



Automotive Legal & IP 2019 World Summit

26-27 March 2019
Leonardo Royal Hotel,
Frankfurt am Main,
Germany

BUILDING A COMPREHENSIVE AUTOMOTIVE LEGAL STRATEGY

HEAR FROM:



TOYOTA



Uber



faurecia



and more..

JOIN:

80+
Attendees

25+
Sessions

30+
Speakers

6+
Exhibitors

8+
Hours
of Networking

PLATINUM PARTNER:



GOLD PARTNERS:

Knobbe Martens



GRÜNECKER
PATENT ATTORNEYS AND ATTORNEYS-AT-LAW

FINNEGAN

SILVER PARTNERS:

AVANCI



Sterne Kessler
STERNE KESSLER GOLDSTEIN & FOX

MAIKOWSKI & NINNEMANN
PATENTANWÄLTE & RECHTSANWÄLTE



Simmons & Simmons

WELCOME!

The 2nd Annual Automotive Legal and IP Summit is an unique event with a strict focus on challenges the automotive industry is facing in legal departments, and the brand-new solutions on how to overcome them. Issues arising from the Legal, IP, Patent, Brand Protection and Trademark field are piling up on your desk and a fresh outlook and the right know-how is needed for their resolution. Covering the main topics of SEPs, Patent Litigation and Liability, Copyright Infringement and IP Strategy, this summit will prepare you for the legal challenges of tomorrow. With ground-breaking keynotes, super-user round-tables and innovative solutions providers, this summit proves itself as a knowledge base for the automotive legal community and provides a total and complete insight into legal innovations, digital transformation, and delivers in-depth analysis.

WHAT WILL INSPIRE YOU THIS YEAR?

KEYNOTES

Keynotes by the most prominent legal experts who are at the forefront of legal and IP transformation in the automotive industry. Get insight on the latest updates, learnings and the future course of action directly from these leading global specialists.

SUPER-USER ROUNDTABLES

Super user roundtables are 30 min subject-specific discussions led by key experts and market leaders. These sessions will give you an opportunity to learn about latest innovations, drill down into specific challenges, and uncover potential solutions.

SPEED NETWORKING

Speed networking is a special rapid, dynamic, and fast moving 1-to-1 meeting. This session helps you getting to know other attendees, exchange your business cards and build new contacts right at the start of the conference.

STAKEHOLDER PANELS

Panel discussions with key stakeholders from global automotive counsels, lawyers and experts and solution providers. Get expert thoughts on the future requirements, legal changes in the digital times, and transformation challenges posing the automotive industry globally.

WORLD CAFÉ

Subject specific, pre-defined moderated discussions that will enable you to discover common issues and their solutions in 3 rounds of discussion. The results will be shared at the end of the discussions.

EVENING NETWORKING

Get an unparalleled networking evening to unwind and relax in a casual setting. Enjoy the music, build new contacts and the great food and drinks at the end of Day 1. The best way to end the day full of great content and learning.

KEY TOPICS

- Patenting innovation
- IoT, Mobility
- EU trade secrets directive
- Data storage and usage
- Privacy concerns
- New developments in trademarking
- Connected mobility services
- Patent and IP Collaboration
- SEPs and SSOs
- FRAND application
- IP Awareness
- Supply chain discrimination
- High-tech patent litigation
- Liability and litigation overlap
- Liability of connected vehicles
- Culture of innovation
- Product benchmarking
- Telematics, Connectivity
- 5G vs. DSCR
- Brand protection
- Developing a legal team
- Patent management

COMPANIES THAT ATTENDED 2018 EVENT

- ★ Adamson & Partners ★ Allen & Overy LLP, Argus Cyber Security ★ AUDI AG ★ Cipher, CNH Industrial
- ★ CQLT SaarGummi Technologies ★ Daimler ★ Elektrobit, European Patent Office ★ Faurecia
- ★ HERE Technologies ★ Hogan Lovells ★ Innoviz ★ Technologies ★ Mewburn Ellis ★ LLP Nematik Global
- ★ Nissan International SA ★ Nissan Technical Centre Europe ★ Nokia Technologies ★ Reed Smith
- ★ Semler Gruppen A/S ★ SymboLEX GmbH ★ thyssenkrupp Intellectual Property GmbH
- ★ TVS Motor Company ★ LTD Uber ★ Volvo Cars ★ Waller-IP

SPEAKERS FROM ACROSS THE AUTOMOTIVE VALUE CHAIN



Robert Sterner
Head of Trademark
& Design Enforcement
Audi AG,
Germany



Chris Storm
Legal Director,
Emerging Technologies
Uber Technologies Inc.,
USA



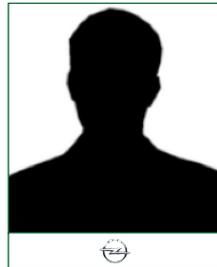
Mauricio Uribe
Partner
Knobbe Martens,
USA



Theresa Conduah
Managing Counsel
**Toyota Motor North
America, Inc.,**
USA



Anna Maria Lagerqvist
Senior IP Counsel /
Deputy Chief IP Counsel
Volvo Car Corporation,
Sweden



Ralph Greb
Senior Counsel Procurement
& Partnerships
Opel Automotive GmbH,
Germany



Akanksha Sheoran
In House Counsel
MG Motor,
India



Ulrich Blumenröder
Patent Litigator
& Partner
Grünecker,
Germany



Dr. Hendrik Albrecht
Senior Legal
Counsel
Robert Bosch,
Germany



Neil Berrecloth
Sr. Director
Anaqua,
UK



Bernd Allekotte
Patent Litigator
& Partner
Grünecker,
Germany



Dr. Stephan Wolke
CEO
**Thyssenkrupp Intellectual
Property GmbH,**
Germany



Dr. Gregor Wenning
Head of Patents
& Patent
Engineering
Hella,
Germany



Aurélie Roux
Head of IP Law
Faurecia,
France



Nicholas J. Nowak
Director
**Sterne, Kessler,
Goldstein & Fox,**
USA



Alexander Haertel
Partner
**Kather Augenstein
Rechtsanwälte,**
Germany

SPEAKERS FROM ACROSS THE AUTOMOTIVE VALUE CHAIN



Christian Reinders
Chief IP Counsel
Dräxlmaier,
Germany



Julie Dunnett
Director of Intellectual
Property
GKN Automotive,
UK



Iris Wegner
Senior Manager of Global IP
**Yanfeng Automotive
Interiors,**
Germany



Max Olofsson
Vice President
European Markets
Avanci,
UK



Folkert J. M. Teernstra
Legal & IPR Counsel
TNO ICT,
Netherlands



Elena Kostadinova
Legal Officer
**European
Commission,**
Belgium



Dr. Stefan Kettler
In-house Lawyer, Patent
Strategy & Defence
Deutsche Telekom AG,
Germany



Lionel Lavenue
Patent Attorney
& Partner
Finnegan,
USA



Dr. Daniel Kendziur
Partner
Simmons & Simmons,
Germany



Jenny Widahl
Chief IP Officer,
IP & Legal Team Lead
Zenuity AB,
Sweden



Stefan Ritonga
Head of Legal
**Hyundai Motor
Europe,**
Germany



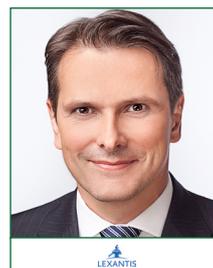
Prof. Dr. Felix Gross
Patent Attorney
& Partner
Maikowski & Ninnemann,
Germany



Kay N. Kasper
Partner
Hoyngh Rokh Monegier,
Germany



Sven Stürmann
Chairperson of the
2nd Board of Appeal
& Mediator,
EUIPO,
Germany



Thomas Becker
Partner
Lexantis,
Germany

08:40 Opening remarks from the chair

08:50 **Keynote Presentation: Navigating the current changes and key updates for standards and regulations in the automotive sector across EU and how it affects your legal strategy**

- What have been the key movements across digital and connected technologies in 2018?
- Towards and beyond the EU action plan for the EU automotive industry in 2020
- How do these developments affect your legal strategy?

09:30 **Panel Discussion: Identifying opportunities to patent inventions arising from digital and connected technologies**

- What makes technology different and desirable compared to your competitors?
- Understanding what characteristics of new technologies can be translated into subject matter that can be patentable
- How new technologies and innovations in artificial intelligence, mapping, sensors, and connectivity can be translated into patents

Panelists:

Iris Wegner
Senior Manager of Global IP
Yanfeng Interiors, Germany

Christian Reinders
Chief IP Counsel
Dräxlmaier, Germany

Chris Storm
Legal Director, Emerging Technologies
Uber Technologies Inc., USA

Lionel Lavenue
Patent Attorney & Partner
Finnegan, USA

Prof. Dr. Felix Gross
Patent Attorney & Partner
Maikowski & Ninnemann, Germany



10:10 **Speed Networking:** Rapid, dynamic, and fast moving 1-to-1 meetings. This session helps you to get to know other attendees, exchange your business cards and build new contacts.

10:30 **Morning refreshments and networking**

BUILD YOUR IP STRATEGY

11:00 **Aligning IP with the business in the automotive space**

- Using technology to optimize an IP portfolio
- Integrating internal data and market intelligence for contextual and actionable decision-making
- Explore case studies of several automotive companies that have benefited

Neil Berrecloth
Sr. Director
Anaqua, UK



11:30 **Creating management awareness for IP**

- Efficient building of an effective IP shield
- IP effectiveness & IP efficiency
- Demonstration of an interactive game for IP education

Dr. Stephan Wolke
CEO
thyssenkrupp Intellectual Property, Germany



12:15 **Patent Infringement in the Car Industry**

- What makes the car industry distinct from other industries?
- Liability – manufacturers and suppliers
- Typical claims raised in litigation

Bernd Allekotte
Patent Litigator & Partner
Grünecker, Germany

Ulrich Blumenröder
Patent Litigator & Partner
Grünecker, Germany



12:45 **Networking Luncheon**

14:00 **Fireside Chat: Licensing Standard Essential Patents in the Internet of Things Space**

- What are the traditional practices in licensing wireless standard essential technologies?
- How do companies find common ground when different verticals and business models converge?
- Understanding lessons learned from working with the automotive sector

Moderator:

Dr. Stefan Kettler
In-house Lawyer, Patent Strategy & Defence
Deutsche Telekom AG, Germany

Speakers:

Max Olofsson,
Vice President European Markets,
Avanci, UK

Kay N. Kasper
Partner
Hoyng Rokh Monegier, Germany



14:30 **SEP licensing in new and emerging industries**

- Cellular communications meet the auto industry
- Unlicensed Industries
- Discrimination based on device characteristics and business model
- Supply chain discrimination

Chris Storm
Legal Director,
Emerging Technologies
Uber Technologies Inc., USA



15:00 **A multidisciplinary approach to brand protection**

- Employ the full complement of IP services to protect your brand
- Innovative and effective enforcement tools
- Thoughts on making the process revenue neutral

Nicholas J. Nowak
Director
Sterne, Kessler, Goldstein & Fox, USA



15:30 **Afternoon refreshments and networking**

CO-OPERATION & PROTECTION IN CONNECTED PRESENT

16:00 **Understanding brand protection strategies**

- Best practices for dealing with counterfeits
- Fighting counterfeits on a finite budget
- E-commerce platforms as partners and role of licensees, and retailers

Theresa Conduah
Managing Counsel
Toyota Motor North America, Inc., USA



16:30 **Super-user Round-tables: Subject-specific round-tables led by key industry experts and market leaders. These sessions will give you a unique opportunity to learn about the latest innovations, drill down into specific challenges and uncover potential solutions. Attendees will randomly select any one of the sessions/tables**

A Patent and IP collaboration in open innovation from a policy perspective

Elena Kostadinova
Legal Officer
EU Commission, Belgium



B IP Regimes by 2025: Scenarios for the future

C Changing modes of collaboration between industry and research institutes

Folkert Teernstra
Senior IP Legal Counsel
TNO ITC, Netherlands



D IP Awareness: Getting IP into the attention of management

17:00 **New challenges in brand protection**

- The value of brand protection
- The importance of awareness
- The necessity of a network and effectiveness of a strategy

Robert Sterner
Head of Trademark & Design Enforcement
Audi AG, Germany



17:30 **Closing remarks from the chair**

18:00 **Evening Networking Drinks and Dinner:** Get an unparalleled networking evening to unwind and relax in a casual setting in a hotel bar with a scenic view of the city from the 25th floor. Build new contacts, enjoy the great food and drinks at the end of Day 1. The best way to end a day full of great content, learning, and networking.

08:50 Opening remarks from the chair

09:00 Opening Keynote: Licensing Models and Royalty Stacks: Standard Essential Patent Licensing for the Connected Vehicle Marketplace

- What is the appropriate FRAND licensing model?
- What is Hold-Up and Hold-Out and how does it affect SEP licensing?
- How can the Connected Vehicle Industry manage SEP royalties and the cumulative royalty stack?

Mauricio Uribe
Partner
Knobbe Martens, USA

 Knobbe Martens

09:30 Panel Discussion: Legal protection & data privacy in the age of connected vehicles

- How do I ensure wholesome protection from a legal perspective?
- What are major challenges in counterfeit, brand protection and cyber-security in digital times
- Is our protection appropriate given the relevant statutory obligations?

Moderator:
Stefan Ritonga
Head of Legal
Hyundai Motor Europe, Germany

 HYUNDAI

Panellists:
Akanksha Sheoran
In House Counsel
MG Motor, India



10:00 Panel Discussion: From Suppliers to OEMs: Development of the wholesome IP strategy & protection

- Managing portfolios with your partners
- Protecting your IP on various levels of supply chain
- Identifying and dealing with IP aspects in the strategic issues

Moderator:
Julie Dunnett
Director of Intellectual Property
GKN Automotive, UK



Panelist:
Jenny Widahl
Chief IP Officer, IP & Legal Team Lead
Zenuity AB, Sweden
Sven Stürmann
Chairperson of the 2nd Board of Appeal & Mediator,
EUIPO, Germany





10:30 Morning refreshments and networking

ENCOURAGE INNOVATION

11:00 New trademark categories and designs – how they support new protection strategies to gain an edge in the marketplace

- Protect your sound, olfaction, motion and the like
- Market requirements and new possibilities for protection
- Trademark or design? New legal frameworks and how they impact on strategic decisions
- How new brands influence the success of new car models

Dr. Daniel Kendziur
Partner
Simmons & Simmons, Germany



11:30 Patent and IP collaboration in automotive industry

- What kind of open innovation is needed and why?
- How to manage different IP rights holders?
- How to manage jointly developed intellectual property before and during any collaboration the project?

Auréli Roux
Head of IP Law
Faurecia, France



12:00 Collision Course - When the automotive and the electronics sector meet

- How to line up a solid defence
- Setting a strategy within a company
- Who are your FR(ie)AND(s)?

Alexander Haertel,
Partner
Kather Augenstein Rechtsanwälte, Germany



12:45 Networking Luncheon

WORLD CAFÉ SESSIONS

14:00 World Café Sessions: World Café sessions are subject specific, pre-defined moderated discussions that will enable you to discover common issues, challenges and their solutions in 3 rounds of discussion. Attendees will select any one of the session/table and results will be shared at the end of the discussions.

A Legal challenges of Big Data mining, storage, and usage in the automotive industry

- Mining Big Data in compliance with data protection laws and regulations
- Managing legal risks in data licensing issues, IP ownership, competition law questions regarding control over Big Data sets

C Legal Challenges of Brexit in the automotive supply chain in contractual and litigious matters

- Description of framework of Brexit
- What will be its impact on the supply chain?
- Is London as a litigation venue threatened by Brexit?

Ralph Greb
Senior Counsel
Procurement & Partnerships
Opel Automotive GmbH, Germany



B Bringing together patents and product benchmarking

- Identifying infringements of your own patents
- How to bring together patent and product information?
- What are the major obstacles and processes you will face

D Building a successful IP department in the IoT - Creating and supporting a culture of innovation

- How to ensure that the IP department is supporting a culture of innovation
- Adapting the IP strategy to the IoT
- How to capture world class innovations

Dr. Gregor Behr-Wenning
Head of Patents & Patent Engineering
Hella, Germany



Anna Maria Lagerqvist Gahm
Deputy Chief IP Counsel
Volvo Car Corporation, Sweden



15:30 Afternoon refreshments and networking

LEGAL PROTECTION IN 4.0 INDUSTRY

16:00 Protecting data and information: "What is possible and what not?"

- Defining data ownership in 2019
- Traditional instruments of protecting data
- Protection of data under the European Trade Secret Directive
- New opportunities, new risks

Thomas Becker
Partner
Lexantis, Germany



16:30 Implementing the requirements of the EU Trade Secrets Directive in the automotive industry

- New legal requirements for Trade Secrets protection by the EU Trade Secrets Directive
- Best practices for the automotive industry
- How to protect trade Secrets in court proceedings

Dr. Hendrik Albrecht
Senior Legal Counsel
Robert Bosch GmbH, Germany



17:00 How OEMs should manage product liability and litigation when autonomous vehicles are deployed?

- What is the standard of care to be applied by OEMs when an autonomous car is introduced to the market?
- How will state implemented regulatory regime impact the car companies' liability?
- What can/should OEMs do in case of litigation?

17:30 Closing remarks from the chair

17:40 End of the 2nd Annual Automotive Legal & IP World Summit

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PLATINUM PARTNER:



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Knobbe Martens

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SILVER PARTNERS:



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Kather Augenstein is a boutique law firm with a team of 12 specialised lawyers based in Dusseldorf, Germany. The firm was established in 2016 after a spin-off from Preu Bohligh as Kather Augenstein's members wanted to focus on what they know best: IP litigation. They relish the challenging cases. Their passion is to disentangle complex situations, decipher apparently contradictory facts and get to the root of a problem. They delve into the matter and never give up. Because of that, many of Kather Augenstein's clients joined at its inception and the firm has since been able to win a large number of new clients. The team has been working together for many years and combines its experience and knowledge in IP litigation. Visit www.katheraugenstein.com

OUR PARTNERS

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Packages and Deliverables	Platinum	Gold	Silver	Exhibitor
Presentation	✓ (Day 1 Keynote)	✓ (Day 1)	✓ (Day 2)	X
Panel	✓ (Day 1)	✓ (Day 2)	X	X
Roundtable Discussion	✓	X	X	X
World Café Session	✓	X	X	X
Logo on stage	✓	✓	X	X
Company advert in the onsite event handbook	✓ (Full Page)	✓ (Full Page)	✓ (Half Page)	X
Company Logo on holding slides between sessions	✓	✓	X	X
Marketing collaterals seat drop	✓	✓	✓	X
Passes	6	4	3	2
Exhibit space	6x2	6x2	3x2	3x2
Access to attendee list	✓	✓	✓	✓
Logo on event brochure, website	✓	✓	✓	✓
Logo on onsite signage	✓	✓	✓	✓
Company logo & profile on onsite event handbook	✓	✓	✓	✓

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The Automotive Legal & IP Summit is specifically curated to enable you to share your expertise, enhance your network and achieve your business objectives. With thought-provoking plenary keynotes to industry specific topics to an unparalleled networking opportunities, Automotive Legal & IP Summit will ensure you are on the minds of the senior decision makers attending this event.

There are various ways to join this event. Get in touch to have a quick chat!

CONTACT

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E: vaishali.popat@encom-global.com

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Solution Providers	Standard Price
Conference Only	€ 3,000 + VAT

LEARN	ACCESS	NETWORK
<ul style="list-style-type: none"> ✓ From the most senior speakers from across the globe. ✓ Regrading the most pressing challenges facing the industry. ✓ Through focused topics and interactive sessions. 	<ul style="list-style-type: none"> > Over 80+ top global automotive legal and IP professionals. > The best legal services & solution providers on the exhibition floor. > The entire automotive legal supply-chain in one place. 	<ul style="list-style-type: none"> • Speed networking session to help you build new contacts. • Evening networking drinks and dinner to enhance your network. • Huddle up with your peers & find out what others are looking for.

VENUE AND ACCOMMODATION

Leonardo Royal Hotel,
Mailänder Straße 1,
60598, Frankfurt am Main,
Germany

<https://www.leonardo-hotels.de/leonardo-royal-hotel-frankfurt>



DELEGATE FEE INCLUDES:

- Access to the two-day conference
- Catering during the entire conference
- Conference documentation and presentations
- Access to the evening drinks and dinner with a scenic view of the city from the 25th floor



PAYMENT TERMS

Payment is due on receipt of the invoice.
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