

# DUBLIN IP AND R&D SUMMIT 3.0

28th - 29th June 2023

IP WORKSHOP PARTNER

 **Mathys & Squire**  
CONSULTING

 A  
COSMONAUTS  
EVENT

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# ABOUT THE DUBLIN IP AND R&D SUMMIT

After two hugely-successful editions and over 150 attendees last year, the **Dublin IP and R&D Summit is now coming back for its third rendition!** This Intellectual Property and R&D Conference has partnered with many IP, legal, and technology leaders from around the world to deliver two days of revolutionary and key content.

Covering two days, the conference will host panels and stand-alone sessions on stage; our exhibiting space will also be active, operating as a hub for professionals to network and share their experiences in the two interconnected verticals in the economy of innovation. **We even have an IP Commercialisation workshop hosted by Mathys & Squire Consulting!**

Previously, we've partnered with **Enterprise Ireland**, the government body responsible for innovation in the region with a 3,500+ strong membership of IP owners including Start Ups, SMEs and Corporates. Definition IP, Evalueserve, FRKelly, Ruby Datum, and Sun IP, have also previously sponsored the conference.

**150+** Live Attendees

**20+** Speakers

**5** Panel Discussions

**3** Stand Alone Presentations

**1** IP Workshop

## Day 1 IP Commercialisation Workshop by Mathys & Squire Consulting Ltd

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28th June 2023 - Location TBC

## Day 2 Conference & Exhibition Day

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29th June 2023 - Convention Centre Dublin

## ABOUT

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### WHO ATTENDS?

- CEOs
- CTOs
- Founders and Managing Directors
- Inventors
- R&D Managers
- Heads of IP
- IP Portfolio Managers
- Government Entities
- Legal Directors
- IPR Managers
- In-house Legal Counsels
- IPR Managers
- Heads and Directors of Innovation

### INDUSTRIES COVERED

- A.I. & Advanced Machine Learning Virtual & Augmented Reality
- Conversational Systems
- Telecommunications
- Automation and Data Analytics
- Blockchain & Distributed Ledger Technology
- Drones
- 3D Printing
- Autonomous Transportation
- Life Science and Technology
- Biotechnology and Pharmaceuticals
- Software and Gaming
- Cloud Computing
- Many more

### DRINKS RECEPTION

The end of the Dublin IP and R&D Summit marks the start of an **evening of exquisite drink and food.**

# AGENDA

28th - 29th June 2023

# 28th

## IP Commercialisation Workshop JUNE 2023

Delivered by



Mathys & Squire Consulting Ltd is a team of intellectual property (IP) experts with over 100 years of combined legal and commercial experience, providing strategic and commercial IP advice that aligns with business goals. With expertise spanning the full IP offering across a range of sectors and technologies, the team focuses on providing an independent and unbiased service to all clients - from early-stage startups with growth plans, to SMEs and universities, through to large corporates seeking to expand their IP portfolios. Through this strategic and tactical IP advice, meaningful value is realised from clients' intangible assets, supporting business growth and success.

### The Dublin workshop will focus on:

**CREATION** - Finding solutions, adapting previous innovations, third parties, open source, uniqueness and the inventive step.

**CAPTURING** - Communications, recording/documenting, policies, searching, decision making, acquiring, sale and transfer agreements.

**PROTECTION** - Publication, trade secrets, patents, copyright, commercial strategies, costs/budgets, timescales, benchmarking.

**VALUATION** - Why, what, how and when to value intangible assets. A brief overview to increase your understanding of the value of intangible assets.

**EXPLOITATION** - Licensing, sales, patent pools, patent box, investor discussions, commercial strategies and M&A.

# 28th

## IP Commercialisation Workshop JUNE 2023

### About Mathys and Squire Consulting

Mathys & Squire Consulting Ltd has a proven history of delivering high-quality IP training, mentoring and coaching workshops around the world including the UK, Thailand, Malaysia, Turkey, and Eastern Europe. Mathys & Squire Consulting uses its unique “realising value from intangible assets” model within its workshops and trainers will go through all aspects of the IP lifecycle to ensure delegates leave with a greater sense of confidence in managing and leveraging value from their organisations IP and intangible assets. Mathys & Squire Consulting Ltd advises companies on how to maximise shareholder value from their intangible assets. Our industry-leading strategies for intellectual property, management solutions and practical IP advice services support start-ups, SMEs and corporates in their commercial growth objectives. We connect the dots on the path between innovation and commercialisation, walking with clients on this journey.

### Topics Include

- A simple introduction to the basic terms and meaning of intangible assets
- How to capture, protect and manage IP: patents, trade marks, copyright, trade secrets
- How the IP registration processes work
- How to protect brands, know-how and other assets
- Valuing intangible assets within the business and driving shareholder value
- How to develop an IP strategy that aligns with business objectives
- How to appoint or become an IP Manager
- Patent Box and other benefits of IP
- Acquiring & monetising IP
- Understanding the IP landscape and competition
- How to report IP Board Metrics and construct IP dashboards
- Benchmarking your IP performance
- Dealing with IP disputes
- Becoming investment ready: IP due diligence & IP valuation – a masterclass

# 29th

## Conference and Exhibition JUNE 2023

8:00 – 9:00

Breakfast and Registration

9:00 – 9:10

Chair's Opening Remarks

9:10 – 9:25

Industry Keynote

9:25 – 9:45

Sponsor Keynote

9:45 – 10:30

**Stepping It Up:** With open innovation projects taking off, do companies need to reevaluate their IP strategy?

**Donal O'Sullivan**, CEO, Nutribio Ltd.

**Ian Pepper**, Director of Technology Innovation, Novartis

**Breffni Sheridan**, Senior Counsel, Global Transactions Team – European Lead (M&A), Canada Life Group

10:30 – 10:45

Standalone Presentation

10:45 – 11:45

Coffee and Networking Break + Product Demo



# 29th

## Conference and Exhibition JUNE 2023

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11:45 - 12:00

**Standalone Presentation by HGF**

**Craig Thomson**, Partner & Patent Attorney, HGF

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12:00 - 12:45

**Optimal IP in a Sub-Optimal Economy**: How to optimise your IP portfolio during economic decline?

**Speaker TBC**, IPValue

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12:45 - 13:45

**Networking Lunch**

13:45 - 14:30

**Outsource Your IP**: Things to consider and overcoming trust concerns when contemplating outsourcing IP management.

**Sanaea Daruwalla**, Chief Legal & People Officer, Zyte

**Aidan Finn**, CEO, Binarrii Labs Limited

**Barry Connolly**, Head of Legal & Commercial, Fujitsu Ireland

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14:30 - 14:45

**Standalone Presentation by Minesoft**

14:45 - 15:45

**Coffee and Networking Break + Product Demo**

# 29th

## Conference and Exhibition JUNE 2023

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**15:45 - 16:30**

**Get Set Go** : Has the sun risen on Unitary Patents and the Unified Patent Court system? What are the challenges and how can members overcome these issues.

[se Gaffney](#), VP, Head of Intellectual Property, GH Research  
[Marie Walsh](#), Patent Director, HGF  
[Triona Walshe](#), Senior Intellectual Property Attorney, James Hardie Technology Limited

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**16:30 - 16:45**

**Standalone Presentation by BVD**

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**16:45 - 17:45**

**Round Table Discussions**

- Protecting/monitoring trade secrets in a time of remote working
  - Brand protection
  - IP and AI
  - ESG and your brand  
[Speaker TBC](#), Enterprise Ireland
  - Women in STEM?
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**17:45 - 17:50**

**Chair's Closing Remarks**

**17:50 - 19:00**

**Drinks Reception**

# TICKETS

## IP Commercialisation Workshop | 28th June 2023

WORKSHOP PASS

€399 + VAT

## Conference and Exhibition | 29th June 2023

**EARLY BIRDS**  
(until 31/03/2023)

**STANDARD**  
(until 31/05/2023)

**LAST MINUTE**

IP OWNERS

€75 + VAT

€100 + VAT

€150 + VAT

LAW FIRMS & SERVICE  
PROVIDERS

€200 + VAT

€250 + VAT

€300 + VAT

# GET IN TOUCH NOW AND BOOK YOUR PLACE TODAY

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