
EXPERT MEETING

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**Expert Meeting on SMEs and Their Access and Use of Government
Innovation**

organized by
the World Intellectual Property Organization (WIPO)

Geneva, May 16 and 17, 2019

EXPERT PROFILES

prepared by the International Bureau of WIPO

PROFILE OF ATTY. MARY GRACE CRUZ-YAP



Atty. Mary Grace Cruz-Yap is currently the Director of the Documentation, Information, and Technology Transfer Bureau (DITTB), also known as the Innovation Bureau of the Intellectual Property Office of the Philippines (IPOP HL). As DITTB Director, she manages IPOP HL's programs for its developmental agenda, IP education and awareness, technology transfer, and utilization of patent information. Concurrent with her Director position she also oversees the Advocacy Communications Team (AdvoComm), the public relations unit of the agency. She was the first Director in charge of the IP Academy who pushed the administration's directive to mainstream IP education in the curriculum, a breakthrough goal that is now made possible with IPOP HL's partnership under a Memorandum of Agreement with the Commission on Higher Education (CHED) signed last 26 April 2019 at the IP Convergence, the celebration of the National Intellectual Property Rights Month concurrent with the celebration of the World IP Day.

Atty. Cruz-Yap began her public service career in 2016 as a Communications, Promotions, and Marketing Consultant for IPOP HL. It was during this period of service that the Communications and Marketing Unit (CMU), the predecessor of the AdvoComm, was contemplated and created under the office of the Director General. She left the service in 2017 to attend a short course at Oxford University and to prepare for the Philippine Bar Exams. In 2018, after having been admitted to the Philippine Bar and after a short stint as a Senior Associate for business and transactions tax in one of the top audit firms in the country, she resumed her consultancy with IPOP HL, this time for the IP Academy. In October 2018, she assumed her position as the new Director of DITTB.

Prior to joining the Philippine government, she gained extensive experience in her 20 years of work in the private sector, where she rose from Management Trainee to Managing Director. Her core competencies are in the fields of management, procurement, business development, marketing, and communications.

Atty. Cruz-Yap's passion is for learning and education. She earned her Bachelor of Arts in Political Science degree from the University of the Philippines Manila at age 20 and her Juris Doctor degree from the University of the Philippines Diliman at age 40. Apart from earning credits for a certificate course in Creative Writing from the University of Oxford, she also took distance learning courses in Investigative Broadcast Journalism

in the Digital Age from the Knight Center for Journalism in the Americas, the University of Texas at Austin, as well as Intellectual Property courses from the University of Pennsylvania (PennX) and the WIPO Academy.

Atty. Cruz-Yap is also an advocate for providing assistance to marginalized communities. She was a volunteer member of the University of the Philippines-Philippine General Hospital Emergency Room Volunteer Corps of the UP Pahinungod during her college days and has been recognized for her Notable Performance as a Law Intern at the University of the Philippines-Office of Legal Aid, providing legal assistance to indigent clients. Just recently, she represented IPOPHL at the WIPO focal point meeting for the Inventor Assistance Program (IAP), a program aimed at assisting under-resourced inventors for the protection of their IP.

Abby Semple, LL.B., Ph.D. advises public sector bodies on public procurement law and strategy, building on 12 years of international experience. She has managed complex tenders on behalf of public sector clients in the UK and Ireland, and developed policy and guidance at the EU level and in Denmark, Germany, the Netherlands, Poland, Romania, Spain, Switzerland, Ukraine and the United States. Her particular areas of expertise are environmentally and socially responsible procurement, and innovation procurement.

In 2012 Abby founded the London-based procurement consultancy [Public Procurement Analysis](#). PPA focuses on providing tailored advice and implementation to local government clients, as well as national bodies and the wider public and utility sectors. Projects range from early market engagement, developing procurement strategies and tender documents, assistance with evaluation including whole-life costing, to training, troubleshooting and ongoing contract management. Clients have included the Irish Environmental Protection Agency, London Fire Brigade, Government of the Netherlands, European Commission and U.S. Department of Energy, amongst many others.

Abby holds a law degree from Trinity College Dublin and a postgraduate qualification in public procurement from the Institute of Public Administration (Ireland). She has recently completed her PhD on reform of EU procurement law at the University of London and teaches a module on the Public Procurement Regulation MA/PG Dip at King's College London.

Abby writes and speaks frequently on procurement topics, having given over 80 presentations and training sessions throughout Europe and the world. She is the author of one of the first books on the 2014 EU Procurement Directives [A Practical Guide to Public Procurement](#), published by Oxford University Press in 2015.



CURRICULUM VITAE

Dr. Noam Shemtov

- Reader in Intellectual Property and Technology Law
- Deputy Head – Centre for Commercial Law Studies, Queen Mary – University of London

Academic Qualifications

- Doctor of Philosophy, Queen Mary – University of London, Thesis title: ‘The Legal Regulation of Decompilation of Computer Programs: Excessive, Unjustified and in Need of Reform’
- LL.M. Intellectual Property, Queen Mary University of London
- LL.B. Leicester University

Membership of professional bodies

- Solicitor for The Supreme Court of England and Wales
- Member of the Israeli Bar Association

Selected Commissioned Studies and Reports

- Scoping Study on the IP Ecosystems in relation to the Mobile App Sector: Trinidad and Tobago, Keya and The Philippines, World Intellectual Property Organization, April 2019
- Completeness and Compliance Study on UK Transposition of the Trade Secrets Directive, April 2019
- The Concept of Inventorship in Inventions Involving AI Activity, European Patent Office, February 2019
- Technical assistance to the Government of Ukraine to support the establishment and operation of a specialised IP Court, Department for International Development – UK Government, 2018 - 2021
- EIPIN Innovation Society Consortium, EU Commission, 2017
- Intellectual Property Law and Mobile Applications, World Intellectual Property Organisation, 2017
- The BeatWoven Project, Arts & Humanities research Council (AHRC), 2016
- Private Copying Exceptions and Levies, to The International Confederation of Authors and Composers Societies (CISAC), 2014
- A Study of Open Source Licences, Microsoft Corporation, 2011

Selected Recent Conference Papers

- Who Owns Algorithmic Inventions, AI: Decoding IP by UKIPO & World Intellectual Property Organisation, London June 19, 2019 (forthcoming)
- Protecting User-Interfaces, AIPPI Netherlands, November 9, 2018, Amsterdam
- When Innovation Innovate: Assessing Inventive Step in Autonomous Inventive Processes, Patenting AI at the European Patent Office, May 30, 2018
- AI and IP Legal Construction, China South Lake Forum on IP and Innovation, April 21, 2018
- Multi-faceted protection of GUIs, AIPPI International, Alicante Spain, 26 April 2018
- Patenting GUIs, AIPPI Sophia, 2017, 30 March
- Open Standards and FLOSS, 10th Annual Standards, Patents & Competition: Law & Litigation’ Conference, 6 December 2016
- Collaborative Protection of GUIs, Intellectual Property Enforcement Forum, 5 October 2016
- Branding in China, Fashioning the Law Athens 2016, 23 April 2016

Selected Publications

Books

- *Beyond the Code: Protection of Non-Textual Features of Software*, Oxford University Press 2017, ISBN: 9780198716792, sole author
- *European Patent Decisions*, Sweet & Maxwell (ISBN: 9780952000723); Co- Author (with Florian Leverage) from 2006, annually recurring
- *Free and Open Source Software: Law, Policy and Practice*, Oxford University Press 2014, Co-Author and Co-Editor - (with Ian Walden)

Journal Articles

- Software Patents and Open Source Models in Europe: Does the FOSS community need to worry about current attitudes at the EPO?. IFOSS L. Rev vol. 2, (2) 151-164 (2011)
- Mission Impossible? Search Engines ongoing search for a viable global keyword policy, *Journal of Internet Law*, (Aspen Publishers) September 2009.
- The characteristics of technical character and the ongoing saga at the EPO and the English Courts, *Journal for Intellectual Property Law and Practice* (OUP, July 2009), 506-514.
- *Searching for the Right Balance: Google, keywords advertising and trademark use*, *European Intellectual Property Review* 30.11 (2008), 470- 474
- *Getting into shape*, *TrademarkWorld* (May 2008) (Co-authored 50% with Gadi Oron, IFPI),
- *Revisiting Arsenal in the Light of Opel and Picasso*, *Journal of Intellectual Property Law and Practice*, OUP, 2007 2(8):557-563

Book Chapters/Essays

- *Protecting User-Interfaces*, in 'Research Handbook on IP and Digital Technology', Edward Elgar, Cheltenham, (forthcoming 2019)
- The BeatWoven Project, in 'Cultural Policy, Innovation and the Creative Economy', Palgrave Macmillan December 2016, (ISBN 978-1-349-95112- 3)
- *Circumventing The Idea Expression Dichotomy: The Use Of Copyright, Technology And Contract To Deny Public Access to Ideas*, in EMERGING ISSUES IN MODERN INTELLECTUAL PROPERTY: TRADE, TECHNOLOGY, MARKET FREEDOM ESSAYS, Edward Elgar, Cheltenham 2007, (ISBN 1 84542 775 0),

Lecturing

Internal lecturing (at Queen Mary University)

- LLM courses in London
- Certificate in Intellectual Property course (postgraduate)
- LLM in Paris
- Certificate in Trade Marks law and Practice

External Lecturing (visiting appointments)

- Universidad Autonoma De Madrid, LLM in Intellectual Property Law and New Technologies
- University of Maastricht, Advanced Maaster in Intellectul Property Law and Knowledge Management (LLM/MSc)



Orakanoke Phanraksa, Ph.D.

Senior Intellectual Property Consultant

Technology Licensing Office, Technology Management Center,

National Science and Technology Development Agency (NSTDA), Thailand

After received a Bachelor of Laws from Chulalongkorn University, Thailand, Dr. Phanraksa won a prestigious Royal Thai Government scholarship to pursue her education in the USA. She received a Master of Laws (LL.M.) and Ph.D. in laws from the University of Washington in 2000 and 2005 respectively.

She is a policy specialist in the field of intellectual property laws. Currently, she is with the Technology Licensing Office, Technology Management Center at the National Science and Technology Development Agency, Pathumthani, Thailand, as a manager of the Intellectual Property Policy group. Since 2010, she has been working closely with the Office of the Higher Education Commission (OHEC) and has played a key role to form a policy framework to promote and strengthen technology licensing offices and IP professionals in the academic institutes in Thailand. This effort has further extended to a recent collaboration between the World Intellectual Property Organization (WIPO), the Department of Intellectual Property (DIP), and NSTDA to run a six year project titled the “Enabling IP Environment” in Thailand. She is also one of the founding members of the Licensing Executive Society Thailand and currently serves LES Thailand as the Vice President (2017–2019). In 2019, she was the first to be awarded the Global IP Champion Award from the Global Innovation Policy Center, US Chamber of Commerce. This award was given to five individuals in the field of intellectual property who are leading efforts to bring about positive change in their communities and around the world.

Apart from her professional experience in the IP regime, she was past Co-Chair of the Global Young Academy, a non-profit organization with 200 top young scientists from all disciplines from around the world. This has allowed her to work and meet with young scientists across the globe. She has recently lead a regional project to promote capacity building of early career researchers and successfully established the ASEAN Young Scientists Network, endorsed by the ASEAN COST in 2018.

Richard Miller

Is a Senior Economist with the Office of the Chief Economist at the United States Patent and Trademark Office. His current projects focus on empirical study of U.S. patent examination data, patent litigation, intellectual property (IP) protection sought by Chinese inventors and firms, and encouraging data-driven policy and program administration. He has provided expert analyses in support of the IP Working Group of the Joint Commission on Commerce and Trade (JCCT), which is a dialogue between representatives of the US and Chinese governments. Dr. Miller has also published journal articles and working papers on patent litigation, Chinese patenting in the US, and patent examination data. Before joining USPTO, Richard worked as an Economist with the Center for Naval Analyses and RTI International, and served as an Associate Dean at Missouri State University's campus in Dalian, China. Most of his previous work was in the area of health economics. He holds a Ph.D. in Economics from the University of California-Santa Barbara and a B.A. from Cornell University.

Dr. Sharon Bar-Ziv

BIOGRAPHY

Dr. Sharon Bar-Ziv is a lecturer at **Sapir Academic College**, School of Law and a senior research fellow at the Center for Cyber Law & Policy, **University of Haifa**.

She earned her Bachelor's Degree in Law (LL.B, Major in Law & Technology), and her Master's Degree in Law (LL.M, Summa Cum Laude) all from the University of Haifa. In 2013 Dr. Bar-Ziv completed her PhD thesis at the University of Haifa, Faculty of Law.

Her area of specialization focuses on Law & Technology issues, Intellectual Property Law, Science and R&D Policy, Innovation and Entrepreneurship, Cyber Law, and Empirical Methodologies for Intellectual Property Studies.

Dr. Bar-Ziv continually participates in international conferences, publish papers in leading professional journals and teaches courses and seminars in her areas of expertise.

Dr. Stanley P. Kowalski, Biography

Dr. Stanley P. Kowalski is Clinical Professor and Director of the International Technology Transfer Institute (ITTI) at the Franklin Pierce Center for Intellectual Property (IP) at the University of New Hampshire, School of Law. ITTI's dedicated mission is to advance science, technology and innovation in developing countries via education, outreach and capacity building in IP management, technology transfer and patent information analysis. ITTI projects include patent landscape analyses of innovations in health and agriculture that are relevant to the needs of developing countries and IP capacity building in public sector institutions in developing countries. Integration of ITTI projects with other organizations (e.g., WIPO, WHO, the USPTO, U.S. Dept. of Commerce and the World Bank) and global network building of IP professionals from Africa, Latin America and Asia also comprise important aspects of ITTI's Global Mandate. Countries where ITTI has conducted programs include Algeria, Argentina, Armenia, Colombia, South Africa, Zimbabwe, the Philippines and Singapore. Previous to working in the field of IP, technology transfer, innovation and global development, Dr. Kowalski was a scientist for over two decades, holding research positions at various institutions including the University of Rochester, the National University of Singapore, Texas A&M University and the USDA in Beltsville, MD; his research was in the fields of biochemistry, genetics, crop science and entomology. Subsequently, as a management consultant at the International Service for the Acquisition of Agri-Biotech Applications (ISAAA) in the IP/technology transfer initiative, he conducted the preliminary freedom-to-operate analysis of Golden Rice. Dr. Kowalski has authored numerous publications in the fields of agriculture, genetics and biochemistry, as well in IP and technology transfer (e.g., the IP Handbook of Best Practices). Dr. Kowalski holds a Ph.D. in Plant Breeding from Cornell University and a J.D. from the Franklin Pierce Law Center.

Ron Marchant CB FRSA

Ron joined the UK Patent Office in 1969 as a Patent Examiner after graduating from London University with BSc (hons) Chemistry. In early 1980 he was responsible for the functionality and implementation of the patent aspects of the UK Patent Office's first computer implementation, which went on to win an award from the British Computer Society. He became personnel manager and reactivated examiner recruitment, and managed the move of the examining staff from London to South Wales in 1990.

In 1992 Ron became Director of Patents and implemented a programme "Meeting the Future" designed to align the operation of the Directorate more closely with the post-EPO context, concentrating on quality and timeliness of services, and also forming a special unit to deal with unrepresented applicants. At the time he also began to be active at meetings in the EPO and WIPO, taking part in the Treaties on Patent Law and Designs. He became a Fellow of the Royal Society of Arts.

Ron became Chief Executive and Comptroller General in 2003 and in his three years took special interest in building strong customer services and policies that would provide meaningful and accessible IPR to SMEs. He was a leading player in the EPO Strategic debate and in building synergy between the EPO and the operations of the Patent Offices of its Member States. In the WIPO context Ron took an active interest in the role of IP in assisting Developing Countries and played a leading role in the debates on the Development Agenda. He is also linked with moves to improve the Governance of the organisation, a position based on his own experience of the increasing importance of Governance within the public sector. Ron has a longstanding commitment to making the international patent system more effective and efficient, improving access and quality. In this context he has been actively discussing "mutual recognition" for many years. He was, therefore, delighted to sign a Patent Prosecution Highway Agreement with the Japanese Patent Office, and to agree the principal of one with the USPTO, before his retirement from the UK Office in March 2007.

In recognition of his achievements Ron was awarded the EPO medal in 2006, and the Best Achievement in National and International affairs by The European IP Awards "World Leaders". He was made a Companion of the Order of the Bath (CB) in the New Years Honours of 2007.

Since retiring as CEO Ron chaired has an EU Expert Group on IP and SMEs, whose report was published in October 2007, been a non-Executive Director of the Scottish Intellectual Assets Centre, and has presented at many meetings, seminars, and workshops organised by WIPO and others addressing IP and innovation, especially as affecting SMEs, in Countries in Transition, Asia, the Gulf and Developing Countries. He has also advised on and written on creating IP strategies, modernising IP Offices, and nation branding and IP.

In his private life, Ron has been a member of a local Government Council and Chair of School Governing Bodies at Primary and Secondary Schools.

RJM
July 2018

Marina Lamm

Marina Lamm is a patent attorney with the Office of Policy and International Affairs, United States Patent and Trademark Office, specializing in domestic and international patent policy and technology transfer issues. Ms. Lamm began her tenure at the USPTO in 1998 as a Patent Examiner where she examined patent applications in chemical and pharmaceutical areas for over nine years.

Ms. Lamm is a graduate of the First Moscow Medical Institute, with a Bachelor of Science degree in Pharmacy, and the George Washington University, with a Master of Science degree in Forensic Science. Ms. Lamm received her law degree from the Catholic University of America Columbus School of Law. She is a member of the Maryland Bar and a registered patent attorney. She is an adjunct professor at the George Mason University Law School and recently taught an introductory class on intellectual property.

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President of FORTEC - Nacional Association of Innovation and Technology Transfer Managers, elected in 2018.

Executive Manager of PUC-Rio Innovation Agency-AGI, that is PUC-Rio's TTO, since 2003.

PROFESSIONAL EXPERIENCE

- Co-founder and actual President of FORTEC – National Association of Innovation and Technology Transfer Managers, elected in 2018, and in this capacity member of its Board of Directors.
- 2003-Actual: Management of all activities concerned to the best practices for innovation enhancement, technology transfer and intellectual property negotiation and agreements elaboration, aiming to make feasible the partnership between the university, enterprises and other organizations, and working as a capacity builder, helping to spread this culture in Brazil and other developing countries, as an specialist for WIPO and INPI, its counterpart in Brazil, and for FORTEC – National Association of Innovation and Technology Transfer Managers (Brazilian TTO's Managers Network).
- In 2001 initiated the Technology Transfer and Intellectual Property Office at PUC-Rio, actual Innovation Agency, being its Executive Manager.
- Affiliated to AUTM for about 10 years, and actual member of the International Strategy Committee, and a contact point for people in Latin and South America and the Caribbean, for AUTM Outreach Initiatives.
- From 1993 to 2000, liaison responsibility as independent consultant and official Project Manager between the Catholic University of Rio de Janeiro (PUC-Rio), and the Brazilian business community, and also collaboration with the *Enterprise Incubator of Genesis Institute* at PUC-Rio, to launch new business ventures with recent graduates, focused on technology-based products and services.
- Previous experience in various management positions held in “*Companhia Vale do Rio Doce*”, actual “Vale”, Brazil's largest mineral and logistics company.

ACADEMIC BACKGROUND and SPECIALIZATION

- Master in Business Administration (MBA) in 1990, from Pontifical Catholic University of Rio de Janeiro (PUC-Rio)
- Bachelors in Pedagogics, in 1963, from Federal University of Esp. Santo
- Various courses, congresses and workshops in all fields of the professional experience.

SPOKEN LANGUAGES

Portuguese, English, French, Spanish, German, Italian

Professor Barthélémy Nyasse

Nyasse Barthelemy studied Natural products Chemistry at the Museum National d'Histoire de Paris (1985) and Synthetic Chemistry at the University of Uppsala (1990) before returning to Cameroon in 1994. Since 2004, he is a full Professor of Organic Chemistry at the University of Yaoundé I. In addition to his duties as lecturer and research manager, He serves as Director of the Chemical Engineering and Industrial Minerals School at the University of Ngaoundéré. Before that position, He has been the Deputy Vice-Chancellor for Teaching, Professionalization and Development of ICT at the University of Bamenda, Cameroon (2015-2017); the Deputy Vice-Chancellor in charge of Research & Cooperation at the same University (June 2014-November 2015); Director of Studies, Planning & Statistics at the Ministry of Higher Education of Cameroon (2009-2014).

Professor Nyasse has participated in many projects for development and acquired expertise on IP issues, project design & management, curriculum design as exemplified by his leading roles in the formulation of Guidelines for the formulation of Institutional IP policies and Strategies for Research Institutions and Universities and, for some African Countries (Cameroon, Niger, Rwanda, etc.).

Professor Nyasse is the Fellow and the Secretary General of the African Academic of Sciences (AAS). He is also the Chairperson of the Scientific & Technical Advisory Committee of the African Network for Drugs & Diagnostics Innovation (ANDI).

Philip Mendes

was a technology transactions lawyer for 25 years, assisting universities, companies and governments in Australia and other countries commercialize their intellectual property.

Since retiring from legal practice, Philip focuses on consulting and teaching.

He consults to universities, governments, and international agencies on technology transfer policy, as well as technology transfer best practice.

He is an Adjunct Professor at the Queensland University of Technology where he teaches intellectual property commercialization and management. He also conducts executive training on intellectual property commercialization and management throughout Asia.

Professor Prabuddha Ganguli
CEO, Vision-IPR, Mumbai, India
and
Visiting Professor, Rajiv Gandhi School of Intellectual Property Law, Indian
Institute of Technology, Kharagpur, India

He started his professional career as visiting scientist at the Chemistry Division of the Bhabha Atomic Research Centre in Mumbai in 1980 after completing M.Sc and PhD in Chemistry followed by postdoctoral research at the Johannes Gutenberg Universitat, Mainz, Germany as an Alexander von Humboldt Foundation Fellow and as Research Associate at Windsor University, Canada. His career spans academics to international industrial experience for 2 decades (1981-2001) in Hindustan Unilever in diverse managerial roles such as research scientist, R&D management, strategic management of IPR in businesses, management of manufacturing unit, implementation of technology transfer, knowledge management systems in businesses, managing corporate information security and corporate planning. In 2001, he set up his proprietary firm Vision-IPR offering services in the management of innovation and IPR. Parallel to his professional consulting, he is involved in academic research in IPR and teaching in various institutions in India and abroad. He has been a consultant to WIPO for IPR capacity building programs since 2001. He was Hon. Scientific Consultant to the Office of the Principal Scientific Adviser, Government of India for over a decade till January 2018.

He held the Ministry of Human Resources Development IPR Chair Professorship at Tezpur University, Assam, India from May 2012 to June 2017 and is presently Visiting Professor in the Rajiv Gandhi School of Intellectual Property Law, Indian Institute of Technology Kharagpur, India. He is a member of the International Editorial Board of Elsevier Journal "*World Patent Information*". He has 50 publications in technical fields and over 60 publications in IPR including 6 books in the field of Intellectual Property Rights. In February 2011 he was awarded "The Chemtech Pharma-Bio World Award for outstanding contribution in the field of Intellectual Property". In 2014, "LEGAL ERA" honored him with "The Lifetime Achievement Award" for his continued contribution in the field of IPR. His present research interests are in the Interface of Innovation, IP and Competition Law; IP issues in Artificial Intelligence; IP related to Digital Libraries; Technology Development, IP and Socioeconomic Development.