I3PM meets Academia 2018

Challenges in Managing Intellectual Property in Entrepreneurial Environments

Venue: Technische Hochschule Ingolstadt (THI) – 13. March 2018

12. March 2018

19:00   Informal get together in a typical Bavarian restaurant

13. March 2018 Conference day 8:30 to 17:00

Preliminary conference program

08:30 – 9:00   Arrival and registration

09:00 – 9:30   Welcome and introduction
(Profs. Walter Schober (president) / Martin Bader – THI, Peter Bittner – I3PM)

    I.   **IP Management issues for startups**

09:30 – 10:00   Keynote by Prof. Yann Meniere (Chief Economist of the EPO)

10:00 – 10:30   Raising IP awareness for French startups – a role model for other countries?
(Philippe Borne – INPI Alsace)

    10:30 – 11:00   coffee break

11:00 – 11:30   IP challenges for startups in the cell and gene therapy sector
(Dr. Christoph Feest – Berlin-Brandenburg Center for Regenerative Therapies,
Dr. Giulia Solinas – University of Liverpool)

11:30 – 12:00   IP management of startups from a university (Dr. Ludwig Witter – KIT)

12:00 – 12:30   IP management challenges from an investor's and startup partner's perspective
(Dr. Philipp Rittershaus, Investment Manager, High-Tech Gründerfonds Management)

    12:30 – 13:30   lunch break

    II.   **IP Management issues in corporate entrepreneurship**

13:30 – 14:00   Keynote by Dr. Svenja Jarchow (Managing Director of the Center for Entrepreneurial
and Financial Studies TUM)
From invention to innovation – IP funds and their role in the exploitation of IP

14:00 – 14:30   Start-up entities as part of a multinational company from an IP perspective
(Dr. Alissa Zeller, Vice President Global Intellectual Property BASF SE)

14:30 – 15:00   coffee break

15:00 – 15:30   How to drive innovations and secure IPR in Corporate environments
(Thomas Trutz – SAP)

15:30 – 16:00   Corporate Innovation Management dealing with Start-ups (cooperation, founding
and investments)
(Dr. Rudolf Freytag, CEO, Siemens Technology Accelerator – Siemens Next47)

16:00 – 16:45   Panel discussion

16:45 – 17:00   Wrap up – end of conference