



**December 10, 2020 | Online Event**

<p><b>10:30 am GMT</b></p>	<p><b>Open Innovation in the Energy Industry</b></p> <ul style="list-style-type: none"> <li>• During the R&amp;D stages of development, when several parties are involved in the innovation of products, the importance of ownership and protection at the end can often be misunderstood and undervalued</li> <li>• How can these collaborative journeys be best navigated to maintain the most open and productive relationship between all parties?</li> <li>• What strategies are key when keeping product innovation and IP development in tandem and what needs to be established from the outset?</li> </ul> <p><i>Panellists:</i>  <i>Vishal Anand, Head of Intellectual Property, Reliance Industries</i>  <i>Geetha Basappa, Senior Intellectual Property Engineer, Baker Hughes</i>  <i>Charlotta Ljungdahl, Head of IP, ABB</i>  <i>Panel Moderator: Jennifer Roscetti, Partner, Finnegan, Henderson, Farabow, Garrett, and Dunner LLP</i></p>
<p><b>11:10 am GMT</b></p>	<p><b>The End of Spreadsheet Collaboration: Building an Internal IP Knowledge Network</b></p> <p><i>Alexander Spencer, Regional Account Manager, Minesoft</i>  <i>Moira Sivills, Project Manager and Customer Success Executive, Minesoft</i></p>
<p><b>11:50 am GMT</b></p>	<p><b>Blockchain Application in the Energy Sector</b></p> <ul style="list-style-type: none"> <li>• This session will explain blockchain and the application of blockchain technologies in the energy sector</li> <li>• What are the specific blockchain patenting strategies within the energy sector, where do these exist and what insights can be offered into the future direction of blockchain’s application?</li> <li>• Explore the benefits of using blockchain within the current energy generation and supply systems, in order to improve both quality and security whilst capturing any IP that is created as a result</li> </ul> <p><i>Philip Horler, Partner, Withers &amp; Rogers</i></p>
<p><b>12:30 pm GMT</b></p>	<p><b>Digitalisation in the Energy Sector: What are the Game Changers and How is the Industry Changing?</b></p> <p>Digitalisation is increasingly becoming an important fabric of IP strategy within the Energy industry. From AI to data analytics, with digital transformations improving operational efficiency right across the supply chain, from upstream to downstream, it’s now vitally important for IP leaders to understand the complexity of this new landscape.</p> <ul style="list-style-type: none"> <li>• What game changing technologies are transforming the industry?</li> <li>• How can these digital activities be supported across the entire business?</li> <li>• What are the implications for a company’s IP portfolio?</li> </ul> <p><i>Raahil Burhaani, CIO, Essar Oil (UK) Limited</i>  <i>Thierry Lucidarme, Head of Innovation &amp; IP (R&amp;D), EDF</i>  <i>Biju Misra, Director, Transformation &amp; Technology Operations, Enbridge</i>  <i>Panel Moderator: Charles Collins-Chase, Partner, Finnegan, Henderson, Farabow, Garrett, and Dunner LLP</i></p>



<p><b>1:10 pm GMT</b></p>	<p><b>Why Local Knowledge is Important When Devising a Global IP Strategy</b></p> <ul style="list-style-type: none"> <li>• We often assume that similar IP rights are available around the globe. However, ignoring local differences can lead to lost opportunities or increased risk.</li> <li>• What are the differences between jurisdictions, and how can we identify these?</li> <li>• How do we devise a cost-effective global IP strategy in view of these differences?</li> </ul> <p><i>Maeve O'Flynn, Partner, Finnegan Europe LLP</i></p>
<p><b>1:50 pm GMT</b></p>	<p><b>Protecting Computer-Implemented (CII), Artificial Intelligence (AI) and Machine Learning (ML) Inventions</b></p> <ul style="list-style-type: none"> <li>• Energy patent landscape &amp; technology trends</li> <li>• EPO framework to protect CII, AI and ML</li> <li>• Advantages of using EPO services</li> </ul> <p><i>Patrick Dantinne, Senior Expert in Patent Examination, European Patent Office</i></p>
<p><b>2:30 pm GMT</b></p>	<p><b>How to Communicate the Value and Complexity of IP to Non-IP Members of the Business</b></p> <ul style="list-style-type: none"> <li>• While IP assets often appear within a company's balance sheet, a lack of effective value creation and management can leave IP to be undervalued</li> <li>• What IP strategies should be implemented into a business' corporate strategy to ensure maximum commercial value?</li> <li>• How should you communicate the complexities of IP strategy to the executive board?</li> </ul> <p><i>Geetha Basappa, Senior Intellectual Property Engineer, Baker Hughes</i></p>
<p><b>3:10 pm GMT</b></p>	<p><b>IP Rights and Public Procurement in Mexico's Energy Sector: The Case of PEMEX and CFE</b></p> <ul style="list-style-type: none"> <li>• What is the situation regarding the public procurement process in Pemex and CFE?</li> <li>• What unique challenges exist around IP rights as an exception to open public tender procedures?</li> <li>• Discover unique perspectives from Mexico's largest energy producer on best practice IP Management</li> </ul> <p><i>Federico Fregoso Contreras, Legal Manager of Contracts Upstream and Midstream Division, Pemex</i></p>
<p><b>3:50 pm GMT</b></p>	<p><b>IP Valorisation Strategy in EDF: Maximising Patent Potential and Software Integration</b></p> <ul style="list-style-type: none"> <li>• With the licensing of IP rights promising significant additional revenue gains, what are the best practice approaches to fully maximising this potential?</li> <li>• What global strategies are EDF implementing across all aspects of IP?</li> <li>• How can all parts of the business become better aligned to generate value and avoid misinterpretation of contract terms, and ensure all licensing agreements are carefully outlined and meticulously monitored?</li> </ul> <p><i>Thierry Lucidarme, Head of Innovation &amp; IP (R&amp;D), EDF</i></p>
<p><b>4:25 pm GMT</b></p>	<p><b>Energy IP Summit Concludes</b></p>