



FICPI SWEDEN

The impact of innovation

A full day seminar on how to take proper care of your ideas and how to set up strategic plans for long lasting and valuable intellectual property protection

Malmö, September 24, 2015

Speakers

Björn Åkerman has for many years worked with innovations and innovative processes. In the 1970s and 80s, he pioneered and developed computer based control systems for industrial processes at SattControl, which at that time developed to the leading Swedish automation company.



In the 1990s, he participated in building up Telia Research under the direction of Östen Mäkitalo (the mobile telephones' father). The company, with its then approx. 800 researchers and developers, created the base for many of those telecom and IT solutions, which today are seen as new and innovative. During this time, Björn also developed a patented idea for a user interface for mobile telephones, which is used in all smartphones today.

Within Management Partners, Björn has first and foremost helped companies and organisations develop strategic plans, project culture and the ability to be innovative.

Innovate or die!

There is only one key weapon in today's global competition - innovation.

Are we sufficiently innovative to survive the challenging environment of our time?

Anyone who is not able to constantly innovate and stay ahead is doomed to lose.

The entire foundation of our society and our prosperity are at stake.

But the situation also holds many opportunities for us to become more innovative and creative.

The speech will provide ideas and practical advice on how companies and individuals can sharpen their competitiveness by becoming better at creativity and innovation.



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Katarina Nilsson is a naming strategist and the founder of Eqvarium. In her work, Katarina combines her love of languages with a natural talent for handling corporate change processes. She is a popular lecturer and also co-author of the brand guide Varumärkeshandboken, published by Bonnier Ledarskapsliteratur.

Turn your naming strategy into a value driver

A well thought-out naming strategy is a crucial part of a comprehensive IP-strategy, and selecting the right name for your business, product or service is imperative for their success. Names are becoming increasingly valuable and Katarina will talk about immaterial rights and investments from a naming perspective.

Björn Gauffin

- Björn holds a BSc in Economics from University of Linköping and a Master of BA from University of Massachusetts, USA
- Björn joined Grant Thornton's Corporate Finance team in 2007 as Head of Valuation
- Previously Björn worked at Deloitte and PWC with Valuation and Forensic assignment for 20 years.
- A selection of assignments whilst at Grant Thornton include the following:
 - Fairness opinions, PPA, intangible assets appraisals for several listed companies
 - Advisor to OMX Nasdaq Stockholm in pre listing studies as well as surveillance of public companies financial reporting
 - involved in a number of litigations as a valuation expert and hence as a broad experience of various forensic work.



Intellectual property valuation

Valuation is one of the most critical areas in areas of finance such as buy/sell, solvency, merger and acquisition. Additionally, intellectual property (IP) valuation is considered as one of the most important management strategic issues.

There are several reasons for conducting an intellectual property valuation. It is prepared for such reasons as transactions, pricing, strategic purposes, financing, tax planning and compliance, accounting, as well as litigations support. In this seminar, we will discuss the different approaches of value IP rights, its use for different reasons as well as the uncertainties in these approaches.



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Anna Edström, Advokatfirman Vinge – Anna has several years' experience of advising clients in connection with acquisitions and divestments. She focuses on various types of private corporate and real property transactions, ranging from private equity to industrial transactions, advising clients within, for example, the IT, media and technology businesses.

How to dress the bride and make sure the dress does not rip at the seam.

How do you prepare a company whose core assets are intellectual property rights for a divestment and how do you, from a buyer perspective, identify the risks connected with and secure the validity, protection and continued use of such rights under the acquisition agreement.

Anders Hansson – Patent Attorney, M. Sc. EE. Partner and head of patent department at Hansson Thyresson Patentbyrå AB, Malmö. In IP business, he has been advising clients in Sweden and abroad about IPR since 1985. His main technical fields are electronics and software.



IPR Strategies

A report from a joint project between the European Patent Office and the Office for Harmonization in the Internal Market shows that IPR-intensive industries contribute 26% of employment and 39% of GDP in the EU. Strategic management of Intellectual Property Rights is a key factor to achieve business goals in these industries. It must be recognized that IP strategy is a part of corporate strategy and therefore has to involve management, marketing and R&D of the company. IP rights are one of an organization's intangible resources, and thus they need to be exploited to the fullest extent consistent with the organization's objectives. There is no single answer to how to achieve this but certainly no resource should just be given up or thrown away.



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Margaretha Alexanderson is a senior business leader, creative and innovative entrepreneur with a consistent record of growing businesses. She has been CEO of the Lund training institution Utbildningshuset, global director within Sony and Qlik. She is a key advisor to CEOs and executive teams. She is also a board member, mentor and coach.



Lennart Bengtsson has been working, more or less in his whole career, in fast growing companies.

He has been the cofounder and CEO of a fast growing company which he sold in 2006. Since 2007, he has been the Principal of Ahrens University who educate CEOs and entrepreneurs.

Profitable and fast growing companies are not like others!

They respond to a customer's curse and dare to do things differently yet not in a common way. Ahrens Rapid Growth is a consulting and educational company with more than 25 years of experience of supporting fast growing organizations. Hundreds of successful companies have been working with the Ahrens Method. For example: Axis, Qlik, and H&M.