



LICENSING EXECUTIVES SOCIETY
SCANDINAVIA

CONFERENCE PROGRAM

LES SCANDINAVIA

Annual Conference 2017

Copenhagen, Denmark 11-12 September

Monday

11 September 2017

9.00 – 9.30 Registration and coffee
9.30 – 9.45 Opening of conference / welcome

Part I

Disruption management, strategies and business models

9.45 – 10.45 Disruption - what it is, what it isn't. And why it matters to the future of IPR
Märtha Rehnberg, Partner, Dare Disrupt

10.45 – 11.30 Disruption strategies and business models
Klemens Hjartar, Senior Partner, EMEA head of Digital, McKinsey & Co

11.30 – 11.45 Break / networking – coffee

11.45 – 12.30 From digital to cognitive business
Anders Quitzau, Innovation Executive, IBM

12.30 – 13.00 Disruptive technology in the hearing aid industry. *Chris Kyriakidis, VP Global Marketing, GN Hearing*

13.00 – 14.00 Lunch / networking

Part II

Digital evolution and information security – Challenges and possibilities

14.00 – 15.30 The New Trade Secrets Directive in the EU
Jorge Novais, Legal Affairs and Policy Officer, European Commission. Thomas Duholm, Deputy Director, Policy and Legal Affairs, Danish Patent and Trademark Office

15.30 – 15.45 Break / networking – coffee

15.45 – 16.15 Cyber Threats and Security Measures
Mette Nikander, CEO, C-cure

16.15 – 16.45 Protecting trade secrets in the digital age
Jonas Halldin, Director Information & IT security, Zacco

18.00 – 19.00 Drinks

19.00 – 21.00 Conference dinner

Tuesday

12 September 2017

8.00 – 9.00 Annual general meeting

Part III

Future of classic core IP disciplines in a changing world

9.00 – 9.40 Data as a vital asset: who owns it?
Dr. Andreas Leupold, Leupold Legal

9.40 – 10.15 How IP data (can) disrupt the IP world
Arnaud van Wijck, Partner, DartsIP

10.15 – 10.30 Break / networking – coffee

10.30 – 11.15 Digital business models in the pharma area and relevance of IPR
Lars Kellberg, Corporate Vice President, Corporate Patents, Novo Nordisk and Anders Nørby, Project Vice President, Novo Nordisk

11.15 – 11.45 Inovia – disrupting the patent arena
Candida Jaco, Director, Business Development, RWS Group

11.45 – 12.15 The Future of Everything - unless I'm wrong
Speakername TBA, Uber

12.15 – 13.30 Lunch

Part IV

Fundamental rights in the digital era

13.30 – 14.00 Big data – balancing commercialization and compliance
Søren B. Sørensen, Partner, Devoteam

14.00 – 14.30 GDPR – Fundamental rights and challenges
Thomas Munk Rasmussen, Partner, Bech-Bruun

14.30 – 14.45 Break / networking – coffee

14.45 – 15.15 Data Ethics - why and how visionary companies use it as the new green
Pernille Tranberg, DataEthics Consulting

14.45 – 15.00 Closing of conference