

High-growth technology business forum Licensing

**Thursday 30. September 2021
08.00-09.00 CEST**

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08.00 Introduction

Thomas Bereuter, programme area manager, Innovation Support, European Patent Academy, EPO
Dana Colarulli, Executive director, LESI

08.05 Licensing forum

Live case study presenter: **Jose Maria Ochave**, Senior Vice President, Unilab Inc. (Philippines)
Expert panel chair: **Sonja London**, General Counsel, Licensing Executive at Tactotek (Finland)
Expert panel member: **Anne-Charlotte Le Bihan**, IP Lawyer and Partner, Bird and Bird (France)
Expert panel member: **Hemang Shah**, India Engineering Lead, Qualcomm Technology Licensing (India)
Expert panel member: **Audrey Yap**, Managing Partner, Yusarn Audrey (Singapore)

09:00 Meet the speakers (optional)

09:30 Program end



Thomas Bereuter

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

Shortened 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.

Full biography

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. Thomas 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. Thomas lectured at several universities before joining the EPO in 2013.



Dana Colarulli – Event moderator
Executive Director at LESI
USA

Shortened 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.



Jose Maria Ochave – Live case study presenter

Senior Vice President of Unilab, Inc.
Philippines

Shortened biography

Jose Maria A. Ochave, LLM, is a member of the Executive Committee and Senior Vice President of Unilab, Inc., the largest pharmaceutical company in Southeast Asia. In Unilab, he heads the Business Development Group, Legal Services, and Regulatory Affairs, among others. He is also President RiteMed Philippines, Inc., Pharex Healthcare Corporation, and Synnovate Pharma Corporation.

Full biography

Jose Maria A. Ochave has been with Unilab, Inc. for 22 years. Aside from being a member of its Executive Committee, he heads various enabler units, including Business Development, which is responsible for identifying and negotiating collaborative agreements (e.g., licensing, supply, co-marketing) with other companies. As a chemical engineer and lawyer, he leads the initial technical and commercial due diligence of prospective partner companies. As such, he has visited and negotiated with over a hundred healthcare companies abroad for the purpose of making available their products in the Philippines.

As Head of Legal Services, Jose Maria leads crafted and implements the patent and licensing strategy of Unilab. Through the years, this has enabled the company to enter therapeutic segments and launch products well ahead of competitors. He was actively involved in the advocacy campaign to support the passage of the Cheaper Medicines Act of 2008, which amended the Intellectual Property Code of the Philippines to provide the public health flexibilities as recommended in the Doha Declaration and TRIPS and Public Health. This significantly expanded access to essential medicines in the Philippines and led to the establishment of new companies with novel business models.

Jose Maria is also a member of the Governing Council of the Philippine Council for Health Research & Development, a government agency under the Department of Science and Technology (DOST) responsible for funding university and government researches in healthcare. He is also the legal adviser of the DOST-Biosafety Committee, which regulates the entry and use of living modified organisms for use in the laboratory. He has worked in the area of biosafety regulation for more than 20 years and helped draft key regulations in the area.

He is a frequent speaker on intellectual property and licensing in the pharmaceutical sector, business model innovations, market entry strategies, among others, in foreign and local seminars and fora.

Jose Maria obtained his B.S. in Chemical Engineering and Bachelor of Laws degrees from the University of the Philippines–Diliman. He obtained his Master of Laws degree from the University of Michigan at Ann Arbor under a Clyde Dewitt fellowship.



Sonja London – Expert panel chair

General Counsel, Licensing Executive at Tactotek
Helsinki, Finland

Shortened biography

Sonja London, LL.M., EMBA, is General Counsel and Licensing Executive in Tactotek, world leader innovator in the in-mold structural electronics. Before joining Tactotek, Ms. London was leading the Consumer Electronics Licensing in Nokia. In addition, she serves in number of companies as investor, advisor and board member. She is Past President of LES Scandinavia and board member of LES International.

Full biography

Sonja London is general counsel and licensing executive in Tactotek, world-leading innovator in the field of in-mold structural electronics. Her current role includes overseeing legal and strategy matter as well as IP and licensing strategies. Before joining Tactotek, Sonja worked with Nokia Patent Business for 14 years in various roles. In her latest position she was leading Nokia's Consumer Electronics licensing program; a global licensing program for connectivity and audio codecs for major consumer electronics categories. While steadily growing the program, Sonja has been deeply involved in major licensing negotiations in Asia, Europe and US and developed over-arching strategic vision, execution and enforcement plans for Nokia patent licensing.

Sonja has been deeply involved in licensing of various technologies (such as cellular, wifi, audio and video codecs) for mobile and infrastructure products and consumer electronics. Her experience also covers patent pools and joint licensing programs, business development as well as digitalizing and managing licensing business.

Sonja is known to be an advocate for digitalization and efficiency of business processes. She has lead Nokia Patent business to be a global role model in using new strategic business support technologies such as AI, automation and business intelligence solutions. New technologies have improved deal making process, management reporting and insight as well as enhanced automation in deal making process, royalty management and compliance.

In addition to her other roles, Sonja is involved in deep technology and software start-ups and IP and growth companies as board member, investor and advisor on patents, licensing business models and IP business. Sonja is a popular speaker and trainer in Finland, Scandinavia and internationally, known for her in-depth yet practical and realistic views on patent licensing business, IP commercialization, royalty compliance and digitalization.

Sonja has served as board member and President of the Licensing Executives Society Scandinavia, expanding her influence also to international level in the LES High-Tech Committee and from 2021 also as a board member of LES International. Sonja is passionate about great leadership, diversity and inclusion at work. Her latest and dearest pro-bono advocacy project has been co-founding the Women in Licensing Alliance for LES International, an international initiative aiming to visibly role model and support the inclusion of women in the licensing profession and leadership.

Sonja holds a Master of Laws from University of Helsinki and Executive MBA from Aalto University. She is ranked in IAM Strategy 300 as one of the world top IP Strategists.



Anne-Charlotte Le Bihan – Expert panel member
IP Lawyer - Partner, Bird & Bird LLP
Paris, France

Shortened biography

Anne-Charlotte Le Bihan is a French partner in Bird & Bird's IP Group with 20 years of experience. While her major forte is patent litigation in the pharmaceutical, electronics and telecommunications sectors, she regularly negotiates IP deals and handles soft IP matters. She has been ranked among the "Top 250 Women in IP" since 2018.

Full biography

Anne-Charlotte Le Bihan is a partner in Bird & Bird's Intellectual Property Group and is based in the Paris office.

She has significant experience in both contentious and non-contentious intellectual property matters, developed over the past 20 years. While her major forte is patent litigation, notably in the pharmaceutical, electronics and telecommunications sectors, she also has vast experience in soft IP matters. Anne-Charlotte regularly advises clients in negotiating IP related contracts.

In addition to her role in Bird & Bird, Anne-Charlotte teaches Intellectual Property Law at the Universities of Paris II Panthéon Assas and Orsay Paris Sud. She is a regular speaker at major legal and industry conferences such as ABA and LESI.

MIP ranks her as an "IP Star" and has named her in the "Top 250 Women in IP" since 2018.

Anne-Charlotte is a former President of the French chapter of the Licensing Executives Society International (LESI) and a member of AIPPI, APEB, AAPI, EPLAW, INTA and APRAM.



Hemang Shah - Expert panel member

India Engineering Lead (Startups, Innovation)
Qualcomm Technology Licensing, India

Shortened biography

Dr. Hemang Shah works with Qualcomm Technology Licensing in India. Currently, he leads their engineering engagements in India including the Qualcomm Design in India Program. They've incubated more than 60 startups working on innovative products for sectors including healthcare, smart cities, agritech, and robotics. He also serves as an IP mentor for startups the guiding them in their IP strategy.

Full biography

Dr. Hemang Shah works with Qualcomm Technology Licensing in India. Currently, he leads their engineering engagements in India including the Qualcomm Design in India Program. Through this program, they've incubated more than 60 startups working on innovative products for sectors including healthcare, smart cities, agritech, robotics, and more. He also serves as an IP mentor for startups the guiding them in their IP strategy.

Dr. Shah has experience in IP portfolio projects working on a wide range of matters for key technical areas. He has served on patent review boards for different technical areas and frequently engages with inventors. He enjoys the intersection of technology domains and has R&D experience on projects spanning semiconductors, multimedia (camera, display, graphics), MEMS, materials science, optics, and nanotechnology.

Since 2015, Dr. Shah has been active in engaging with the broader ecosystem in India including startups, academia, and the industry. As a VP at LES India, he has been a core member of the team that has worked on conferences, workshops, and engagements to increase the membership of LES India. He was an organizing committee member for LES APAC 2019 and led the LES India Business Plan Competition for startups. He also serves on the LES IAB and YMC and is passionate about introducing more professionals to LES.

Dr. Shah holds a Doctorate in Electrical Engineering from Drexel University. He is a certified Design Thinking expert and enjoys sharing insights on innovation. He has two US patents granted and has 10+ patents pending apart from several peer-reviewed publications.



Audrey Yap – expert panel member
Managing Partner, Yusarn Audrey
Singapore

Shortened biography

Audrey Yap, headquartered in Singapore, is a qualified lawyer and patent attorney. She was President LES International 2020/2021 and is a multi-award winning professional. Audrey's work includes developing and implementing IP strategies and building IP portfolios across various technology verticals and businesses globally. Audrey is Member, Board of Directors, IPOS and is WIPO and EPO external expert for many projects.

Full biography

Audrey's work includes developing designing and implementing IP strategies and building IP portfolios for value for her clients that includes SMEs and MNCs, research institutes and government agencies across various technology verticals and businesses globally.

Audrey is Member, Board of Directors, IPOS since 2015 to date. She was Board member of Enterprise Singapore, an agency under the Ministry of Trade & Industry 2018-2020. She serves as independent director for listed company and a member of Singapore's Institute of Directors. Audrey was Board Director of IPOS International 2016-2019. Audrey has worked as WIPO and EPO external expert for many national and regional projects on IP strategy, IP commercialisation and policy. She is currently a member of the international Steering Committee WIPO - World Economic Forum global Inventor Assist Programme.

Awards:

- IAM World's Leading IP strategist 250/300 (2009-2021)
- WTR 1000
- WIPR Leaders

Special Mentions:

- President LES International 2020/2021
- Council member SBF SMEC
- Legal Advisor Franchise & License Association
- Examiner SG Patent Agents QEx 2002-2006