

Meet the Speakers

Ash Zahr is the leader of the Intellectual Property team that led the development of Rivian's IP Program from the ground level to a strategic IP program and culture that is tightly integrated with business stakeholders across the company to maintain lockstep alignment with business strategies while protecting value by developing an international patent portfolio, creating additional value through IP monetization, and reducing IP Risk through IP risk mitigation procedures and engagements. Ash has been involved in the IP side of the automotive industry for several years – before Rivian, he was Intellectual Property Counsel at General Motors. Ash has also worked in private practice as an IP attorney in Washington D.C. representing large multi-national Automotive, Technology, and Consumer Electronics companies, and before that was a Primary Patent Examiner at the USPTO.



Susanne Hollinger is Vice President and Chief Intellectual Property Counsel at Newell Brands, a leading global consumer goods company with a strong portfolio of well-known brands across a wide range of technologies, where her team is responsible for all global intellectual property-related matters. Prior to joining Newell Brands, Susanne served as the Head of Patents for The Coca-Cola Company as well as the Chief IP Officer at Emory University. Susanne has a strong background in both domestic and international intellectual property management, with a focus on developing IP protection strategies for a wide range of technologies and company types, and excels at translating difficult issues and providing business-relevant and actionable solutions for senior executives.



Dave St. John-Larkin is a Partner in the Intellectual Property Group of Perkins Coie and Managing Partner of the firm's Denver Office. A *Chambers*[™]-ranked patent attorney with two decades of private practice and in-house legal experience, he regularly represents clients with patent analysis, licensing, and portfolio management matters that involve complex computing systems, telecommunications, and standard-setting. Dave is fluent in more than a dozen computer languages, and regularly works on matters involving audio and video codecs, databases, cloud-computing, wireless, machine learning, and content distribution technology. He is also an inventor on numerous patents related to communications technology, and Dave has extensive experience working on patent and licensing matters involving next-generation communications standards and technology. As the co-chair of the firm's Unmanned Vehicle Systems group, Dave is



known for advising companies at the bleeding edge of technology, including artificial intelligence (AI), augmented reality and virtual reality (AR/VR), autonomous vehicles, blockchain, remote-sensing, and wearable computing companies. Dave also assists clients with litigation matters, product clearances, and non-infringement, invalidity, and freedom-to-operate opinions.

Shital Shah is the Associate General Counsel – Intellectual Property for Caterpillar Inc. He manages the Global Patent Strategy team that is responsible for patent matters and patent administration for the company. Mr. Shah’s practice focuses upon managing Caterpillar business unit patent attorneys, patent development attorneys, and staff for global patent operations. He is located at the Peoria, Illinois office. Shital received his undergraduate degree in Engineering Mechanics and his JD from the University of Cincinnati. Before joining Caterpillar, Mr. Shah worked as an Intellectual Property Attorney at MacMillan, Sobanski & Todd, located in Toledo, Ohio. Prior to that, he worked in the Erie County (Ohio) Public Defender Office. Mr. Shah is a member of the Intellectual Property Owners Association, Association of Corporate Patent Counsel, and a legacy board member of CASA of Peoria County. He is registered at the USPTO and is licensed in the states of Illinois, Ohio, and Wisconsin (in-house). Shital is married to Keren, has a daughter Kaitlyn (22), and three boys at home: Dylan (15), Jonah (13), Crosby (10).



Rob Wawrzyn is the Chief IP Counsel for GE HealthCare. GE HealthCare is a leading medical technology, pharmaceutical diagnostics, and digital solutions innovator. We work to solve the greatest challenges in healthcare that patients and clinicians face today (as well as the future). Rob leads a team of talented IP professionals engaged in this mission. Prior to his current role, Rob was the Chief IP Counsel for GE Transportation located in Erie, Pennsylvania. Before joining GE, Rob was a licensing attorney at Intel Corporation; and, also worked as a hydrogeologist in Wisconsin prior to law school.



Holger Ernst is full professor of business administration, esp. technology and innovation management at the WHU - Otto Beisheim School of Management, Vallendar, Germany. He studied business administration at the University of Kiel, Germany and the University of Illinois at Urbana-Champaign, USA. He received a degree in business administration (1992), his Ph.D. (1996) and the Habilitation (2001) from the University of Kiel, Germany. Ernst is a regular visiting professor and a member of the Center for Research in Technology and Innovation (CRTI) at the Kellogg School of Management, Northwestern University, USA. He was appointed honorary professor and principal fellow within the Faculty of Business and Economics at the Melbourne Business School, The University of Melbourne, Australia. Ernst served as the chairman of the technology, innovation



and entrepreneurship division of the association of professors of business administration (Verband der Hochschullehrer für Betriebswirtschaftslehre) in Germany, Austria and Switzerland between 2009 and 2011 and as vice chairman between 2007 and 2009. Ernst is co-founder of the firm Patentsight, located in Bonn, Germany, that specializes in the development and selling of software products and consulting services in the field of business intelligence based on patent data. Patentsight's unique products are based on Prof. Ernst's long-term and groundbreaking research on patent analytics, patent valuation and patent management. Ernst has developed and runs the InnovationSuccess Panel (ISP®), a comprehensive audit tool that benchmarks a firm's innovation management against innovation and market leaders across multiple industries.

Karthika Perumal, Ph.D. is a life sciences patent and transactional attorney in the Houston office of Womble Bond Dickinson (US) LLP. Karthika's practice involves all aspects of technology law with an emphasis on the protection, acquisition, and monetization of intellectual property. She advises clients on patent and transactional matters in the life sciences sector across a wide range of technologies, such as vaccines, small molecule pharmaceuticals, medical devices, biologics, software, and research tools. She has a Ph.D. in Pharmacology from the Baylor College of Medicine, Houston, Texas and a JD from the University of Houston Law Center. She leverages her background in scientific research and technology transfer to help clients meet their business objectives at every stage of product development. She has developed commercialization strategies for several technologies and participated in the structuring and financing of six startup companies for various pharmaceutical, medical device, and medical informatics products. Karthika is the President and Chair of the Licensing Executives Society (LES) USA & Canada and has served on the LES board since 2019. She is committed to advancing and sponsoring careers of diverse professionals in the STEM and legal fields and in April 2022, she received the Houston Intellectual Property Organization's (HIPLA) Excellence in Diversity Award.



Paul Fair is Vice President, Chief IP Counsel and Associate General Counsel having overall responsibility for all IP related matters at Church & Dwight Co., Inc., a publicly traded consumer products company selling a variety of household and personal care products under such recognized brands as ARM & HAMMER, OXICLEAN, TROJAN, FIRST RESPONSE, NAIR, ORAJEL, CLUMP & SEAL, VITAFUSION, WATERPIK, FLAWLESS, and ZICAM. At Church & Dwight, Paul's duties include the overall management and administration of a team of legal professionals responsible for Church & Dwight's global IP portfolio. Prior to serving in this role, Paul was Chief Patent Counsel at Church & Dwight. Prior to joining Church & Dwight, Paul was Division Patent Counsel at FMC Corporation supporting its agrochemical and food and pharmaceutical biopolymer businesses and was, among other things, the attorney of record in several high profile reissue and reexamination matters at the USPTO.



Prior to joining FMC, Paul worked at Sughrue and Kenyon & Kenyon where his practice was focused on high profile patent reexamination, reissue and interference matters in the pharmaceutical, chemical and consumer product industries.

Philip Petti, Chief Intellectual Property Counsel for the USG Corporation based in Chicago. USG is a member of the Knauf Group, which is a global leader in residential and commercial building systems and technology. Mr. Petti and his team are responsible for USG's worldwide intellectual property portfolio, licensing program, IP litigation, and trade secret protection. This includes the intellectual property for USG's well known SHEETROCK® and DUROCK® building products, USG Interiors ceilings systems and many other industry leading technologies. Before joining USG, Mr. Petti was a Senior Partner with the intellectual property law firm Fitch, Even, Tabin and Flannery, in Chicago. He is active AIPLA, serving on its Board of Directors, in many committee leadership positions, and was elected to the AIPLA Fellows for his contributions to the Association and the IP profession.



Dale Davis is the Chief IP Counsel and Deputy General Counsel at Cummins. He is a member of the Cummins Legal Leadership Team. Dale leads and manages a global team of lawyers that provide strategy and legal advice for a wide range of IP, Commercial, and Branding matters including the following. Litigation, cross-border transactions, strategic alliances, joint ventures, development and licensing, R&D, technology transfer, and mergers and acquisitions. His team also evaluates patents and potential product infringement issues; and directs outside counsel's preparation of patent applications for filing. Previously he was the Executive Counsel – Intellectual Property at General Electric, where he left after 21 total years of service. His broad legal, engineering, and military experiences are integrated with a passion for solving complex matters. He resolves a wide array of complex legal and technical issues. He is also an accomplished inventor, co-authoring over twenty (20) patents. Dale is recognized as an expert in Intellectual Property and Engineering. He is an appointed member of the Intellectual Property Owners Association (IPO), and the American Inns of Court. Earlier achievements include a distinguished military career in the United States Army Reserves, holding positions in the Infantry and Civil Affairs. He graduated from Rochester Institute of Technology with B.S. in Mechanical Engineering and was inducted into the RIT Engineering Academy in 2016.



Lisa Jorgenson is the Deputy Director General, Patents and Technology Sector at the World Intellectual Property Organization in Geneva, Switzerland which administers the Patent Cooperation Treaty. She also manages patent and technology legislative and policy advice and programs relating to the law of patents. She is the first female in this role and is one of three female Deputy Director Generals appointed on January 1, 2021. Lisa has also been appointed WIPO's first IP and Gender Champion, a new role aimed at encouraging female engagement with Intellectual Property. She was previously the Executive Director at the American Intellectual Property Law Association in Arlington, VA and the Group Vice President, Intellectual Property and Licensing at STMicroelectronics in Coppel, Texas.



Gauri Dhavan is Chief Intellectual Property Counsel at ZOLL Medical Corporation, where she leads the IP team in managing patent portfolio development, charting IP strategy and policy, best practices, IP litigation and risk management. Before joining ZOLL, Gauri was a patent litigator in the Boston area at the law firms Goodwin Procter and Fish & Richardson, where her practice included patent litigation and post grant proceedings. Gauri serves as a co-chair of the AIPLA Mechanical Arts Patent Law Committee; member of the AIPLA Amicus Committee; and co-founder of the Boston Chapter of ChIPs. Gauri has a J.D. from Boston College Law School and a Ph.D. in Biophysics and Biochemistry from Yale University.



Kathi Vidal is Under Secretary of Commerce for Intellectual Property and Director of the US Patent and Trademark Office. She leads one of the largest intellectual property offices in the world, and is the principal IP advisor to the President and the Administration, through the Secretary of Commerce, focused on incentivizing and protecting U.S. innovation, entrepreneurship, and creativity. Director Vidal leads an agency whose mission is to help American workers and businesses compete and collaborate, especially in ground-breaking technologies and across all demographics. Director Vidal is working to expand American innovation for all, and to bring more ideas to impact, including serving as the Vice Chair of the Council for Inclusive Innovation (CI²), alongside Secretary of Commerce Gina M. Raimondo and the Council members.



James Conley, holds faculty appointments at Northwestern University's Kellogg School of Management and McCormick School of Engineering and Applied Science. He also serves as a visiting eminent professor at the University of Brunei and as an adviser to the Åbo Academy of Finland helping to develop innovation capacity and the infrastructure for technology transfer to the general economy. Conley's post-doctoral students are examining how intellectual properties are changing the nature of competition for firms in both developed and developing economies. This research examines public domain IP databases in a novel and rigorous manner and has implications for strategy, marketing, and technology professionals. The outlets for this research include journals, management reviews, and more mainstream media such as The Wall Street Journal. Additionally, Conley is leading workshops for academics and diffusing CRTI research findings through custom executive programs. Since 2008, he has served on the U.S. Department of Commerce Advisory Committee to bring research insights to discussions of innovation public policy.



Carsten Fink is the Chief Economist of the World Intellectual Property Organization (WIPO) based in Geneva. Before joining WIPO, he was Professor of International Economics at the University of St.Gallen. He also held the positions of Visiting Professor at the Foundation Nationale des Sciences Politiques (Sciences Po) in Paris and Visiting Senior Fellow at the Group d'Economic Mondiale, a research institute at Sciences Po. Prior to his academic appointments, Mr. Fink worked for more than 10 years at the World Bank. Among other positions, he was a Senior Economist in the International Trade Team of the World Bank Institute, working out of the World Bank's office in Geneva and an Economist in the Trade Division of the World Bank's research department, based in Washington, DC. Mr. Fink's research work – focused on intellectual property, innovation, and international trade – has been published in academic journals and books. He holds a doctorate degree in economics from the University of Heidelberg in Germany and a Master of Science degree in economics from the University of Oregon in the United States.



Dr. Andrew Toole is the Chief Economist at the U.S. Patent and Trademark Office (USPTO) and a Research Associate at the Leibniz Centre for European Economic Research (ZEW). Dr. Toole joined the USPTO with experience in the private sector, academia, and government. After completing his Ph.D. in economics at Michigan State University, Andrew Toole went to Stanford University as a postdoctoral student before becoming a faculty member at Illinois State University and Rutgers University in New Jersey. His research focuses on the economics of innovation, intellectual property, and related science and technology policies. Dr. Toole has published in the Journal of



Law and Economics, the Review of Economics and Statistics, Research Policy, Management Science, and many other peer-reviewed journals.

James R. Ferguson is a partner with Mayer Brown LLP where he focuses his practice on commercial and intellectual property litigation and domestic and international arbitration. A Fellow of the American College of Trial Lawyers, he has been lead trial counsel in patent, trademark, trade secret, license disputes, class action, breach of contract and employment cases in federal courts and domestic and international arbitral tribunals. He is a Lecturer in Law at the University of Chicago Law School and an Adjunct Professor at the Northwestern University Pritzker School of Law and Northwestern University Feinberg School of Medicine.



Susan O'Banion is a corporate counsel at Caterpillar Inc. responsible for advising on various tax matters, including with respect to venture capital and restructuring transactions. Prior to joining Caterpillar in 2022, Susan was a tax associate at McDermott Will & Emery. Susan has spent most of her career advising publicly traded multinationals on cross-border tax planning transactions. She holds a Bachelor of Science degree from Indiana University, and Master of Laws and JD degrees from Northwestern School of Law.



Jenny Austin is a partner in Mayer Brown's Chicago office and a member of the Tax Controversy practice. She concentrates her practice on federal tax controversy and litigation, working across all industries, including medical device, pharmaceutical, health care, retail, and technology companies. She guides clients through all stages of tax controversies, from Internal Revenue Service (IRS) audits to administrative appeals, alternative dispute resolution proceedings, and litigation. Jenny is prepared to respond to a variety of both domestic and international issues that the IRS audits and challenges. Jenny favors strategies to resolve issues successfully with the IRS at the earliest possible stage without litigation. Jenny's tax controversy experience spans a diverse array of subject matter areas, including: transfer pricing, cross-border acquisition issues, debt-equity issues, settlement agreements, withholding, privileges, summons enforcement, and penalties. She also has experience with transfer pricing issues at the state level. Jenny maintains an active pro bono practice, most notably working to exonerate an individual wrongfully convicted of murder through a series of cases heard by the trial court, the Illinois Appellate Court, and the Illinois Supreme Court [People v. Ortiz, 919 N.E.2d 941 (2009)]. She successfully represented a client before the Illinois Department of Children and Family Services who faced a death by neglect indicated finding. She also has taught trial skills for prosecutors with the Tanzanian Prevention and Combating of Corruption Bureau in Tanzania.



Elizabeth Lester is Assistant General Counsel of Intellectual Property at Equifax, where she oversees all intellectual property and related matters, including mergers and acquisitions, domain names, open source, software audits, and intellectual property terms in contracts. Elizabeth is actively involved in the intellectual property community, serving a two-year term as an at-large member of the Intellectual Property Owners Association, is Vice chair of the Georgia Intellectual Property Alliance's Awareness & Education Pillar, and recently stepped down as Vice Chair and co-founder of the Atlanta ChIPs Chapter.

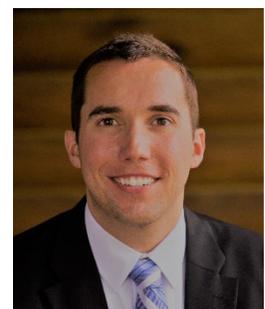


Rita W. Garry, J.D., CFP, and CIPP/US is an enterprise attorney helping businesses of all sizes build effective and compliant business structures, commercial contracting, and privacy-focused ecosystems covering both internal policies and external vendor privacy initiatives. Over the past 10 years, Rita's work in privacy has taken her through GDPR and CCPA compliance program design and implementation for numerous businesses, cross-border data transfers, significant data breach counseling, and upstream/downstream data processing contract negotiations. Rita has also published numerous articles on data privacy laws with prominent legal publications, including the ABA Business Law Today and the Law Journal Cybersecurity & Law Strategy Newsletter, and given many talks and presentations on data privacy law compliance including The CyberWire Caveat Podcast and the Financial Poise Data Privacy Compliance Boot Camp webinar.



With her many years serving as a trusted legal advisor to owners, boards, and key stakeholders, Rita knows data management and cybersecurity are not silos within businesses, but rather, impact all aspects of operations with employees, service providers, regulators, and consumers. To this end, Rita has developed the *Purposeful Privacy* approach to data protection initiatives and counseling that strives to mesh privacy compliance with business operations within each businesses' unique context. Rita is a member of the Section Council for the Illinois State Bar Association's Privacy and Information Security Section and an active member of the International Association of Privacy Professionals.

Jim Fondriest serves as Associate General Counsel, Global Patents for Kraft Heinz's 26 billion dollar food and beverage business. In this role, Jim manages Kraft Heinz's Global Patents Legal Team which provides comprehensive intellectual property related support for the company's innovation pipeline and M&A activities. Before joining Kraft Heinz, Jim served as Senior Patent Counsel for Procter & Gamble's Baby Care and Beauty Care businesses in Cincinnati, OH. He received a B.S. degree in Biology from The Ohio State University in 2008 and a Juris Doctor degree from The Ohio State University Moritz College of Law in 2011.



Brandon Bludau is a Director & Assistant General Counsel at Capital One, where as Chief Patent Counsel, he drives the patent strategy for the company and leads the team responsible for building and maintaining Capital One's patent portfolio and invention culture. Brandon also supports Capital One's Open Source Office and provides other IP counseling across the enterprise including in the management of trade secrets.



Sanjay Prasad is Partner at Appleton Luff in Los Altos, California. He has practiced at the forefront of technology and intellectual property for over twenty years. He has served as chief patent counsel to Oracle Corporation, headed up the India office of IPVALUE Management and served in several senior roles at Intellectual Ventures. Sanjay has been repeatedly recognized by *Intellectual Asset Management Magazine* as one of the world's leading IP strategists. He has testified before a U.S.



Congressional Subcommittee on hearings that led to passage of §19 of The America Invents Act. Sanjay is an Associate Professor of Law in the Intellectual Property Law Program at the Sandra Day O'Connor College of Law at Arizona State University. Sanjay is also a frequent speaker on topics pertaining to IP law and has served in leadership capacities on several IP association boards. Sanjay is admitted to practice in California, Massachusetts, the U.S. Patent and Trademark Office and various federal courts. Sanjay earned his law degree from Syracuse University College of Law where he was an editor of the Syracuse Law Review. He also earned a Masters in Computer Engineering and a Bachelor in Electrical Engineering, both from Boston University.

John Kitchura is Senior Managing Counsel at Xerox Corporation. John leads a team responsible for global technology litigation, licensing, and strategic corporate initiatives designed to reinvent Xerox. He has handled adversarial matters throughout the world, including Europe, Asia Pacific, and International Arbitration, in addition to his business line counseling. John is currently leading an initiative to realign Xerox's IP procurement and maintenance functions to tie with Xerox's current and future business. John spent his early legal career prosecuting patent applications at a boutique IP firm in Boston before joining the litigation department of Proskauer Rose, an AM Law 100 firm, where his practice focused on IP/Technology litigation and licensing.



Dr. Geoffrey P. Morgan has spent 20 years as a practitioner in Artificial Intelligence (AI). His work has spanned most forms of AI, from rule-based technologies integrated into control systems to applying generative AI to enterprise problems. He has co-authored over 25 peer-reviewed applications and has taught data-science practitioners from all over the world. At Fortive, he is responsible for the rigorous use of Data Science and AI technologies to solve material problems at an enterprise scale.



Meredith Schoenfeld is an Associate Solicitor at the United States Patent and Trademark Office (USPTO), where she serves as legal counsel on intellectual property law matters. At the USPTO, Ms. Schoenfeld defends decisions by the Patent Trial and Appeal Board, among other responsibilities. Ms. Schoenfeld is a founding member of the USPTO's Artificial Intelligence (AI) and Emerging Technology (ET) Working Group. This working group is comprised of AI experts from across the agency and has been responsible for several initiatives at the USPTO, including the issuance of request for comments, reports on AI and intellectual property policy, and the formation of the AI/ET Partnership, which was announced by Director Vidal in June 2022. Ms. Schoenfeld also acts a government liaison to the National AI Advisory Committee (NAIAC). Prior to her position at the USPTO, Ms. Schoenfeld worked as a senior patent attorney at Los Alamos National Laboratory in New Mexico and as an associate at a large IP law firm in Washington D.C. Ms. Schoenfeld is a graduate of Georgetown University Law School and holds a BSE in Mechanical Engineering and Applied Mathematics from the University of Pennsylvania.



For more than thirty years, **Chip Lutton** has worked on technology and intellectual property issues with leading businesses such as Google, Nest, Apple, Sun Microsystems and others. Most recently he served as General Counsel and Corporate Secretary of C3.ai, a leading enterprise software company devoted to enabling artificial intelligence in industrial, financial, government, and other complex businesses. He clerked at the US Court of Appeals for the Federal Circuit, and has testified before Congress and administrative agencies on patent issues.



Lily Lim leads worldwide intellectual property, software, and info-security legal strategies at Fortive, a \$20B conglomerate of software, instrumentation, and medical device companies. Lily also provides legal strategies for the Fort, the artificial intelligence center at Fortive. Before joining Fortive, Lily was at ServiceNow, where she served as the Legal Director for Intellectual Property, Strategic Initiatives, and New Products, partnering with cross-functional teams to drive innovation and new product releases to new levels and speeds. Prior to that role, Lily was a partner at Finnegan, Henderson LLP in Palo Alto, California, successfully representing clients in intellectual property, privacy, and cybersecurity matters. Lily also dedicated time to government service, serving as a judicial law clerk to the Honorable S. Jay Plager at the U.S. Court of Appeals for the Federal Circuit, and serving as a spacecraft navigation engineer at NASA's Jet Propulsion Laboratory. Lily's JD is from Yale Law School. Her MS in Mechanical Engineering is from MIT, and she earned a BS in Aeronautical & Astronautical Engineering from the University of Illinois.

