



LICENSING EXECUTIVES SOCIETY
BRITAIN AND IRELAND

Data as a Strategic Commercial Asset
LES Irish Chapter Evening Seminar

Thursday, 13th February 2020
Pinsent Masons
(1 Windmill Lane, Dublin 2, D02 F206, Ireland)

Preliminary Programme

5:30pm	Registration
5:40pm	Chair's Introduction
5:45pm	Panel Discussion and Q&A
	Cerys Wyn Davies, Partner, Pinsent Masons (Moderator)
	Cameron Ross Dunne, Director of IP Management, Openet
	Dr Alison Orr, Business Development Manager, Inngot
	Mark Marfé, Senior Associate, Pinsent Masons
7:00pm	Drinks and Networking Session
8:00pm	Close

About the Panellists

Cerys Wyn Davies – Partner, Pinsent Masons (Moderator)



Cerys advises on strategic intellectual property issues including IP protection, exploitation and enforcement, transactions involving the acquisition or sale of Intellectual Property rich businesses and intra group structuring. She also advises and provides thought leadership on the IP and compliance issues arising from digital applications, including the implementation of App technology, IoT and connectivity; data commercialisation; and Artificial Intelligence She also drafts and negotiates complex intellectual property licence and collaboration arrangements Cerys also advises on data protection compliance, security breaches, access requests and international data transfers particularly in the context of the use of Big Data.

She drafted the Data Privacy laws for the State of Qatar, managing the consultation process and advising on its application to broadband usage and content distribution.

Cerys is a regular lecturer on intellectual property and privacy issues. She teaches on the University College London Intellectual Property Transactions: Law and Practice Course for Intellectual Property Practitioners led by Lord Justice Jacob and on the annual Intellectual Property and Information Technology Summer Schools held at Cambridge University.

Cameron Ross Dunne - Director of IP Management, Openet



Cameron obtained both his M.Sc. in Technical eCommerce and his Ph.D. in Computer Applications from Dublin City University. He is the Director of IP Management in Openet, and he is generally responsible for both developing Intellectual Property and subsequently managing all aspects of Intellectual Property within Openet. His work includes:

- Working with his CTO colleagues to research and develop Openet's future products. Currently this involves Cameron participating in the 3GPP standards development workgroups that are defining 5G.
- Protecting the associated Intellectual Property (e.g., by filing patent applications and managing Openet's patent portfolio).
- Ensuring that Openet respects other parties' Intellectual Property (e.g., by policy creation and enforcement), and defending Openet against accusations of Intellectual Property infringement.

Dr Alison Orr - Business Development Manager, Inngot



Alison gained her BSc (Hons) Molecular Biology and D.Phil. Clinical Medicine from the Universities of Glasgow and Oxford. Prior to joining Inngot, she worked in IP private practice, followed by 10 years as an advisor within the Enterprise Europe Network, chairing an IP Working Group and Sector Group and representing EEN as EU IPR Helpdesk ambassador.

Alison Delivers bespoke technology evaluation services, research on the link between IP and finance, IP masterclasses and coaching, IP audits and other IP consultancy projects. Alison is an associate lecturer of IP and International Business at a University in Yorkshire, UK.

Mark Marfé – Senior Associate, Pinsent Masons



Mark specialises in patent litigation as well as other contentious IP disputes, often with a cross-border angle. Mark has particular expertise in patent issues within wireless communications and other standards-based industries, including FRAND disputes. Frequently advising businesses in the high tech space, Mark was described by one of his clients as a "smartphone war veteran". Mark's experience of cases involving standardised communication technologies led him to become interested in the use of data by his clients across a range of applications. Although his practice is predominantly contentious, Mark also advises clients on their IP strategy including the commercialisation of data.