

## High-growth technology business forum Growth-financing

**Thursday 28. October 2021**  
**08.00-09.00 CEST**

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**08.00 Introduction**

**Dana Colarulli**, Executive director, LESI

**08.05 Growth-financing forum**

Live case study presenter: **SeungJin (Aiden) Han**, CSO/CLO, Plasmapp Co., Ltd

Expert panel chair: **Willem Bulthuis**, Founder and CEO, Corporate Ventures Advisory GmbH (Germany)

Expert panel member Asia: **Sung-wook Kim**, Partner Attorney, NAM & NAM (South Korea)

Expert panel member North America: **James E. Malackowski**, Co-Founder and Chief Executive Officer of Ocean Tomo, LLC (USA)

Expert panel member Europe: **Benjamin Erhart**, Partner at UVC Partners, Garching by Munich, Germany

**09:00 Meet the speakers (optional)**

**09:30 Program end**

## Case study featured



### **Plasmapp Co., Ltd., Korea – The role of a strong IPR portfolio in growing a medical device company and securing \$50 M funding** Perspectives from Chief Strategy Officer and Chief Legal Officer Aiden Han

Plasmapp Co., Ltd. is an innovative manufacturing company specializing in plasma technologies originated at the Korea Advanced Institute of Science and Technology (KAIST). Based on this technology, Plasmapp has devised a novel plasma sterilizer STERLINK® for medical tools. This technology is made possible by STERPACK® packaging pouches, which feature a sterilization cycle time of only 5 minutes, and which allow sterilization to be completed at a low temperature of 55°C. Furthermore, plasma sterilization is free from toxic EO gas, making the process eco-friendly and harmless.

Plasmapp was founded in 2015 and has attracted \$50 M in funding since then. Plasmapp has submitted 128 patents in Asia, Europe and the USA, with 43 patents registered to date, and was commended by the Korean Ministry of Trade, Industry and Energy for Excellence in IP Management.

The case study will be presented by Aiden Han, former BCG consultant, Chief Strategy Officer and Chief Legal Officer of Plasmapp and a licensed attorney-at-law (NY & Korea)/patent attorney (Korea). We will discuss the role of the patent portfolio in securing growth funding and the planned IPO, in enabling a variety of business models and preparing for extension of the product portfolio of Plasmapp.



**Dana Colarulli – Event moderator**  
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.

### **Long 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. 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.



**SeungJin (Aiden) Han**

CSO/CLO, Plasmapp Co.,Ltd.

Attorney at law (Member of New York and Korean Bars)

Seoul, Korea

**Short biography**

Aiden Han is a dual-licensed attorney (NY and Korea) and CSO/CLO at Plasmapp, a government acknowledged “Soon-to-be Unicorn” medical device startup. He started his legal career at Kim & Chang, a law firm in Korea. He also worked as a business consultant at Boston Consulting Group (BCG).

**Long biography**

Aiden is a dual licensed Attorney-at-law (New York and Korea), and licensed patent attorney (Korea). He earned Juris Doctor from Yonsei University, and LL.M. from University of Washington (summa cum laude).

At Kim & Chang, a law firm in Korea, he worked on high-profile international commercial and sports arbitration cases including representation of Korean government in ICSID arbitration. Prior to join Kim & Chang, he represented the state in various matters of litigation as a Judge Advocate. He received Commendation from the Military Manpower Administration and worked as an Advisor for National Unification Advisory Council.

After working as a Business Consultant at Boston Consulting Group (BCG), he joined Plasmapp as a CSO/CLO. He oversees overall company’s business strategy and legal matters. Plasmapp has raised \$50 Million, and received a recognition form Korean Ministry of SMEs and Startups as a “Soon-to-be Unicorn”.



### **Willem Bulthuis – Expert panel chair**

Founder and CEO, Corporate Ventures Advisory GmbH  
Munich, Germany

#### **Short biography**

Willem has more than 30 years of experience in the global High-Tech industry, as Global Sales Executive, CTO and Member of the Board of Management. He is founder and CEO of Corporate Ventures Advisory, offering curated matchmaking between global B2B ventures and Corporate Customers as well as Investors.

#### **Long biography**

Willem has been working over 30 years in the global High-Tech industry, at companies like Philips Electronics, NXP Semiconductors, Giesecke & Devrient, and secunet AG. He has held Executive positions as Global Sales Executive, CTO and Member of the Board of Management. He always has been focused on bringing innovations to market. During his career, in Europe and Silicon Valley, he has negotiated complex patent-related deals with globally leading high-tech corporations and was granted with several patents himself.

Currently based in Munich, Willem is founder and CEO of Corporate Ventures Advisory, offering curated matchmaking between global B2B ventures and Corporate Customers as well as Investors. He is also co-founder and board member at several high-tech and sustainability start-ups. He has worked as venture partner and investment manager at VCs and is on the Board of the Business Angel Network Germany (BAND).

Willem is promoting the importance of IPR for start-ups and their investors regularly, e.g. at the High-Growth Technology Business Conferences of the EPO, where he is on the Steering Committee.

**Sung-wook Kim – Expert panel member Asia**

Partner Attorney, NAM & NAM  
Seoul, Korea

**Short biography**

Sung-wook Kim is Partner patent Attorney at Nam & Nam, the IP law firm with the longest history in Korea. He has been in charge of technology commercialization projects for SMEs and research institutes. IAM Patent 1000 has selected him as one of the World's Leading Patent Professionals since 2019.

**Long biography**

Sung-wook Kim is a partner patent attorney at Nam & Nam, which is an IP law firm located in Seoul, Korea having the longest history in Korean IP field. He has represented a number of companies from America, Europe, and China before Korean Intellectual Property Office over 13 years and has handled multiple patent dispute cases for domestic and multinational companies.

He has been in charge of technology commercialization projects for Korean SMEs and research institutes for overseas market. During the projects, he was chosen as an IP expert by International Technology Transfer Network established by Chinese government. While working closely with Korean start-ups for IP related matters, he participated in Korean Startup Forum as one of patent expert members.

Sung-wook Kim has given lectures on topics related to IP and technology commercialization for domestic/multinational companies and universities. He was selected as one of the World's Leading Patent Professionals by IAM Patent 1000 in 2019 and 2020.



**James E. Malackowski – Expert panel member North America**

Co-Founder and Chief Executive Officer of Ocean Tomo, LLC  
and a Past President of LES International  
Chicago, USA

**Short biography**

James E. Malackowski, CPA, CLP, is the Co-Founder and CEO of Ocean Tomo, LLC, an integrated Intellectual Capital Merchant Banc™ firm providing financial products and services related to intangible assets. He is a Past President of LES International and a frequent speaker on emerging technology markets and related financial measures.

**Long biography**

James E. Malackowski is the Co-Founder and Chief Executive Officer of Ocean Tomo, LLC and a Past President of LES International. He has been recognized annually since 2007 by leading industry publications as one of the 'World's Leading IP Strategists'. In 2011 Mr. Malackowski was selected by the World Economic Forum as one of less than twenty members of the Network of Global Agenda Councils to focus on questions of IP policy.

In 2013 he was inducted into the Chicago Area Entrepreneurship Hall of Fame by the Institute for Entrepreneurial Studies at the University of Illinois at Chicago College of Business Administration. In 2018, Mr. Malackowski joined the Standards Development Organization Board of the Licensing Executives Society (USA & Canada), Inc. On more than fifty occasions, Mr. Malackowski has served as an expert in U.S. Federal Court, U.S. Bankruptcy Court, State Court, Court of Chancery, the Ontario Superior Court of Justice and global arbitrations on questions relating to intellectual property economics including the subject of valuation, reasonable royalty, lost profits, price erosion, commercial success, corrective advertising, creditor allocations, Hatch Waxman Act market exclusivity, business significance of licensing terms including RAND obligations, venture financing including expected risk / return, and equities of a potential injunction. Mr. Malackowski has publicly addressed policy issues affecting international trade and has provided expert opinions concerning antidumping and countervailing duties imposed by the U.S. Department of Commerce as well as testimony on domestic industry, bond and remedies before the International Trade Commission.

Mr. Malackowski is a frequent speaker on emerging technology markets and related financial measures. He has addressed mass media audiences including Bloomberg Morning Call, Bloomberg Evening Market Pulse, Bloomberg Final Word, CNBC Closing Bell, CNBC On the Money, CNBC Street Signs, CNBC World Wide Exchange, CBS News Radio and Fox Business National Television as well as other recognized news-based internet video channels. Mr. Malackowski is a current or past judge for the Illinois Technology Association's CityLIGHTS™ Innovation Awards program, the University of Notre Dame McCloskey Venture Competition, 1st Source Faculty Commercialization Awards, and PBS's Everyday Edisons. As an inventor, Mr. Malackowski has more than twenty issued U.S. patents.



**Benjamin Erhart**  
Partner at UVC Partners  
Garching by Munich, Germany

### **Short biography**

Benjamin is a Partner at UVC Partners, where his main focus is Robotics, IoT, mobility and industrial software.

### **Long biography**

Prior to joining UVC Partners in 2017, he was one of first employees of High-Tech Gründerfonds (HTGF) and helped building a portfolio of over 480 investments in eight years. Benjamin is Industrial Engineer and holds a Degree from Karlsruhe Institute of Technology.