



# Build-to-Sell Forum

High-growth technology business forum  
18. November 2021

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## Build-to-Sell Forum - March 2022

Overall series host (North America)



**Dana R. Colarulli**  
Executive Director  
Licensing Executives Society  
International  
*Washington, USA*

*The “Build-to-sell” forum is specifically for business decision makers that either want to or are required by their investors to eventually sell their business.*

*We specifically focus on the intellectual assets technology, brand and operational excellence, since they are generally the key value drivers in such transactions.*

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## Build-to-Sell Forum - March 2022

### Expert panel chair



**Juergen Graner**  
Founder and CEO of Globalator  
*San Diego, USA  
London, UK  
Vienna, Austria*

### Expert panel representative Europe



**Irene Fialka**  
CEO, INITS  
Managing Director, Health Hub Vienna  
*Vienna, Austria*

### Live case study speaker



**Deeanne Akerson**  
CEO, Kindred Bravely  
*San Diego, USA*

KINDRED  BRAVELY.

### Expert panel representative Asia



**Audrey Yap**  
Managing Partner at Yusam Audrey  
*Singapore*

### Expert panel representative Americas



**Patrick Monroe**  
M&A Lawyer at Monroe Law  
*San Diego, USA*

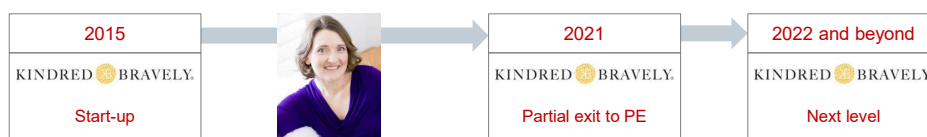
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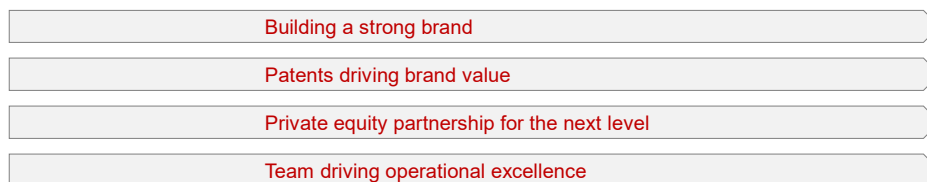
## Deeanne Akerson – CEO, Kindred Bravely



Support moms with beautiful, useful and comfortable maternity and nursing clothing

Top 8 fastest growing online retailer on Shopify

#20 on Inc. 5,000 list of fastest growing privately held companies in the USA



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## The unsung heroes behind the HTB Forum



**Thomas Bereuter**  
EPO, European Patent Academy  
Innovation Support  
Programme Area Manager



**Audrey Yap**  
Managing Partner Yusarn Audrey  
Immediate Past LESI President

**Adéla Dvořáková** – LESI-EPO HTB task force

**Alejandra Lledó** – Current EPO Pan-European Seal Trainee

**Anna Malec** – Past EPO Pan-European Seal Trainee

**António Andrade Ferreira** – Past Pan-European Seal Trainee

**Cemresu Yucebalkan** – EURICE, IP & Innovation Manager

**Endi Çuçi** – Current EPO Pan-European Seal Trainee

**Oscar Serran** – EURICE, European IP Helpdesk

**Yolanda Marín Ventura** – Current EPO Pan-European Seal Trainee

**András Szaip** – EPO, Examiner and Team Manager

**Cillian Ó Donnabháin** – EPO, Examiner and Team Manager

**Hilma Reinhard** – EPO, Project co-Ordinator, Event Logistics

**Ilja Rudyk** – EPO, Senior Economist, Chief Economist Unit

**Philippe Lahorte** – EPO, Examiner and Team Manager

**Xavier Seuba** – EPO, Director, European Patent Academy

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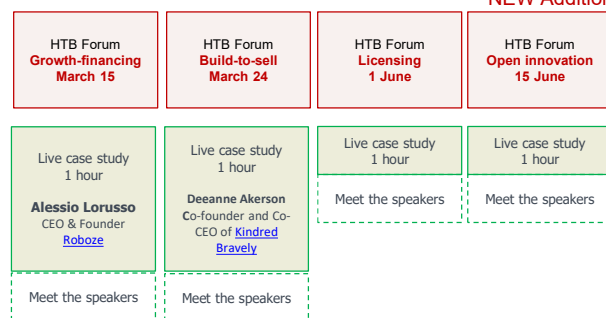
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## HTB Forum 2022

NEW Addition



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## High-growth technology business community

### Aim

- Provide IA & IP “know-how” relevant for business
- Expand community of business decision-makers
- Expand community of IP professionals

### Join us to

- Stay updated on recent developments
- Get access to training materials
- Learn about our upcoming events



[www.linkedin.com/company/htbcommunity](https://www.linkedin.com/company/htbcommunity)  
[www.epo.org/sme](https://www.epo.org/sme)



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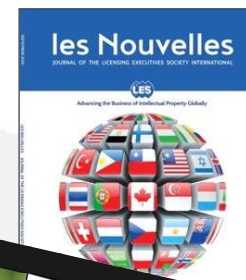
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## Who is LESI?

**The Licensing Executives Society International (LESI)** is an umbrella association of 33 national and regional Member Societies in more than 90 countries serving more than 6500 individuals.

- A global network of businesses and professionals for **50 years**
- Creating, protecting, and commercializing innovation, and managing and monetizing IP
- Business leaders, IP managers, licensing executives, financiers, licensing companies, brokers
- Experts in law, valuation, protection, transfer, and enforcement of IP
- Advancing the business of intellectual property



LESI @ 50

LESI: Advancing the Business of Intellectual Property Globally

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A banner for a "Build-to-sell" event. The top left corner features logos for the "Europäisches Patentamt / European Patent Office / Office européen des brevets" and the "LES" logo. The main text in white on a dark blue background reads: "Build-to-sell", "Meet the speakers", and "High-growth technology business forum". The date "18 November 2021" is at the bottom left. The background is decorated with vertical, wavy lines in shades of blue, orange, and purple.

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## Meet the speaker

### Overall series host



**Dana Robert Colarulli**  
Executive Director  
Licensing Executives Society International  
*Washington, USA*

### Build-to-sell co-host



**Cemresu Yucebalkan**  
IP & Innovation Manager, EURICE  
*St. Ingbert, Germany*

### Live case study speaker



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CEO, Kindred Bravely  
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