least two publications in *les Nouvelles*
- Populate and maintain the Committee pages on the LESI Website

The Committee partially met its goal, specifically:

- This year, we were able to welcome Mr. Gary Ma as a vice chair of our committee. Guido and Gary together are working diligently for our workshop in the 2021 annual conference.
- A very successful webinar was organized with Berkley's Center for IP (CIP) on valuation of complex technology products, hence partially fulfilling the first two goals.

Date and Time: 15 March 2021 at 8:00am - 9:15am (PT)

ABSTRACT: One question that often arises with consumer devices that incorporate technologies and IP, is how to value those technologies, especially in complex products that incorporate many different high technologies. The panel will look at this question from an economic point of view. Economists, scholars and thought leaders will share their views and expertise to shed light on a complex and yet important consideration for IP transactions and licensing in the consumer space. Market dynamics and industry practices will be discussed, as well as practical considerations for licensing and tech transfer professionals.

PANELISTS

- Anne Layne-Farrar (Vice President, Antitrust & Competition Economics Practice of CRA)
- Suzanne Harrison (Founder & Principal, Percipience LLC)
- Nikolaus Thumm (Research Associate, Technical University Berlin)
- Ruud Peters (Peters IP Consultancy B.V. / Former Chief IP Officer & EVP, Royal Philips N.V.)
- Bo Heiden (Director, Berkley Center for IP)

- A panel discussion on future licensing and technology trends has been proposed, accepted, and organized at the upcoming annual meeting.

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

Moderators:

- Dr. Jens Matthes
- Gary Ma
- Guido Quiram

Speakers:

- Dr. Matteo Sabbatini, Ericsson Inc., US
- Dr. Stephan Wolke, Thyssen Krupp, DE
- Mr. Steven Liu, MediaTek Inc., TW

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- “Technology Convergence and the 21st Century Car”, John Carney, Bo Heiden, Matteo Sabattini, Richard Vary. Submitted to LES Nouvelles.
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