

High-growth technology business forum Open Innovation

Wednesday 15 June 2022

15.00-16.00 CEST

(Plus, optional 60 minutes “Meet the speakers”)

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15.00 Introduction

Thomas Bereuter, programme area manager, Innovation Support, European Patent Academy, EPO

Dana Colarulli, Executive director, LESI

15.05 Open Innovation forum

Live case study presenter: **Stephanie van Wermeskerken**, Head of HealthTech IP, Vice President at Philips (the Netherlands)

Expert panel chair: **Bowman Heiden**, Co-Director, Center for Intellectual Property (CIP), University of Gothenburg (Sweden)

Expert panel member representative Europe: **Ruud Peters**, CEO at Peters IP Consultancy B.V.; Former Chief IP Officer and Executive Vice President at Koninklijke Philips N.V (the Netherlands)

Expert panel representative Asia: **Ningling Wang**, managing partner of Finnegan’s Shanghai office (China)

Expert panel representative North America: **Paul Fehlner**, SVP, Chief Legal Officer and Corporate Secretary at Axcella (USA)

16:00 Meet the speakers (optional)

17:00 End of the event



Stephanie van Wermeskerken – Live case study presenter
Head of HealthTech IP, Vice President at Philips (the Netherlands)

Stephanie van Wermeskerken is the Head of HealthTech IP, Vice President of Philips based in the Netherlands. She has more than 20 years of experience in the company, having previously been Head of IP Precision Diagnostics and Head of IP Counselling. Ms van Wermeskerken is also a member of the Supervisory Board of Intertrust, a technology company dedicated to providing trusted computing services. She also has a strong background as a patent attorney. Ms van Wermeskerken holds a Master of Sciences degree in chemistry from the University of Leiden.

Live case study description

One key area of open innovation for technology SMEs is collaborating with large firms in their industry. Philips has had an open innovation ecosystem designed to foster and collaborate with small technology firms for many years as a source innovation. This case study will provide an example of an open innovation collaboration between Philips and a technology SME and discuss the IP management issues that are needed to support the business goals of both firms.



Thomas Bereuter

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

Thomas Bereuter manages the Innovation Support programme area of the EPO's European Patent Academy. He is a Certified Licensing Professional (CLP) with more than 20 years' experience in the international commercialisation of early-stage technologies. He has successfully managed international licensing and technology divestment deals and has founded and supported high-tech start-ups and spin-offs as CEO, advisor, and coach. Mr Bereuter gained initial experience of technology commercialisation as an inventor, founding a venture capital-financed start-up. Leading the business incubation and technology transfer waves in Austria, he established an internationally recognised academic incubator as well as a technology exploitation office. He lectured at several universities before joining the EPO in 2013.



Dana Colarulli – Host

Executive Director at LESI
USA

Dana Colarulli 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. He is currently serving as the Executive Director of the Licensing Executive Society International (LESI), a global organization of 33 national and regional associations throughout the world and as a Partner at the DC-Based Consulting firm the American Continental Group (ACG).

Most recently, he served as the Director of the Office of Governmental Affairs as a member of the Executive Management team at the U.S. Patent and Trademark Office (USPTO) from 2009 - 2019. Prior to that role, Mr Colarulli served as Director of Government Relations and Legislative Counsel for the Intellectual Property Owners Association (IPO). He was born in Rhode Island and is a member of the Massachusetts Bar.



Bowman Heiden – Expert panel chair

Co-Director, Center for Intellectual Property (CIP), University of Gothenburg (Sweden)

Bowman Heiden is currently the Co-Director of the Center for Intellectual Property (CIP), which is a joint center for knowledge-based business development between University of Gothenburg, Chalmers University of Technology, and the Norwegian University for Science and Technology. He is also Executive Director of the Tusher Initiative for the Management of Intellectual Capital at UC-Berkeley and Fellow at the Classical Liberal Institute at the NYU School of Law.

Previously he was Innovation Director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. Over the past ten years, Dr Heiden has managed over 150 innovation projects with industry, university research institutes, healthcare providers, and start-up ventures.

Dr Heiden holds degrees in engineering, technology management, and economics, and his research is at the interdisciplinary interface of economics, law, and innovation, in particular, intellectual property and open innovation in knowledge-intensive sectors. Before turning his focus to the field of knowledge-based business, Dr Heiden played professional basketball in a number of European countries.



Ruud Peters – Expert panel representative Europe

CEO at Peters IP Consultancy B.V.; Former Chief IP Officer and Executive Vice President at Koninklijke Philips N.V (the Netherlands)

Ruud Peters is an IP business leader and entrepreneur with both strategic and operational capabilities, who created and managed one of the world's leading and most successful IP businesses as Chief Intellectual Property Officer of Philips for a period of 15 years till the end of 2013. In 2014 he established his own IP Consultancy company providing consultancy in IP strategy and organizational matters to enterprises and institutes around the globe. In addition, he is acting as board member / advisory board member/advisor in Konsert Strategy & IP, Gothenburg, Sweden; Iprova Sarl, Lausanne, Switzerland; School of Management, Zhejiang University, Hangzhou, China; Institute for Intellectual Property Management, Zhejiang University, Hangzhou, China; Center for Intellectual Property (CIP), Gothenburg, Sweden; Chr. Hansen, Horsholm, Denmark; and Arbell Energy, Tel Aviv, Israel. In 2017 he was appointed as Guest-Professor at the School of Management, Zhejiang University, Hangzhou in China.

Mr Peters was inducted into the IP Hall of Fame in 2010 and in 2014 he did receive an Outstanding Achievement Award for his lifetime contributions to the field of IP from Managing Intellectual Property magazine. He is frequently speaking at major international IP conferences/webinars and also regularly writing articles in leading IP and business magazines. Mr Peters has a background in physics (Technical University Delft, The Netherlands).



Ningling Wang – Expert panel representative Asia
managing partner of Finnegan’s Shanghai office (China)

Ningling Wang serves as the managing partner of Finnegan’s Shanghai office. She has over 20 years of experiences in the IP field.. Her practice involves patent prosecution, opinions, due diligence, client counselling, licensing, and patent litigation in the areas of chemicals, chemical engineering, pharmaceuticals, medical devices, semiconductor materials, 3D printing, and nanotechnology.

Ms Wang has extensive experience working with multinational and Chinese companies, providing legal advice on IP portfolio management, due diligence, licensing, litigation, and trade secret protection and enforcement. She has been involved in various cases before the U.S. International Trade Commission (ITC) and U.S. district courts. She has also represented foreign companies with IP enforcement in China, including judicial and customs enforcement actions.

Ms Wang speaks frequently at conferences and seminars in China and internationally on patent-related topics. She taught a graduate course on U.S. IP law at Renmin University of China Law School and a graduate course on U.S. IP law, with patent mock trial, at Shanghai Jiao Tong University KoGuan Law School. She also served as a program professor of law at China Science and Technology University and is currently an adjunct professor with Dalian University of Science and Technology, School of Law.

Ms Wang has been recognized by Intellectual Asset Management as a leader in patent transactions in China, as well as for patent prosecution. She was listed as a top IP strategist in the Strategy 300. World IP Review named her as a WIPR Leader for patents in China.



Paul Fehlner – Expert panel representative North America
SVP, Chief Legal Officer and Corporate Secretary at Axcella (USA)

Paul Fehlner is Chief Legal Officer for Axcella Health, a Cambridge, Massachusetts biopharmaceutical start-up. He is also President and CEO of reVision Therapeutics, Inc., which he co-founded to reimagine the drug development lifecycle by finding new life for existing products to treat high-impact ophthalmic diseases. Paul is a Principal of Life Sciences Innovation LLC, a consulting company he founded in 2017 to advise on complex IP business strategy for products and technologies in life sciences, develop capabilities of legal and IP professionals, and provide BD&L support for research institutes, companies, and investors.

Previously, Dr Fehlner was Head of Intellectual Property for Novartis Pharma in Basel, Switzerland, leading an international team responsible for obtaining, maintaining, and enforcing IP rights. They worked closely with global R&D and commercial organizations, local country organizations, and third-party stakeholders to ensure Novartis had a foundation to bring lifesaving and life-changing medicines to patients.

Dr Fehlner joined Novartis in 2008 from Baker Botts, where he was a partner specializing in IP counselling and strategic planning in the pharmaceutical, biotechnology and medical device industries, as well as litigation. His career includes seven years as an associate and partner at Darby & Darby, with earlier experience as Biotechnology Counsel for Rhône-Poulenc Rorer and as an associate for boutique IP firm Klauber & Jackson. Dr Fehlner started his career in life sciences law in 1990 as a law clerk in the biotech and pharmaceutical group at Pennie & Edmonds.

Dr Fehlner has a JD from Fordham University School of Law, a PhD in immunology and biochemistry from Rockefeller University (Lois P Markey Fellow), and a BS in chemistry from Haverford College (high honours; Phi Beta Kappa).