



Cutting-edge Strategies for Global IP Licensing

Hosted by LES Thailand

Date: February 16, 2024

Location: Shangri-La Hotel, Bangkok

Join industry leaders at our conference to explore the current trends and future trajectory of IP licensing. "Cutting-edge Strategies for Global IP Licensing" offers a platform to discuss the real-world application of the latest advancements in IP rights, from AI developments to effective cross-border licensing practices. Learn about current enforcement strategies against IP infringement and prepare for the impact of new technologies on IP operations. The conference will provide attendees with valuable insights from seasoned professionals, offering guidance on navigating the complexities of today's global IP landscape.

08:15 – 09:00 | Registration and Welcome Coffee

- Participants check-in

09:00 – 09:10 | Opening Remarks

- Introduction by MC
- Welcome by LES Thailand President, Michelle Ray-Jones

09:10 – 09:20 | LESI Introduction

- Sonja London, President Elect of LESI

09:20 – 09:30 | Address by Representative from the Thai Department of Intellectual Property

- Speaker: Thai DIP representative

09:30 – 10:00 | Keynote Address: "IP Policy Developments in Southeast Asia"

- Speaker: Matthew Kohner, IP Attaché at USPTO

10:00 – 11:00 | Panel Discussion: "Innovation for Sustainability Trends"

This session will discuss the key questions relating to global sustainability trends that researchers and innovators are talking about. Insights from panelists will highlight the issues facing leaders in this area and ways to navigate the road ahead.

- Moderator: Vikran Duangmanee Head of Intellectual Property Management, SCG Chemicals Public Company Limited

- 3 Panelists:
 - Dr. Suracha Udomsak, Chief Innovation Officer and Executive Vice President- New Business, SCG Chemicals
 - Saara Inkinen, D.Sc. (Tech.), Technology Transfer & Innovation Management Consultant, Founder, Nordic Catalyst e.U.
 - Dr. Narun Suwanchotchoung, Advisor on Energy and Future Mobility at Toyota Motor (Thailand) and Director of the Hydrogen Thailand Club

11:00 – 11:20 | Morning Coffee Break

- Networking and refreshments

11:20 – 12:00 | Talk: "Navigating the Complexities of Biotechnology Licensing"

This session will explore the topic of biotechnology licensing with our expert speaker, who brings a wealth of experience from the cutting edge of biotech in Southeast Asia. Our speaker will discuss the critical legal and business considerations that arise when securing and maintaining robust biotech IP rights.

- Speaker: Dr. Watson Ariyaphuttrat, President, Thai Association for Biotech Industries

12:00 – 13:00 | Lunch Break

- Buffet lunch

13:00 – 13:30 | Talk: "Recent Developments in AI in Thailand"

This talk will focus on the current state of AI in Thailand and the Thai entrepreneurs who are leading players in the industry. The speaker will discuss new and exciting start-ups, success stories, and the future possibilities of AI.

- Speaker: Representative, Artificial Intelligence Entrepreneur Association of Thailand

13:30 – 14:30 | Panel Discussion: "Cross-Border Licensing: Legal and Cultural Considerations"

This session will delve into the legal frameworks and cultural dynamics that shape strategies for successful cross-border IP licensing. Attendees will hear from international experts on how to craft effective licensing agreements and how to get to the finish line in negotiating deals across cultures.

- Moderator: Nathapong Tongkaew, Partner, Domnern Somgiat And Boonma Law Office Ltd.
- 2 Panelists:
 - Chris Buntel, Co-Founder and CIPO, Tangibly Inc.
 - Patrick Desmond, Senior IP Consultant, Intellectual Property Management, SCG Chemicals Public Company Limited

14:30 – 15:00 | Afternoon Coffee Break

- Networking and refreshments

15:00 – 15:30 | Talk: "Patent Pools: What We Have Learned and Where We are Headed"

- Speaker: Sonja London, General Counsel, Licensing Executive at TactoTek

This session will review the evolution and current state of patent pools. Our speaker will reflect on lessons from the past to chart the future trajectory of collaborative IP licensing.

15:30 – 16:30 | Panel Discussion: "Outwitting the Infringers: Online IP Enforcement Strategies for 2024"

In this panel discussion, industry insiders will dive into the state-of-the-art technologies and legal maneuvers for fighting against IP infringement in the digital sphere.

- Moderator: law firm representative
- 3 Panelists:
 - Victoria MacLeod, Consultant, Tilleke & Gibbins
 - Speaker from The International Federation of the Phonographic Industry (IFPI)
 - Roberto Carapeto, Licks Attorneys

16:30 | Closing Remarks and Conference Wrap-Up

- LES Thailand Vice President, Kamonphan Minjoy