

ipCapital Group's 13th Annual Thought Leadership Conference: Effective Innovation - Transforming Ideas into High-Value IP

Wednesday May 10

5:00 – 8:00 pm *Registration, Wine & Cheese Reception, Dinner*

Thursday May 11

7:30 – 8:30am *Breakfast*

8:30 – 8:45am ***Welcome Remarks***
***Speakers:** Adam Bulakowski, Principal Partner & Nancy Cronin, Managing Partner, ipCapital Group*

8:45 – 9:40am ***Generating Revenue from IP – Past, Present, Future***
***Group discussion led by:** Kim Pugliese, Technicolor SA*

9:45 – 10:00am *Networking Break*

10:00am – 10:55am ***Investing in a Trade Secret Program***
***Group discussion led by:** Rudy Leschke, Ainsworth Pet Nutrition*

11:00am – 11:55am ***The Purchase Price of a Winning IP Strategy***
***Group discussion led by:** Petra Simoncic or Markus Rossi, ams AG*

12:00 – 1:00pm *Networking Lunch*

1:00 – 1:55pm ***IP Tools – Must-have Enablers for Innovation***
***Group discussion led by:** Ovidiu Romanoschi & Luis Muniz Church & Dwight*

2:00– 2:55pm ***M&A and Landscape Analysis***
***Group discussion led by:** Ron Indeck & Barry Rudolph, VelociData*

3:00 – 3:15pm *Networking Break*

3:15 – 4:10pm ***How Prototyping Supports Invention***
***Group discussion led by:** Avery Levy, Upsell Direct, LLC and Go4tags.com*

4:15 – 5:00pm ***Capstone: The Impact of AI to Invention, IP and IP Consulting***
***Speaker:** John Cronin, Managing Director and Chairman, ipCapital Group*

5:00 – 5:15pm ***Closing Remarks and Adjourn***
***Speaker:** ipCapital Group*