

Commercialization of Innovation



- Theme:** “Social Economic & Financial Benefits from Commercialization of Innovation”
- Venue:** Cyberport3, Core E, Training Rooms 1-3
Hong Kong
- Date:** December 11, 2017
- Time:** 2:00 – 5:30 PM
- Fee:** All proceeds are for charity. We are asking all registered attendees to bring a cheque of no less than **HK\$200** made payable to “**The Community Chest of Hong Kong**” for admittance.

Partners:



Register now at:

Admission fee per attendee: upon confirmation of registration, please bring a cheque in an amount of no less than HK\$200 issued to the “**The Community Chest of Hong Kong**”.

Seating is on a first come first registered basis. We have limited seating.

Email your registration request to Ms. Ruchira Gupta at:

ruchira.gupta@iipcc.org.

Please provide the following information per attendee to register:

Name:

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Title:

Email:

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-or-

Register at : <https://www.eventbank.com/event/6727/>

Why is Commercialization So Critical to Innovation?

To support and achieve success in innovation requires an understanding both of how innovation and entrepreneurship truly operate, as well as what is needed for the successful commercialization of innovation.

This event provides an unprecedented opportunity to learn from the leading experts and thinkers.

Program (tentative)

1:30-2:00	Registration Desk Open	
Opening Speeches		
2:00-2:05	Welcome Remarks	Mr. Rob ARONOFF Sr. V.P., IIPCC & Executive Director IIPCC USA
2:05-2:20	Keynote Speech	Mr. Nicholas YANG Secretary for Innovation and Technology of the Hong Kong, SAR
Section 1: Why Commercialization is So Important to Society		
2:20-2:35	Invited Speeches	Prof. Carl SCHRAMM Board Member, IIPCC (Co-founder Global Entrepreneurship Week and Start-up America)
2:35-2:50		Hon. Chief Judge Randall RADER (ret.) Board Member, IIPCC (Former Chief Judge of the U.S. Court of Appeals for the Federal Circuit)
2:50-3:05		Prof. Guaning SU Board Member, IIPCC
3:05-3:20	Key Drivers for IPO Success	Mr. Michael CHAN Senior Vice President, Market Development Hong Kong Exchanges and Clearing Limited

3:20-3:35	IPOS	Ms. Lu Lin CHIAM Executive Director of the IP Academy (IPA) and Deputy Chief Executive (IPOS)
3:35-3:55	Coffee Break	
Section 2: Best Practices for Commercializing Innovation		
3:55-5:30	Panel Discussion Moderator: Dr. Jeffery LANGER V.P., IIPCC IIPCC USA Board Member Head of IIPCC Washington DC Chapter	
3:55-4:10	Panel Discussion	Dr. Richard "Dick" THURSTON Executive Advisory Committee Board Member, IIPCC (15mins)
4:10-4:25		Mr. Fred SHEU National Technology Officer Microsoft (15mins)
4:25-4:35		Mr. Furuzonfar ZEHNI Fresco VC (10mins)
4:35-4:45		Mr. William TING Director, Emerging Technologies IIPCC (10mins)
4:45-4:55		Mr. Michael LIN Senior Vice President, IIPCC (10mins)
4:55-5:25	Q&A	
5:25-5:30	Closing Remarks	Mr. Rob ARONOFF Sr. V.P., IIPCC & Executive Director IIPCC USA

Biographies of Speakers



Nicholas W. YANG. Nick has been Secretary for Innovation and Technology of the Hong Kong Special Administrative Region since November 2015. Mr. Yang graduated in 1977 from the California Institute of Technology in the United States with a Bachelor of Science in Electrical Engineering and Applied Mathematics. He pursued further studies at Stanford University and obtained a Master of Science degree in Electrical Engineering in 1978 and a Master of Business Administration degree in 1982. Mr. Yang worked as a senior design engineer for Intel Corporation in 1978 and later as a strategic management consultant for Bain & Company. After returning to Hong Kong in 1983, he joined Shell Electric Mfg. (Holdings) Limited as its Executive Director and Deputy Group Managing Director until August 1999. He took up various posts in several technology, venture capital and private equity firms from 1999 to 2003. Mr. Yang worked as the Chief Executive Officer of the Hong Kong Cyberport Management Company Limited from October 2003 to February 2010. He was Executive Vice President of the Hong Kong Polytechnic University from March 2010 to February 2015. He was appointed as Non-official Member of the Executive Council and Advisor to the Chief Executive on Innovation and Technology in March 2015.



Professor Carl SCHRAMM. Professor Schramm is an internationally recognized leader in entrepreneurship, innovation and economic growth, Professor Schramm comes to Syracuse following a decade as president of the Ewing Marion Kauffman Foundation. He is the 16th person in SU history to hold the title of University Professor. Under his leadership, the Kauffman Foundation grew into a global institution, becoming the largest private funder of economic research related to growth and innovation. Professor Schramm initiated many efforts in education, spearheading the Kauffman Campus Program at 17 universities and establishing the first charter school in the United States to be owned by a grant-making foundation. An entrepreneur himself, as well as economist and lawyer, Professor Schramm founded and co-founded several successful companies in the health care, finance and information technology industries, including HCIA, Inc., Patient Choice Health Care and Greenspring Advisors. In 2007, U.S. Secretary of Commerce Carlos Gutierrez tapped Professor Schramm to chair the Department of Commerce's Measuring

Innovation in the 21st Century Economic Advisory Committee. Among Professor Schramm's books are "Health Care and Its Costs" (W.W. Norton for the American Assembly, 1987); "The Entrepreneurial Imperative" (Harper Collins, 2006); "Good Capitalism, Bad Capitalism" (Yale, 2007), with the economists William Baumol and Robert Litan, and now published in 10 languages; and "Inside Real Innovation" (World Scientific, 2010). "The Entrepreneurial Imperative" and "Good Capitalism, Bad Capitalism" illustrate how less-developed nations can accelerate growth through entrepreneurship, while urging the United States itself to reinvigorate its own commitment to small business as the force that made it the world's leading economy. Prof. Professor Schramm holds a doctorate in labor economics and industrial relations from the University of Wisconsin, where he was both a Ford Foundation doctoral fellow and a New York State Regents Graduate fellow. He also holds a law degree from Georgetown University, and a bachelor's degree in economics from Le Moyne College. Professor Schramm is a board member of IIPCC.



Professor Guaning SU. Professor Su is the President Emeritus of Nanyang Technological University, the founding chairman of the Global Alliance of Technological Universities and founding Fellow of the ASEAN Academy of Engineering and Technology. He served as Director of Singapore's Defence Science Organisation (DSO) and later transformed DSO into a not-for-profit company, DSO National Laboratories becoming its first Chief Executive Officer. He also set up Singapore's Defence Science and Technology Agency (DSTA) and became its founding Chief Executive. Prof. Su has served or serves on a number of boards including Hong Kong Polytechnic University. Professor Su is a board member of IIPCC.



Hon. Chief Judge Randal RADER (Ret.). Judge Rader was appointed to the United States Court of Appeals for the Federal Circuit by President George H. W. Bush in 1990 and assumed the duties of Chief Circuit Judge on June 1, 2010. He was appointed to the United States Claims Court (now the U. S. Court of Federal Claims) by President Ronald W. Reagan in 1988. Judge Rader has taught courses on patent law and other advanced intellectual property courses at The George Washington University Law School, University of

Virginia School of Law, Georgetown University Law Center, the Munich Intellectual Property Law Center, and other university programs in Tokyo, Taipei, New Delhi, and Beijing. Judge Rader has also co-authored several texts including the most widely used textbook on U. S. patent law, *Cases and Materials on Patent Law*, (St. Paul, Minn.: Thomson/West 3d ed. 2009) and *Patent Law in a Nutshell*, (St. Paul, Minn.: Thomson/West 2007) (translated into Chinese and Japanese). Judge Rader has won acclaim for leading dozens of government and educational delegations to every continent (except Antarctica), teaching rule of law and intellectual property law principles. He has received many awards, including the Sedona Lifetime Achievement Award for Intellectual Property Law, 2009; Distinguished Teaching Awards from The George Washington University Law School, 2003 and 2008 (by election of the students); the Jefferson Medal from the New Jersey Intellectual Property Law Association, 2003; the Distinguished Service Award from the Berkeley Center for Law and Technology, 2003; the J. William Fulbright Award for Distinguished Public Service from The George Washington University Law School, 2000; and the Younger Federal Lawyer Award from the Federal Bar Association, 1983. Before appointment to the Court of Federal Claims, Judge Rader served as Minority and Majority Chief Counsel to Subcommittees of the U.S. Senate Committee on the Judiciary. From 1975 to 1980, he served as Counsel in the House of Representatives for representatives serving on the Interior, Appropriations, and Ways and Means Committees. He received a BA in English from Brigham Young University in 1974 and a JD from The George Washington University Law School in 1978. Judge Rader is a board member of IIPCC.



Michael CHAN. Michael Chan is Senior Vice President of the Market Development Division of HKEX who heads the international issuer marketing efforts. Michael is mainly focused on market development work promoting the Hong Kong listing platform and origination work attracting international companies to list in Hong Kong. In addition to leading the marketing efforts globally and working closely with prospects and constituents, Michael often speaks and serves as panelist and keynote speaker at major conferences and events locally and internationally. Prior to his current role, Michael has worked at the Listing Division of HKEX for 8 years covering areas of compliance, corporate governance, regulatory and IPO-related matters.



Ms. Lu Lin CHIAM. Lu Lin is concurrently the Executive Director of the IP Academy (IPA) and Deputy Chief Executive at the Intellectual Property Office of Singapore (IPOS). Lu Lin heads the Hearings and Mediation tribunal in IPOS where she had delivered a number of important decisions on IP. As Senior Legal Counsel, she had drafted a number of IP legislation and also represented IPOS in negotiations in Free Trade Agreements. She also oversees the Capability Development Department which has launched the IP Competency Framework (IPCF). The IPCF helps to nurture a high-quality IP workforce by mapping out the competencies that IP practitioners would require. As the Executive Director of IPA, she leads IPA in its aim to be a leading regional centre for executive IP education and thought leadership. Lu Lin helmed IPA's Global Forum on Intellectual Property 2013, which was the anchor event of IP Week @SG 2013 (26-30 Aug 2013), an event that attracted more than 1,300 attendees from 35 countries.



Dr. Richard THURSTON. Richard is the former Senior Vice President and General Counsel as well as Chief Proprietary Information Officer (Trade Secrets), Corporate Compliance Officer of Taiwan Semiconductor Manufacturing Company, Ltd. (TSMC). Prior to joining TSMC, he served as Regional Counsel, Asia Pacific and Vice President, Corporate Staff, and Assistant General Counsel at Texas Instruments, a Partner at Kelt Capital Partners, LP, a member of Haynes and Boone and is currently an of counsel for Duane Morris. Richard is the Executive Advisory Committee Board Member of IIPCC.



Fred SHEU. Fred. Fred is the National Technology Officer at Microsoft Hong Kong, He supports policy decision and delivers technologically relevant and scalable solutions into Hong Kong market. His main objectives are to align IT value propositions to public policies in such areas as healthcare, education, the environment, and local social and economic development; and to promote a digital agenda in top policy areas, including innovation, security and privacy, technology neutrality, accessibility, and interoperability. Prior to Microsoft, Fred worked with Hewlett Packard (HP)

Enterprise where he was the General Manager of Software for HPE Hong Kong. Fred is an active veteran in Hong Kong ICT industry, he serves in councils of Hong Kong Computer Society (HKCS), itSMF Hong Kong Chapter and the Hong Kong Information Technology Federation (HKITF).



Dr. Jeffery LANGER. Jeffery uses strategic creation, management, and exploitation of IP assets to help clients achieve their business objectives. Dr. Langer relies on a wealth of innovative and practical approaches to solve client's legal problems. As a former researcher and in-house counsel, he combines diverse technical knowledge with a strong skill set across multiple areas, including patent and design procurement, trade secret protection, portfolio management, licensing, due diligence, post grant challenges, and pre-litigation assessments. He has led projects in a variety of technology areas including semiconductors, consumer and industrial electronic systems, biomedical devices, and alternative energy systems. He is the cofounding partner of the Washington DC metro area office of Osha Liang, which are located minutes away from the United States Patent and Trademark Office. Jeffrey is the V.P., IIPCC as well as IIPCC USA Board Member and the Head of IIPCC Washington DC Chapter.



Michael LIN. Michael is a lawyer who specializes in Intellectual property, Asia IP law, contracts, acquisitions and divestitures, licensing, contract negotiations, patent drafting and Asian prosecution. He has extensive Asian IP and business experience since 1997 and is a frequent speaker and writer on Asian IP and business matters and a mentor to undergraduate, business and law students in Asia and the US. Michael is Executive Vice President, IIPCC.



William TING. William has been helping multinational corporations, governments, NGOs, non-profit or charitable organizations and high net-worth individuals develop, protect and monetize business opportunities with high integrity and sound risk management. He is currently focused on intellectual property issues affecting techfin, AI, cloud computing and banking & financial industries. He advocates a range of emerging technology law matters and IP best practices as Director of Emerging Technologies & Special Projects with IIPCC.



Furuzonfar ZEHNI. Furuzonfar is an entrepreneur, investor and connector who is currently at Fresco Capital. Furuzonfar heads the local office of Fresco Capital and is involved in all aspects of investment and operations, with a portfolio of 50 promising technology companies transforming education, healthcare, and the future of work, Fresco's core mission is building global ecosystems. Prior to Fresco Capital, Furuzonfar built and scaled businesses in data analytics, wealth management and investment advisory. Prior to that he was with Ernst & Young. He is a TEDx license holder, a mentor for the Laudato Si Challenge, a mentor for Founder Institute, and is an active member of the Hong Kong University and St. John's College Alumni Club. With the Shahidi Foundation, Furuzonfar is passionate about economic and cultural empowerment.



Ben WANG. Ben is vice president and Chief IP counsel at ZTE in the United States, where he provides strategic and tactical guidance relating to IP licensing and litigation issues. Before joining ZTE, Mr. Wang established and led Unilever's patent group in Shanghai for over five years, building patent portfolios, managing patent litigation, and counseling on legal and IP policy issues in China and globally. Before relocating to China, Ben practiced law in the United States for over 10 years. He obtained his BS from Fudan University, MS from Harvard University, and JD from Georgetown University. He interned for Chief Judge Archer at the U.S. Court of Appeals for the Federal Circuit, and clerked for Judge Turner at

the U.S. Court of Federal Claims in Washington D.C. Ben is a registered U.S. patent attorney, and briefly worked at a German law firm in Munich.



Rob Aronoff. Rob has been repeatedly recognized by IAM Magazine as one of the world’s leading experts in the transaction of intellectual property assets, including patents, brands, and URLs. In addition to being the Executive Director for the IIPCC USA chapter and Sr. VP for the IIPCC International organization, Rob is also Managing Director of Pluritas (a well known patent transaction adviser) as well as President and COO of Underalls Inc. (a famous U.S. woman apparel line being relaunched in the women's Yoga wear segment in 2018.) Prior to Pluritas, Rob worked in strategy, business development and product marketing roles for Sun Microsystems, Eastman Kodak, Microsoft, and Brandera.com, and as an information technology and artificial intelligence (“AI”) technology consultant with both Peat Marwick and Coopers & Lybrand.