



JOINT ITU-NGMN CONFERENCE "LICENSING PRACTICES IN 5G INDUSTRY SEGMENTS", GENEVA, SWITZERLAND, 29-30 JANUARY 2019

SESSION 1: Overview on Status of 5G Implementation in Industry Segments

Moderator: Ahmed Alsohaily, University of Toronto

Assistant Director of the Wireless Lab at the University of Toronto. He has contributed to the development and standardization of cellular 5G and IoT technologies at the 3GPP, NGMN, IEEE and ITU. Ahmed holds a PhD in Electrical and Computer Engineering from the University of Toronto.

1.1 Michael Robinson, AT&T

Director of Business Development, AT&T Intellectual Property, since 1999. He is part of the team responsible for the monetization of AT&T's intellectual property assets in addition to IP protection. He has over 15 years' experience with patent pools as AT&T's representative to the DVB-T2, AAC, WCDMA and LTE programs administered by Sisvel and Via Licensing. During his 36-year career with AT&T, Mike has also had roles in sales management, product marketing, product management, and technology strategy.

1.2 Philippe Besson, NGMN/Orange

Philippe Besson graduated in General Engineering. Most of his career done at France Telecom-Orange Group in the IT and Radio communications domains. Notably in leading the Radio Operations Expertise team in Orange France, then leading important projects such as the so called international LSTI Trial project (LTE SAE Trial Initiative) on 4G technology ended in 2010, followed by the 4G Orange Cities project consisting in steering the first 4G implementations in Orange Countries in Europe and Africa. Now leading the NGMN 5G Trial and Testing Initiative.

1.3 Sylvia Lu, u-blox

Sylvia is 5G Tech Lead at u-blox, also serves as Board Director of Cambridge Wireless, UK5G Advisory Board Member and Member of the IET Communication Policy Panel. Sylvia is an award-winning Engineer with over 10 years' experience in cellular chipset developments for four mobile generations, global standards, technology strategy, innovation and policy. Sylvia represents u-blox at various standardization bodies and industry associations (incl. 3GPP, ETSI, IET, 5G-ACIA) and is enabling the latest technology developments and global standards for "things" to be connected smartly in the Telecom and vertical industries.

SESSION 2: Overview on Standard Essential Patents (SEP) Licensing Practices

Moderator: Amy Marasco, Microsoft

Amy is the General Manager for Standards Strategy and Policy at Microsoft, and she leads a team that addresses strategic policy and engagement issues on a corporate-wide, global basis. Amy joined Microsoft after serving as the Vice President and General Counsel of the American National Standards Institute (ANSI) from 1994-2004. Prior to joining ANSI, Amy was an attorney with the law firm of Cadwalader, Wickersham & Taft in its New York office.



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2.1 Jay Jurata, Orrick Herrington & Sutcliffe LLP

Leader of Orrick's Antitrust and Competition Group, where he specializes on issues at the intersection of intellectual property and antitrust. He is a first chair trial lawyer with extensive experience representing both licensors and licensees for standards-essential patents ("SEP") in the telecommunications, automotive and computer industries. Such work includes participating in licensing negotiations, adjudicating SEP disputes in litigation and arbitration, and appearing before antitrust agencies in the United States and internationally. Jay also frequently speaks and writes on SEP policy issues, non-practicing entities and patent pools.

2.2 Monica Magnusson, Ericsson

Vice President of IPR Policy within the Ericsson group, reporting to Ericsson's Chief Intellectual Property Officer Gustav Brismark. An engineer by training, she joined Ericsson in 1998 and has been part of Ericsson's gradual build-up of its IPR & Licensing operations ever since.

SESSION 3: Licensing Practices in Industry Segments in Detail

Moderator: Joe Siino, Via Licensing

Joseph Siino is one of the world's most accomplished intellectual property business leaders. As President of Via Licensing, Joe has transformed Via into the center of gravity for global licensing in technologies such as wireless and audio. Joe has successfully negotiated multi-billion-dollar deals and pioneered new models of innovation finance with some of the world's biggest tech companies, including Alibaba, Lenovo and Xiaomi of China, Nokia of Finland, and many others.

3.1 Teemu Soininen, Nokia

Teemu Soininen is a director, patent licensing at Nokia Technologies. Teemu has over a decade of experience from numerous patent licensing and other transactions and is currently heading the automotive licensing program at Nokia. Teemu has a Master of Law degree from the University of Helsinki.

3.2 Matthias Schneider, Audi

Dr. Matthias Schneider is the Chief Licensing Officer at Audi AG. He has been active in the area of IP management and licensing for many years. He was Vice President for IPR at Siemens Communication Devices and BenQ Mobile and Global Head of Defensive Licensing at Nokia Corp. Matthias Schneider has played an important role in the development of the Siemens 2G and 3G patent licensing program and was the lead negotiator of numerous high-value licensing deals (offensive and defensive) for various companies. He has been an advisor of major telecom manufacturing companies and patent licensing entities. He is also the inventor of more than 20 granted patents related to user interface and communication technology. Matthias Schneider teaches courses on User Interface Design and Human Factors at the Technical University of Munich.



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3.3 Thomas Buchholz, Bosch Home Appliances

Thomas works for BSH Home Appliances Group, the largest manufacturer of home appliances in Europe. BSH's brands comprise among others Bosch, Siemens, Gaggenau & Neff. Dr. Buchholz owns a PhD in computer science and is a German & European Patent Attorney. He has many years of experience in prosecution, litigation and licensing. At BSH's IP department, he is responsible for the digital technologies, especially the complete range of connected home appliances and other technologies relating to the Internet of Things.

3.4 Noriko Fukuoka, Panasonic

Noriko has spent her career leading IP licensing teams for Panasonic globally. She was instrumental in many standards related patent pools, having served on the Board of MPEG LA for over a decade. Noriko currently continues as an Executive Adviser to the Panasonic IP Department, helping to guide and influence IP strategy for Panasonic.

SESSION 4: Requirements on Patent Pools/Platforms

Moderator: Garrard Beeney, Sullivan & Cromwell LLP

Garrard Beeney, co-head of Sullivan and Cromwell's Intellectual Property and Technology Group, is regularly recognized as a leading lawyer for his counsel to clients on intellectual property and licensing transactions and litigation matters around the world. Garrard has handled patent and intellectual property matters before the U.S. Supreme Court, the International Trade Commission, the U.S. Patent Trademark Office, federal district and appellate courts, arbitrations in a variety of forums, and regularly advises on non-U.S. litigation, particularly in the European Community. He is widely recognized by leading industry publications, including *The American Lawyer*, *The Best Lawyers in America*, *Forbes*, *Law360*, *The Legal 500 United States*, *Managing IP*, *National Law Journal* and *New York Super Lawyers*.

4.1 Taraneh Maghame, Via Licensing

Senior Director, Wireless Programs and Corporate Development at Via Licensing; highly experienced patent attorney with over 20 years of experience in law firm and in-house positions with a focus on intellectual property strategy, licensing and litigation, business law and transactions, and government relations. Her specialties are intellectual property licensing and litigation, government relations and public policy matters, mergers and acquisitions, patent portfolio management; corporate matters.

4.2 Mattia Foliaco, Sisvel

Mattia Fogliacco has a background in business and innovation management; he was appointed CEO of Sisvel in January 2017, but has been part of the Sisvel Group's management team since 2013. Previously he served in the executive management of other licensing companies. Mr. Fogliacco has been also named among the IAM IP personalities of 2018.



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4.3 Bill Geary, MPEG LA

Bill Geary is Vice President of Business Development at MPEG LA, where he is responsible for creating and launching new patent pools covering industry standards for worldwide nonexclusive licensing. He has been involved in the formation and operation of patent pools for more than 20 years. Bill has a degree in electrical engineering, an MBA, and a law degree, and is a U.S. patent attorney.

4.4 Luke McLeroy, Avanci

Luke is vice president at Avanci, a licensing platform that licenses the wireless standard essential patents from many different companies in a single license to companies making products for the Internet of Things. Luke is an intellectual property attorney with more than 15 years of dealing with complex intellectual property and licensing issues.

SESSION 6: Requirements for Increasing Transparency and Assessing Essentiality of SEPs in 5G

Moderator: Bill Geary, MPEG LA

Bill Geary is Vice President of Business Development at MPEG LA, where he is responsible for creating and launching new patent pools covering industry standards for worldwide nonexclusive licensing. He has been involved in the formation and operation of patent pools for more than 20 years. Bill has a degree in electrical engineering, an MBA, and a law degree, and is a U.S. patent attorney.

6.1 Serge Raes, NGMN, IPR Forum Chair

Prof. Dr. Ir. Serge RAES serves as Chairman for the NGMN IPR Forum, Rapporteur on Patent issues and Chair of the ITU Ad Hoc Group, and Vice-Chair of the ETSI IPR Special Committee. He is the Intellectual Property and Standardisation Strategy Director at Orange. He has been invited to join the Advisory Board for the European Commission Joint Research Center (JRC) Pilot Project for essentiality checks of Standard Essential Patents (SEP).

6.2 Emilio Davila-Gonzalez, EU Commission

Emilio is Telecommunication Engineer holds also a Degree in Law. He has been following standardization since 2005, namely related to ITS. Since 2013 He is responsible in DG CONNECT of coordinating ICT standardization strategies, and in particular building bridges between research and standardization and how standardization contributes to innovation, including the interlink between standards and IPR, as well as the relation between standardization and open source activities.

6.3 Michael Fröhlich, EPO

Michael FRÖHLICH is Director of European and International Legal Affairs, PCT at the European Patent Office (EPO). Michael is a fully qualified German lawyer with a Ph.D. and a post-graduate law degree in intellectual property. Serving in increasingly responsible positions in the IP area since almost 20 years, he is responsible



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at the EPO for the implementation of the Unitary Patent package, the strengthening of the legal framework of the global patent system, including substantive and procedural patent law harmonisation, the further development of the European patent system and the procedures and practice under the Patent Cooperation Treaty.

6.4 Christian Loyau, ETSI

Christian is graduated from the University of Paris in commercial, corporate and IP law. After 5 years practicing in law firm in Denmark and France, Christian was an in-house lawyer for Digital Equipment Corporation, and Cap Gemini in France. He served for 12 years as Legal Director for International Affairs for the French telecommunication company Matra Communication and was involved in the IPR group of ETSI from 1993 to 1996. He then served as General Counsel and Secretary of the Board of the French IT company Bull for 14 years. Christian is now Director for Legal Affairs and Governance of European Telecommunications Standards Institute (ETSI).

SESSION 7: Perspectives for Licensing for Licensors and Licensees in 5G

Moderator: Serge Raes, NGMN, IPR Forum Chair

Prof. Dr. Ir. Serge RAES serves as Chairman for the NGMN IPR Forum, Rapporteur on Patent issues and Chair of the ITU Ad Hoc Group, and Vice-Chair of the ETSI IPR Special Committee. He is the Intellectual Property and Standardisation Strategy Director at Orange. He has been invited to join the Advisory Board for the European Commission Joint Research Center (JRC) Pilot Project for essentiality checks of Standard Essential Patents (SEP).

7.1 Takeshi Tsuru, JPO

Takeshi is a Deputy Director of Policy Planning and Research Division of the Japan Patent Office (JPO), Government of Japan, Tokyo/Japan, and now working on the Guide to Licensing Negotiations involving SEPs in JPO. He holds a Master degree in science from University of Tokyo and a Master of Laws (LL.M.) in Intellectual Property and Competition Law from the Munich Intellectual Property Law Center.

7.2 Kerry Miller, Nokia

Kerry is Head of IP Regulatory Affairs at Nokia. He chairs the CEN-CENELEC Workshop Agreement frequent known as CWA1. Prior to Nokia, Kerry was Vice-President of Intellectual Property at ContentGuard, a California based developer and licensor of DRM technology. Before that Kerry was Vice-President of Intellectual Property at Dish Network/EchoStar, a leading provider of satellite television and data services in the United States, based in Colorado.



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7.3 Dave Djavaherian, PacTech Law

A business attorney experienced in counseling large and small technology companies, with particular expertise in high stakes strategy, intellectual property, standards and litigation matters. He has managed a variety of corporate, HR, insurance, international, policy and real estate matters. He is currently President of PacTech Law, P.C., which counsels some of the world's leading technology businesses in international IP, standards and litigation matters.

Keith Bergelt, OIN

CEO of Open Invention Network (OIN), the largest patent non-aggression community in history, created to support freedom of action in Linux and adjacent open source technologies. Funded by Google, IBM, NEC, Philips, Red Hat, Sony, SUSE and Toyota, OIN has more than 2,800 community members and owns over 1,300 global patents and applications. The OIN patent license and member cross-licenses are available royalty-free to any party that joins the OIN community.

Session 8: Issues for Stakeholders – Panel session

Hung Ling, Nokia / ITU

Hung Ling is with the corporate standardization department in the Nokia Bell Labs/CTO organization. He represents the company in various trade associations and standardization bodies on standards policy matters and where IPR intersects standards, including ITU, ANSI, TIA, ITI, IEEE, etc. He has been one of the three Rapporteurs of the TSB Director's Ad Hoc Group on IPR for several years.

Harald Wanjura, DTAG / NGMN

Harald Wanjura is Senior IPR Expert at Deutsche Telekom and representing the company in various industry associations and standardization bodies, including NGMN, ETSI, ITU, GSMA and O-RAN, as well as in patent pools. He has been actively contributing to the NGMN IPR working groups since the formation in 2006 and was elected co-chair of the NGMN IPR Forum in 2016.