

High-growth technology business forum IP strategy & management

30 November 2023

10.00-11.00 CET (main event)

11.00-12.00 CET (optional meet the speaker session)

Thursday, 30 November 2023

10.00 Introduction

Thomas Bereuter, Innovation Networks Manager, European Patent Academy, EPO
Dana Colarulli, Executive director, LESI

10.05 IP strategy & management forum

Live case study presenter: **Thomas Nieraad**, co-founder and Board Chair, Connect One Digital AG

Expert panel chair: **Prof. Alexander Wurzer**, Director IP Management Education, CEIPI

Expert panel representative North America: **Matthew Wahlrab**, founder and CEO, Rapid Alpha

Expert panel representative Asia: **Wanxing Eugene Ho**, Research and IP Director, Mengniu Dairy

11.00 Meet the speakers (optional)

12.00 End of the event

Case-study presenter biography



Thomas Nieraad

Co-founder and Board Chair
Connect One Digital AG

Our case study speaker, Thomas Nieraad, is a market-oriented, hands-on entrepreneur with extensive global experience who believes in close collaboration between market and technical functions. He co-founded Connect One Digital AG, a provider of Internet for Things product-based customer interactions.

Case study description

In his presentation, Thomas Nieraad explains how his company develops digital solutions for the food and beverage industry, amongst others, that unambiguously connect consumers and businesses through consumer products in real time. Using ID-based authorisation profiles, everyday objects become multidimensionally configurable and can be connected to any digital service or offering at any time. In this way, different service providers can channel their products via everyday objects ("things"), which users can then access directly, interactively, and anonymously. This makes these objects more intelligent and usable and opens the way for companies and brands to communicate directly with consumers – to make an individual offer when it's needed most, to increase customer loyalty, to deepen customer insights and ultimately to improve business.

For many, the world of intellectual property (IP) can be challenging to navigate. Often, we face complex situations and questions that can't be easily resolved through online searches.



Thomas Bereuter

Programme manager, Business Support
European Patent Academy, EPO
Munich, Germany

Short biography

Thomas is a certified licensing professional (CLP) with over 20 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. He also led the business incubation and technology transfer waves in Austria in the early 2000s.



Dana Colarulli – Host

Executive Director at LESI
USA

Short biography

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



Prof. Alexander Wurzer – Expert panel chair

Director IP Management Education,
CEIPI

Short biography

Prof. 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 training programmes run by the IP Business Academy.



Matthew Wahlrab – Expert

founder and CEO, Rapid
Alpha

Biography

Matthew is the Founder and CEO of Rapid Alpha, a global Innovation Management Advisory. He has managed the patent prosecution, licensing, and business development of large patent portfolios for the \$350MM invention investment fund ISF and aerospace pioneer Boeing. Matthew has extensive experience with IP valuations, licensing benchmarking, and IP investment fund modeling. Notable achievements included the fund modeling for life science fund GreySky Venture Partners and cutting-edge technology fund the Deep Science Fund.

He has helped his clients secure hundreds of millions in investment capital. He has supported or personally closed patent transactions that have earned over \$120 MM in combined licensing revenues and sold over 4,400 patents. He has expertise in M&A, government contracts, joint ventures, and technology transfer. Matthew is recognized as one of the top 300 patent strategists in the world, as recognized by IAM* with their IAM Strategy 300 Award for the seventh time in 2023 and recognition as a Global Strategy Leader in both 2022 and 2023.

He is an author of Keiretsu Capital's Exit Strategy Handbook, a contributor to the 2021 ICC Intellectual Property Roadmap update, an IP fund formation advisor, and a Venture Partner for Boutique Venture Partners. Matthew is also a Chair for the I3PM Committee on Risk and a trainer for the European Patent Office's University Certificates Initiative.



Wanxing Eugene Ho – Expert

Research and IP Director
Mengniu Dairy

Biography

Being the Research and IP Director for Mengniu Dairy, one of the world's leading Dairy brands, Dr Eugene Ho empowers the company with IP strategy and patent intelligence. He supports inhouse research innovations, IP management, investments, M&A and IP commercialisation initiatives of Mengniu Dairy with vital IP and patent insights. With his biomedical, IP and VC experiences, he further catalyses the scouting of innovations and startups into Mengniu's ecosystem.

He is also an adjunct IP lecturer at the National University of Singapore, where he teaches graduate students on topics related to IP, patents, entrepreneurship and venture capital. Formerly, Dr Eugene Ho was the Market Analytics and IP lead at a Southeast Asia- and Japan- based VC firm, where he scouted for promising industries and startups for investments via a combination of market and patent analytics and utilizes his IP expertise to help startups build their IP portfolios strategically.