

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: **George Likourezos**, Partner and patent attorney, Carter, DeLuca & Farrell LLP

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.



George Likourezos – Expert

Partner and patent attorney
Carter, DeLuca & Farrell LLP

Biography

George Likourezos is a partner and patent attorney at the intellectual property law firm Carter, DeLuca & Farrell LLP. The firm specialises in patent law and represents start-ups, emerging tech and multinational companies, and universities throughout the world. The firm has over 30 registered patent attorneys with diverse technical and scientific backgrounds, and many with graduate-level degrees. George graduated from Touro University Jacob D. Fuchsberg Law Center and his technical degree is in electrical engineering from New York University Tandon School of Engineering. He also has a postgraduate degree in operations management from NYU. Besides providing legal services, George therefore advises his clients on formulating business strategies, entering new markets and developing new products. He represents clients in protecting the technologies they are developing in areas such as semiconductors, robotics, AI and mobile applications, communications, mobility and transportation, aerospace and defence, IoT and sensors, medical devices, industrial systems and many other areas. George is admitted to practice before the United States Patent and Trademark Office and has established relationships with international law firms to protect his clients' technologies in every patent jurisdiction. He is also a mentor and advisor to start-ups 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). George is also a lecturer at the IP Business Academy of the Center for International Intellectual Property Studies at the University of Strasbourg.



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.