



# IP strategy evolution: from start-up to scale-up

High-growth technology business forum

Tuesday, 7 October 2025



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17.00-18.00 hrs CET main event

18.00-19.00 hrs CET optional meet-the-speakers session

### 17.00 Introduction

*Rainer Kaysan*

*Head of PATLIB Department, European Patent Academy, European Patent Office (EPO)*

*Dana Colarulli*

*Executive Director, Licensing Executives Society International (LESI)*

### 17.05 IP strategy evolution forum

Case study presenters:

*Branimir Puškarić*

*Intellectual property manager, Rimac Technology, Sveta Nedelja, Croatia*

Expert panel chair:

*Thomas Bereuter, Innovation Networks Manager, European Patent Academy, EPO*

European expert panel representative:

*Claire Le Floch*

*Head of Legal IP, Vistory, Vice-President LES France, Paris, France*

Asia-Pacific expert panel representative:

*Jamie (Soon Jia Mei) Soon-Kesteloot*

*President, I3PM International Institute for Intellectual Property Management Singapore & Paris, France*

North American expert panel representative:

*Paul Germeraad*

*Editor of Compendium of Innovation and Intellectual Asset Management Best-Practices, San Francisco, USA*

### 18.00 Meet the speakers (optional)

## Case-study presenter biography

**Branimir Puškarić**

**Intellectual property manager, Rimac Technology**

Sveta Nedelja, Croatia



Branimir Puškarić leads Rimac's IP Legal division, overseeing patents, trademarks and industrial designs. He aligns IP strategy with business objectives, ensures IP clearance for R&D, and drives innovation. He successfully transformed Rimac's IP legal team, manages 100+ IP assets, and supported the €500 million Series D funding round. A lawyer with an LLM from CEIPI, he is also a certified mediator.

## Live case study description

Robust and evolving IP strategies are the foundation of deep-tech success. This forum explores the pivotal role of IP in Rimac's journey from its startup phase and through explosive growth to its current consolidation as an industry leader. Tailored for business decision-makers and deep-tech founders, the session offers valuable insights into the strategic IP decisions that have fuelled Rimac's rise.

Branimir Puškarić, Rimac's IP Manager, will share firsthand experiences of developing, adapting, and executing an IP strategy that aligns with evolving business goals. He will highlight how IP has been embedded in Rimac's remarkable transformation from CEO and founder Mate Rimac's proverbial garage to a global company with over 2 000 employees, more than €3 billion in contracted projects, and a majority stake in Bugatti Rimac.

A distinguished panel of business and IP experts will discuss key lessons from the challenges Rimac has overcome at each stage. The discussion will provide business leaders with actionable takeaways on leveraging IP to drive innovation, secure competitive advantages, and scale their enterprises successfully.

## **Rainer Kaysan**

**Head of the PATLIB Department, European Patent Academy, EPO**

The Hague, The Netherlands



Rainer Kayser heads up the PATLIB department at the European Patent Office, where he strengthens Europe's network of over 300 PATLIB centres. Together, these centres empower businesses, universities and research institutions to maximise the value of their intellectual property, enabling technology transfer and commercialisation. Rainer also draws on his extensive experience as a patent examiner and former chairman of opposition proceedings at the EPO.

## **Dana Colarulli**

**Executive Director, Licensing Executives Society International (LESI)**

Washington, USA



Dana Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal technology policy and intellectual property issues in and with the private sector, the executive branch of the US government, and the US Congress.

## **Thomas Bereuter**

**Expert panel chair  
Innovation Networks Manager, European Patent Academy, EPO**

Munich, Germany



Thomas Bereuter is a Certified Licensing Professional (CLP) with over 25 years' experience in the international commercialisation of early-stage technologies. He has founded and supported numerous high-tech start-ups and university spin-offs, and was instrumental in the business incubation and technology transfer movement in Austria during the early 2000s.

## **Claire Le Floch**

**European panel representative**  
**Head of Legal Intellectual Property, Vistory**

Paris, France



Claire Le Floch is a highly skilled IP, contract management and innovation valorisation manager. Her strong technical and legal background has enabled her to work within a wide range of industries, providing her with experience in fields such as innovation management and valorisation, entrepreneurship, and IP strategy. She is also vice-president of LES France and President of its SMEs Committee.

## **Jamie (Soon Jia Mei) Soon-Kesteloot**

**Asia-Pacific expert panel representative**  
**President, I3PM International Institute for Intellectual Property Management**

Singapore and Paris, France



Jamie Soon is an inspirational leader and IP expert who builds bridges between R&D, intellectual property and business. Originally from Singapore, she works for EssilorLuxottica in Paris. She is also president of the I3PM International Institute for Intellectual Property Management and of NextUp, where she works to promote diversity and inclusion in deep tech innovation.

## **Paul Germeraad**

**North American expert panel representative**  
**Editor of Compendium of Innovation and Intellectual Asset Management Best-Practices**

San Francisco, USA



Paul Germeraad is an expert in business strategy, R&D and IP management. He held leadership roles at three Fortune 500 companies, demonstrating his expertise in integrating business strategy with research and development. He holds over 15 US patents and has contributed to professional societies and publications on IP and technology transfer.