

TECHNOLOGY MANAGEMENT IN THE 4TH INDUSTRIAL REVOLUTION

A VISION OF THE TECHNOLOGY IN 2020 FROM THE INTELLECTUAL PROPERTY PERSPECTIVE

30 October 2017, 9:30-14:00 CET. Distrito Telefónica.

AGENDA

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| 9:00 Registration | |
| 9:30 Opening | Marta Pastor López. Telefonía, Dir. Intellectual Property and New Technologies Patricia García-Escudero. OEPM, General Director Susana Bayón Plaza. Repsol, Director Intellectual Property |
| 9:50: Keynote 1 | Industry 4.0 and its impact on the patent system. Grant Philpott. EPO, Chief Operating Officer ICT |
| 10:20 Panel 1 | Academic approach to the new technology management paradigms <ul style="list-style-type: none"> • Moderator: Eduardo Fulla, Telefónica Patent Office. CIFRA project coordinator • Andrea Fosfuri. Università Commerciale Luigi Bocconi • Knut Blind. Fraunhofer Institute FOKUS, TU Berlin |
| 11:00 Keynote 2 | How to protect the Big Data results Francisco Martín. BigML, Co-founder & CEO |
| 11:30 Coffee Break | |
| 12:00 Keynote 3 | The future of Artificial Intelligence and the IPR implications. Tina Chappell. Intel Corporation, Associate General Counsel |
| 12:30 Panel 2 | The ICT Industry vision <ul style="list-style-type: none"> • Moderator: Michael Loch. GSMA, Head of Intellectual Property • Claudia Tapia. Ericsson, Director IP Policy • Heinz Polsterer. Deutsche Telekom, Head of Standardization and IPR Management • Dylan Lee. Huawei, Director Licensing and Technical Transaction |
| 13:20 Keynote 4 | The vision from European Commission about ICT standards. Emilio Dávila-González. European Commission. DG CONNECT. Head of Sector ICT Standardisation |
| 13:50 Closure | Luis Ignacio Vicente. Head of the Telefónica Patent Office |