

WIPO SYMPOSIUM ON TRADE SECRETS AND INNOVATION

Geneva, May 23 to 24, 2022

SPEAKER PROFILES

prepared by the International Bureau of WIPO

KEYNOTE SPEECH



Mr. Andrei IANCU, Partner, Irell & Manella, Washington D.C., United States of America

Andrei Iancu is a partner at Irell & Manella LLP, where his practice focuses on intellectual property litigation and counseling.

Prior to rejoining the firm in 2021, he served as the Undersecretary of Commerce for Intellectual Property and Director of the U.S. Patent and Trademark Office. As head of the USPTO, Iancu oversaw one of the world's largest IP offices with approximately 13,000 employees and a \$3.5 billion annual budget. Prior to his government service, he spent two decades at Irell and served as the firm's managing partner from 2012 to 2018, the maximum allowable tenure. Throughout his career, Iancu has been widely recognized for his work, earning accolades from the Los Angeles Times, AIPLA, IEEE-USA, Intellectual Property Owners Education Foundation, Chambers USA, Intellectual Asset Management, Managing IP, Daily Journal, California Lawyer, Los Angeles Business Journal, Legal 500, and many others. In 2021, he was inducted into the IAM Hall of Fame. In 2021, Iancu co-founded the Renewing American Innovation Project at the bipartisan Center for Strategic and International Studies.

Iancu earned his J.D. from UCLA School of Law and an M.S. and B.S. from UCLA. Before his legal career, he was an engineer at Hughes Aircraft Company.

Topic 1 Trade Secrets in Innovation Policies and IP Strategies – Recent Developments

SPEAKERS



Mr. Mark SCHULTZ, Professor of Law, University of Akron School of Law, Akron, United States of America

Mark Schultz is a professor at the University of Akron School of Law, where he is the Goodyear Tire & Rubber Company Endowed Chair in Intellectual Property Law and Director of the IP & Technology Law Center.

His research concerns the law and economics of the global intellectual property system, focusing particularly on trade secret law. He worked with the Organization for Economic Cooperation and Development (OECD) to co-author a groundbreaking global trade secret protection index (the TSPI). The TSPI is being used to frame policy discussions on this cutting-edge topic in capitals around the world. He recently has written about the role of trade secrecy in the fight against Covid-19.

Professor Schultz is frequently called on to help governments and international organizations with IP policy and capacity building. He currently serves as a member of the U.S. Chamber of Commerce's U.S.-India IP Cooperation Dialogue. He has testified before the U.S. Congress and spoken at programs hosted by the World Intellectual Property

Organization (WIPO), the U.S. Patent and Trademark Office, the U.S. Trade Representative, and the U.S. Copyright Office, as well as numerous universities, think tanks, and industry groups.



Mr. Maximiliano SANTA CRUZ, Director, Santa Cruz IP, Santiago, Chile

Lawyer – Universidad de Chile, LLM - University of San Francisco, CA, US.

Maximiliano is the founder of Santa Cruz IP, a law firm that advises on the design of intellectual property (IP) strategies, to companies in fields as different as forestry, oil and lubricants, mechatronics, animal protein, restaurants, culture, media, and universities.

He headed the National Institute of Industrial Property (INAPI), the Chilean patent and trademark office, from its creation in 2009 until October of 2018. INAPI has been chosen thrice as the best government agency of Chile and as the second most innovative IP office globally (World Trademark Review magazine), always among the top 10.

He chaired WIPO's Standing Committee on Patents and the Working Group on the PCT. He was also a negotiator in the IP chapters in several of Chile's trade agreements, such as those with the EU, EFTA, Republic of Korea, the Pacific 4 (P4), and the one with the US.

He is a consultant with the Inter-American Development Bank, the European Union IP Office, the World Bank, and WIPO. He was one of the three panelists in the dispute over IP and technology transfer between the US and China at the WTO. He frequently publishes on IP issues and has taught IP at the Universidad Católica, Universidad de Chile, Finisterrae, del Desarrollo, Andrés Bello.

He is a member of the Board of Cambia/Lens (Lens.org), the most critical open and free access platform on patents and scientific literature. He is also a member of the Board the Medicines Patent Pool (MPP), one of the most impactful initiatives on access to medicines in this century. He was Chair of its Expert Advisory Group for 10 years.



Ms. Lena PAUSCHENWEIN, Legal Officer, Directorate-General GROW - Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium

Lena Pauschenwein is a jurist specialised in intellectual property law and works in the Intangible Economy Unit of the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission.

She holds law degrees from the University of Vienna (Magister iuris) and the University of Glasgow (LLM), both with a focus on intellectual property and technology law. Prior to joining the European Commission in 2021, she worked at the Austrian Supervisory Authority for Collective Management Organisations.



Ms. Jeon Jeong Hwa, Ph.D. in Law, Researcher, Korea Institute of Intellectual Property, Seoul, Republic of Korea

Academic Experience

Study on Data Economy and Intellectual Property Issues (2021, PM)

Study on Technology & Environment Change and Intellectual Property System; Issue and Challenges in the Patent by AI Technology Development (2020, PM)

Review of IP issues related to artificial intelligence and research on the direction of legal system and policy improvement (2020, PM)

Study on Technology & Environment Change and Intellectual Property System; Focusing on the Fourth Industrial Revolution(2019, PM)

Topic 2 Navigating Trade Secret Systems in the Changing IP and Innovation Environment

MODERATOR



Mr. Carsten FINK, Chief Economist, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO, Geneva

Carsten Fink is the Chief Economist of the World Intellectual Property Organization (WIPO) based in Geneva. Before joining WIPO, he was Professor of International Economics at the University of St.Gallen. He also held the positions of Visiting Professor at the *Fondation Nationale des Sciences Politiques (Sciences Po)* in Paris and Visiting Senior Fellow at the *Groupe d'Economie Mondiale*, a research institute at *Sciences Po*.

Prior to his academic appointments, Mr. Fink worked for more than 10 years at the World Bank. Among other positions, he was a Senior Economist in the International Trade Team of the World Bank Institute, working out of the World Bank's office in Geneva and an Economist in the Trade Division of the World Bank's research department, based in Washington, DC.

Mr. Fink's research work – focused on intellectual property, innovation, and international trade – has been published in academic journals and books. He holds a doctorate degree in economics from the University of Heidelberg in Germany and a Master of Science degree in economics from the University of Oregon in the United States.

PANELISTS



Mr. James POOLEY, Attorney, California, United States of America

Silicon Valley lawyer James Pooley represents clients in trade secret and patent disputes, provides expert testimony to courts and arbitral tribunals, and advises companies on IP strategy and data security management.

Mr. Pooley is an author or co-author of several major works in the IP field, including his treatise *Trade Secrets* (Law Journal Press) and the *Patent Case Management Judicial Guide* (Federal Judicial Center). His most recent business book is *Secrets: Managing Information Assets in the Age of Cyberespionage* (Verus Press 2015).

The Senate Judiciary Committee relied on Mr. Pooley for expert testimony and advice during consideration of the 2016 Defend Trade Secrets Act, and one Senator later called his participation “instrumental” in achieving passage of this landmark legislation.

In 2014, Mr. Pooley completed a five-year term as Deputy Director General at the World Intellectual Property Organization in Geneva, where he was responsible for management of the international patent system. He is a past President of the American Intellectual Property Law Association and former Chair of the National Inventors Hall of Fame. He serves as Chair Emeritus of the Sedona Conference Working Group 12 on Trade Secrets and as Co-Chair of the Trade Secret Task Force of the International Chamber of Commerce. He taught trade secret law at the University of California’s Berkeley School of Law for many years.

In 2016, Mr. Pooley was inducted into the IP Hall of Fame for his contributions to IP law, policy and practice.



Mr. John SYEKI, Head of IP and Technology, Bowmans - Coulson Harney LLP, Nairobi, Kenya

John heads the Intellectual Property and Technology practice group in East Africa.

His practice areas and experience cover commercial intellectual property advice, Technology law, E-Commerce, Payments, Fintech, advertising law and litigation, data privacy, advice on drafting and/or negotiation of information technology agreements, and advice on the protection and enforcement of trade mark, patent, copyright and industrial designs. He also regularly advises on IP Litigation and dispute resolution covering trademarks, patents, designs, breach of IT contracts, anti-counterfeiting raids, IP due diligence, licensing, franchise agreements and domain name dispute resolutions.

John is regionally and globally renowned for his excellence in the IP space, and has received several top citations and recognitions from international directories such as Chambers Global, World Trademark

Reviews, IP Stars and WIPR Leaders. Most recently he was ranked as a WTR Global Leader by the World Trademark Review.

On the IT/TMT side, John advises a number of leading technology companies in the world. He also acts as the Kenyan counsel on regulation, compliance and corporate matters.

Over the years, John has established a formidable reputation within the E-Commerce and FinTech space. He regularly advises FinTech clients on matters relating to Corporate Governance; Information Technology; Financial Services Regulation; Mobile Money and Payments Law. He has written extensively on topical issues around this area, and a number of his articles have been published on international platforms such as Lexology. John is also well known for its 'outstanding' capabilities in Data Protection and Cyber Security.



Mr. Andy LUO, Partner, Dentons, Ningbo, China

Andy Luo is qualified as a Chinese lawyer based in Beijing Dentons Law office, LLP (Ningbo). He acquired his bachelor's degree in Macau University of Science and Technology and LLM degree in Wake Forest University. He is selected as one of the famous lawyers in the foreign-related legal field both in Ningbo and Zhejiang, one of the Foreign-related Intellectual Property Experts in Ningbo, member of Ningbo "One Belt and One Road" and Foreign Affairs Committee, member of Ningbo Internet and Digital Specialization Committee, etc.

He specializes in foreign investment and international transaction, intellectual property and corporate law, familiar with the laws and regulations of FDI and intellectual property. He has extensive experience in advising Chinese and international clients from Australia, Italy, Spain, US, etc. His service includes but not limited to commercial litigations and non-litigations concerning international trade, overall plan for IPR protection, management of corporate investment and financing, M&A, etc.

Topic 3 Balancing Legitimate Interests in the Trade Secret System

MODERATOR



Ms. Lisa JORGENSEN, Deputy Director General, Patents and Technology Sector, WIPO, Geneva

Lisa Jorgenson is the Deputy Director General, Patents and Technology Sector at the World Intellectual Property Organization in Geneva, Switzerland which administers the Patent Cooperation Treaty. She also manages patent and technology legislative and policy advice and programs relating to the law of patents.

She was previously the Executive Director at the American Intellectual Property Law Association and the Group Vice President, Intellectual Property and Licensing at STMicroelectronics.

Lisa earned her BS degree in biology from St. Mary's University in Notre Dame, Indiana, her Master's degree in Management from Purdue University and her JD from the John Marshall Law School.

PANELISTS



Ms. Sharon K. SANDEEN, Professor, Director of the IP Institute, Mitchell Hamline School of Law, St. Paul, United States of America

Sharon K. Sandeen is the Robins Kaplan LLP Distinguished Professor in Intellectual Property Law and Director of the IP Institute at Mitchell Hamline School of Law in Saint Paul, Minnesota. She is a recognized expert on trade secret law, having written (with Elizabeth Rowe) the first casebook on the subject in the United States (*Cases and Materials in Trade Secret Law*) and a new casebook titled "Information Law, Governance, and Cybersecurity" (with David S. Levine). In addition to her books, Professor Sandeen has written more than 35 articles and book chapters on intellectual property, internet, and information law topics.

She is the proud recipient of two degrees from the University of California Berkeley (a Bachelor of Arts degree and an LL.M. from U.C. Berkeley School of Law) and a Juris Doctor degree from the University of the Pacific, McGeorge School of Law. Professor Sandeen is a Life Fellow of the American Bar Foundation, a member of the American Law Institute (ALI), a member of the Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP), and was the Fulbright-Hanken Distinguished Chair in Business and Economics for 2019-2020.



Mr. John HULL, Solicitor of the Supreme Court (England); Teaching Fellow, Queen Mary, University of London, United Kingdom

John Hull is a Teaching Fellow at Queen Mary, University of London where he teaches a course on Trade Secrets and a course on the Commercialisation of Intellectual Property.

He received his first law degree from the University of Warwick and his Master's degree from the London School of Economics. He is Visiting Professor at King's College London where he teaches a course on the Commercialisation of Intellectual Property. He is also Senior International Fellow at Monash University, Melbourne, where he teaches a bi-annual course on Technology Transfer.

He is qualified English Solicitor and was a partner for 20 years at two International law firms where he specialised in all aspects of contentious and non-contentious intellectual property. He is currently a consultant with a UK firm of patent attorneys, Impact IP, based in London.

He also developed a practice in aspects of public (administrative) law relating particularly to universities, research organisations and medical colleges. In this practice, he advised on issues such as academic research misconduct and the investigation of medical malpractice.

He is the author of a leading book on Trade Secrets, a contributor to books on technology licensing and the music business. He is the author of over 80 articles, notes and reviews in academic and professional journals.



Ms. Jayashree WATAL, Consultant, New Delhi, India

Jayashree Watal retired from the Intellectual Property, Government Procurement and Competition Division of the World Trade Organization in mid-2019, where she had contributed *inter alia* to work on TRIPS and public health, Patents, Undisclosed information, Economics of TRIPS, IP and Transfer of Technology, and IP and Competition Policy. She assisted the then Director of the Intellectual Property Division on the negotiations that led up to the adoption of the Doha Declaration on the TRIPS Agreement and Public Health in November 2001; the interim waiver solution in August 2003; and the Protocol on the amendment that resulted in a new article 31*bis* in December 2005. Prior to joining the WTO, she has had more than twenty-two years of experience in government in India. She represented India at a crucial stage in the Uruguay Round TRIPS negotiations from 1989-90, contributing substantially to the development of the text.

She currently holds the position of Honorary Professor at the National Law University, Delhi since August 2019 and has been a part-time Adjunct Professor position at the Georgetown University Law Centre since 2009, teaching a course on *International Trade, Intellectual Property and Public Health* every year, except 2020-21. She was a member of the Governance Board of the Medicines Patent Pool, a non-profit organization based in Geneva for six years until mid-2021 and continues to be consulted on MPP strategy. She holds several part-time consulting positions to assist WTO members and observers on TRIPS-related issues.

Ms. Watal holds post-graduate degrees in both law and economics. She is the co-editor of three WTO books: *A Handbook on the TRIPS Agreement*, (Cambridge University Press, 2012/2021); *The Making of the TRIPS Agreement*, (WTO, 2015); and *Trade in Knowledge* (Cambridge University Press, 2021). She has authored a book *Intellectual Property Rights in the WTO and Developing Countries* (Oxford University Press, India and Kluwer Law International, 2001) and several peer-reviewed journal articles on issues related to the law/economics of intellectual property rights.



Mr. Gabor FALUDI, Senior Of Counsel, Szecskay Attorneys at Law, Budapest, Hungary

Degree: Law Degree obtained in 1976 from the Law Faculty of the Eötvös Loránd University Budapest

Bar exam: 1979

Post gradual trainings:

- a) two years' trainings to be a lawyer specialized in industrial property, and international commerce
- c) attendance of summer courses of Comparative Law organized by the Strasbourg Faculty of Comparative law (1980/81)
- d) participant and lecturer of summer courses of the Mc George Law School (Santa Barbara, California) on the legal system of the US (1983/85)
- d) Summer course in American law organized by the Columbia Law School (Amsterdam, 1981)
- e) scholarship in the Max Planck Institute for Copyright, Industrial Property Law and Law of Unfair Competition in Munich (1985)

Posts filled:

- a) lecturer in law, assistant professor, at present associate professor at the Civil Law Department of the Law Faculty of the Eötvös Loránd University Budapest (1976)
- b) Legal practice: in house lawyer at different corporations from 1976 through 1985, attorney at law since 1986, former Legal Director of Artisjus, at present: of counsel, Szecskay , Attoeneys at Law

Languages: English, German, Russian (passive).

Miscellaneous professional activities:

Author or co-author of books and articles on IP, in particular copyright

Member of the CISAC Legal Committee, Board member of the Hungarian Association of Copyright and Industrial Property, Board member of the Hungarian AIPPI Group, chairman of the Copyright Expert Board, arbitrator at the Arbitration Tribunal attached to the Hungarian Chamber of Industry and Commerce.

Topic 4 Trade Secrets and Digital Data

MODERATOR



Ms. Ulrike TILL, Director, IP and Frontier Technologies Division, Infrastructure and Platforms Sector, WIPO, Geneva

Dr. Ulrike Till is the Director of the IP and Frontier Technologies Division at WIPO.

She is an experienced IP and patent lawyer with significant commercial background and exposure to complex international patent litigation, data exclusivity issues, commercial negotiations, competition law, settlements and agreements. In her current role, Ulrike focus on the wide reaching IP policy implications arising from digitalization, industry 4.0 and frontier technologies.

Ulrike is qualified both as an English solicitor and German Rechtsanwältin and has practiced in both jurisdictions. She has a technical background with a PhD in Chemistry, management training (MBA Oxford) and many years experience in private practice as well as in-house.

PANELISTS



Ms. Tanya APLIN, Professor of Intellectual Property Law, King's College London, London, United Kingdom

Tanya Aplin is a Professor of Intellectual Property Law at the Dickson Poon School of Law, King's College London. At King's, she teaches courses on international and comparative copyright law and European and UK patent and trade secrets law.

She has published widely on copyright, confidentiality and trade secrets law. Some of her leading publications include *Gurry on Breach of Confidence: The Protection of Confidential Information* (OUP, 2012), *Intellectual Property: Patents, Copyright, Trade Marks and Allied Rights* 9th ed (Sweet & Maxwell, 2019), *Global Mandatory Fair Use: The Nature and Scope of the Right to Quote Copyright Works* (CUP 2020) and the *Research Handbook on IP and Digital Technologies* (Edward Elgar, 2020).



Mr. Josef DREXL, Director, Max Planck Institute for Innovation and Competition, Munich, Germany

Professor Dr. Josef Drexel, LL.M. (UC Berkeley)

Professor Drexel is Director of the Max Planck Institute for Innovation and Competition in Munich, an Honorary Professor at the University of Munich and a member of the Bavarian Academy of Science. He is chairing the Project Board of the Munich Intellectual Property Law Center (MIPLC) Cooperation Project, which runs a globally renowned master's program in intellectual property and competition law.

Professor Drexel was the founding Chair of the Academic Society for Competition Law (ASCOLA) from 2003 to 2013, and he is a Vice-President of the *Association Internationale de Droit Economique (AIDE)*. He acted as a visiting professor at Oxford University, the LUISS Guido Carli in Rome, the New York University and the *Université de Paris 2 Panthéon-Assas*. Professor Drexel is an expert in both competition law and intellectual property law.

For a number of years he has been working in particular on the regulation of the digital economy in times of industry 4.0 and the Internet of Things. Inter alia, he authored a study on the regulation of connected devices on behalf of the European Consumer Organisation BEUC in 2018, thereby also addressing issue of IP and trade secrets protection. He is currently acting as a member of the Working Group on Data Governance of the Global Partnership on AI (GPAI).



Ms. Yuka ONIZUKA, Deputy Director, Intellectual Property Policy Office, Economic and Industrial Policy Bureau, Ministry of Economy, Trade and Industry (METI), Tokyo, Japan

Ms. Onizuka is a deputy director of Intellectual Property Policy Office in Economic and Industrial Policy Bureau of Ministry of Economy, Trade and Industry since July 2020. She is responsible for dissemination and an amendment of the Unfair Competition Prevention Act and international affairs related to the Act, which regulates unfair competition acts including infringement of trade secrets, unfair acquisition of specific valuable data, unfair use of a famous indication, and misleading representation regarding the place of origin.

She worked for the Corporate R&D Center at Toshiba Corporation as an engineer of integrated analog circuits after receiving the M. Eng. degree from Tokyo Institute of Technology. In 2012, she joined the Japan Patent Office as a patent examiner specializing in analog circuits for transmission. She had a role in assisting the revision of patent classifications in Patent Classification Policy Planning Section in 2017. She also spent a year researching integrated circuits as a visiting scholar in the Department of Electrical Engineering at Columbia University from July 2019, and then she was assigned to the present position.



Ms. Ewelina JAROSZ-ZGODA, General Counsel
CD PROJEKT S.A., Warsaw, Poland

Ewelina Jarosz-Zgoda is General Counsel and Chief Compliance Officer at CD PROJEKT RED, a video game developer best known for Cyberpunk 2077 and The Witcher series of games. In her role at CD PROJEKT RED, she provides legal counsel to the company's board of directors and senior management and leads a legal team that advises on, among others, IP rights protection and management, corporate governance and security matters, privacy & compliance, employment, commercial transactions and litigation management. She joined the CD PROJEKT Group in 2017 as a Lead Counsel for GOG.COM, and CD PROJEKT RED in 2021 as Deputy Chief Counsel. Her role as General Counsel at CD PROJEKT RED began in February 2022.

She has a strong passion and expertise in intellectual property and consumer law. Before joining CD PROJEKT RED, Ewelina worked both as an in-house legal counsel in FMCG companies and counsel in international law firms in Poland.

In 2011, she graduated from the University of Warsaw in Poland, and the University of Florida Levin College of Law. In 2015 she passed the bar exam at the Warsaw Bar Association. Currently, she is a PHD candidate at the Polish Academy of Sciences, researching the rationale behind legal hybrids such as sub-patentable inventions.

Topic 5 Trade Secrets in the Value Chain

MODERATOR



Mr. Mark SCHULTZ (*please see Topic 1 for bio*)

PANELISTS



Ms. Muthu De SILVA, Reader (Associate Professor) in Entrepreneurship and Innovation, Birkbeck, University of London, London, United Kingdom

Dr. Muthu De Silva is a Reader (Associate Professor) in Entrepreneurship and Innovation and the Assistant Dean (Research) at Birkbeck, University of London, UK.

Her research contributes to our knowledge on co-creation. In particular, she has contributed to our knowledge on how actors in an ecosystem engaged in co-creation, and associated good practices, capabilities, intellectual property and impacts. She has published in world-leading

journals such as Research Policy, Journal of Organizational Behaviour, British Journal of Management, International Small Business Journal, Technological Forecasting and Social Change, Journal of Business Research, Industrial Marketing Management, R&D Management, Technovation, International Business Review and Studies in Higher Education. She has secured major grants from Innovate UK, Intellectual Property Office, EU and British Academy/Leverhulme, OECD, and British Academy of Management.

She is a fellow of Royal Society for the encouragement of Arts, Manufactures and Commerce. She is in the Editorial Board of the British Journal of Management.

Mr. Emmanuel GOUGÉ, Partner, Pinsent Masons, Paris, France



Emmanuel Gougé is a renowned counsel and litigator in IP law, with a strong focus on patents, trade secrets and trademarks. Emmanuel has been involved in a range of multi-jurisdictional IP matters. His practice focuses mainly on electronics, automotive, aerospace, life sciences, and medical devices. Emmanuel has been involved in a wide range of cross-border litigations and has played an instrumental role in advising clients on multi-jurisdictional matters.

Ms. Madelein KLEYN, CEO & Founder of Mad K IP Consulting, and Director Technology Transfer, InnovUS, Stellenbosch University, South Africa



Dr. Madelein Kleyn is a Registered Technology Transfer Professional, patent attorney and Attorney of the High Court of South Africa. She is the Director, Technology Transfer at Innovus, Stellenbosch University and CEO-founder of Mad K IP Consulting (Pty) Ltd.

She has been practicing IP law and commercialisation of technology for 30 years and served as Corporate in-house counsel in the Petrochemical and Agriculture industries, before she joined the university's technology transfer office.

Her main areas of expertise include deal making, IP Portfolio management, IP policy and strategy development and implementation. She regularly advises on corporate governance, IP risk management and IP-related business transactions, specifically technology transfer and licensing. She has authored many articles and presented various papers on IP matters internationally. She has a passion for education and directs the Patent and Design LLM module at Stellenbosch University and the module Technology Commercialisation at the Technische Hochschule Ingolstadt, THI Business School, in Germany. She is the co-editor of Lexis Nexis "International Pharmaceutical Law" which covers key pharmaceutical law topics in all of the major industrial countries. Membership includes INTA, SAIPL, ASTP, AUTM, CCASA, ACS,

SARIMA and LESI. She is the immediate past president of LES SA; Chairs the LESI Patent and Technology licensing Committee and is Vice-President of LESI.

Kleyn has in two consecutive years received the LESI President's acknowledgement award for her contribution to the technology licensing community. She has received the DSI/SARIMA award for distinguished contribution in innovation management (2019) and Innovus was awarded Organisational Excellence in Innovation Management in 2020 under her leadership.

Madelein was included in the *IAM Strategy 300 – The World's Leading IP Strategists* since 2015 and featured in *WTR300 World's leading trademark professionals* since 2016.



Mr. Richard THURSTON, Principal, RLT Global Consulting LLC, New York, United States of America

Dr. Richard (“Dick”) Thurston is the former Senior Vice President and General Counsel of Taiwan Semiconductor Manufacturing Company, Ltd., 2002 – 2014; and a consultant to Dr. Morris Chang, 2014-2017. During his tenure as TSMC’s General Counsel, he resided in Hsinchu, Taiwan Province of China. He assisted the company in developing a best-in-class trade secret protection program. On behalf of TSMC, he successfully initiated major litigation in the U.S., Taiwan Province of China and China against defendants who had misappropriated TSMC trade secrets. Furthermore, he was instrumental in achieving major legislative reform in Taiwan Province of China for the protection of trade secrets generally.

Dr. Thurston was Of Counsel to Duane Morris LLP, in their New York City office. He also opened a Taipei office for Duane Morris, where a major focus of the office is assisting many Taiwan and Asian-based clients in trade secret matters.

Before joining TSMC, Dr. Thurston was a partner with Haynes and Boone, (Dallas, TX.). Previously, he had been the Regional Counsel, Asia Pacific, and Vice President, Corporate Staff, Assistant General Counsel at Texas Instruments (1984-1996), resident in Dallas and Tokyo (1987-1990).

Dr. Thurston graduated Cum Laude with a B.A. in History from Alma College (Alma, MI). He earned both M.A. and Ph.D. degrees in East Asian Studies from the University of Virginia, where he was a Jefferson Scholar. Dick’s J.D. degree is from Rutgers School of Law – Camden, N.J. He also studied law at Soochow University (Taiwan Province of China) while researching his Ph.D. dissertation. Dr. Thurston has written and lectured widely on international, transactional, and intellectual property matters, most especially trade secret protection. He has received many awards and recognitions throughout his career. In 2013, he was selected from 800 nominees as the ILO Asia-Pacific General Counsel of the Year. Dick is fluent in Mandarin.

Topic 6 Trade Secret Management

MODERATOR



Ms. Caterina STRIPPOLI, Head of Intellectual Property, Enel SpA, Rome, Italy; Vice Chair of ICC Intellectual Property Commission

Caterina is Head of the Intellectual Property department of Enel with more than 10 years of experience in this Group: she worked in the Corporate Affairs department in Rome, served as a Legal and Corporate Affairs Advisor for the Group subsidiaries in The Netherlands and was the Head of the Global Fuels legal affairs department before being appointed to her present position.

Prior to Enel, Caterina was an associate in the Banking and Finance department of Chiomenti Studio Legale. She is Vice-Chair and Rapporteur for Patents and Trade Secrets at the ICC Commission on Intellectual Property since December 2021. She is candidate to the 2022 LEAP Program promoted by the World Business Council for Sustainable Development.

Caterina obtained a PhD in Intellectual Property Law in 2013 at the University of Pavia, with a dissertation stemming out of a research stay at the Max-Planck-Institut für Immaterialgüter- und Wettbewerbsrecht. She graduated magna cum laude in Law at LUMSA University in Rome in 2002 with a thesis on software legal protection written during her semester research stay as a scholarship holder at Pace University School of law. In 2004, she obtained a LLM in American Law from Boston University School and in 2006, she completed the Masters in European Community Law at the College of Europe in Bruges.

PANELISTS



Mr. Héctor E. CHAGOYA-CORTES, Founder, Mexstrategy, CDMX, Mexico

With IP experience since 1997 and having led a patents team that filed more than 10,000 patents for companies in all fields of technology, ranging from Mexican inventors to multinational companies, he decided in 2021 to start Mexstrategy® to focus on the strategic and management side of IP rights. Within a year with Mexstrategy® he has been involved in COVID-19 related technology transfer and innovation projects, start-ups consultancy, medical devices and IoT/Blockchain/Big Data projects where he deploys his expertise focusing heavily on portfolio management strategies, trade secrets management systems, innovation strategies, freedom-to-operate opinions, technology intelligence studies, IP-assets valuation, IP negotiations, technology evaluation and substantive issues of patent litigation.

Hector was the first in Mexico to obtain the CLP credential in 2010 and has been recognized consistently as a leading patent practitioner in several international surveys. He is also recognized as expert in Engineering Economy (CONIQQ, Mexico) and has published a variety of articles in specialized international magazines and chapters in various

books related to licensing, trade secrets and pharmaceutical law and practice. Hector has taught and spoken in uncountable events, courses, seminars and congresses at universities, professional societies and organizations, including WIPO, on topics of his area of expertise.

He has occupied several leadership positions in professional associations, including International Vice-president of the Licensing Executives Society (LES), and currently he is a Board member of Red OTT (the Mexican TTO network) and represents the Mexican group in the Trade Secrets Committee of the International Association for the Protection of Intellectual Property (AIPPI).



Mr. R. Mark HALLIGAN, Partner, FisherBroyles, LLP, Chicago, United States of America

Mark is a partner at FisherBroyles, LLP. He is an accomplished trial lawyer who focuses his practice on intellectual property litigation in the United States and abroad. Mark is recognized worldwide as a leading practitioner in the development of automated trade secret asset management blockchain systems. Mark is co-author of Trade Secret Asset Management 2018: A Guide to Information Asset Management including RICO and Blockchain. Mark has taught Advanced Trade Secrets Law in the LLM program UIC John Marshall Law School for the past 26 years. He is the lead author of the Defend Trade Secrets Act Handbook 3rd Edition just published by Wolters Kluwer. Mark is a Past President of the Intellectual Property Law Association of Chicago (IPLAC) and the General Editor of the Intellectual Property Law Handbook 2021 published by the Illinois Continuing Legal Education Institute (IICLE).

Chambers USA ranks Mark as one of America's Leading Lawyers for his exceptional standing in intellectual property law; Managing Intellectual Property recognizes Mark as an "IP Star". Legal 500 has inducted Mark Halligan into the Legal 500 Hall of Fame for Trade Secret Litigation. Martindale Hubbard has awarded R. Mark Halligan with a Judicial AV Preeminent Rating which is the highest possible rating in both legal ability and ethical standards.

Mark is the Best Lawyers—Lawyer of the Year—for Trade Secrets Law Chicago (2021).



Ms. Charlotta LJUNGDAHL, ABB Head of IP, Group Senior Vice President, ABB, Zurich, Switzerland

Charlotta is Head of IP for ABB since November 2020, based in Zurich. She leads the company's global IP team, which is present in Europe, Asia, and the United States. The team's mission is to manage all facets of IP legal activities, and drive business-centric IP strategies. Prior to joining ABB, Charlotta was Vice President of IP for the Air Liquide Group based in Paris and president of LES France.

Charlotta, a Swedish native, holds Swedish and US law degrees and is a licensed attorney with the State Bar of New York.



Mr. André GORIUS, Partner, Winnotek, Paris, France

André Gorius, PhD
Independent Consultant - Former IP Valorization Director at Solvay
President of GOVALIA, CEO JMB SAS, Partner at WINNOTEK

André Gorius graduated from the *Ecole Normale Supérieure* (Paris, 1985), where he obtained the titles of *Docteur de Troisième Cycle* and *Professeur Agrégé* in Physics. In 1988, he obtained his PhD (*Doctorat d'Etat ès Sciences*) in Chemical Engineering.

During his career in the Solvay Group since more than 30 years, he occupied the positions of R&D Director and Industrial Director in France, USA and Italy. Since 2006, he has been involved in the economic aspects of technology transfers, was Licensing Director, and created the position of Intellectual Assets Valorization Director he occupied until June 2019.

He specializes in valuation of intangible and IP assets and start-ups, in the general frames of Technology Transfers, Merge & Acquisitions, and Transfer Pricing, Litigations, etc., always leveraging his scientific and technology background to assess the underlying technology strengths and weaknesses, and the way enterprises manage these assets.

He also is involved in numerous valuations of companies.

The spectrum of his activities ranges from start-ups in creation to SMEs and large multinational enterprises (>\$20 Billion sales).

Dr. Gorius teaches the general concepts of economy to engineers, teaches IP Valuation, has created in 2021 the course "Valuation of Intangible Assets" in the EMLyon Business School in France. He tries to develop novel approaches of intangible assets valuation by analogy with the known theories of classical and quantum physics.

Acting since July 2019 as a consultant and CEO, he is member, among others, of the "*Association d'Experts en Evaluation d'Entreprises*" (Enterprise Valuation Experts), and chairs the IP Valuation Committee within LESI (Licensing Executives Society International).

Topic 7 Trade Secrets in Action: Development and Dissemination of Medical Technologies

MODERATOR



Ms. Amy DIETTERICH, Director, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO, Geneva

Marion “Amy” Dietterich is the Director of the Global Challenges Division at the World Intellectual Property Organization (WIPO). In this role, she covers Intellectual Property (IP)-related global policy issues in the areas of Global Health, Climate Change, and Food Security.

Amy has twenty years of experience in the fields of public health, water & sanitation, and governance, spanning community-based organizations, international NGOs, global health partnerships, and United Nations institutions. Prior to joining WIPO in 2018, she worked with the International Federation of Red Cross and Red Crescent Societies (IFRC) to ensure stronger community engagement in health systems governance and service delivery, and with the Parliamentary Network on the World Bank and IMF to support parliamentary oversight of development cooperation and financing.

Ms. Dietterich earned her academic qualifications in Epidemiology, Biology, and French from the London School of Hygiene and Tropical Medicine (LSHTM) and Bucknell University in 2005 and 2000 respectively.

PANELISTS



Mr. Stefan HORSTMANN, Vice President Patents B2B, Merck KGaA, Darmstadt, Germany

Stefan is Head of the Patents B2B Department of Merck KGaA and Managing Director of AZ Electronic Materials GmbH. He is in charge of organizing IP support for the business-to-business activities of the Merckgroup and steering the Merckgroup Trade Secret protection measures.

He holds a PhD in Chemistry and is qualified as European and German Patent Attorney. Before becoming a manager in the intellectual property group, he served as inhouse patent attorney at Merck KGaA and Henkel KGaA and as an IT consultant at SerCon GmbH.

Stefan is a member of the European Patent Institute (EPI), the German Chemical Society (GDCh) and the Association of Intellectual Property Experts (VPP). He represents Merck KGaA to matters of intellectual property law at the European Chemical Industry Council (CEFIC) and the German Chemical Industry Association (VCI) and teaches patent law at the Technical University of Darmstadt.



Mr. Sandeep RATHOD, General Counsel, J B Chemicals and Pharmaceuticals Ltd, Mumbai, India

Sandeep is the General Counsel and Head of Legal, Compliance & IP at JB - a publicly listed Indian entity with presence across 40+ countries, globally. He is a part of the Strategic Leadership Team at JB and spearheads legal and IP matters as well as due diligence and legal structuring for Mergers & Acquisitions.

Sandeep has over 2 decades of experience with large process driven healthcare companies including Mylan, US Vitamins etc, in a range of roles covering patents, technology transfer, IP deals, licensing contracts and cross-border litigation in India and globally (Asia, USA, EU).

Sandeep is an industry thought leader and serves on the editorial board for the Journal of Generic Medicines. He has published multiple papers / presentations at international fora and was the contributor of India chapter for Thomson's International Contract Manual (2019). Over the years, he has led multiple IP transactions / commercial litigations facing leading global entities.

Sandeep has masters in law degrees from India and USA and he is the recipient of scholarships from the University of Washington and WIPO-UNISA. He is passionate about mentoring budding legal professionals and he advises international civil society groups on IP policy and training matters.



Mr. Benny SPIEWAK, Partner, SPLAW Advogados, São Paulo, Brazil

Benny Spiewak, CCEP-I, CHC, LL.M is founding partner of SPLaw Advogados, Brazil. He is a certified Brazilian attorney (LLB, Universidade Presbiteriana Mackenzie, São Paulo, 2001) and a registered patent agent. He earned a certificate in Intellectual Property Law (IP) from Fundação Getúlio Vargas (São Paulo, 2006) and a certificate in IP and Technology Transfer from the University of New Hampshire's Franklin Pierce Law Center (Concord, 2006).

He served as the Brazilian representative at the World Intellectual Property Organization's (WIPO) Intellectual Property Academy (Geneva, 2007) and has received a Master's degree in IP Law (LL.M) from the George Washington University (Washington, D.C., 2009). He was a Foreign Associate at the Biotechnology Innovation Organization's International IP Law and Policy Office (Washington, D.C., 2009). He acted as the Head of the International IP Commission, Board Member and General Rapporteur for the Brazilian IP association, ABPI (2010-2018). He frequently attends and presents lectures at WIPO-supported activities, such as Summer Schools and symposia, as well as has acted at tutor for WIPO-coordinated, online programs.

Mr. Spiewak advises Brazil and Latin American-looking international government agencies, trade associations and private clients on complex interplays between life science, international trade, regulatory Law and IP matters.

Benny has been continuously listed as one of Brazil's top Life Science and IP practitioners. Benny teaches Health Law and Intellectual Property & Innovation at the certificate programs of FIA and Oswaldo Cruz Foundation, as well as lectures Pharmaceutical Compliance at the Setton Hall University.



Ms. Emma WHEATLEY, Director of Access and Private Partnerships, Deputy General Council, Coalition for Epidemic Preparedness Innovation (CEPI), London, United Kingdom

Emma Wheatley is Director, Access and Private Partnerships at CEPI.

Emma joined CEPI in 2017 and has served as Director, Access and Private Partnerships since January 2022. Responsible for the Equitable Access Policy, Emma and her team bridge the demand for accessible, affordable medical countermeasures with the ability to build sustainable partnerships and related systems.

She has over 20 years' experience of strategic transactions and collaborations in the life science industry. Her work enabling access to vaccines for low and middle income countries started in 2007 with a Tuberculosis vaccine public private partnership at the University of Oxford. More recently, as Vice President Legal Affairs and Deputy General Counsel at Emergent Biosolutions, Emma spent several years advising on strategy and structure of transactions related to outbreak preparedness, BARDA's CIADM programme and stockpiling.

Emma is qualified as a solicitor in England and Wales and an attorney in the State of New York.

Topic 8 Enforcement of Trade Secrets and Defense against Allegation of Misappropriation: Litigation and Alternative Dispute Settlement Mechanisms

MODERATOR



Ms. Eun Joo MIN, Director, WIPO Judicial Institute, IP and Innovation Ecosystems Sector, WIPO, Geneva

Ms. Min is the Director of the WIPO Judicial Institute since its establishment in 2019. Prior to her current position, Ms. Min headed the policy and international cooperation work of the WIPO Building Respect for IP Division (2012 to 2017) and the legal development section of the WIPO Arbitration and Mediation Center (2007 to 2011). Ms. Min was a member of the Expert Advisory Group of the Medicines Patent Pool from 2011 to 2018, and is the author of a number of publications on IP enforcement and dispute resolution, including a chapter on cross-border intellectual property enforcement in *The Oxford Handbook of Intellectual Property Law* (Oxford University Press, 2018).

Ms. Min holds a Ph.D. in law from Yonsei University in Seoul, Republic of Korea, and was a Fulbright Scholar at the University of Michigan Law School, USA. She taught law at Yonsei University prior to joining WIPO in 2000 and was an Adjunct Professor at Sogang Law School in Seoul, Republic of Korea, in 2013 and 2014.

PANELISTS



Mr. Ignacio De CASTRO LLAMAS, Director, IP Disputes and External Relations Division, WIPO Arbitration and Mediation Center, WIPO, Geneva

Ignacio is a Spanish lawyer and an English solicitor. Ignacio holds an LL.M. degree from King's College London. Before joining WIPO, he practiced with the law firms Baker & McKenzie, London and Freshfields Bruckhaus Deringer, London in the areas of international arbitration and litigation. Ignacio is responsible for the administration of mediation, arbitration and expert determination cases filed with the WIPO Arbitration and Mediation Center and for the development and promotion of WIPO alternative dispute resolution (ADR). This includes implementing ADR collaborations concluded with IP Offices and establishing alternative dispute resolution (ADR) procedures adapted to specific areas of intellectual property.



Mr. Ivan DIMITROV, Partner, HOYNG ROKH MONEGIER, Düsseldorf, Germany

Ivan Dimitrov advises and represents national and international clients in the field of intellectual property law, with a particular focus on trademarks, competition law and trade secrets. He has extensive experience in the life science, consumer electronics and consumer goods sectors, amongst others.

Ivan has special emphasis on implementation of trade secret protection strategies, including management as well as enforcement of trade secrets. He advises clients on trade secrets cases, addressing i.a. confidentiality agreements, non-compete agreements, employee defections, industrial espionage and misappropriation.

Ivan has litigated in complex disputes before all relevant German IP courts, in both main and preliminary proceedings. He also has experience before the German Trademark and Patent Office (DPMA), European Union Intellectual Property Office (EUIPO) as well as the German Federal Patent Court and the European Court of First Instance.

Ivan studied at the University of Düsseldorf, specializing in intellectual property law. During his legal clerkship, he worked for a Trademark Chamber of the Regional Court of Düsseldorf, in the IP department of an international law firm in Düsseldorf, and in an IP boutique in Washington D.C.

Upon completion of his legal clerkship, Ivan worked as a research assistant in the field of trademarks and trade secrets. Additionally, he participated in a visiting scholar program at Fordham Law School, NYC.



Mr. James POOLEY (*please see Topic 2 for bio*)



Mr. Benny SPIEWAK (*please see Topic 7 for bio*)