

- 08:00 **Registration and Coffee:** Enjoy early introductions and networking opportunities with your peers 
- 09:00 **Chairperson Opening Remarks** 
- 09:15 **People Bingo: Interactive Speed Networking**  
A highlight of Legal IQ events, now returns in 2019! Be ready to meet your peers and share best practices. You will have several 2 minute conversations to enable you to introduce yourself to your peers and add to your contact pool. There is a prize in it for the winner so get networking!  
Please Share:  
  1. Who you are
  2. The scope of your job role
  3. What you plan to achieve from attending this event
  4. Your #1 challenge
- 09:30 **The Route to IP Commercialisation**  
  - Intellectual properties undertake a long process to become profitable
  - Implementation of these new technologies and IPs is key to cementing ones market position
  - What are the best strategies we can implement to ensure IP portfolios are commercially viable?**Marta Borao Muñoz**, Director of Technology Commercialisation & IP, **Repsol**
- 10:00 **Technology Licensing for Major Industrial Projects in Petrochemicals**  
  - Licensing technology in the Oil & Gas industry is a significant means of developing effective revenue streams
  - What are the best approaches when looking to license your technology to third parties?
  - How can you best use flexible licensing agreements to suit your internal business needs?**Michel De Puydt**, Head of Law Department – IP and Technology, **Total S.A.**
- 10:30 **Morning Break:** Reflect on the beginning of the forum and formulate key issues you would like to address throughout the next two days 
- 11:00 **IP Portfolio Lifecycle Management**  
  - Successful commercialisation requires proper steps from the beginning of its development through to the end of its life
  - Implementing a strategic vision of what the business wants, and how it aims to protect it.
  - What capital management and capital maximisation programmes should you implement when looking to maximise your IP.**Dr Geetha Basappa**, Senior Patent Engineer, **Baker Hughes GE**
- 11:30 **Panel: IP Strategy as Business Strategy - The Importance of Alignment**  
  - Historically, the driver of internal IP strategies was the overarching business strategy
  - As innovation becomes ever more important, IP strategy will increasingly dictate how the overall business operates
  - It's essential that the two compliment one another, to ensure coverage is equal
  - What are the benefits of aligning IP and business strategy within the IP value chain framework?**Nicolas Schmitt**, IP Department Director, **IFP Energies Nouvelles**  
**Vicky McNiff**, Head of Intellectual Property, **Aker Solutions**  
**Jalmari Sasi**, Senior Legal Counsel, **Neste Corporation**
- 12:15 **Networking Lunch** 
- 13:15 **UPC and Brexit – An Update of Current Developments**  
  - This session will delve into how the UPC looks to change patent filing in the Oil & Gas industry, including a generalised update on current processes of the UPC and what has changed since 2018?
  - How will German ratification change this? Can the UPC be extended to make it an international agreement after Brexit?**Kevin Mooney**, Chairman of the Rules and Procedure Committee, **UPC** 
- 14:00 **EU Directive 2016/943 – An Alternative Protection Method**  
  - Trade Secrets provide an alternative means to protect innovations, and such that does not directly expose the innovation to competitors
  - What are the benefits to implementing trade secret protection, and how can this aid your patent portfolio?
  - Does this protection outweigh the potential for patent monopoly?**Charlotta Ljungdahl**, Vice President of Intellectual Property, **Air Liquide**

14:30 **Interactive Roundtables:** Attendees will separate into small groups and over the course of the hour have the opportunity to work through two of the below topics with 20 minutes on each table. Each table will have a facilitator who will guide the discussion and feedback key takeaways to the rest of the room. With 20 minutes left to summarise the findings across the room, you'll have the chance to hear the insights from all topics - not just those you selected.



**Table 1:**  
**IP in Technological  
Development**

**Table 2:**  
**Driving Innovation  
forward**

**Table 3:**  
**Large-scale Portfolio  
Management**

**Table 4:**  
**IP Portfolio  
Diversification  
Valuation**

15:30 **Afternoon Break**



16:00 **Transfer Pricing Compliance**

- A session that delves into specifics of transfer pricing in the Oil & Gas industry
- How do changes upstream in the value chain affect those further down?
- What implications does this have on IP portfolios?

16:30 **Digitalisation in the Oil & Gas Industry**

- The rise of digitalisation has unlocked a large amount of new opportunities for the industry
- SBM Offshore will discuss the digitalisation process of FPSO's and related ownership of data
- How does digitisation affect existing IP's?

Hein Wille, Intellectual Property Director, **SBM Offshore**

17:00 **Chairperson Closing Remarks and End of Day One**

17:30 **6th Annual Oil & Gas IP Gala Dinner**

As we take in the discussions and insights of the day, we invite you to join us at the 6th annual Oil & Gas IP Gala Dinner.

Take the chance to unwind and network with your peers, all while enjoying fabulous food and drinks



"The event was great, and the networking opportunities were fantastic"

Intellectual Property Manager, Tenaris Connectors B.V

- 08:30 **Registration and Coffee:** Enjoy early introductions and networking opportunities with your peers 
- 09:15 **Chairperson Opening Remarks and Recap of Day One**
- 09:30 **Case Study: Tullow's Integrated Thermal Management System**
- Tullow has recently managed to secure patent protection for its latest ITMS technology
  - A case study session that delves into the value of innovation to securing patent protection
  - Learn from Tullow's experiences, including how to drive technological innovation, how they filed, and the process undertaken to secure their IP
- Dr Shahrokh Mohammadi**, Head of Development Technology, **Tullow Oil**
- 10:00 **Progress of Data & AI Related Technology and JOGMEC's R&D Activities**
- Reflecting on the recent progress of Data & AI related technology, JOGMEC leads with a unique session on technology development and integration within their systems
  - What are the challenges JOGMEC faced when conducting Data & AI related R&D projects and how the guidelines can be used to address such problems?
- Yuichiro Nakaya**, Director of Intellectual Property, **Japanese Oil, Gas & Metal Corporation (JOGMEC)**
- 10:30 **Morning Break** 
- 11:00 **IP implications of Renewable Energy Technologies and the Future non-asset Population**
- Increasingly strict environmental controls and volatile market user conditions are making it less certain that Oil & Gas operators will be able to maximise their current technologies
  - What of the impact of the Millennials and EV?
  - What implications do these innovations have on existing hydrocarbon portfolios?
- Bruce Girvan**, Director, IP & Licensing, formerly upstream O&G and low carbon energy, **Impression Technologies**
- 11:30 **SWOT Analysis**
- Through identifying the strengths, weaknesses, opportunities and threats within your system, this workshop will have attendees breaking into small groups and have the opportunity to evaluate the following aspects of their IP management systems:
- Understand where the weakness within your systems are
  - Determine how to optimise your systems to ensure IP portfolio management is maximised
  - Ensure how to validate your systems to ensure a smarter valuation approach
- 12:30 **Networking Lunch** 
- 13:30 **The Rise of Renewables – A threat to the Oil & Gas industry**
- The increasing move towards renewables has brought with it a number of implications for the current O&G industry
  - What analytical techniques can you use to illustrate these findings?
  - What implications will renewable energy transfer have on existing IP portfolios?
- Dr Alta Spamer**, IP Technical Adviser, **Sasol**
- 14:00 **The Industry Shift toward Renewables - SBM's Approach**
- Oil & Gas producers have increasingly had to consider the renewables sector, and specifically how to integrate these into their current approach.
  - SBM Offshore will discuss exactly how they have internally approached this shift, and what steps they have taken to adapt to its requirements.
- Hein Wille**, Intellectual Property Director, **SBM Offshore**
- 14:30 **What Patents can tell us about Downstream Industry of Tomorrow**
- This session will aim to address the questions associated with patents in the downstream Oil & Gas industry
- Dr Joanna Thurston**, Partner, **Withers & Rogers**
- 15:00 **Afternoon Break** 
- 15:30 **The Role of Trademark and Copyrights in Oil & Gas**
- With the uncertainty in the Oil & Gas industry a constant reality, the industry is looking to use additional protection methods
  - What impact can Trademarking and Copyrighting have when protecting IP?
  - What risks and opportunities are there for O&G companies when looking to utilise these methods?
- Giovanni Visintini**, Counsel – Brands, **BP**
- 16:00 **Summary Session**
- Facilitated by the chairperson, this session will look at the tangible takeaways from today and the previous day, and call on your input to help form the basis for the post event report, to be shared with all attendees following the conference.
- 16:30 **Chairperson Closing Remarks and Close of Oil & Gas IP 2019**