IP Management in The Time of Corona


TOPICS

- Scenarios for the future short - mid - long term
- Learning from the past and historical analysis: dotcom bubble, 2008 financial crisis
- IP and IP Management directly impacted by the corona virus pandemic: case studies in different industries
- Covid-19 contractual due diligence: watch-out
- IP risk management: threats and opportunities
- Approaches and tools for rapid change in times of crisis

YOUR SPEAKERS

Donal O’Connell
Donal O’Connell
Managing Director,
Chawton Innovation Services,
Chawton (UK)

Ulf Schaberg
European Patent Attorney,
IP Manager, AO Foundation,
Davos (Switzerland)
Online-Seminar: IP Management in The Time of Corona

Aims and objectives

Apart from human and health impacts, businesses are facing the beginning of a dramatic economic crisis. The projected effects differ widely for different industries and sectors. While Intellectual Property (IP) is often not in the focus in an early phase of a crisis and defensive or cost-saving measures prevail, the strategic relevance of Intellectual Assets for today’s knowledge economy will stay high despite the crisis.

What can and should Heads of IP and IP Managers do now? The seminar is designed to provide IP responsibilities with important information, tools and capabilities to help their companies maneuver through the crises, to recognize foreseeable risks early and to identify and grasp opportunities successfully.

Historical data and insights of effects of economic crisis on IP will be provided and potential scenarios for the future will be discussed. The importance of scenario planning will be explained for IP management scenarios, and include case studies for different industries including automotive and automotive suppliers, information technology companies, medical supplies and devices and pharma.

Rapid changes in external and internal environments will require very rapid strategic changes, while the home office environment in many companies provides challenges for communicating and leading with impact at the same time. The program will conclude with a refresher of important tools for change management, working and leading in dispersed and virtual teams relevant for the IP Manager.

Who should attend?

Are you working in a corporate patent/IP department or heading it and need to know how to best deal with the impact of Covid-19 on IP management? Or are you tasked as external counsel with IP management for a client company and need tools for mitigating the effects of the corona pandemic on IP?

Then this course is for you. Knowledge of IP law is required.

YOUR SPEAKERS

Donal O'Connell
Managing Director,
Chawton Innovation Services,
Chawton (UK)

Donal is the Managing Director of Chawton Innovation Services which offers consultancy in the areas of innovation and IP management. He is formerly a VP of R&D and a Director of IP at Nokia where he worked for 21 years and gained wide and varied experience in the wireless telecoms industry. Donal is also a Visiting Researcher at Imperial College Business School in London where he teaches about ‘IP management’. Donal’s books include ‘Inside the Patent Factory’ and Harvesting External Innovation’. He is also written a large number of papers on various aspects of innovation and IP. Since 2013, Donal has been included into the IAM 300. He is a graduate from NIHE Limerick (now The University of Limerick) in Ireland in ’85, with a Degree in Electronic Engineering.

Ulf Schaberg
European Patent Attorney,
IP Manager,
AO Foundation,
Davos (Switzerland)

Ulf is a German and European Patent Attorney and is responsible for managing the IP of medically-guided, not-for-profit organization AO Foundation. After 15 years in IP and 10 years experience in the industry, holding positions in BASF and Syngenta, as Managing Patent Attorney, Global Head IP Operations and Global IP Business Unit Lead, he started an independent IP consultancy firm before joining AO. Ulf is Secretary General of the International Institute of IP Management and a member of its Professional Qualification Commission.

Zoom platform

The seminar will be conducted on the Zoom platform by means of video and a presentation:

- You hear the presentations of the speakers and see the slides,
- You can see the speakers via webcam,
- You can ask questions using the chat, audio and video functions.
Tentative agenda

Scenarios for the future
• Importance of scenario planning
  • Effect of the pandemic on economy
• Possible scenarios by futurists
• Crisis management: short - mid - long term
• Different effects on different industries and sectors
• Mid-to long term effects 5-10 years
  • Winners and losers?
  • Concentration effects in certain industries?
  • Impact on global value and supply chains?
• IP and trade agreements - potential return of economic nationalism?

Effects on different players in the IP service providers industry
• IP filing/ prosecution (Trigger for consolidation towards larger firms?)
• IP litigation (dip in patent litigation - or not this time? - repetition of TS litigation?)
• IP service suppliers - global/large vs. local/smaller (on shore vs off shore)

Contractual due diligence
• Main watch-outs
• Reasons for revisiting (license) agreements with dramatic change, reasons for doing so?

Fast strategic adaptation in line with business

IP risk management = threats and opportunities

Approaches and tools for rapid change in times of crisis
• Effective leadership
• The importance of having a seat at the decision table
• Cost-center vs. strategic relevance
• Communication with c-level executives
• Managing change is key
• Management of dispersed teams principles apply for teleworking

Learning from the past and historical analysis
• Looking back at 2019 and IP & IP management prior to the Covid-19 - facts, figures and trends
• Effects of crisis and recession on IP (e.g. dotcom crisis - emergence of NPEs)
• ’01/02 - Telcom switch to strategic licensing
• ’08 recession: cost pressure, dips in filing numbers
• Trends before the corona crisis - what will happen through/ by the crisis
  • Filing numbers - patent quality
  • Patent litigation trends
  • Trade secret jurisdiction and litigation trends

Direct impact on IP and IP Management
• IP issues directly linked to the corona virus pandemic
• Case studies and examples in different industries
  • Automotive: big vs. small SME (suppliers)
  • ITC: western-eastern value chain
  • Medical devices - change towards national markets, new national players entering the market
  • Pharma & medical supplies: e.g. clinical trials affected, influence on NPVs?
• Managing political pressure, reputation vs. IP supported margins
**REGISTRATION FORM**

Yes, I will attend

☐ IP Management in The Time of Corona
14 May 2020 in my (home) office

☐ Yes, I agree that FORUM Institut may inform me about events by: ☐ email; and/or ☐ telephone.
I may withdraw my consent at any time.

<table>
<thead>
<tr>
<th>Date and venue</th>
<th>Thursday, 14 May 2020 in my (home) office, 13:30 - 17:00</th>
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<tbody>
<tr>
<td>Fee</td>
<td>€ 390.00 (+ German VAT)</td>
</tr>
<tr>
<td>Technical requirements</td>
<td>You can participate using the chat, audio and video functions on any device (PC, mac, notebook, tablet, iPhone and smartphone). All you need is: speakers or headphones.</td>
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<td>• You see and hear speakers and slides and can ask questions via chat. A microphone and webcam are optional.</td>
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<td>• You can ask questions and make contributions to the speakers, can hear the other participants also via a webcam.</td>
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<td>• The speakers and the other participants can see you when you ask questions contribute to the discussion.</td>
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| Name             |  |
|------------------|  |
| Position, department |  |
| Company          |  |
| Street           |  |
| Post code, city, country |  |
| Tel. no./Fax no. |  |
| E-mail           |  |
| Contact person at office |  |
| Date, signature  |  |

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