



Emerging Trends in the Data Driven Economy

ICT Event organised by LES Spain & Portugal

Torre Telefónica, Diagonal 00, Barcelona

2nd October 2018

Register on: <https://goo.gl/dD9Qmi>

09.00 Registration

09.30 Institutional Welcome

Susana Bayón, President - LES S&P, Director Intellectual Property - Repsol

José Antonio Gil Celedonio, General Director - OEPM

Marta Pastor, Director Intellectual Property and New Technologies - Telefónica

10.00 Keynote: The ICT disruption in the automotive industry: how the new paradigms are shaping the future of IPR-based business models for the sector.

Stefan Ilijevic, Head of Product Innovation and Patent Department - SEAT

10.45 Coffee Break

11.15 Panel 1: The new data economy: How is data monetized? Who owns the data? The role of personal data protection and trade secrets. How does it impact innovation? Cases for open data

Pol Colomer, Co-founder - DRIBIA

Luis Ignacio Vicente, Head - Telefónica Patent Office

Aurea Suñol, Professor of Commercial Law - Universitat Pompeu Fabra

Moderator: Sergio Miralles, Partner - Intangibles Legal

12.30 Panel 2: Challenges with Intellectual Property and Artificial Intelligence

Ramon López de Mántaras, Institute Artificial Intelligence CSIC & FIDE Academic Council Member

Régis Quélavoine, Director of Operations - European Patent Office

Toni López-Carrasco, Expert - Telefónica Patent Office

Moderator: Francisco Velasco, Partner - Open Innovation Community (OIC)

13.45 Closure

Pablo Rodriguez, CEO - Telefónica Alpha

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