

The 11th Annual IP Dealmakers Forum
Driving IP Transactions
November 6-8, 2024 • Ritz-Carlton Key Biscayne in Miami

PRE-CONFERENCE WORKSHOP: FROM COST TO PROFIT - THE IP MONETIZATION PRIMER

WEDNESDAY, NOVEMBER 6, 2024

2:00 PM – 2:45 PM

AN UPDATE ON THE CURRENT STATE OF MONETIZATION

- An update on operating companies, NPEs and funders
- Who is doing what?
- The key players in monetization and why you need them
- Does it make sense to monetize? The pros, cons, risks and rewards

Speakers:

- Kurt Brasch, Director of Patent Transactions, **Uber**
- Charles Varvaro, MD, IP & Technology Alliances, **IBM**
- Erika Warner, VP, Brokerage Services, **Tangible IP**
- Further panelists to be confirmed

2:45 PM – 3:30 PM

PREPARING A MONETIZATION GAME PLAN AND GETTING BUY-IN

- Understanding the key monetization options
- Answering the golden question: what is the value?
- Presenting to the executive team and getting buy-in
- Mining the portfolio and finding the gold

Speakers:

- Paul Im, Patent Attorney, **Philips**
- Brianna Hinojosa-Smith, IP Business Development Director, **Dolby Laboratories**
- Pascal van Troost, Global IP Director, **Gates Corporation**
- Further panelists to be confirmed

3:30 PM – 3:45 PM

Networking Break

3:45 PM – 4:30 PM

IP MONETIZATION IN ACTION: GOING FROM PLAN TO PROFIT

- Monetization strategy: sell vs license vs assertion
- Assembling the right team both internally and externally
- Getting an accurate valuation
- Tips and tricks for building a successful IP profit center

Speakers:

- Jacob Babcock, CEO, **NuCurrent**
- Mathias Hellman, VP, IPR Strategy & Value, **Ericsson**
- Further panelists to be confirmed



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4:30 PM – 5:00 PM

DEALMAKERS' STRATEGY TALKS: TAKING ACTION AND CREATING CHANGE

We'll host a series of facilitated discussions for small groups of 8-10 people per roundtable with topics announced shortly.

5:30 PM – 7:30 PM

OPENING RECEPTION

Join us for the 11th Annual IP Dealmakers Forum Opening Drinks Reception

Workshop attendance information: *Space for the workshop is limited and attendance is by invitation only. Priority will be given to IP owners registered for the main event. If you are interested in attending the workshop, please email registration@dealmakersforums.com.*

For more information about the 11th Annual IP Dealmakers Forum, visit:

<https://ip.dealmakersforums.com/>.