



IP strategy evolution: from startup to scale-up

High-growth technology business forum

Tuesday, 7 October 2025



epo.org/en/learning/events/bs13-2025

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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

Mate Rimac

Founder and Chief Operating Officer, Rimac Group

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

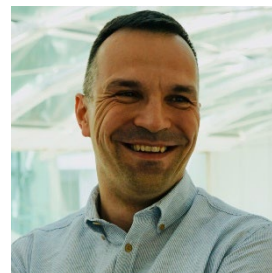
18.00 Meet the speakers (optional)

Case-study presenter biography

Branimir Puškarić

Intellectual property manager, Rimac Technology

Sveta Nedelja, Croatia

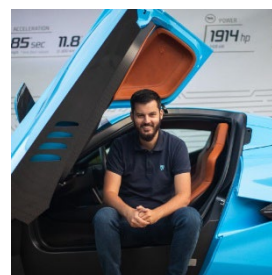


Branimir Puškarić leads Rimac's IP Legal division, overseeing patents, trademarks and industrial designs. He aligns IP strategy with business objectives, ensures IP clearance for R&D, and drives innovation. He successfully transformed Rimac's IP legal team, manages 100+ IP assets, and supported the €500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

Mate Rimac

Founder, CEO, Rimac Automobili/Rimac Group

Sveta Nedelja, Croatia



Rimac's journey began in his garage, where he converted a 1984 BMW 3 Series into an electric car that went on to break several world records. In 2011, he introduced the Rimac Concept_One, one of the world's first all-electric supercars, and the subsequent record-breaking hypercar Rimac Nevera. Under his leadership, the company has attracted significant investments from major automotive players such as Porsche and Hyundai-Kia. Beyond automobiles, Rimac founded Greyp Bikes, a high-tech eBike company that was later acquired by Porsche AG.

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 Kaysan Rainer holds masters degrees in aerospace engineering and business economics. He joined the EPO in 2006 as a patent examiner and has carried out tasks such as prior art searches and chairing opposition proceedings. The PATLIB department promotes technology commercialisation, the network of innovation support centres (PATLIBs), the High-growth technology business initiative and future knowledge transfer initiatives.

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 of experience in the international commercialisation of early-stage technologies. He has founded and supported several high-tech start-ups 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.

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.

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.