



**Topic meeting – Thursday 10 December 2015 – Imec, Leuven, Belgium**

**Intellectual Property Licensing in Mobile Applications: issues and practicalities**

Smartphone applications have become a new business by themselves. However, they touch on many areas and require special considerations with regards to licensing and protection of Intellectual property rights

**Program**

- 10.00 – 10.30 h. Registration and coffee
- 10.30 – 10.45 h. **Welcome by the Chair and introduction of the topic**  
Andre Clerix, director IP portfolio & litigation, IMEC, Leuven (B)
- 10.45 – 12.30 h. **Anatomy of an App**  
Tanguy Goretti, Djump co-founder, now with take eat easy, Brussels (B)  
Jérôme Naif, Mountain View Agency, Brussels (B)  
Marie Barani, Intellectual Property and Contracts Legal Counsel at UNamur, Namur (B)  
Adrian Blackwood, CEO trakkies, Amsterdam (NL)  
Moderator: Philippe Campolini, Simont Braun. Brussels (B)
- 12.30 – 13.30 h. **Lunch**  
  
Chair: Achim Krebs, HGF, The Hague (NL)
- 13.30–14.00 h. **The Mobile enterprise**  
Laurent Boes, Disruptive Technologies Strategist IBM Benelux, Antwerp (B)
- 14.00 – 14.30 h. **Branding an App from the Back**  
Nik Loveridge, Global Medical Affairs Manager, Danone Early Life Nutrition, Amsterdam (NL)
- 14.30 – 14.45 h. Coffee / tea break
- 14.45 – 15.05 h. **Clinical experience of The Clinician's view**  
Pieter Vandervoort, Cardiologist and co-founder of the Mobile Health Unit @ Hasselt University, Hasselt (B)
- 15.05 – 15.25 h. **Issues and challenges within the field of e-health**  
Kathleen De Belder, IMEC, Leuven (B)
- 15.25 – 15.45 h. **Multiple actors in the value chain**  
Julien Debussche, Bird & Bird, Brussels (B)
- 15.45 – 16.00 h. **Discussion**
- 16.00 h. **Reception and Drinks**

## Resumes chair and speakers

**Marie Barani** holds a masters' degree in industrial property law. After a traineeship at the European Commission, she began working as Legal Counsel at the Commissariat à l'Énergie Atomique in Grenoble. She is currently IP and Contracts Legal Counsel at the University of Namur, where, besides contracts negotiations, she deals with IP protection and valorization. [marie.barani@unamur.be](mailto:marie.barani@unamur.be)

**Adrian Kyle Blackwood** is CEO of [trakkies.international](http://trakkies.international) BV, an innovative start-up leading the way in "Internet of things", in building a social network of things that is alumnus of both the Start-up boot camp and ESA incubator, and winner of numerous prizes. Adrian is a product development specialist focusing on Spatial Relativity, Ambient Intelligence, and SMART objects, who has been involved with over 200 product producing projects. While working with both market leaders and in start-up environments such as TomTom for more than 10 years, he has built a strong understanding of AR, Navigation, Location Content, and the innovation process. His strength resides in his creativity, and a unique background set of skills, experience success & failures. Adrian is Canadian, resident of Amsterdam, the Netherlands, and holds a diploma from Camosun College, and a Bachelor of Commerce from Royal Roads University.

**Laurent Boes** is a member of the IBM Benelux Management Team and focussing on Strategy and Business development for the company's latest initiatives and partnerships. He has spent the majority of his IBM career in Social Business in which he held sales, marketing, management and international roles. Before that he worked at Bosch as product manager for Mobile Phones and at Nielsen as Consultant for durable goods.

**Philippe Campolini** specializes in intellectual property law, with a particular focus on patent law and copyright. Next to his litigation practice, he has gained significant experience in negotiating and drafting contracts including intellectual property aspects (licenses, transfers, R&D, distribution, etc). He also practices trade practices law (advertising, unfair commercial practices) and competition law. In these matters, he deals with cases for Belgian and international clients in different sectors, particularly in the life sciences sector. He is fluent in German and regularly works for German clients. Philippe is a member of AIPPI, LES and the Deutsche Vereinigung für gewerblichen Rechtsschutz und Urheberrecht (GRUR). He is also a member of the executive committee of the review *Auteurs & Media (A&M)* and associated researcher with the Unit for Economic Law at the Université libre de Bruxelles (ULB). He speaks at conferences and is the author of various publications in the field of intellectual property law.

**Kathleen De Belder** holds a PhD degree in Engineering Sciences. She started her career in IP as a patent officer at imec where she was responsible for a part of imec's patent portfolio. This included both the practical handling of new ideas and filing thereof, as well as setting up an IP protection strategy in line with the R&D strategy. She has followed several courses in European patent law, due diligence and licensing technology. Since 2011, she is working in the IP Business and Intelligence team. She is mainly responsible for advising in IPR-related aspects in business concepts and contracts, and developing IP models for imec Smart Systems' business line, covering imec's business line on Wearable Health Systems.

**Julien Debussche** is an associate in the Brussels office of Bird and Bird, specialized in Technology, Media & Telecommunications and Intellectual Property. He undertakes both advisory work and litigation practices in a wide range of legal areas including copyright, privacy and data protection, e-commerce, e-marketing and IT contracts. He assists clients in information and technology related-matters such as cloud computing, the Internet of Things, 3D printing, cookies, electronic signatures, intermediary liability and online gaming. Before being admitted to the Brussels Bar in 2011, Julien obtained his Law degree at the University of Louvain.

**Achim Krebs** (Dr.) joined HGF as a Partner in 2015 to establish the firm's first "continental" office at The Hague, Netherlands, from a position in private practice. Achim has accumulated a vast experience in his previous occupations in private practice and industry, including a position as Patent Portfolio Manager at a multinational oil corporation; and has considerable experience in the creation and management of cost-effective and tax optimized IP portfolios to suit various business strategies, as well as in contentious matters such as oppositions and litigation. Achim presently co-chairs the Chemicals, Energy, Environmental and Materials Committee of the Licensing Executive Society International, and serves on the Board of LES Benelux. Achim is a qualified Dutch, Belgian and European patent attorney and a registered European Trademark and Design Attorney, and holds a master degree and doctorate in synthetic chemistry from the University of Heidelberg.

**Nik Loveridge.** After obtaining his masters degree in nutrition and dietetics, Nik spent his early years working as a Registered Dietician in hospitals and as a University Health Lecturer in Liverpool University, England. Nik transposed from the public into the private sector in 2004, with the first step being into medical research, as a Nutrition Scientist, specializing in metabolic disorders and new therapies at a company (then) called SHS in Liverpool (now called Danone Nutricia). Following this, some time was spent as a clinical trial specialist before Nik made a small leap across the water to The Netherlands, along with a parallel leap into a different division of Danone Nutricia; the Early Life Nutrition division, and also a functional migration from R&D into the 'Health Care Nutrition' function. Here he remains, working as a 'Healthcare Nutritional Science Manager'; a role akin to 'Medical Affairs / Science Liaison' – a role focusing on the marrying of scientific progress with business growth.

**Jérôme Naif** is a Social Media Strategist at Mountainview Agency with experience in digital advertising and communication. Before joining Mountainview, he worked in e-business at Deutsche Bank Belgium. Jérôme gives lessons at ICHEC Enterprise (social media strategy), EPHEC (crisis communication in social media) and ULB (introduction to social media in Belgium). He now works for clients such as Pfizer (digital workshops), Häagen-Dazs, ALD Automotive Belgium, Katusha Cycling, You have a Jack (mobile app). Jérôme helps his clients define their social media strategy, but also gives them workshops on digital and mobile including integration of data from third parties.

**Pieter Vandervoort** is a practicing cardiologist at Ziekenhuis Oost-Limburg in Genk, Belgium and co-founder of the Mobile Health Unit@Hasselt University. He was trained at University Leuven and the Massachusetts General Hospital in Boston, US. He gets his inspiration from his clinical practice and is pioneering the use of the internet, smart phones and remote monitoring devices to follow up on patients outside the hospital. Ziekenhuis Oost Limburg has currently several hundred cardiac patients monitored by their "clinical call center" and is one of the largest in Belgium. The Mobile Health Unit@UHasselt is a multidisciplinary research group bringing together clinicians, biomedical scientists and engineers to work on several mobile health related research projects in collaboration with hospitals, research institutes, health tech companies and start-ups.

**Location**

The meeting will be hosted by IMEC in Leuven, Belgium on the 2nd floor of the IMEC Tower, Gaston Geenslaan. B-3001 Leuven – see also “how to reach IMEC”. As participants need to be screened by the IMEC security, registration need to be received by 25 November 2015.

**Registration**

The fee for this meeting will be € 120,00 for LES Members and € 180,00 for non-members and includes meeting materials such as programme and participants list, buffet lunch, coffee and tea in the break and drinks after the meeting. Payment can take place by credit card or cash at the meeting or by bank transfer. Bank details can be found at the registration form. Registration can take place by faxing the registration form (fax +31 343 594 566 or +31 84 883 88 71) or via the internet at [www.les-benelux.org](http://www.les-benelux.org). Registrations should preferably be received **by 25 November 2014 (see “Location”)**. Participants will receive a confirmation upon registration. Cancellations must be received in writing (e-mail) **before** 25 November 2015 to avoid full charges.

**Granting of study hours and educational points**

For Dutch Lawyers the amount of study hours is five (5). The amount of educational points for the Belgische Balies is pending. Please contact the Registration Desk at the day of the meeting for the necessary lists to sign.

**Membership**

For information on membership of LES Benelux please e-mail to [secretariat@les-benelux.org](mailto:secretariat@les-benelux.org) and an information package with an application form will arrive at your desk within a few days. Membership information will also be available at the day of the meeting.

**Program and presentations**

The program will be published at the web site of LES Benelux; [www.les-benelux.org](http://www.les-benelux.org) and will be updated regularly. Questions and remarks can also be sent by e-mail to [secretariat@les-benelux.org](mailto:secretariat@les-benelux.org). The speakers at this meeting will be kindly requested to make their presentations available for publication at level 2 (registration required) of the before mentioned web site. The presentations will be available approximately two weeks after the meeting.