

**CIP FORUM Oct. 4, 2023**  
**PRV Workshop Program**  
**Overcoming the IP Gaps that Limit the Value from Innovation**

**Agenda**

**08:30-09:00 Coffee & Registration**

**09:00-09:15 PRV/CIP Welcome & Introduction**

*Peter Strömbäck, Director General Swedish Intellectual Property Office (PRV)*  
*Bowman Heiden, Director, Centre for Intellectual Property (CIP)*

**09:15-10:30 Workshop 1: IP Strategy Gap and Technology SMEs**

*Bowman Heiden, Director, Centre for Intellectual Property (CIP)*  
*Henrik Olsson, Head of AWA Strategy, AWA*  
*Tim Smith, Principal Rouse Consultancy*  
*Charlott Galant, Strategic Coordinator, PRV*  
*Per Wendin, IP R&D Manager, Spotify*

**10:30-11:00 Coffee Break**

**11:00-12:15 Workshop 2: IP Capabilities Gap in a Complex, Convergent Economy**

*Mathias Hellman, VP, IPR Strategy & Portfolio Management, Ericsson*  
*Ellenor Hayes, Staff Engineer, IP R&D, Spotify*  
*Marta Sadriu, IP Catalyst, ASSA ABLOY*  
*Katarina Wendin, VP & Head of Global IP Management, Assa Abloy*  
*Sara Backman, Head of patent department, PRV*  
*Marcus Holgersson, Associate Professor and Vice Head of Department, Chalmers University of Technology*  
*Mark Kokes, Adeia, Chief Licensing Officer & General Manager of Media IP Business*

**12:15-13:15 Lunch**

**13:15-14:30 Workshop 3: IP Gaps in the Swedish Research & Innovation Policy**

*Christina Wainikka, Policy Expert Intellectual Property, Svenskt Näringsliv*  
*Martin Lidén, Senior Advisor External Relations, PRV*  
*Kirsi Haavisto, Head of Unit - Valorisation Policies & IPR, Directorate Prosperity, Directorate-General Research and Innovation, European Commission*  
*Martin Fröberg, Analyst, KK-stiftelsen*

**14:30-14:45 Closing & Next Steps**



## Workshop Overview

### 1. IP Strategy Gap and Technology SMEs

- **Problem:** Business leaders in small firms often have little IP knowledge and often lack an understanding of their business from an intellectual asset and control position perspective. IP consultants are primarily focused on operational legal and IPR activities such as patent prosecution and are most often not trained and not asked to provide a business-driven IP strategy. Thus, this IP Strategy Gap means that firms typically don't have an IP Strategy – either, they have what they think is an IP Strategy or they don't know that they need an IP Strategy. This is an entrenched structural problem (i.e. a market failure) that requires a structural solution.
- **Focus:** Provide an understanding of what is meant by an “IP Strategy” for technology-based SMEs, illustrate the impact of getting this right or wrong, and propose potential structural solutions.

### 2. IP Capabilities Gap in a Complex, Convergent Economy

- **Problem:** Everyone seems to agree that interdisciplinary capabilities, including aspects of technology, business, and IP (law) are required to manage new technology-based businesses and existing technology industries undergoing transformation. However, the education system is not designed to provide these types of skills as the focus is depth (specialization) not breadth. There is also a mismatch between the goals of academia and the needs of industry, given that nearly all students will work outside of academia after graduation. This challenge is also exacerbated by a general shortage of IP experts in Sweden (i.e. trained professionals within IP law firms and industry). It has become increasingly difficult to recruit both trainees and qualified people, which has a negative impact on both general IP awareness and development of IP within different businesses.
- **Focus:** Provide an understanding of what is meant by an “IP Capabilities Gap” in education, illustrate the impact of the gap from an industry perspective, and propose potential structural solutions through public-private collaboration, particularly in relation to IP strategy capabilities.



### 3. IP Gaps in the Swedish Research & Innovation Policy

- **Problem:** Sweden lacks knowledge and awareness regarding the management of intangible assets throughout the innovation system, which prevents the country from reaching its full potential of green transition, knowledge valorization, increased competitiveness, and becoming the number one innovation nation. An important key aspect is the management of intangible assets within research and development, not least at universities and in collaborations between academia and industry.

Knowledge, technology, and other intangible assets have also become important from a strategic perspective because of geopolitical tension. How individual companies, and not least universities and research institutes control, manage and share such assets internationally may have implications not only for the economic outcome (success of businesses) and knowledge valorization, but also for national security.

- **Focus:** Based on the EU Commission's recently updated Guidelines for Knowledge Valorization and Code of Practice on the Management of Intellectual Assets for Knowledge Valorization, provide an understanding of how IP policies can help universities increase the strategic management of valuable assets (research results), extend valorization, including addressing the teachers' exemption and cooperation challenges and prevent unwanted security risks and leakage of value.

