



The IP and licensing industry has been disrupted before and some experienced professionals have seen it happen. These experienced professionals can share their insight to younger professionals as to what lies ahead for the future of the IP/licensing and practice. Will the use of disrupting emerging technologies such as artificial intelligence and blockchain disrupt the licensing practice? How are these new tools going to affect the everyday practice of IP/licensing professionals, from in-house counsel to tech-transfer office professionals and private practice attorneys? Will the value of professional services be calculated with other means than hourly rates, if everyone uses powerful tools? Will some tasks of the IP/licensing practice be completely automated in the future? The very diverse panel composed of young and experienced professionals, will discuss these challenging issues and will try to predict the licensing practice of the future, while learning from past disruptions!

**Moderator: Vincent Bergeron**, Immediate Past-Chair of LESI YMC and Co-Chair of LESI's Communications Committee, Partner and Leader of the Emerging Tech Group at ROBIC, Canada

**Panel:**

- **Madelein Kleyn**, President of LES South Africa, Director, Technology Transfer, Innovus and CEO, Mad K IP Consulting, South Africa;
- **Shayne Phillips**, Managing Member, Six Points Consulting, USA
- **Olivier Huc**, Sales Director, Anaqua, United Kingdom
- **David Swain**, Incoming Chair of LESI YMC, Senior Associate, Deacons, Hong Kong

## Note from the President

It has been an amazing year for LES SA. Our society presented four LES licensing training courses, our sought after advanced IP valuation course and various afternoon talks on subject matter that varied from Gin distillation to artificial intelligence.

At the May 2020 Virtual International Delegates Meeting of LES International, LES SA was nominated as Society of the Year and Most Progressive Society of the Year and was awarded the latter.

It was not a year without challenges and the COVID-19 pandemic has brought the economy to its knees and changed the way we work and communicate.

It also brought about opportunities and connected people and events that would normally not be possible. LES SA hosted its first international webinar on 2 July 2020 on *Cannabis products, IP, marketing, branding, and other legal and regulatory matters, a European, Canadian, South African and USA perspective.*

The various LES national chapters had a truly virtual year sharing experiences and know-how inspired by our LESI president's theme: ***"Let's Innovate"***.

As I step down as president and welcoming incoming president Danie Dohmen, I wish to thank the LES SA board for their support and hard work. Without you our successes would not be a reality.

I also want to express a special word of thanks to Dana and Esha for the support to LES SA events, always with a smile, always on time and always with so much passion.



## Madelein Kleyn

**CEO, Mad K IP Consulting (Pty) Ltd and Director Technology Transfer, Innovus**

Madelein Kleyn has more than 27 years international experience as intellectual property practitioner, patent attorney and in-house legal corporate counsel in the petrochemical and agri industries. She is presently the Director, Technology Transfer at Innovus, the division of Stellenbosch University accountable for the commercialisation of IP emanating from the University. She also is the CEO and founder of Mad K IP consulting (Pty) Ltd a private company advising clients on IP matters.

She is a qualified chemical engineer (BSc Chem Eng), an admitted attorney of the High Court of South Africa and a registered South African patent attorney. She holds a LLM in tax law and PhD in intellectual property law. Her technical expertise is in the area of petrochemicals, chemistry, process engineering, explosives and agriculture.

Madelein's main areas of expertise include IP Portfolio management, IP policy and strategy development and implementation. She regularly advises on corporate governance and IP risk management and specialises in drafting and advising on IP-related business transactions, including technology transfer and licensing.

Madelein has authored and presented various articles, papers and publications on IP matters internationally specifically on technology and IP licensing and commentaries on national IP related legislation. Since 2014 she is the co-editor of the journal "International Pharmaceutical Law" and is also a co-author of the South African Chapter of this publication.

She is a member of American Chemical Society, INTA (Global advisory committee for Africa and Program advisory council), LESI (Technology licensing Committee), LES SA (President) and SAIPL (Editor of IP Briefs™).

Madelein was included in the ***IAM Strategy 300 - The World's Leading IP Strategists since 2015 and featured in WTR300 World's leading trademark professionals since 2016.***



## Shayne Phillips

Shayne has been working in the intellectual property (IP) arena for almost twenty years, particularly in the areas of IP-related competitive intelligence and technical patent and nonpatent literature searching. Ms. Phillips began her career at Procter & Gamble (P&G) in Cincinnati, Ohio, working as a Technical Assistant in Corporate New Ventures (a group tasked with evaluating outside technology for the entirety of P&G). She then moved to the IP-practice group of Dinsmore & Shohl (also in Cincinnati), working as a Technical Consultant, providing both patent application prosecution support and IP litigation assistance. In 2000 Shayne moved to Columbus, Ohio, to work at Chemical Abstracts Service (CAS) as an Editorial Analyst in the Mammalian Hormones Document Indexing Group of the Biochemistry Department of CAS' Editorial Division. In 2002 she transitioned to the role of Applications Specialist at CAS, specializing in advanced STN training, focusing on protein and gene sequence searching in particular. Following her tenure at CAS, Ms. Phillips moved to Halliburton in Houston, Texas, working in their Intellectual Asset Management group as both the head of IP Competitive Intelligence and as a Senior Patent Liaison for the Cementing and Multichem Product Service Lines. Currently, Shayne is both the Founder of, and a Managing Member of, Six Points Consulting, LLC, based in the Houston metro area. Ms. Phillips holds a Bachelor of Science degree in Biology from Youngstown State University, a Master of Science degree in Biochemistry from the University of Cincinnati, and a Master of Business Administration degree from Capital University in Columbus, Ohio. She is also a registered US Patent Agent



## Vincent Bergeron

### **Partner, Lawyer and Trademark Agent, ROBIC, LLP**

Vincent is a Partner, Lawyer and Trademark agent with ROBIC, a Canadian firm focused on intellectual property, where he is the Leader of the national Emerging Technologies Group.

He specializes in the international protection, defense and commercialization of intellectual property assets related to information technology, particularly in the areas of artificial intelligence, big data, blockchain, software, video games, internet of things, virtual reality and other emerging technologies. He also practices in the fields of privacy, copyright, trademarks, patents, trade secrets, industrial designs, licensing and technology transfers.

Author of more than 160 publications and conferences, Vincent Bergeron has been invited as a speaker on intellectual property and emerging technologies by many prestigious organizations around the world.

He is involved in leadership roles in several international and local organizations, including as International Chair of the YMC Committee (Young Members Congress) for the Licensing Executives Society International (LESI), after serving as Chair of the North American Committee. He has also been President of the Canadian Bar Association, Quebec Division, for the Information, Telecommunications and Intellectual Property Section.

He has been recognized by Best Lawyers in Canada in Technology Law, as well as by Lexpert in Intellectual Property and Technology Transactions, and as a Leading Lawyer to Watch in Computer & IT Law.



## Olivier Huc

### **Sales Director, Anaqua, London**

Olivier is Sales Director for Anaqua overseeing the development of Anaqua in Western and Southern Europe.

He holds a Master in Business and Finance from France's Insec Business School.

Olivier started his IP career in the US in 2002 as Controller and then CFO of Questel Orbit Inc, the US subsidiary of French IP Database provider Questel. He then co-founded in 2008 Tempus IP, a company serving the IP documentation needs of law firms. Following the acquisition of Tempus IP by Minesoft, Olivier relocated in London with his family to take over the management of the Business Development in Western Europe for Minesoft, a leader in Patent Searching and Analytics software solutions. In 2019, Olivier joined Anaqua, one of the most innovative companies in the field of IP Management Solutions and services.

Anaqua offers the ability for IP Departments and IP law firms to effectively transform the way IP is managed, streamlining operations and enable strategic decision-making through process automation, business intelligence, and analytics.



## David Swain

### **Senior Associate, Deacons, Hong Kong**

David is a Senior Associate in Deacons' Intellectual Property practice and is qualified as a solicitor in both Hong Kong and England & Wales. He holds a Bachelor of Science degree in Biochemistry from Imperial College, a Master of Science degree in Entrepreneurship, Science & Technology from the University of Nottingham, and an LLB from The College of Law. He also holds a Postgraduate diploma in Intellectual Property Law and Practice from Oxford University.

His practice involves working with clients on a range of non-contentious IP issues. His main focus is advising clients in relation to commercial IP matters including complex licensing assignment service, and distribution agreements, and the IP aspects of corporate transactions (including IP due diligence in business acquisitions and stock exchange listings) in a range of sectors including energy and infrastructure, entertainment, financial services, IT and software, and life sciences.

David is also experienced in general commercial IP matters such as e-commerce, and personal data. He is a co-author of the Hong Kong chapter of LexMundi's Data Privacy Guide, and a co-author of the Hong Kong chapter of "Data Protection & Privacy – International Series (Third Edition)" published by *Thomson Reuters*.

David is a Council Member of the Hong Kong national society of the Licensing Executives Society (LES), a Co-Chair of LES' Membership Committee, and a Vice-Chair of LES' Young Members Congress (YMC). He was also the Chair of the Organising Committee for the inaugural LES Asia-Pacific YMC conference in Hong Kong in 2018.

He has been recognised by Legal 500 as a Key Lawyer and as a Rising Star by Managing Intellectual Property.