



International IP Monetization and Commercialization Forum 2015-Los Angeles

Combining expert speakers from the world of IP trading together with opportunities for networking among owners and inventors, this meeting will focus on how to further advance international Intellectual Property trading and technology transfer in order to maximize IP monetization and commercialization for everyone involved.

The Future of Transactional IP Work is Here

International IP Monetization and Commercialization Forum 2015-Los Angeles brings IP professionals and business leaders from all over the world to discuss the latest developments in the IP world, and to explore mutual business collaboration opportunities.

Our Focus

How to strengthen international IP trading and technology transfer in order to maximize monetization and commercialization.

How companies, universities and individuals increase their economic efficiency and value from Intellectual Property in the advantageous innovation system.

How enterprises seize opportunities for development in this era of knowledge economy and determine the focal point of business development.



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Everywhere we turn our world is affected by technology and innovation. There seems to be no end to what people are creating. As these new cutting-edge innovations and inventions continue to advance our society, they also create countless revenue streams throughout the world, including the practice of brokering foreign intellectual property (IP) rights.

Combining expert speakers from the world of IP trading together with opportunities for open networking, this meeting will focus on how to further international Intellectual Property trading to further advance IP trading and technology transfer in order to maximize international IP monetization and commercialization for everyone.

**Seating is complimentary,
but very limited,
so registration is required.**

The Future of Transactional IP Work Is Now

In the 21st century, the era of knowledge economy, Intellectual Property has become an indispensable element of the core competitiveness of enterprises. International IP Monetization and Commercialization Forum 2015-Los Angeles brings IP professionals and business leaders from all over the world to discuss the latest developments in the IP world, and to explore mutual business collaboration opportunities.

Our Focus

How to strengthen international IP trading and technology transfer in order to maximize monetization and commercialization? Focus is primarily on the interaction between China and the U.S. :

- How U.S. and worldwide companies, universities and individuals can maximize their economic efficiency and value from Intellectual Property in the advantageous innovation system.
- How Chinese enterprises seize opportunities for development in this era of knowledge economy and determine the focal point of business development.

Who Should Attend?

Academics

Researchers in IP or IP Trading Areas

Industry Associations

Professionals on IP Services

Professionals on legal, litigation, brand valuation & patent rating

Technology / Brand licensing agents / companies

IP creators / Brand or Technology owners

Representatives from Enterprises

Representatives from Investment Institutions

Chambers of commerce and relevant government officials

Patent Licensing and Enforcement Companies (PLECs)

Institutional IP Aggregators / Acquisition Funds

Litigation Finance / Investment Firms

IP Brokers & IP Auction houses

Schedule of Events:

09:00-09:30: Registration

09:30-10:00:

Opening Remarks:

- Executive Vice Chairman & Director General, CEC/CEDA (China Enterprise Confederation/China Enterprise Directors Association)

- Mr. Arlen L. Olsen, Senior Partner of Schmeiser, Olsen & Watts LLP

Special Guest Address:

- Mr. Liu Jian, Consul General of Consulate-General of China in L.A.
- Mr. Jerry Brown, Governor of California/Mr. Eric Garcetti, mayor of Los Angeles

10:00-10:30:

Keynote Speech:

- Helping enterprises transform from "labor-intensive manufacturing" to "intelligent manufacturing" to create and operate IP ecosystem

- Mr. Bonn Xie, CEO of WTOIP.com

10:30-10:45: Coffee Break

10:45-12:15:

Forum:

How to build up the bridge for international IP trading and technology transfer to maximize the IP commercial exploitation and monetization.

Moderator:

- Leonardo Song, Project Director, International Exchange Center of WTOIP.com

Speakers:

- Mr. Faris Alami, Vice President of AutoHarvest.org
- Ms. Emily Waldron Loughran, Director of the University of California, Los Angeles (UCLA) Licensing Office
- Mr. Daniel Chen, CAO of Huawei, Senior ICT Expert
- Mr. Arlen L. Olsen, Senior Partner of Schmeiser, Olsen & Watts LLP

12:15-14:00: Luncheon

14:30-15:00:

Keynote Speech:

- International Monetization- Trends in Europe, the United States and China
- Mr. Bob Rauker, Senior Vice President of Acacia Research

15:00-17:00: Networking

Brief Introduction of Speakers (partly):

Faris Alami, the Vice President of AutoHarvest, taking charging the Member Services.

Faris has worked with small and multinational companies for more than 20 years mentoring minority and ethnic entrepreneurs helping move their businesses forward. In addition, Alami manages a "Virtual Global Trade Mission" program where hundreds of local high school students interact with businesses and governments in five countries to bring a new product to market each year. He serves on several non-profit boards including the International Visitors Council of Detroit, the Automation Alley International Advisory Board and the ACCESS Growth Center Advisory Board.



Bonn Xie, the Founder and CEO of WTOIP and UTC Intellectual Property Group

Bonn has original insights and extensive experience in creation, protection and utilization of Intellectual Property. He has over 12 years of legal and business experience before founding WTOIP.com in 2012. WTOIP (www.wtoip.com) has revolutionized and positioned itself to be the intellectual property trading and integrated O2O e-commerce service platform with focus on the "exploitation of IP rights" markets, and vertically integrating the IP services for a new way of doing business. Through Bonn's leadership, WTOIP becomes the largest IP trading and industrial upgrading platform in China by using the internet as the delivery medium. Its core service is based upon the on-line and off-line multi-directional IP trading, IP finance, Branding, and Certification services which allow for rapid and cost-effective mining of IP. Using this platform, WTOIP has assisted numerous Chinese companies not only in enhancing the cooperation and exchange of IP knowledge with overseas companies, but also in adopting the required strategic planning to promote their transformation and upgrading to anticipate, recognize and overcome global challenges.



Bob Rauker, the Senior Vice President of Acacia Research.

Bob began his intellectual property career as a patent attorney at Oppenheimer, Wolff & Donnelly LLP, in Minneapolis. He then joined Boston Scientific Corporation as patent counsel in its cardiology division later rising to Chief IP Counsel, Endoscopy. In 2004, he was named Vice President, Global Chief IP and Licensing Counsel at Synthes, Inc., now DePuySynthes, a Johnson and Johnson company. Bob is a named inventor on six US patents.

Rauker holds both a B.S., Mechanical Engineering and M.B.A. from the University of Massachusetts and a J.D. degree from the University of New Hampshire School of Law. He is admitted to practice law in Pennsylvania, Massachusetts and Texas and registered before the USPTO.



Arlen L. Olsen, the Senior Partner of Schmeiser, Olsen & Watts LLP

Mr. Olsen has been recognized by Fortune Magazine as a 2013 Top-Rated Lawyer in Intellectual Property Law. In 2013, Mr. Olsen was also featured on American Dreams, a Silicon Valley talk show as a leading expert in Intellectual Property. Mr. Olsen has over 25 years of experience in all aspects of intellectual property law, including infringement litigation and appeals, transfer and enforcement, patent and trademark prosecution including oppositions, cancellations, interferences, reexaminations and other post grant proceedings. Mr. Olsen is a founding Partner of Schmeiser, Olsen & Watts LLP and a former United States Patent Examiner. Mr. Olsen has prosecuted numerous patents that have been litigated and received damages in excess of \$60 million dollars. Mr. Olsen has licensed patents with valuations in excess of \$100,000,000.00. Additional activities include teaching seminars and appearing as a guest lecturer on intellectual property matters for corporations and educational institutions and evaluating and consulting with clients regarding the scope, enforcement and protection of intellectual property rights. Named one of the top attorneys in business services (Intellectual Property) in the July/August 2010 Corporate Counsel Edition of Super Lawyers magazine and an AV rated attorney by his peers in Martindale-Hubbell. Mr. Olsen has been an adjunct professor of law at Albany Law School since 2005 where he teaches Patent Prosecution and Claim Drafting. Mr. Olsen graduated from George Mason University Law School in 1993 with distinction in Intellectual Property Law.



Emily Waldron Loughran, the Director of the University of California, Los Angeles (UCLA) Licensing Office

Emily Loughran joined UCLA's OIP-ISR in 1994 as a technology transfer officer. Currently, as the Director of Licensing she manages the licensing and patent prosecution groups, and oversees the office's large portfolio of invention disclosures, patents, and license agreements. Emily started in intellectual property administration at the City of Hope Medical Center where she was the Technology Transfer Manager responsible for patenting and licensing activities.



LOS ANGELES

International IP Monetization and Commercialization Forum 2015-Los Angeles

How IP Trading Benefits
International Industrial
Commercialization

Host Organizers :



Supporting Co-organizers :



Date: May 8, 2015 Time: 09:00-17:00 Venue: The Ritz-Carlton, Los Angeles, CA, U.S.A
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