



4th Annual

In-house Counsel Management Conference

Law Society, London

Tuesday 8th March 2016

One Full Day of Presentations and Networking with Leading In-house Counsel from

Around the World – A Day Not to be Missed

Agenda:

08:30 Registration

09:00 **Conference Chair:**

Miroslav Uříčář

General Counsel, Legal, Regulatory, Security & External Affairs
T-Mobile, Czech Republic

Welcome and Introduction

Michael Bond

Editor

International In-house Counsel Journal

09:10 **Externalising Internal Success**

BT Law Ltd, a part of the BT's in house legal team, has developed one of the largest in-house claims function in the UK, working with its internal customers and supporting its insurance programme. Handling over 20000 claims a year, it provides a true end to end business service with brand protection at the heart of what it does. Archana will share BT's experience of setting up an Alternative business structure capitalizing on the success of this internal unit, the challenges and the benefits of being an ABS, converting an internal cost centre into a profit centre.

Archana Makol

Chief Counsel BT Legal. Director BT Law Ltd
BT Law Ltd, UK

09:40 **Big Data Panel**

Panel Moderator:

Christine Maury Panis

Executive Vice President, General Counsel
Viaccess Orca, France

Shahab Ahmed

Director, Legal and Corporate Affairs
Microsoft, USA

10:10 Networking Break

10:30 **Increasing Your In-house Law Department's Efficiency**

In today's increasing competitive economic environment every function is asked to do more with less. The in-house legal department is no exception to that reality. I will share some tactics with you to help you adapt to this new reality and build a pro-active and service-oriented legal department that has firmly earned its seat at the business table.

- The importance of mobilizing your clients (how to train and mobilize your clients to help you achieve compliance in your organization)
- Know your audience (tailor your legal service to your business counterpart)
- Legal metrics (the challenge of demonstrating your department's value add)
- Legal training tactics and tools (determining the right mix of training tactics and tools)
- Future (what tools will be available in the future)

Axel Viaene

Group General Counsel, Company Secretary
GrandVision, Netherlands

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- 11:00 **Law's Secrets Revealed: A Big Data Look At Litigation**
Toby Unwin reveals the answers to these questions and more. Premonition is an Artificial Intelligence system that mines Big Data to find out which Attorneys usually win before which Judges. They're now the World's largest litigation database and have been called "a very, very unfair advantage in Litigation."
 - How good are the big law firms?
 - Do higher priced litigators deliver better results?
 - Are partners better than associates?
 - Are there some attorneys who simply do not lose before certain judges?**Toby Unwin**
Co-founder
Premonition, USA
- 11:30 **Competition Law Update – Year in Review**
The speakers will provide an overview of the last year's highlights in the field of cartels, behavioral rules, and merger control. They will focus on practical impacts of recent developments for businesses and consequences for compliance efforts.
Panel Moderator:
Dr Tobias Caspary
Competition Partner
Fried, Frank, Harris, Shriver & Jacobson (London) LLP, London/Frankfurt
- 12:30 Networking Lunch
- 14:45 **Compliance Panel**

Panel Moderator:
Michael Rasmuson
Vice President, International Legal Operations
Baker Hughes, UK

Axel Viaene
Group General Counsel, Company Secretary
GrandVision, Netherlands

Jayne Rothman
Senior Vice President, General Counsel & Secretary
Epiq Systems, Inc., USA

Miika Junttila
Head of Legal & Compliance – Market Unit
Singapore, Philippines, Australia, New Zealand
Nokia Solutions and Networks, Australia
- 14:30 **Cross-border Compliance Relative to Data Transfer and Safe Harbor**
Areas to be covered include:
 - Best practices for compliance in light of the 6 October 2015 ruling by the Court of Justice of the European Commission, Decision 2000/520 (Safe Harbor Decision) and the Article 29 Working Party statement – note this would be updated given the possibility that the U.S. will negotiate a new scheme by 31 January 2016, which is anticipated (including concerning model contracts, binding corporate rules, obtained permission)
 - Practical guidance including obtaining informed consents in various EU countries
 - Developing a data transfer reference matrix (i.e., originating country, allowed transfers including to U.S., whether data transfer agreements are recognized, whether DPA approval is required, other considerations)
 - Developing a cross-border services reference guide
 - Contracting with outside counsel and suppliers/vendors regarding data processing, handling, onward transfers, and consents – in the EU and outside the EU (i.e., in the U.S.)
 - China – state secrets and process workflow**Jayne Rothman**
Senior Vice President, General Counsel & Secretary
Epiq Systems, Inc., USA
- 15:00 **Employment Law Panel – TBC**
Panel Moderator:
Michael Burd
Partner and Joint head of Employment, Reward and Immigration
Lewis Silkin LLP, UK
- 15:45 Networking Break



16:00 Intellectual Property Panel - Extracting Value Through Patents - Raising Capital Through Patents

In regard to extracting value through patents and raising capital through patents, the former Greek Finance Minister Yanis Varoufakis has pointed out that we have scientific and industrial research organizations producing wonderful ideas like WiFi. In the end, these ideas are not commercialized by those organizations or in their own countries. In the case of WiFi, it was commercialized by Apple in the United States. Decades of pure research in such sciences as quantum physics have been required for innovations brought about by the ever expanding application of computers, the internet, medical imaging and GPS navigation. Commerce necessarily is focused on the far shorter timelines involved in maximizing profits for any given expenditure. Governments increasingly are adopting a related economically rational approach in their public expenditures focusing on the realization of far shorter term financial results for their spending of public monies. The issue therefore arises for in-house corporate advisers of how their corporations will be able to finance qualitative advancements in productivity over the next decades. These qualitative advances might not necessarily be available for acquisition through "off the shelf" purchases unless those developments have been entirely financed by the commercial private sector. This might require at least some businesses in the private corporate sector to be able to profit from the very conception of inventive and innovative developments, not just at the later phases of their commercial or industrial application in specific ways. In that context, the question arises of the patentability of genetic and other scientific discoveries, business methodologies and computer software. Patents are granted for the application of inventions and not for scientific discoveries. A patentable invention denotes something broader than discovering for disclosure what was not previously known. An invention to be patentable necessarily involves the suggestion of an act to be done, and it must be an act which results in a new product, or a new result, or a new process, or a new combination for producing an old product or an old result. So how can private corporations profit from patents? What might be an appropriate model for reference by in-house advisers? What should private financiers look for? This session shall include an address as to how returns on investments relate to the potential value which the patents can generate based on experiences from patent transactions. A patent valuation takes risks into account, such as infringement, design around and validity. It also takes into account competing solutions, revenues, growth and expected duration of the product. If there is a likelihood that an actual or future product could be covered by a patent, this is also reflected in the value. This session will include a presentation on the methodology for a patent valuation based on a real case, which takes technical, legal and economic aspects into account, where the patent owner and the buyer's perspectives are reviewed, and which is also relevant for in-house advisers of potential fundraisers and financiers.

Panel Moderator:

Dr Steven Stern

Adjunct Professor, College of Law & Justice
Victoria University, Australia

Anders Arvidsson
Vice President IPR
GN Store Nord, Denmark

Amanda Brock
General Counsel
Global Switch, UK

16:45 Management Panel

Vivienne King
Head of Legal
The Crown Estate, UK

Jorge Perez-Vera
Senior Legal Counsel
Total Marketing & Services

17:25 Closing remarks

17:30 Sponsored Cocktail Reception

Brian Littleton
Head of In-House - London
Chadwick Nott, UK

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We Look Forward to Welcoming you in March