



Open innovation Forum

High-growth technology business forum

15 June 2022

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Open Innovation Forum - June 2022

Overall series host (North America)



Dana R. Colarulli
Executive Director
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The “Open Innovation” forum is specifically for business decision makers that want to have a sophisticated understanding of their future innovation needs based on an integrated approach that combines business, technology and IP strategy.

We specifically focus on the many aspects and business opportunities of open innovation relevant to high-growth technology companies.

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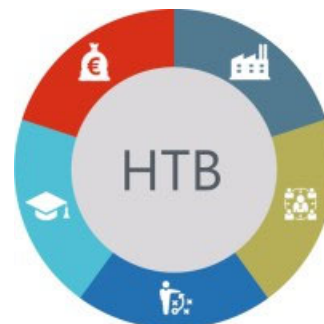
High-growth technology business community

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
www.epo.org/sme



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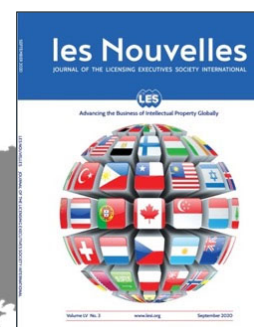
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Who is LESI?

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: Advancing the Business of Intellectual Property Globally

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*LESI and the EPO have
partnered on 3 editions
of LESI's les Nouvelles
in recent years.*

*Published today!
June 15, 2022*



Foreword

Foreword To The Special Issue

By Jörg Scherer and Dana Robert Colarulli

Small and medium sized enterprises (SMEs), universities, and public research organizations are critical drivers of innovation, employment, and economic growth. Indeed, intellectual property (IP) has become a core business asset for any organization—whether developing technology in-house or acquiring it through assignment or licensing—and effectively managing and leveraging these assets is critical. This is especially true for SMEs.

This special issue of *les Nouvelles* looks at a number of successful technology transfer journeys demonstrating the importance of patents and other IP rights when translating research results into commercially successful products and services. Based on a new case study series jointly developed by the European Patent Office, the European Patent Academy, and the European IP Helpdesk, the articles cover a range of economic sectors, countries, and types of technology transfer. Each article uses case studies to

illustrate how strategic IP management facilitates critical collaboration and technology transfer (from lab to market), helps boost the market success of spin-offs and start-ups, and advances the business of IP globally in tangible ways.

We are delighted to collaborate on this issue of *les Nouvelles* and thank the European Patent Office for their contributions to make this issue possible. This publication adds to LESI's previous joint efforts with the EPO, in *les Nouvelles* and elsewhere, to focus education and the development of tools for SMEs on commercialization topics. ■

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Open Innovation Forum – June 15, 2022

Expert panel chair



Bowman Heiden
Co-Director, Center for Intellectual
Property (CIP), University of
Gothenburg

Sweden

Live case study speaker



Stephanie van Wermeskerken
Head of HealthTech
IP, Vice President at Philips

The Netherlands

Expert panel representative Europe



Ruud Peters
CEO at Peters IP Consultancy B.V.;
Former Chief IP Officer and Executive
Vice President at Koninklijke Philips N.V.
The Netherlands

Expert panel representative Asia



Ningling Wang
managing partner of Finnegan's
Shanghai office
China

Expert panel representative North America



Paul Fehlner
SVP, Chief Legal Officer and
Corporate Secretary at Axcella
USA

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Meet the speakers

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Meet the Speakers

Overall series host



Dana R. Colarulli
Executive Director
Licensing Executives
Society International
USA

Expert panel representative Europe



Ruud Peters
CEO at Peters IP Consultancy B.V.;
Former Chief IP Officer and Executive
Vice President at Koninklijke Philips N.V.
The Netherlands

Expert panel chair



Bowman Heiden
Co-Director, Center for Intellectual
Property (CIP), University of
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Sweden

Expert panel representative Asia



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Stephanie van Wermeskerken
Head of HealthTech
IP, Vice President at Philips
The Netherlands

Expert panel representative North America



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