Software and patents in medtech: boosting your growth as an SME

	Thursday 1 June 2023 **10.00-11.30 hrs CEST**
10.00	**Welcome and opening** **Philippe Lahorte**, Examiner, radiation and laser therapy, EPO
	Medtech start-up case study
10.10	Atlantic Therapeutic (Ireland) Live case study presenter: **Daniel Forde**, Director of External Relations & Business Development, Atlantic Therapeutic
	Expert panel discussion and Q&A with participants
10.30	**Gerard Owens,** Country coordinator in international co-operation, EPO **David Kuttenkeuler,** European patent attorney and co-founding partner, SKM-IP
11.00	**Meet and greet the speakers (optional)**
11.30	**End of the event**

Live case study description

Years of collaborative research between academia (University College Dublin) and industry (Bio-Medical Research, Galway) led to the spin-out of Atlantic Therapeutics in 2017. Innovative technologies and a strong patent portfolio enabled Atlantic Therapeutics to raise investments, secure regulatory approval and accelerate its international expansion.

Atlantic Therapeutics' electrical muscle stimulation (EMS) medical devices improve the quality of life of patients suffering from urinary incontinence. They clearly illustrate how innovation in hardware and software, combined with intellectual property rights, can drive sustainable business growth in medtech.

From this perspective, this webinar will explore the patentability of software-related inventions, the differences and similarities in various jurisdictions, as well as the role of patents and other forms of IP as strategic tools and business drivers for decision makers in high-growth start-ups and SMEs.

Find out more about the case study:
https://documents.epo.org/projects/babylon/eponet.nsf/0/C85C851917B6A8D7C1258710004E4E72/$File/technology_transfer_case_study_atlantic_therapeutics_en.pdf

Podcast: https://anchor.fm/european-patent-office/episodes/Improving-quality-of-life-a-technology-transfer-case-study-e152tqn

Speakers

Philippe Lahorte
Examiner, radiation and laser therapy
Directorate Medical Electronics and Informatics
European Patent Office (EPO)
Munich, Germany

Philippe Lahorte is an experienced medtech and IP professional. After studying engineering physics and biomedical engineering, he obtained a PhD in engineering from Ghent University and an MBA from Warwick Business School. Philippe has extensive management, coaching and mentoring experience and is a regular speaker at events for a broad range of audiences. He is passionate about the role of high-tech innovation and entrepreneurship in addressing global sustainability challenges.

Daniel Forde
Director of external relations and business development
Atlantic Therapeutic
Galway, Ireland

Danny Forde is Director of External Relations and Business Development with Atlantic Therapeutics, which markets and develops INNOVO, a device approved by the U.S. Federal and Drug Administration (FDA). INNOVO has achieved widespread adoption as the consumer-preferred, clinically proven therapy for stress urinary incontinence, a condition that impacts one in three women worldwide.

Danny joined Bio-Medical Research Ltd (BMR) in 2011 immediately prior to the launch of the first iteration of the INNOVO technology. Atlantic Therapeutics was spun out of BMR in 2017 to focus on commercialising the INNOVO technology globally. As a member of the Atlantic Therapeutics senior management team, Danny has been directly involved in clinical research, regulatory approvals, product development, and sales and marketing activations for the INNOVO technology.

In his current role, Danny is responsible for strategic business growth and developing new sales channels for INNOVO. Most recently, Danny worked with the NICE Interventional Procedures Advisory Committee to develop guidance on the use of the INNOVO technology in the UK's National Health Service's care pathway for stress urinary incontinence.

Danny holds a Masters in Business Administration from the University of Limerick, Ireland; a H. Dip in Business and French from the University of Galway, Ireland; and a BA in New Media and English from the University of Limerick, Ireland.

Gerard Owens
Country co-ordinator in international co-operation
EPO
Munich, Germany

Ged is involved in international co-operation at the EPO, where he co-ordinates international relations with the ten ASEAN states and India. Ged is also responsible for co-ordinating the EPO's activities relating to interactions between patents and international ICT standards.

Ged has worked at the European Patent Office (EPO) in Munich for 35 years. After gaining degrees in biochemical engineering, and human-computer interaction, he initially worked as a patent examiner, before spending several years on IT projects. He subsequently co-ordinated activities in IP5, with WIPO, and public policy issues, including climate change and life sciences.

David Kuttenkeuler,
European patent attorney and co-founding partner
SKM-IP
Munich, Germany

David is a European and German patent attorney specialising in the technological area of life sciences, medtech and pharmaceuticals. David started his patent attorney career in 2008 at the Munich office of a large IP law firm. At the end of 2022 he left that firm with his life practice group to set up his own company: SKM-IP in Munich.

David studied molecular biology at the Universities of Regensburg and Heidelberg. His subsequent scientific career includes a PhD at the German Cancer Research Center in Heidelberg, followed by a research stay as a postdoc at the Sanger Center in Cambridge, UK.

David offers IP advice for various medtech/biotech companies in Europe, in some cases since the early days of their spin-off. His expertise lies in the development and execution of a company’s long term patent portfolio and strategy.