



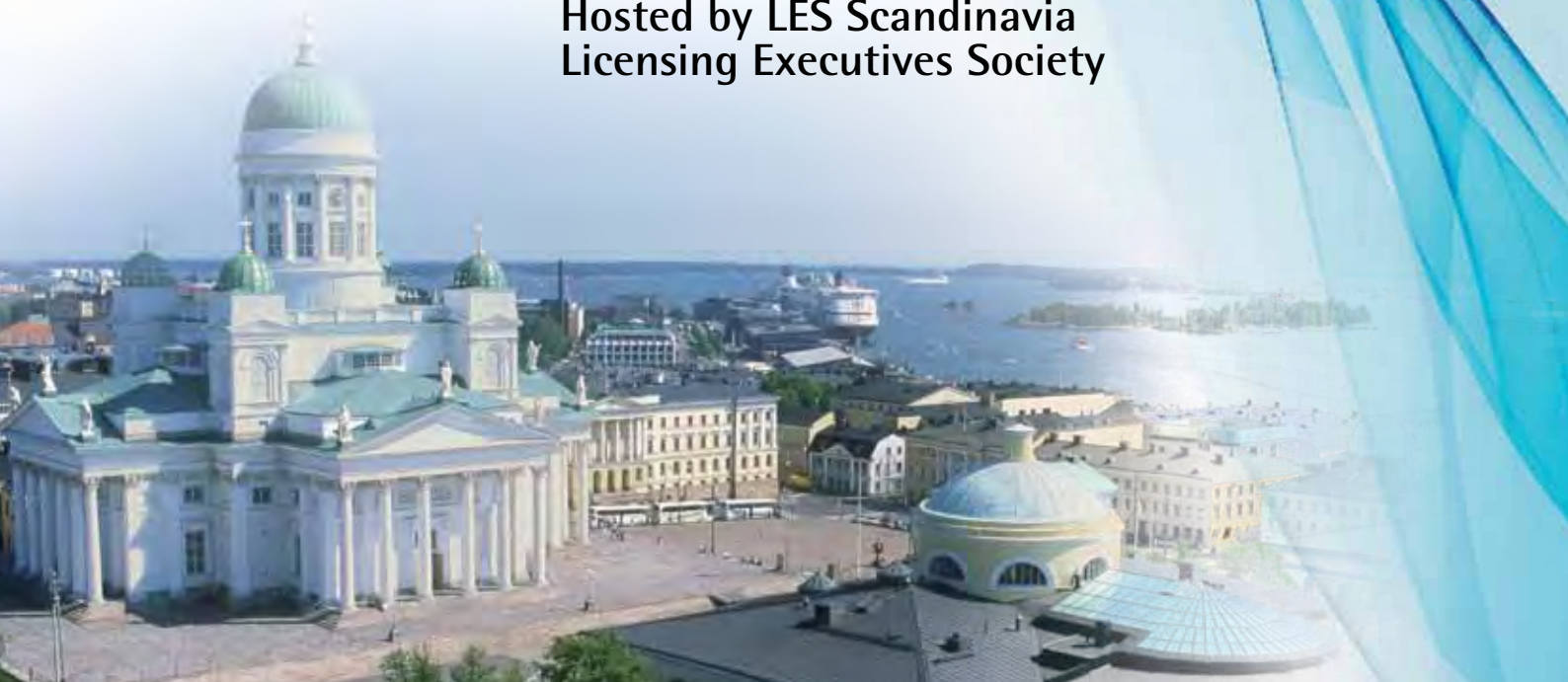
Licensing  
Executives  
Society

## **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



[www.les-scandinavia.org/conference2016](http://www.les-scandinavia.org/conference2016)



## LES Scandinavia Annual Conference

4-6 September 2016, Helsinki, Finland

# BUILDING SUCCESS STORIES WITH IP AND SMART LICENSING

### Themes

- Successful commercialization of IP
- Smart IP strategies
- New businesses and legal pitfalls

### Organizing Committee

<b>Kaisa Fahllund</b> , Chair	Partner, Head of IP & TMT, Hannes Snellman Attorneys Ltd
<b>Sonja London</b>	Head of Licensing Program Management, Nokia Technologies
<b>Olli Pekonen</b>	Director of IPR, Beneq Oy
<b>Jatta Rantala</b>	Service Manager and IP Business Specialist, Berggren Group
<b>Kari Sipilä</b>	Executive Director D.Sc. (Tech.) h.c., Future Innovations
<b>Johanna Mattsson</b>	Head of CR, Hannes Snellman Attorneys Ltd

### Main Sponsors

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An aerial photograph of Helsinki, Finland, taken during sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The water of the harbor is visible, with several boats and buildings along the waterfront. The city's architecture is a mix of traditional and modern styles. The sky is a mix of orange, yellow, and blue.

## Dear Conference Participants,

It is my honour to welcome you to the 2016 Annual Conference of LES Scandinavia.

This year, the conference will be held in Helsinki, Finland. Once again, we are expecting a gathering of IP professionals from all around the world.

We all understand the importance of being able to commercially utilize valuable intellectual property, and to commercialize it in the smartest possible way. The aim of the Conference is to provide its participants with an abundance of practical tips for the smart and successful commercialization of IP. The Conference will focus on topics such as the Internet of Things, merchandising, content distribution, commercial utilization of human data, IP megatrends and IP commercialization strategies. In addition, we aim to bring together a variety of legal and business professionals to provide different views on IP and its commercialization.

Last but not least, LES is very much about networking: seeing old friends and business partners and meeting new ones.

We look forward to seeing you this year and truly hope that you can join us!

*Kaisa Fahlund*  
*Organizing Committee Chair*

# PROGRAMME

## Sunday, 4 September

- 16:00 – 18:00 **New business and licensing: Short presentations and a workshop**
- SME opportunities and challenges in patent portfolio commercialization, *Mika Lehtinen, Vice President, IP Business Area at Berggren Group*
  - Start-up's basic contract package, *Kaisa Fahllund, Partner, Head of IP & TMT at Hannes Snellman Attorneys Ltd*
  - SME's licensing in practice, *Olli Pekonen, Director of IPR at Beneq Oy*
  - Start-up IPR: Last line of defence or waste of money?, *Riku Asikainen, Business Angel*
- Moderator: Sonja London, Head of Licensing Program Management at Nokia Technologies Ltd
- 18:00 – 19:30 **Welcome reception**

## Monday, 5 September

- 9:00 – 9:30 Welcome by Kaisa Fahllund, Chair of the Organizing Committee, and Patricia Bunye, President of LESI 2016
- 9:30 – 10:15 Keynote: The meaning of "BRAND" in the 21st century  
*Bruce Oreck, former United States Ambassador to Finland (2009–2015)*
- 10:15 – 10:30 **Coffee break**
- Internet of Things**
- 10:30 – 11:15 Internet of Things – Is there a convergence winner?  
*Bruce Schelkopf, Chief IP Officer at ABB Corporation*
- 11:15 – 12:00 Internet of Things and privacy in the cloud,  
*Shelley McKinley, Associate General Counsel, Western Europe, at Microsoft Corporation*
- 12:00 – 13:00 **Lunch**
- Tools for successful merchandising**
- 13:00 – 13:45 Merchandising of the Moomins: Building blocks of a smart merchandising business,  
*Roleff Kråkström, Managing Director at Moomin Characters Ltd*
- 13:45 – 14:30 Merchandising of the Angry Birds: From games to movies,  
*Minna Raitanen, General Counsel at Rovio Entertainment Ltd*
- 14:30 – 15:00 **Coffee break**
- 15:00 – 17:00 **Mock mediation of a patent licence dispute**
- The mock mediation of an international patent license dispute between two fictitious parties, Grate University and HotAire Energy.
- Adam Rattray (Head – Information and External Relations Section, Arbitration and Mediation Center at WIPO, Switzerland, moderator role)
  - Russell E. Levine (Partner at Kirkland & Ellis LLP, US, mediator role)
  - John Ritter (Director, Office of Technology Licensing at Princeton University, US)
  - Pamela Cox (Partner at Marshall, Gerstein & Borun LLP, US)
  - Mark Nell (Head of Licensing EMEA at Nagravision SA, Switzerland)
  - Charles Valauskas (Partner at Valauskas Corder LLC, US)
- 17:00 **Closing of Monday**
- 18:00 – 18:30 **Transportation to dinner**
- 18:30 – 22:00 **Dinner at Restaurant Kalastajatorppa**

## Tuesday, 6 September

- 8:30 – 9:00 **Annual General Meeting of LES Scandinavia**  
**Content distribution, licensing of TV formats**
- 9:00 – 10:00 Key issues for the licensor and the licensee:
  - Kristiina Werner-Autio, Program Director at MTV Oy
  - Milla Bruneau, Operative Director at Yellow Film & TV Oy
- 10:00 – 10:15 **Coffee break**
- 10:15 – 12:00 **New business – Panel**  
Commercial utilization of human data
  - Wearable sensing and who really owns your physiological data?,  
*Heikki Jaakkola, Head of Technology at Clothing Plus Ltd*
  - Connected experience, data flow for user experience,  
*Erik Lindman, IP & Research Manager at Suunto Oy*
  - Human data business: How start-ups create data products?,  
*Timo Ahopelto, Entrepreneur and Investor at Lifeline Ventures*
  - Law & business ethics in the post-genomic era,  
*Sirpa Soini, Senior Legal Adviser at Helsinki Biobank, Academic Medical Centre of Helsinki*

Moderator: Christian Lindholm, CEO and Co-Founder of Koru, Vertical Accelerator
- 12:00 – 13:00 **Lunch**
- 13:00 – 14:30 **IP megatrends: IP & anti-trust – Panel**
  - Asian IP megatrends – A survival guide for China and the ASEAN,  
*Elliot Papageorgiou, Partner at Rouse Legal LLP (China)*
  - Global licensing strategies and anti-trust – Practical views,  
*Eeva Hakoranta, Head of Patent Licensing, Nokia Technologies*
  - European view on licensing and anti-trust,  
*Mikko Manner, Partner at Roschier Attorneys Ltd*
- 14:30 – 15:00 **Coffee break**
- 15:00 – 15:30 **IP commercialization strategies**  
How to build a successful licensing program and other strategies for IP commercialization,  
*Giustino de Sanctis, CEO at Vectis IP Ltd*
- 15:30 – 16:00 IP commercialization – Licensor's 360 view,  
*Justin Delfino, Director IP and R&D Solutions at Evalueserve UK Ltd*
- 16:00 – 16:30 Challenges in licensing business:  
*Sami Saru, Managing Director at Unwired Planet International Ltd*
- 16:30 – 16:45 **Discussion**
- 16:45 – 17:00 **Closing of conference**

## CONFERENCE VENUE

The conference will be held in Helsinki, Finland at Scandic Park Hotel on 4 - 6 September 2016. The address of the hotel is Mannerheimintie 46. The distance from the hotel to Helsinki-Vantaa Airport is 20 km and 1.5 km to the Railway Station.

## EVENING PROGRAM

All conference participants and accompanying persons are warmly invited to take part in the evening events. You can register by completing the relevant part on the registration form. Please note that advance registration is required.

### Welcome Reception at Hotel Scandic Park at 18:00-19:30 on Sunday, 4 September

The Welcome Reception will take place on the 9<sup>th</sup> floor of the conference venue, Hotel Scandic Park. This is an informal meeting where old friends and colleagues can meet up and make new friends. A light buffet with wine will be served.

### Conference Dinner at Hilton Helsinki Kalastajatorppa on Monday 5 September, at 18:30

Fine dining with wines in legendary Hilton Helsinki Kalastajatorppa, which just celebrated its 100<sup>th</sup> anniversary. The hotel is renowned for its combination of Nordic traditions and new international cuisine. Music entertainment.

Bus transportation from Hotel Scandic Park at 18:00 and back to the hotel after the dinner.

## HOTEL ACCOMMODATION

The organizers have reserved rooms in the conference hotel. To benefit from the special rates, bookings should be made on the registration form. Please make your room reservation as early as possible since the rooms are subject to availability.

The fee for the first night is to be paid as a deposit when making the reservation. The deposit is non-refundable in case of a cancellation. All remaining accommodation costs will be paid at the check-out directly to the hotel. Prices are per room per

night including buffet breakfast and VAT. For a double room, please specify your roommate's name.

### Hotel Scandic Park Address: Mannerheimintie 46, Helsinki, tel. +358 9 47371

A recently refurbished hotel just 10 minutes from the city centre by foot, across beautiful Töölö Bay. The distance from the hotel to Helsinki-Vantaa Airport is 20 km and 1.5 km to the Railway Station. All rooms are non-smoking. Wireless Internet access is available in all rooms.

Price: € 155.00 for superior single  
€ 165.00 for superior double  
€ 125.00 for standard single  
€ 135.00 for standard double

## REGISTRATION INFORMATION

To register, please, fill in the online registration form at the conference web page:  
[www.les-scandinavia.org/conference2016](http://www.les-scandinavia.org/conference2016)

All reservations, including the social program and accommodation, should be made on the same form. Please make sure that you receive the automatic email reply for your registration. Please note that if you have registered more than one person at the same time, this email will only be sent to the person making the registration.

Congress Bureau Tavicon will send you a confirmation/receipt after a full payment.

### Registration Fees and Payment Deadlines

The registration fee is based on the date of registration and payment. If you want to benefit from the lower fee, register early and pay by the deadline.

#### Early Bird Rate if paid by 1 June 2016

LES Member	EUR	1100
Participant*	EUR	1300
University personnel, LES member**	EUR	700
University personnel**	EUR	900
Accompanying person	EUR	100



### Regular Rate if paid by 1 August 2016

LES member	EUR	1300
Participant*	EUR	1500
Accompanying person	EUR	100

### On-site Rate if paid on 2 August 2016 or later

LES member	EUR	1500
Participant*	EUR	1600
Accompanying person	EUR	100

\* If you are not a member of LES Scandinavia, please consider joining now so that you can register with the LES member's registration fee. Membership fee for year 2016 is EUR 150. You may apply for membership online at [www.les-scandinavia.org/Membership.html](http://www.les-scandinavia.org/Membership.html)

\*\* Please note that the University Personnel Fee is valid only if registered and paid by 1 June.

#### Registration fee includes:

- Admission to all sessions
- Conference documentation and a name badge
- Lunch and coffee/refreshments on Monday and Tuesday
- Welcome Reception on Sunday
- Conference Dinner on Monday, including bus transportation
- Pre-Conference Workshop on Sunday

#### Registration fee for accompanying persons includes:

- Welcome Reception on Sunday
- Conference Dinner on Monday, including bus transportation
- A name badge

All fees are VAT 0 %. No VAT will be added. Accompanying persons are not allowed to follow in the sessions.

### Terms of Payment

The payments (registration fee and hotel deposit) are to be paid before you come to the Conference. You will receive a confirmation/receipt of the paid fees by email. If you have not received one, please contact Tavicon Congress Bureau. Payments must be received no later than the close of business on said date. All bank charges are to be paid by the person making the payment.

### On the registration form you can choose between three payment options:

#### 1. Credit card:

VISA, Master Card or Eurocard are accepted.

Please follow the instructions given on the online form and proceed to payment immediately (have your card and security codes available).

#### 2. Invoice as an email attachment (pdf)

This invoice is automatically generated from the data that you have inserted on the registration form. No invoicing fee is added. Payment is due within 14 days or on the next registration deadline date if it is less than two weeks away. If the registration is made 15 days or less prior to the event, the fee should be paid on the same day.

3. You can ask Tavicon Congress Bureau to send you a printed invoice. Please choose **Invoice** as your payment option on the form. You can request that your purchase order and other information be written down on the invoice. Payment is due within 14 days, or on the next registration deadline date if it is less than two weeks away. An invoicing fee of EUR 15 will be added to the invoice. The invoice will be sent by email (pdf). Unfortunately electronic invoices cannot be issued. NB: invoicing ends two weeks prior to the event.

### Confirmation/Receipt

After receiving the registration and payment Congress Bureau Tavicon will send you a confirmation by email. Kindly check that all your details and bookings are correct.

### Cancellations and Refunds

All cancellations and changes must be made in writing (email) to Congress Bureau Tavicon. An unpaid registration is not a cancellation, and cancellation fees will also be applied to any unpaid registrations.

#### Cancellation received

by 1 June 2016: a full refund except for the administration fee of EUR 100 and the hotel deposit  
by 3 August 2016: a 50 % refund of the paid registration fee (not the hotel deposit)

No refunds will be paid for cancellations made after 3 August.

If you are unable to attend and an alternate dele-

gate attends in your place, an administration fee of EUR 50 will be charged for the change.

Please note that the hotel deposit is non-refundable in case of a cancellation for of any reason.

There will be no refund for no-shows. It is recommendable to take out insurance to cover the loss of payment for registration fees and accommodation costs.

Please note that for organizational reasons possible refunds will be made after the conference. All refunds will be made at the exchange rate applicable on that date. Neither the organizers nor Tavicon Congress Bureau can be held responsible for any loss resulting from alterations in the exchange rates. To receive your refund, please send your bank account details to Tavicon Congress Bureau.

## Contact Details

(registration, accommodation, payment etc.)

LES Scandinavia 2016  
Conference Secretariat

## TAVICON

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## Conference Website:

[www.les-scandinavia.org/conference2016](http://www.les-scandinavia.org/conference2016)

Welcome  
to Helsinki



Photos:  
Helsinki City Tourist & Convention Bureau