Automotive Legal & IP 2019 World Summit

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

Building a Comprehensive Automotive Legal Strategy

Join:
80+ Attendees
25+ Sessions
30+ Speakers
6+ Exhibitors
8+ Hours of Networking

Hear from:
- Audi
- Bosch
- HELLA
- Hyundai
- thyssenkrupp
- Uber
- faurecia
- DRAXLMAIER
- and more...

Platinum Partner:
EY

Gold Partners:
Knobbe Martens
Grünecker
Anaqua
Finnegan

Silver Partners:
Avanci
AV
Makower & Ninnemann
Sterne Kessler
Simmons & Simmons

Building a better working world
WELCOME!

The 2nd Annual Automotive Legal and IP Summit is a 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.

STAKEHOLDER PANELS
Panel discussions with key stakeholders from global automotive counsel, 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.

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.

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.

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.

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.

COMPANIES THAT ATTENDED 2018 EVENT


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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

Akanksha Sheoran
In House Counsel
MG Motor, India

Ulrich Blumenröder
Patent Litigator & Partner
Grünecker, Germany

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

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

Dr. Hendrik Albrecht
Senior Legal Counsel
Robert Bosch, Germany

Neil Berreclth
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

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

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

Thomas Becker
Partner
Lexantis,
Germany

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CONFERENCE DAY 1 | Tuesday 26 March 2019

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
Malkowski & Winkemann, 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

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 Olafsson,
Vice President European Markets, Avend, UK

Kay N. Kasper
Partner
Hoyng Rokh Megens, 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 Condah
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, drills 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 TIC, 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.

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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?

Moderator:
Mauricio Uribe
Partner
Knobbe Martens, USA

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

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

Panelists:
Jenny Widahl
Chief IP Officer, IP & Legal Team Lead
Zenity 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?

Aurélie 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(I)END(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

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

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

C
Legal Challenges of Brexit in the automotive supply chain in contractual and litigious matters
- Description of frameworks of Brexit
- What will be it’s impact on the supply chain?
- Is London as a litigation venue threatened by Brexit?

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

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

Anna Maria Lagerqvist
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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The Global IP Matrix is an Intellectual property law magazine with a focus on all things IP. Our publication has a generic outlook on intellectual property as a whole. We have an unbiased approach without pigeonholing our literature to one particular niche area. All our amazing contributors are from world-renowned IP law firms and businesses and write for us exclusively. We have collaborated with two of the world’s leading IP Law firms to bring you an IP Publication that is designed and overseen by IP lawyers and IP service providers, for IP lawyers and IP businesses globally. Norhon’s IP Media have spent many years in the world of IP and have attending hundreds of conferences all over the world. This enables us to be aware of our audience and their needs. We are confident that our publication will supply you with the right content and local knowledge from the ground up to keep you interested. Visit www.glpmatrix.com

China IP is an elite magazine that focuses on covering and analyzing the latest development of China's IP industry. Since its establishment in 2004, the magazine has been dedicated to forwarding the IP voice of China to the world. By the virtues of professional views, rich patterns of presentations and practical contents, China IP has become the top choice for attorneys, scholars, governmental professionals and business leaders in the IP field. To date, China IP has become a monthly Chinese, bimonthly English and bimonthly Japanese magazine which circulates to more than 30,000 readers all over the world. Through 9 years of continued effort, China IP has grown into the landmark in China's IP field. It covers the latest news clues, reports newly emerging trends, analyzing classic cases and telling the stories of in-house IP management. China IP insists on its own styles while borrows and learns from the managing modes of the leading EU and US magazines. It contempts unpractical contents and pursues the concise, insightful articles written with cutting-edge languages and serious attitudes. To build a world-class IP media platform in China is the persistent goal of ours. Visit www.chinaipmagazine.com

World IP Review and its sister publications Life Sciences IP Review, the WIPR Annual and WIPR Leaders provide news and guidance on the challenges facing businesses and legal practitioners active in intellectual property, as well as marketing and brand management professionals who operate online. Published six times a year, World Intellectual Property Review Bi-Monthly provides timely news and analysis on the most relevant and important issues affecting brand owners, while WIPR Leaders showcases the leading lights of private practice intellectual property law. This is a must-read for businesses, their in-house counsel and other intellectual property lawyers. Visit www.worldipreview.com

The fortnightly publication and accompanying website—the only free-to-read intellectual property resources around—cover the full spectrum intellectual property rights, including patents, trademarks, copyright and domain names, as they relate to the Internet. IPPro The Internet’s key areas: Online patent; trademark and copyright infringement; Trademark and patent filings; Technology licensing; Online counterfeiting; Domain name developments and disputes; Social media developments and disputes; Brand promotion through online advertising and social media; Regulatory developments; IP office developments; IP technology. Visit www.ippromagazine.com

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## Packages and Deliverables

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## PARTNER WITH US!

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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Senior Sponsorship Manager  
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