



**LESI Consumer Products Committee Webinar
"Valuation of Technology in Complex Products"**

Monday, 15 February 2021

8:00am - 9:15am (PT) / 11:00am - 12:15pm (ET) / 5:00pm - 6:15pm (CET)

Speaker Biographies

Bowman J. Heiden – Moderator

Dr. Heiden is currently the Co-Director of the Center for Intellectual Property (CIP), which is a joint center for knowledge-based business development between University of Gothenburg, Chalmers University of Technology, and the Norwegian University for Science and Technology. He is also a Visiting Professor at UC-Berkeley and co-chair of the Technology, Innovation, and Intellectual Property program at the Classical Liberal Institute at the NYU School of Law. Dr. Heiden is currently a member of the European Commission High-Level Expert Group on Standard Essential Patents.

Previously he was Innovation Director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. Over the past ten years, Dr. Heiden has managed over 100 innovation projects with industry, university research institutes, healthcare providers, and start-up ventures.

As Co-Director of CIP, Dr. Heiden currently manages the internationalization of the CIP platform and strategic collaborations with industry and university partners. In this role, Dr. Heiden has co-founded and developed the Intellectual Capital Management (ICM) and Business Creation and Entrepreneurship in Biomedicine (BCEB) master's level programs, CIP FORUM, the Business of Intellectual Property executive program, and the CIP Internship Program.

Dr. Heiden holds degrees in engineering, technology management, and economics, and his research is at the interdisciplinary interface of economics, law, and innovation, in particular, intellectual property and open innovation in knowledge-intensive sectors. Before turning his focus to the field of knowledge-based business, Dr. Heiden played professional basketball in a number of European countries.

Anne Layne-Farrar

Dr. Anne Layne-Farrar is a Vice President in the Antitrust & Competition Economics Practice of CRA and an Adjunct Professor at Northwestern University School of Law. She specializes in antitrust and intellectual property matters, especially where the two are combined. She advises clients on competition, intellectual property, regulation, and policy across a broad range of industries and has worked with some of the largest information technology, communications, and pharmaceutical companies in the world.

Suzanne Harrison

Suzanne S. Harrison is an author, patent futurist, and economist. She works with companies to help them realize the true value of their intellectual property.

Suzanne has devoted her career to IP realization and exploitation. She works with technology-driven companies at both transactional and strategic levels. Her specialties are quantifying legal risk, forecasting patent trends and helping companies place IP bets now to ensure access to innovation and markets in the future.

She is a Founder and Principal of Percipience LLC, a board-level advisory group focused on IP strategy, management, and quantifying and mitigating IP risk.

Her work with clients gives her a unique view of the inner workings of the public market for patents, as well as the ability to see patterns and predict ways in which markets will fluctuate and develop.

Since 1995, she has led a group called the ICM Gathering, an invitation-only group of 20 companies that meet regularly to define, create, benchmark and test best practices in IP management. Her books draw on her work with the Gathering, and feature success stories of companies leading the way in innovative IP management.

She holds an undergraduate degree in economics from UC Davis, and an MBA from the University of Chicago. She lives in San Francisco, CA, with her husband and two children.

Nikolaus Thumm

Nikolaus Thumm is research associate with Technical University Berlin. He was Senior Fellow at the European Commission's Joint Research Centre in Spain, where was responsible to set up a work-program at the interface of digital technologies and policy under the European Digital Single Market strategy. The focus was on standardization, standard essential patents, licensing, open source, counterfeiting and illicit trade. Until 2013 he was Chief Economist of the European Patent Office. Before, he was working as Senior Economic Counsellor for the Swiss Federation. He was chairman of the United Nations' Advisory Group on the Protection and Implementation of Intellectual Property Rights for Investment, a private-public partnership group.

Nikolaus Thumm has more than 20 years professional experience in advising national and international organizations on economic, legal and technical regulatory questions. He is in close contact with most leading multinational companies of the digital economy. He has been working from Spain, Switzerland and Germany on European and global issues of innovation, technology transfer, technical standardization and intellectual property rights. Dr. Thumm has been member of different expert groups with the European Commission, the OECD and the World Intellectual Property Organization. He has an extensive practice of speaking to large international audiences at conferences, policy meetings and giving lectures.

Ruud Peters

Ruud Peters was Chief Intellectual Property Officer (CIPO) and Executive Vice President of Royal Philips from 01.01.1999 till 31.12. 2013, in which position he was responsible for managing the worldwide IP and standardization activities of Royal Philips. He expanded this organization into a global operation with offices in more than 10 countries, around the world with more than 425 employees. He turned the IP organization from a cost center into a successful profit and loss operation. He introduced new methods and systems for determining the value contributed through IP to all business activities providing full transparency regarding the return on IP investments at every level in the company, from product category, business line, product division to the whole company. After his retirement from Philips, Mr. Peters established his own IP consultancy company advising companies ranging from large multinational companies to start-ups in IP strategy, implementation and organizational matters. Ruud Peters is also a (advisory) board member of a number of companies and institutes in Europe, the USA, Israel and China. He is also Guest Professor at the School of Management of Zhejiang University in Hangzhou, China.