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**The 11<sup>th</sup> 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**

*The "From Cost to Profit – The IP Monetization Primer" pre-conference workshop is designed to provide a comprehensive overview of the current landscape in IP monetization. This half-day workshop will equip participants with the essential knowledge and practical strategies to turn their IP portfolios into profit centers. From gaining insights on who's leading the way in monetization to building a tailored game plan, the workshop offers a unique opportunity to learn from industry leaders, network with peers, and gain actionable tips. Attendance is complimentary with your IP Dealmakers registration, but RSVP is required. Space is limited, ensuring an intimate and engaging experience.*

**WEDNESDAY, NOVEMBER 6, 2024**

1:30 PM – 2:00 PM

*Registration & Networking*

2:00 PM – 2:10 PM

**OPENING REMARKS**

Andrew Mutter, EVP, Contingent Risk Practice Leader, **CAC Specialty**

2:10 PM – 2:55 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:**

- Russell Binns, CEO, **AST**
- Kurt Brasch, Director of Patent Transactions, **Uber**
- Stavros Kyris, Chief Strategy, Operations and Financial Officer, **Nokia**
- Erika Warner, VP, Brokerage Services, **Tangible IP**

2:55 PM – 3:40 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:**

- Matteo Sabattini, President & Chief Licensing Officer, **Convida** (*moderator*)
- Jordi Ilario, COO & VP, Licensing, **Fractus**
- Paul Im, Senior IP Counsel, **Philips**



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- Sean Thompson, MD – IP Investments & GC, **Parabellum Capital**
- Lucy Wojcik, Chief IP Officer, **Ocado**

3:40 PM – 4:10 PM

*Networking Break*

4:10 PM – 4:55 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:**

- Andrew Mutter, EVP, Contingent Risk Practice Leader, **CAC Specialty** (*moderator*)
- Jacob Babcock, CEO, **NuCurrent**
- Mathias Hellman, VP, IPR Strategy and Value, **Ericsson**
- Charles Varvaro, MD, IP and Technology Alliances, **IBM**

4:55 PM – 5:05 PM

### **CLOSING REMARKS**

Megan Easley, SVP, Contingent Risk, **CAC Specialty**

5:30 PM – 7:30 PM

### **OPENING RECEPTION**

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

**Workshop attendance information:** Attendance is complimentary with your IP Dealmakers registration, but RSVP is required. Space is limited, ensuring an intimate and engaging experience. If you are interested in attending the workshop, please email [registration@dealmakersforums.com](mailto:registration@dealmakersforums.com).

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

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