

**LES Benelux
Topic Day and AGM
27 June 2024 – The Hague**

PROGRAM

- 09:00 Registration and welcome coffee
- 09:30 Welcome and introduction by Carmen Correa Martin, Erasmus MC and president LES Benelux
- 09:35 **LES Benelux AGM**
- Results 2023 presentations, votes, approvals**
Finance (Achim Krebs, Treasurer LES Benelux)
Other (Carmen E. Correa M., President LES Benelux 2024-2026)
- 10:30 **How to create IP strategy that works – and keep it fresh**
Key note speaker Sonja London, President LES-International 2004-2025 and
General Counsel and Licensing Executive in TactoTek, Finland
- 11:15 Coffee / tea break
- 11:35 **Digital tools: Influence in professional task**
- Landscaping digital tools for patent writing**, Ceren Pala Okat, IP Business
Partner/IP & Standards Philips Netherlands
- Advantages and Risk in using digital tools**, Laurens Hoezen, Legal Counsel
Erasmus MC and Holding Erasmus MC B.V.
- 12:35 Lunch
- 13:45 **Negotiations Soft skill: cultural differences**
- Global cultural considerations when negotiating licenses**, Bernard Denis, former
TTO of CERN (CH)
- Business culture, from large to small enterprises to Academic consideration in
negotiating licenses**, Dr. Linda van de Burgwal, Associate Professor VU Athena
Institute (*Connecting science and society for a better tomorrow*)
- 14:55 **Coffee break**
- 15.00 – 16.00 **Parallel session exclusively for corporate members “Meet the leadership of
the Licensing Executives Society International (LESI)”**
- 15.15 **Influence of Anglo-American law in licensing contracting, *speaker t.b.c.***
- 16.00 **Closing notes**
- LES Benelux Young Members Committee
- LES Benelux Mentorship program
- 16.20 – 17.30 Network drinks

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DETAILS

DATE

Thursday 27 June 2024

VENUE

NH Den Haag, WTC Business Center, Prinses Margrietplantsoen 100, The Hague (NL)

See for route and information on transport: <https://www.nh-hotels.com/en/hotel/nh-den-haag/map>

FEE

The fee for this AGM and topic meeting will be € 180,00 for LES members. For LES members 40 years of age or below there is a discount of € 20,00 under the condition of completing your date of birth at the online registration form.

The fee is € 225,00 for non-members. Please note that for non-members from one of the Benelux countries the fee also includes membership of LES Benelux for 2024.

Members who wish to attend only the half hour AGM are welcome at no charge, but should register upfront. Members of LES are entitled to vote at the AGM. Non-members are most welcome to attend as observers but have no right to vote.

Participation includes meeting materials, buffet lunch, coffee and tea in the break and drinks after the meeting. Payment can take place by bank transfer or by credit card. Your registration will be confirmed with an invoice for your participation.

REGISTRATION

Please register online via the [online registration form](#).

CANCELLATION

LES Benelux must be informed of any cancellation in writing by an e-mail to secretariat@les-benelux.org. For cancellations received before 20 June 2023, the registration fee will be reimbursed. No-shows will be fully charged.

EDUCATIONAL POINTS

The program contains 4 substantive hours which equals 4 educational points. Please contact the Registration Desk at the day of the meeting for the necessary lists to sign. A certificate of attendance will be sent by email after the meeting.

PARTICIPANTS

Please note that this topic meeting is open for LES members and non-members worldwide. However, from participants it is expected that they have at least an academic background (law, financial or technical).

MEMBERSHIP

For information on membership of LES Benelux please send an email to secretariat@les-benelux.org

PROGRAM AND PRESENTATIONS

The speakers at this meeting will be kindly requested to make their presentations available for publication at the LES Benelux website. All participants will receive instructions by email how to access these presentations.

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SPEAKERS

Sonja London

Sonja London is general counsel and licensing executive in TactoTek, world-leading innovator in the field of smart surface technologies and structural electronics for automotive, aviation and industrial applications. Her current role includes global responsibility of company's IP, licensing and standardisation strategies as well as overall legal and compliance matters. Before joining TactoTek, she worked with Nokia for 14 years in various roles. Her experience also covers patent pools and joint licensing programs, business development as well as digitalising and managing licensing business. In addition to her other roles, she also serves as board member, investor and advisor on patents, licensing business models and IP business..

She is the current President of Licensing Executives Society International (LESI) 2025 and has served as board member and treasurer of LESI as well as board member and President of LES Scandinavia. She is passionate about great leadership, diversity and inclusion at work. She was a co-founder of the Women in Licensing Alliance for LES International. She holds a Master of Laws from University of Helsinki and Executive MBA from Aalto University.

Linda van de Burgwal

Linda is an academic entrepreneur (80% academic and 20% entrepreneur). As *associate professor* at the Athena Institute of the Vrije Universiteit Amsterdam, she holds a cum laude PhD (2018) and is recipient of a personal research grant by the Dutch Research Council grant on societal impact of infectious disease preparedness. Her research focuses on interactions that enable stakeholders to achieve a broad societal impact of knowledge. She teaches Business Management, Societal Entrepreneurship and Finance for Growth in Health and Life Sciences. \

Next to her work as associate professor, she was Director of the VU's Demonstrator Lab, a pre-commercial academic incubator for entrepreneurial staff and students and, since the beginning of her career, has been working as entrepreneur and business developer in the field of health and life sciences, co-founding several successful life sciences companies. Early 2024 she graduated cum laude from the executive MBA program at the Vrije Universiteit Amsterdam.

Bernard Denis

Bernard joined in the Technology Transfer at CERN in 2005. He is a founding member of the High Energy Physics Technology Transfer Network (HEPTech), regrouping the TT Offices of institutes active in High Energy Physics. Now retired, Bernard was a member of the CERN unit in charge of the relation between CERN and the European institutions with a specific role in relation with EU research and innovation policy. Before working in the area of knowledge transfer and innovation, Bernard was working in various positions at CERN including IT project leader for the development of the SPS and LEP accelerators control systems and deputy group leader of the unit in charge of the outsourcing policy. Bernard regularly acts as an expert for WIPO in technology transfer fact-finding missions and capacity building workshops. He is accredited Registered Technology Transfer Professional (RTTP) by the Alliance of Technology Transfer Association (ATTP). He has an engineering background in electromechanics, an MBA and an Advanced Diploma in Management Consultancy from the Henley Management College.

He developed negotiation training programmes for the CERN knowledge transfer and purchasing services, for the JRC Technology Transfer unit and for the PhD symposium of HEPTech. Bernard also lectures on project management at the Geneva School of Economics and Management, Geneva University.

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Ceren Pala Okat

Laurens Hoezen