



## 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



### 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

- ▶ Building a strong brand
- ▶ Patents driving brand value
- ▶ Private equity partnership for the next level
- ▶ Team driving operational excellence

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



High-growth technology business forum

2022

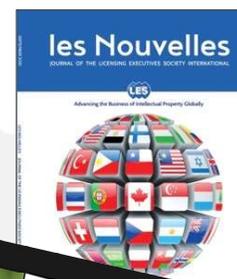
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## Who is LESI?

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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## 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



**Deeanne Akerson**  
CEO, Kindred Bravely

*San Diego, USA*

### Expert panel chair



**Juergen Graner**  
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