

# LES SCANDINAVIA

**Seminar on Intellectual property and business strategies and on  
Collaboration between small and large corporations in Hitech**

## DETAILS

### DATE & TIME

Monday, June 4, 2018,  
9:00 – 11:00 am

### VENUE

Bech-Bruun's offices,  
Langelinje Allé 35,  
DK-2100 Copenhagen Ø  
(Copenhagen city center).

### PRICE

The seminar is free of charge for LES  
Scandinavia members.  
The price for non-members is Euro 150  
(including membership for year 2018)

### REGISTRATION

To register, please contact the  
Secretariat at e-mail  
[secretariat@les-scandinavia.org](mailto:secretariat@les-scandinavia.org)  
by Friday, June 1 2018 at the latest.

Participants receive a certificate for 2 hours  
professional development.

## AGENDA

- 08:30** Coffee and refreshments, networking
- 09:00** Welcome, Seminar Program Chairman,  
Advokat Dan Bjerg Geary, Bech-Bruun
- 09:05** David/Goliath Collaboration in Hitech  
Dr. Olli Pekonen, Beneq Oy
- 09.35** Short networking break
- 09.45** Making money out of nothing –  
viewpoints on intellectual property and  
business strategies  
Sonja London, Nokia Technologies
- 10.30** Q & A
- 10.45** End of seminar



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## Seminar on Intellectual property and business strategies and on Collaboration between small and large corporations in Hitech

On "David/Goliath Collaboration in Hitech",  
Dr. Olli Pekonen, Beneq Oy

In the modern world of open innovation and hitech, small and large corporations often collaborate. Small companies gain market channels and credibility, and large corporations get a fast track to a broader base of innovation and entrepreneurial spirit. But underneath the surface of this calm win-win setting, a strong discontent can brew among both parties. In his career and as a coach in Startup Sauna, Olli has seen many engagements of small and large, and shares his thoughts on how to make the collaborative marriage as smooth as possible."

About the speaker: "Dr. Olli Pekonen is an active member in the Nordic hitech arena. He is currently with Beneq Oy where he combines corporate IPR counsel and product management duties in the LUMINEQ® display division of Beneq. He has also a 8 year stint as a software entrepreneur under his belt. Olli is the current secretary of LES Scandinavia, an active coach in the Startup Sauna (a leading NewCo accelerator in Nordic/Eastern Europe) and a honorary member of the Finnish Association of Corporate Patent Agents."



On: "Making money out of nothing – viewpoints on intellectual property and business strategies",  
Sonja London, Nokia Technologies

We will take a look at different strategic ways of using intellectual property using a case example. The case is about imaginary European patent-owning technology company at the verge of really going international. Could convergence and technological development bring possibilities to benefit from the company's strong technology base? Could the competitive situation change after acquiring another company with patent portfolio?

About the speaker: Sonja London has over 10 years' experience on intellectual property and licensing. She has global responsibility for licensing operations and for business intelligence and analytics for all licensing businesses of Nokia Technologies. Her roles over the years have covered licensing from A to Z: from business development of licensing programs to successful execution; negotiations, managing contracts and legal disputes, royalties, customers and compliance. Sonja is a member of the Board of Licensing Executives Society Scandinavia since 2013 and she has been a visiting lecturer in the Aalto University Helsinki since 2011. In addition to her position in Nokia, Sonja is also serving as member of the Board and IP advisor in FusionLayer Ltd and 21TDMC Group Ltd. Sonja holds a master's in law from Helsinki University and is an eMBA candidate in Aalto University Executive Education.

