



IP strategy and management

High-growth technology business forum

Monday, 11 November 2024

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17.00-18.00 CET main event

18.00-19.00 CET optional meet-the-speakers session

17.00 Introduction

Thomas Bereuter

Innovation Networks Manager, European Patent Academy, European Patent Office

Dana Colarulli

Executive Director, Licensing Executives Society International (LESI)

17.05 IP strategy and management forum

Live case study presenters:

Marija Markova

Head of the IP team, Oxylabs

Juras Juršėnas

Chief Operating Officer, Oxylabs

Vilnius, Lithuania

Expert panel chair:

Alexander Wurzer

Professor at CEIPI, University Strasbourg, Director Academic IP Management Education, Strasbourg, France

European expert panel representative:

Maria Boicova-Wynants

IP strategy consultant and European Trademark Attorney, Wynants & Co Ghent, Belgium

Asia-Pacific expert panel representative:

Maryam Khajeh Tabari

Patent and Trademark Attorney, Chrysiliou IP Sydney, Australia

Nort American expert panel representative:

George Likourezos

Partner & Patent Attorney, Carter, DeLuca & Farrell LLP Melville, USA

18.00 Meet the speakers (optional)

Case-study presenter biography

Marija Markova

Head of the IP team at Oxylabs

Vilnius, Lithuania

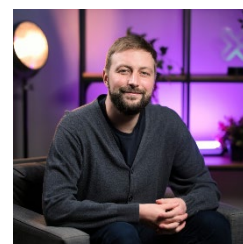


Marija Markova is an experienced technology lawyer. As head of the IP team at Oxylabs.io, she advises on IP strategy, oversees IP filings and disputes before the IP offices worldwide, litigates IP disputes in alternative dispute resolution forums, and manages a network of external counsels. Marija is committed to raising IP awareness and establishing robust internal processes. She holds a PhD in Intellectual Property Law from Vilnius University and an LL.M. (cum laude) in International and European Law from Utrecht University.

Juras Juršėnas

Chief Operating Officer at Oxylabs

Vilnius, Lithuania



Juras Juršėnas is the Chief Operating Officer of Oxylabs. He has been working in the technology field since 2007 and has previously worked as BI Senior Project Manager for Telia Lietuva and as COO for iBusMedia Limited. Juršėnas holds a master's degree in international marketing from ISM University of Management and Economics.

Live case study description

Oxylabs' patenting approach is based on the desire to protect its innovations and their possible future developments. This is a difficult task in the dynamic era of the all-digital and truly global business model.

Oxylabs' success in creating a solid patent portfolio is due in large part to a comprehensive, multi-faceted and all-encompassing awareness building and training programme. This programme includes not only training sessions tailored to seniority levels and functions, but also includes close collaboration with product teams, PR and HR teams, a comprehensive inventor bonus policy and work with partners.

Oxylabs' IP strategy to differentiate its digital products from competitive offerings in the marketplace and to protect the customer-relevant product features with IP, is not focused solely on patents. It places equal importance on other IP rights, in particular trademarks and copyrights. To maximise the companies IP potential, a wide range of awareness raising activities focus on encouraging the

creation of IP and ensuring it is properly protected. In addition, internal controls and audits are part of Oxylabs' culture to ensure continuous learning and improvement.

Thomas Bereuter

Innovation Networks Manager, European Patent Academy, EPO

Munich, Germany



Thomas Bereuter is a Certified Licensing Professional (CLP) with over 25 years of experience in the international commercialisation of early-stage technologies. He has founded and supported several high-tech start-ups and university spin-offs. Thomas was also one of the driving forces behind the wave of business incubation and technology transfer in Austria in the early 2000s.

Dana Colarulli

Executive Director, Licensing Executives Society International (LESI)

USA



Dana Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal technology policy and intellectual property issues in and with the private sector, the executive branch of the U.S. government, and the U.S. Congress.

Prof. Alexander Wurzer – Expert panel chair

Professor at CEIPI, University Strasbourg, Director Academic IP Management Education

Strasbourg, France



Alexander Wurzer is a Professor at the Center for International Intellectual Property Studies (Centre d'Etudes Internationales de la Propriété Industrielle, CEIPI) at the University of Strasbourg, where he is responsible for all academic IP management education programmes offered by the IP Business Academy.

Maryam Khajeh Tabari

**Asia-Pacific expert panel representative
Patent and Trademark Attorney, Chrysiliou IP**

Sydney, Australia



Maryam has over 20 years of experience in IP and commercialisation, having worked in both the private and public sectors. She is a registered Patent and Trademark Attorney and, in addition to her role as a Lecturer at the Faculty of Law, she is a Principal of Chrysilou IP.

Maryam holds a Bachelor of Engineering in Computer Engineering (Hons) and a Master of Biomedical Engineering. She also holds a Master of Industrial Property (Law) and a Diploma in Innovation Management and completed her Juris Doctor and Graduate Certificate of Professional Legal Practice at UTS.

Maria Boicova-Wynants

**European panel representative
IP Strategy Consultant and European Trademark Attorney at
Wynants & Co Strategic IP Solutions**

Ghent, Belgium



Maria Boicova-Wynants is an experienced IP lawyer and IP strategy consultant. She runs her own IP law and strategy consultancy practice, bringing two decades of international experience to her clients. Maria is a Latvian Patent and Trademark Attorney, a European Trademark and Design Attorney, and a European Mediator in civil and commercial cross-border disputes. Her main areas of expertise include IP strategy, contractual relations, and alternative dispute resolution. She is also a recognised mediator and art law expert, listed with the Court of Arbitration for Art (The Hague) and the WIPO ADR Centre.

Maria holds an MBA from Vlerick Business School (Belgium) and an LL.M. (MIPLM) from CEIPI/University of Strasbourg.

George Likourezos

North American expert panel representative

Partner & Patent attorney at Carter, DeLuca & Farrell LLP

Melville, USA



George Likourezos is a partner and patent attorney at the intellectual property law firm of Carter, DeLuca & Farrell LLP. George received his law degree from Touro University Jacob D. Fuchsberg Law Center, and his electrical engineering degree from New York University Tandon School of Engineering.

George is registered to practice before the United States Patent and Trademark Office. He is also a mentor and advisor to startups at the Sustainable Aero Lab, Starburst Aviation Accelerator, Founder Institute, and ARMI BioFab Lab (designed by Dean Kamen) on topics such as the patent process, strategic patent portfolio development, brand protection, and operations, and serves as the co-chair of the Startups Committee of the International Institute for IP Management (I3PM).