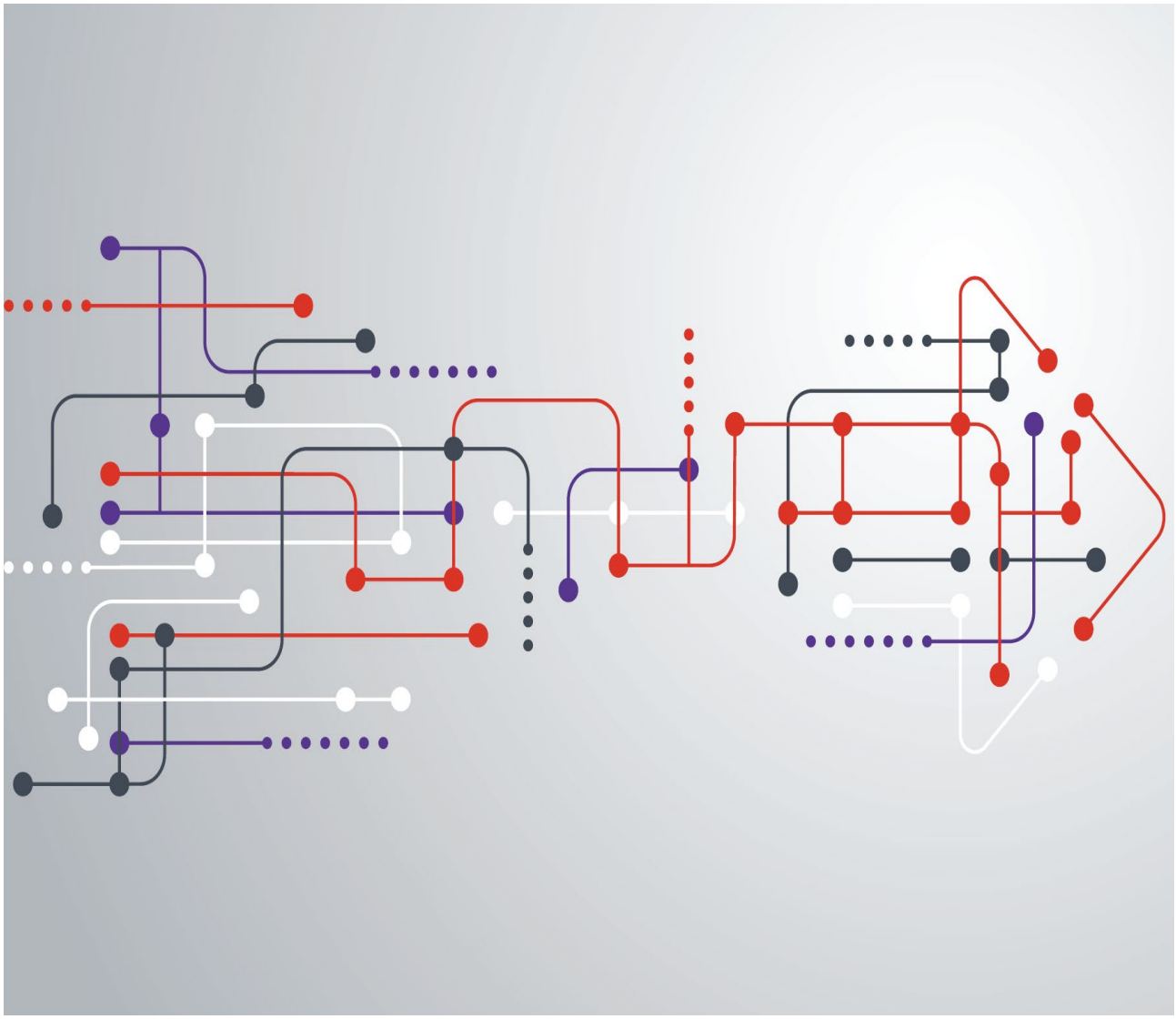
Europäisches Patentamt
European Patent Office
Office européen des brevets

European Innovation Council

European IP Helpdesk

Licensing-based business models

Programme | 28 October 2026
Online training



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Online training

Organised by the **European Patent Academy**

European Patent Office
Bob-van-Benthem-Platz 1
80469 Munich
Germany
academy@epo.org
epo.org/learning

In collaboration with the **European Innovation Council**
Supported by the **European IP Helpdesk**

1. Description

This online training session is organised in co-operation with the European Patent Office and the European Innovation Council and SMEs Executive Agency (EISMEA) and offers a unique opportunity to explore the practical applications of licensing early-stage technologies.

It covers the concepts of business models and key provisions in a license, with participants then gaining insights from the real-life licensing experiences of business experts. The session will conclude with a dynamic discussion between licensing experts and participants, fostering interaction and collaboration.

2. Technical requirements

This is a Zoom session hosted by the EPO.

Speakers

Viorel Peca	Head of Unit, EIC Transition, European Innovation Council
Raquel Xalabarder	Director, European Patent Academy, EPO
Ilja Rudyk	Senior Economist, Chief Economist Unit, EPO
Thomas Bereuter	Innovation Networks Manager, European Patent Academy, EPO
Adéla Dvořáková	Project Adviser, European Innovation Council
Ia Modin	Principal Attorney, IAM Advokatbyrå, and President, LES Scandinavia
Maija Puustinen	Chief Legal and Business Officer, Dispelix Oy
Moderator:	Stephanie Weber, Communications Manager, European IP Helpdesk

Event site:
https://www.epo.org/en/learning/events/bs15-2026

Wednesday, 28 October 2026

14.00	**Welcome** *Stephanie Weber*
14.05	**Introduction** *Viorel Peca and Raquel Xalabarder*
14.15	**Introduction to licensing** *Ilja Rudyk*
14.30	**Q&A** *Ilja Rudyk*
14.35	**Business models based on licensing** *Thomas Bereuter and Adéla Dvořáková*
15.20	**Q&A** *Adéla Dvořáková and Thomas Bereuter*
15.25	**Break**
15.35	**Practical aspects of licence agreements** *Ia Modin*
16.05	**Q&A** *Ia Modin*
16.10	**Case study: Dispelix** *Ia Modin and Maija Puustinen*
16.30	**Q&A with all speakers**
16.50	**Closing remarks** *Stephanie Weber, Adéla Dvořáková and Thomas Bereuter*
17.00	**End of training**

Speaker biographies

Viorel Peca

Head of Unit, EIC Transition, EISMEA

Brussels, Belgium



Viorel Peca is Head of Unit at EIC Transition (EISMEA). After joining the European Commission in 2008 he held several leadership positions at the intersection of deep tech innovation, digital transformation and strategic R&D policy. Before that he worked on developing advanced communication products at Alcatel in Romania and Belgium. Viorel holds advanced degrees from Politehnica University of Timișoara, KU Leuven, VUB and the Hertie School of Governance.

Raquel Xalabarder

Director, European Patent Academy, EPO

Vienna, Austria



Raquel Xalabarder holds an LLM from Columbia University Law School and a PhD in Law from the University of Barcelona. Before joining the EPO in 2023, Raquel was Dean of the School of Law and Political Science at the Universitat Oberta de Catalunya. She has taught and written in the fields of copyright and intellectual property, private international law and internet law. Raquel has previously been a tutor at the WIPO Academy.

Ilja Rudyk

Senior Economist, Chief Economist Unit, EPO

Munich, Germany



Ilja Rudyk is senior economist at the European Patent Office. He provides expert economic insights into issues relating to innovation and technology commercialisation and has co-authored several studies on the role of patents and technology for the European economy.

Thomas Bereuter



Innovation Networks Manager, PATLIB
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 startups and university spin-offs and was one of the driving forces behind the business incubation and technology transfer wave in Austria in the early 2000s.

Adéla Dvořáková



Project Adviser, EIC Transition, EISMEA

Brussels, Belgium

Adéla Dvořáková is a tech-to-market adviser at EIC Transition, working closely with researchers and innovators to help turn scientific breakthroughs into market-ready products and businesses. Before joining EISMEA she held various roles at the Research Executive Agency (REA), EUIPO and the EPO, gaining strong expertise in intellectual property and EU-funded R&D projects.

Stephanie Weber



Communications Manager, European Intellectual Property (IP) Helpdesk

St. Ingbert, Germany

Stephanie Weber heads the communications team at the European Research and Project Office GmbH (EURICE) and has more than 15 years of experience in the strategic planning and implementation of communications for multiple international R&I projects. She has also been engaged in a number of European IP support initiatives, including managing the European IP Helpdesk's outreach activities since 2011. Stephanie collaborates with the EPO, the EIC, the European Commission and other stakeholders from Europe's research, IP and innovation landscape across various media formats, workshops and events on a regular basis.

Ia Modin

IAM Advokatbyrå, President LES Scandinavia

Stockholm, Sweden



Ia Modin is the founder and owner of IAM Advokatbyrå and a trusted adviser on strategic and commercial matters related to innovation. She combines legal expertise, business insight and a strong ability to translate complex issues into practical solutions. Ia's practice focuses on the development, management, strategy and commercialisation of intellectual assets and innovations, including complex agreements, collaborations, licensing structures and business development. She advises established companies and growth-oriented enterprises across sectors including life sciences, deep tech, energy, materials and the creative industries. Known for her collaborative, future-oriented approach, she also works as a commercial mediator and professional board member, and is actively engaged in European competitiveness, innovation policy and the strategic importance of intellectual assets. Ia currently serves as President of LES Scandinavia, the Nordic chapter of the Licensing Executives Society, and is the Co-Chair of the CEEM committee of LESI.

Maija Puustinen

Chief Legal and Business Officer, Dispelix Oy

Espoo, Finland



Maija Puustinen is based in Finland and serves as the Chief Legal and Business Officer at Dispelix, a developer of see-through displays for augmented reality devices. Operating at the intersection of deep tech, IP and commercial execution, she specialises in turning complex technologies into strategic partnerships and customer-ready agreements. Maija has led and supported IP-intensive negotiations with major consumer electronics companies in the US and Asia, as well as enterprise partners across the US and Europe. During her time at Dispelix she helped scale the company from an early-growth business through its acquisition by AAC Technologies. Her experience spans legal, finance, IP and IT leadership, venture capital financing and the management of a global patent portfolio comprising over 300 granted and 200 pending patents.