

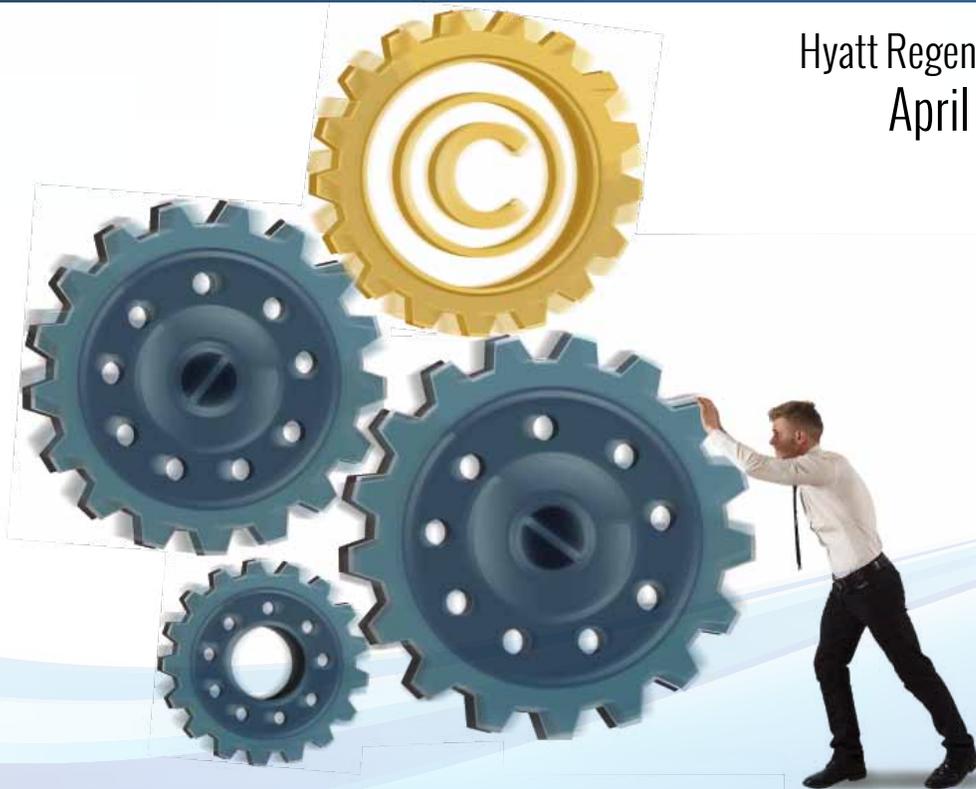
FORPIQ

From *Start-up*
to *global*: integrate **IP** for growth

2015

PROGRAM

Hyatt Regency Montréal
April 16th, 2015



Welcome message



Brigide
MATTAR
Partner, Smart & Biggar
President of FORPIQ 2015

Ladies and Gentlemen:

As the president of FORPIQ 2015, I am pleased to present you with the program for the 8th edition of the International Intellectual Property Forum – Quebec (FORPIQ).

The FORPIQ 2015 program is the result of over 18 months and several hours of reflection and discussion with intellectual property experts, investors and business people. With the challenges of Canadian businesses in mind, and with the eagerness to provide them with useful tools to assist them in deriving the most value from their innovations, we chose to focus the Forum's discussions on ways of integrating IP into the business context of companies with an emphasis on managing and creating value from intangible assets.

In keeping with our objective of increasing the level of knowledge of innovative Canadian companies and their IP asset advisors, this year we are offering a series of seminars led by experts in the field that address topics ranging from protection of innovation to management of confidential information and IP asset valuation.

We are delighted Louis Garneau, founder and president of Louis Garneau Sport Inc., will take part in the forum as honorary chairman and will share his experiences and perspectives on the role intellectual property has played, and continues to play, in his business.

We are also pleased that several knowledgeable experts working in-house in world-class companies such as Pratt & Whitney Canada Corp., Imperial Tobacco Canada, Bombardier Aerospace, Blackberry Ltd., Rogers Communications, Ericsson Canada Inc. and several others, have agreed to be part of this forum to share their practical knowledge and experiences. We are also pleased to have Mr. Helge Seetzen, CEO of Tandem Launch, as our key-note speaker to discuss innovation, entrepreneurship and growth.

On behalf of FORPIQ, I hope you will take advantage of this great opportunity to develop your knowledge and to forge new business relationships.

Looking forward to seeing you at the Forum!

Brigide Mattar, Eng.
FORPIQ 2015 President
Partner - Smart & Biggar

MONTREAL - 16.04.2015

Honorary Chairman

Dear Sir, Madam,

It is with great enthusiasm that I invite you to join me on April 16th, at the Hyatt Regency Hotel in Montreal, to participate in the 8th edition of the Forum on Intellectual Property - FORPIQ 2015.

In the present economy, a sound understanding of the role of intellectual property in any business is not only an advantage: it's a necessity.

Understanding how intellectual property assets, such as trademarks and patents, can function as business tools is critical for all entrepreneurs and business managers who operate innovative companies at the local or global levels. In fact, intellectual property is not only a legal weapon to protect against competitors copying one's business offerings but is also a valuable asset for seeking funding.

FORPIQ 2015 is a forum in which entrepreneurs, business leaders, lawyers, patent and trademark agents and government representatives can exchange their own personal experiences as well as provide practical advice on best practices and strategies to leverage intellectual property within their own businesses.

As Honorary Chairman of the 8th edition of FORPIQ, I will address the key role that intellectual property has played and continues to play in the growth of my company.

I would like to invite you to participate in the 2015 FORPIQ to share your experiences and learn from the experiences of your peers as well as from the expertise of renowned speakers.

I look forward to meeting you at the Forum.

Best regards,

Louis Garneau

President and founder

Louis Garneau Sports Inc.

Honorary Chairman - FORPIQ 2015



Louis
GARNEAU

President and founder of
Louis Garneau Sports Inc.

He is an ex-Olympic cyclist, a businessman who built an internationally renowned company, a part time artist and an exceptional innovator. Louis Garneau shares his life experience with you and describes how his experiences, whether acquired in sports, business or the arts, have contributed to his achievements and to the success of his company, Louis Garneau Sports Inc.

Program

7:00-7:55 AM Registration and breakfast

7:55-8:15 AM Opening remarks

Brigide Mattar, Partner - Montreal, **Smart & Biggar**
President of FORPIQ 2015

8:15-8:40 AM Keynote address: Innovation, Entrepreneurship and Growth!

Helge Seetzen, CEO, **Tandem Launch**

8:40-9:30 AM Business Start-ups

Intellectual property (IP) strategy from the perspective of start-up companies. Why should we file a patent application? Obtaining information and analyzing other companies' patents? How to set priorities? Guest speakers will present various approaches to patent portfolio management based on their experiences with start-ups. Other discussion topics will include appointing an IP manager, employee awareness and inventor reward programs.

- Gregory W. Schinn (Greg), Director, Intellectual Property Group, **EXFO Inc.**
- Alexandre Paris, Chief Operating Officer, **ThermoScience Enercoatings Inc.**

9:30-9:50 AM BREAK

9:50-10:40 AM Managing Confidential Information and Trade Secrets

Panelists will discuss best practices for managing confidential information and trade secrets, including contracts with employees, consultants and sub-contractors.

- Jeffrey Astle, Director, Intellectual Property Group, **Pratt & Whitney Canada**
- Paola Tawil , Director, Corporate Legal Services, **Imperial Tobacco Canada**

10:40-11:30 AM IP and Technological Collaboration

Guest speakers will discuss ownership of IP rights in the context of technological collaboration from the perspective of both a multinational and a start-up.

- Timothy Collins, Director, Intellectual Property Group, **Bombardier Aerospace**
- Michel Fortin, CA, CMA, CEO, **Prevtec Microbia**

11:30 AM-noon Government Assistance

Guest speakers will point out government programs that are available to help innovative companies protect and create value from their IP assets.

- H l ne Goulet, Director, Policies and Programs, **Canada Economic Development (CED)**
- Robert D ziel, Manager, Quebec Regional Bureau, **Natural Sciences and Engineering Research Council (NSERC)**
- Marie-Claude Gagn , Industrial Technology Advisor, Industrial Research Assistance Program (IRAP), **National Research Council Canada (NRC)**
- Jean-Fran ois B dard, Industrial Research Advisor, **Quebec Ministry of the Economy, Innovation and Export Trade (MEIE)**
- Sherry Dupuis, Supply Team Leader, **Office of Small and Medium Enterprises of Public Works and Government Services Canada (PWGSC)**

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Noon-1:25 PM LUNCH

1:25-2:15 PM Freedom to Operate and Due Diligence

Guest speakers will present various perspectives on freedom to operate and due diligence in the area of intellectual property, not only in the context of initial product launch marketing but also in terms of additional investments.

Perspectives of a n SME and an Investor

- Luc Filiatreault, Entrepreneur, Vice-President (Venture Development),
OpenText Ventures

Perspectives of a Large Business and a Patent Advisor

- Alex Nicolaescu, Director, Canada Patent Group, **Ericsson Canada Inc.**

2:15-3:00 PM Branding

How should trade-marks be selected and managed in the Canadian market and in the international arena? What developments in the area of generic top level domains (gTLDs) should Canadian companies take into account? In this section of the program, guest speakers will present various trade-mark portfolio management approaches and will discuss gTLDs.

- Catherine L. Douglas, Intellectual Property Assets Manager, Trademark Agent,
Rogers Communications
- Shelley Jones, Senior Legal Counsel (Trademarks), **BlackBerry Ltd.**

3:00-3:15 PM BREAK

3:15-4:30 PM Leveraging IP assets

Sales, Refinancing, Mergers/Acquisitions: How Should IP Assets be valued? Licensing vs. Litigation: Preserving Market Share or Capitalizing on the Competition's Sales?

Valuation of Intangibles – an Accountant's Perspective

- Jean-François Brault, Partner, **KPMG**

Examples of Practical Cases – CEOs' Perspectives

- Michael Henry, Board of Directors, **AboGen Inc.**
- Benoit Laflamme, **Gecko Alliance Group Inc.**

4:30 - 5:15 PM Remarks from Honorary Chairman FORPIQ 2015

Louis Garneau, president & founder of **Louis Garneau Sports Inc.**

5:15-5:25 PM Closing remarks

5:25-7:30 PM Cocktail buffet and networking

Simultaneous translation available

Theme

« From Start-up to Global: Integrate IP for growth »

Innovative companies consider innovation as a key element to ensure their success and growth. Despite this consideration, numerous Canadian companies do not have an extensive understanding of the way in which the intellectual property (IP) associated with their innovations should be managed and valued at different stages of their life cycle. Innovative small and medium enterprises (SME) too often perceive the management of IP as a concern for multinationals. However, whatever the size or the stage of the development of a company, IP often presents opportunities for accelerating value creation.

It is the perspective of helping companies better understand how IP can best be used to accelerate value creation, that the 8th International Intellectual Property Forum - Quebec (FORPIQ) is being organized. The Forum will take place in Montreal, on April 16, 2015.

The central theme proposed for the 8th FORPIQ will allow participants to follow the evolution of a typical company and different IP strategies, from its creation through various stages of its life-cycle. This format will illustrate the strategic use of IP to influence value creation at each stage. This will provide participants with the opportunity to broach different topics from developing a portfolio of IP assets (including patents, trade-marks, industrial designs, copyrights or trade secrets) to valuating these IP assets. The speakers will be asked to take advantage of the chronological format of the program, so that participants may link the different stages of the life-cycle of the company to the related topics.

Mission Statement

FORPIQ (the International Intellectual Property Forum - Quebec) is a not for profit organization whose purpose is to increase the level of knowledge of innovative Canadian companies and their advisers with respect to IP assets, in order to gain more value therefrom. In order to attain this objective, FORPIQ organizes forums that bring together: business leaders, intellectual property experts, investors, and government representatives in order to discuss and exchange their experiences and best practices with respect to IP.

List of speakers



Helge
SEETZEN

Ph.D., Chief Executive
Officer (CEO),
TANDEM LAUNCH

Helge Seetzen is a successful multi-media technology entrepreneur with deep experience in the university tech transfer space. He currently serves as the CEO of TandemLaunch - a unique venture fund that scouts, accelerates, and commercializes early-stage technologies from the world's top universities in close partnership with major Consumer Electronic brands and world-class entrepreneurs.

Prior to TandemLaunch, Helge co-founded Sunnybrook Technologies and later BrightSide Technologies to commercialize display technologies developed at the University of British Columbia. BrightSide was successfully sold to Dolby Laboratories at high return to shareholders after having grown to over 30 developers and receiving accolades such as the Best Buzz Award at the 2006 Consumer Electronics Show and a "Top 100 Technologies in 2006" rank by Popular Science Magazine. At Dolby he led all cross-functional development activities for Dolby's first two consumer video products. In this capacity he built research and engineering departments in Canada and the US, and was closely involved in licensing negotiations with many major consumer electronics manufacturers.

Helge's leadership in the technology transfer, innovation and entrepreneurial space has been widely recognized through awards such as Business in Vancouver's 40 under Forty award for business accomplishment, the NSERC Innovation Challenge Award for university technology transfer, and a Special Recognition Award from the Society for Information Display for the pioneering of LED TV technology. Helge is a Fellow of the McGill Dobson Center for Entrepreneurship, board member of the Parcours Entrepreneurial Rémi-Marcoux at HEC Montreal, and frequent supporter of many other organisations encouraging entrepreneurship. As a technical leader, he served as the General Chair for Display Week, the largest technical conference on displays, as well as currently on the Executive Board of the Society for Information Display. He has published over 20 journal articles, writes a regular column on venture capital innovation in the Information Display Magazine, and holds over 50 patents with an additional 60 pending US applications. Helge received a B.Sc. in physics and a Ph.D. in interdisciplinary imaging technology (physics & computer science) from the University of British Columbia.



Gregory W.
SCHINN

Director of Intellectual
Property
EXFO

Gregory W. Schinn is Director of Intellectual Property at EXFO Inc., based at the company's head office in Quebec City. EXFO is a leading provider of next-generation test and service assurance solutions for wireless and wireline network operators and equipment manufacturers in the global telecom and datacom industry. EXFO has a staff of approximately 1600 people in 25 countries, supporting more than 2000 telecom customers worldwide.

After several years as a staff scientist in related industries, Greg joined EXFO in 1996, where he has held variously the positions of Scientific Director, Chief Technology Officer, and, most recently, IP Director since 2011. In this capacity, he set in place an internal IP Office, including an in-house registered patent agent, as well as processes for the management and coordination of all IP activities. His extensive technical and commercial background is a strong complement to the IP expertise provided by the in-house patent agent and the external patent firms with whom EXFO collaborates.

Greg received his B.Appl.Sc. and M.Appl.Sc. degrees in Engineering from the University of Toronto in 1980 and 1983 respectively, and a Ph.D in Physics from the University of Colorado, Boulder in 1988.

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Alexandre Paris has extensive and proven expertise in Strategic Planning, Business Development, Commercialisation, Technology Transfer, and Product Development in R&D and Manufacturing industries.

Prior to being ThermoCeramix Chief Operating Officer, Alexandre was Business Development Officer at the National Research Council of Canada. Prior to this, Alexandre was an Engineering Manager of Husky Injection Molding Systems, a world-class manufacturing equipment producer. Alexandre began his career in 1996 with the Industrial Research & Development Institute, a privately held Research center.

Alexandre also founded in 2001 PolyEdge, a training and specialised technical expertise provider. He also Co-Founded SciMould, a manufacturing business focusing on commodity and automotive products.

Alexandre holds a bachelor degree in mechanical engineering from Ecole Polytechnique de Montreal. In 2010-2011, he was the President of the Federal Partner for Technology Transfer, for the Québec chapter. He also guest-lectures on Intellectual Property valuation for the IPIC program at McGill University.



**Alexandre
PARIS**

Chief Operating Officer
(COO)
THERMOSCIENCE
ENERCOATINGS

Jeffrey Astle is Intellectual Property Counsel for Pratt & Whitney Canada Corp. ("P&WC") based at the company's head office in Longueuil, Quebec. A subsidiary of United Technologies Corporation (NYSE:UTX), P&WC is a world leader in the design, development and manufacture of gas turbine engines for aerospace applications powering business and regional aircraft and helicopters.

Jeff joined P&WC in 1994, moving in-house from the Toronto office of Canada's largest boutique intellectual property law firm. Jeff oversees the intellectual property team at P&WC, which is responsible for the development and deployment of corporate intellectual property strategies and processes, managing P&WC's patent and trade-mark portfolios and IP litigation, providing legal support to research agreements and IP aspects of all sales, service and purchase agreements, and providing legal and business advice on all intellectual property and technology related legal matters for P&WC in its high technology aerospace business.

In addition to being a registered Canadian and U.S. patent agent and trade-mark agent, Jeff received his LL.B. from Osgoode Hall Law School in 1990, was called to the Ontario Bar in 1992, and is licensed by the Barreau de Quebec as corporate counsel. He obtained his B.A.Sc. in chemical engineering from the University of Windsor in 1985 and M.A.Sc. in chemical engineering from the University of Toronto in 1987.

Jeff is a Fellow and is currently serving as Past-President of the Intellectual Property Institute of Canada (IPIC). IPIC is Canada's professional association of patent agents, trade-mark agents and IP lawyers.



**Jeffrey
ASTLE**

Intellectual Property
Counsel
PRATT & WHITNEY
CANADA CORPORATION

MONTREAL - 16.04.2015



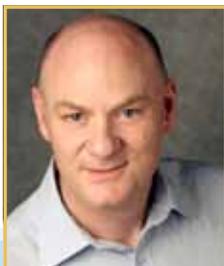
Paola
TAWILÉ

Associate General
Counsel, Corporate
IMPERIAL TOBACCO
CANADA

Paola Tawilé has served as Imperial Tobacco Canada's Director of Corporate Legal Services since September 2012. Reporting to the Vice-President of Legal Affairs, she heads the Corporate and Business Law Group, which carries out mandates in various areas, including financing and contract drafting, in addition to protecting trademarks and other intellectual property assets. She also provides legal services in support of the company's operations and business activities. In that capacity, she monitors regulatory changes and evaluates impacts on various sectors of the organization while overseeing any required adaptations.

From 2001 to 2012, Ms. Tawilé served as Advisor and later as Senior Advisor. For over a decade, she advised on business law and competition law. She also developed presentations and provided training aimed at enhancing employees' understanding of the legal issues facing the industry. In addition, she served as Privacy Protection Officer while advising on data and personal information protection. She also worked on numerous special projects involving the disposal of the company's real estate assets, the restructuring of its manufacturing operations and the implementation of new distribution models.

Ms. Tawilé holds a Bachelor's degree in Civil and Common Law from McGill University and was admitted to the Quebec Bar Association in 1999. She began her career in the area of business law as a member of Lapointe Rosenstein's mergers and acquisitions team. She switched to litigation when she joined Imperial Tobacco Canada's legal services team in 2001.



Timothy
COLLINS

Director, Intellectual
Property
BOMBARDIER
AEROSPACE

Tim Collins is the Director of Intellectual Property for Bombardier Inc.'s three Aerospace divisions: Commercial Aircraft, Business Aircraft and Aerostructures and Engineering Services. Based in Montréal, Tim is responsible for the development and execution of an integrated intellectual property strategy for Bombardier's Aerospace divisions, including management of patent and trade-mark portfolios, intellectual property litigation, technology licensing and external research and technology development agreements.

Before joining Bombardier, Tim served as a member of Nortel Networks' Law Department for thirteen years. Originally hired to provide specialized technology law and licensing support at Bell Northern Research, his tenure at Nortel included leadership positions in Mergers & Acquisitions, Optical Networks and Global Operations prior to his appointment as Vice President and Assistant General Counsel, Intellectual Property in 2005. In that role Tim assumed ultimate responsibility for Nortel's global intellectual property strategy and operations, including patent and technology licensing, IP litigation, IP M&A, Standards, and patent and trade-mark portfolio management. Nortel's patent portfolio sold at auction in 2011 for \$4.5 billion.

Prior to working in-house, Tim Collins practiced law for five years as an Intellectual Property Litigation associate with Scott & Ayles in Ottawa. He earned a Bachelor of Engineering from Concordia University in Montréal, as well as a M.B.A. and a Bachelor of Common Law from the University of Ottawa. Tim has been a Member of the Law Society of Upper Canada since 1990.

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Michel Fortin is president and CEO of Prevtec microbia. He sets the company's strategic objectives and oversees their implementation under the authority of the Board of Directors.

Michel Fortin is the chief architect of Prevtec microbia's business and financial strategies. In collaboration with Prevtec scientists, he is also responsible for negotiating agreements on intellectual property, research contracts and strategic partnerships.

Selected by the company founders for his business acumen, he led the start-up financing and the commercialisation of its first product, Coliprotec. Today, he focuses on marketing and product distribution strategies, and on the development of international markets.

Before becoming Chief Executive Officer of Prevtec microbia, he was a corporate finance and business management consultant. He managed complex financial transactions, boosting the success of organizations operating in various innovative industries (aquaculture, biotechnology, digital imaging).

Mr. Fortin is a Business Management graduate and a Chartered Accountant (CA).



Michel
FORTIN

CA, CMA, President and
Chief Executive Officer
(CEO)
PREVTEC MICROBIA

After serving as a policy analyst for Finance Canada, Ms. Goulet spent several years at the OECD's Employment, Education and Labour Directorate before joining Employment and Social Development Canada in 1991, where she worked in various directorates, mainly in the areas of labour market policy and employment programs. She has been with Canada Economic Development since 2007 as Director of Policy and Programs.

Ms. Goulet holds a bachelor's degree (Université de Sherbrooke) and a master's degree (Université Laval) in economics.



Hélène
GOULET

Director, Policy and
programs
CANADA ECONOMIC
DEVELOPMENT (CED)

Robert Déziel has been the Manager of the Quebec Regional Office for the Natural Sciences and Engineering Research Council of Canada since June 4, 2012. He has more than 25 years of R&D experience in several pharmaceutical companies, including five years as Vice President, Medicinal Chemistry, at MethylGene and 13 years as Associate Director at Boehringer Ingelheim (Canada) Ltd.

Mr. Déziel has also worked for the past three years as a consultant to various biotechnology clients and has developed a number of business plans and strategies for financing, licensing and commercialization. He is the author or co-author of over 50 research papers and the inventor or co-inventor of over 40 patents. Mr. Déziel holds a doctorate in organic chemistry from Université de Montréal and a master's in business management from HEC Montréal.

Mr. Déziel has previous NSERC experience, having served on a Chemistry Grant Selection Committee and been involved in a number of academic-industry collaborations.



Robert
DÉZIEL

Manager of the Quebec
Regional Office
NATURAL SCIENCES AND
ENGINEERING RESEARCH
COUNCIL OF CANADA

MONTREAL - 16.04.2015



Marie-Claude
GAGNÉ

Industrial Technology Advisor (ITA)
NATIONAL RESEARCH CENTER
(NRC) - INDUSTRIAL RESEARCH
ASSISTANCE PROGRAM (IRAP)

Marie-Claude Gagné is currently an industrial technology advisor for IRAP-NRC. She works with small and medium enterprises with the aim of improving their productivity and profitability through technological innovation.

Ph.D. in physics Marie-Claude has over 30 years of experience in the development of the Optics-Photonics and lasers field, including more than 10 years in metrology at NRC.

She has a postdoctoral experience in a world renown French laboratory and various enhancements for graduate studies in public administration and innovation management.



Jean-François
BÉDARD

Industrial partnerships advisor
MINISTÈRE DE L'ÉCONOMIE,
DE L'INNOVATION ET DES
EXPORTATIONS (MEIE)

Jean-François Bédard is an industrial partnerships advisor at the ministère de l'Économie, de l'Innovation et des Exportations (MEIE) of the Government of Québec.

He holds a master's degree in software engineering from the Université de Montréal. He participates, as an Information Technology advisor, in the administration of several ministerial programs, notably the "First Patent" program.

In addition, he administers the "Valorization and Transfer Support Program (PSVT), section 3", a program to support innovative technology companies, under the responsibility of the direction of Networking and Industrial Partnerships of the MEIE.



Sherry
DUPUIS

Supply Team Leader
Office of Small and Medium Enterprises
of Public Works and Government Services
Canada (PWGSC)

Sherry Dupuis joined the Office of Small and Medium Enterprises of Public Works and Government Services Canada (PWGSC) as Supply Team Leader in 2014. She approximately 30 years of experience in procurement which she acquired with the PWGSC, the Canadian Space Agency, RCMP and Canada Border Services Agency. She returned to PWGSC, Quebec Region as manager of the unit responsible for the acquisition of Commercial Goods and Services in 2010. She has comprehensive knowledge of all procurement processes, which she will share in the presentation.

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Mr. Filiatreault is a successful serial entrepreneur. He has successfully founded and led six different enterprises. Five of these companies were in Software Technologies and one was in Aerospace Technology. Three of these companies were publicly traded.

He is currently managing partner in a venture capital fund named Open Text Enterprise Application Fund.

In January 2011, he joined Neuralitic Systems as CEO. Neuralitic is a private Venture Capital backed software company specializing in Mobile Data Intelligence. Neuralitic was acquired in December 2012 by Guvus a California based telecommunications company.

From 2007 to 2010, Mr. Filiatreault was CEO of Nstein Technology a publicly traded company which had operations in Canada, USA, UK and France. Nstein developed and commercialized semantic analysis software. It was acquired by Open Text (OTC.TO) in April 2010.

Prior to this, Mr. Filiatreault was CEO of PG Mensys Information Systems which specialized in Municipal Software Solutions sold across North America. PG was acquired in March 2007 by Harris Computer a division of Constellation Software. In 2002 Mr. Filiatreault founded NordTech Aerospace, a publicly traded company that did Maintenance Repair and Overhaul (MRO) of commercial aircraft. From 2000 to 2002 Mr. Filiatreault was President of BellZinc a Bell Canada division that operated the largest internet portal for small and medium businesses in Canada.

He was a co-founder of Informission Group where he occupied multiple management roles from 1988 to 2000. The revenues of Informission exceeded 100M\$ when it was acquired by Quebecor in 2000.

In 2005 Mr. Filiatreault received the prestigious « Top 40 under 40 Award » from The Globe and Mail of Toronto. In 2010 he was recognized by his peers of the Québec Technology Association and was named Personality of the Year in Information Technology in Québec.

He is part of numerous Board of Directors of private and public companies and also helps different charity organizations such as United Way, Hope Air and Make-a-Wish. He is currently the chairman of the board of the Make-a-Wish (Québec) foundation which accomplishes more than 60 wished per year for children who suffer from a life threatening disease.

Mr. Filiatreault graduated in Engineering Physics in 1987 at Laval University. He is the father of 5 children.



Luc
FILIATREULT
Vice President Venture
Development
OPEN TEXT VENTURES

Alex heads Ericsson Canada's Intellectual Property Department since 2006 and is a registered patent agent with the Canadian Intellectual Property Office and the US Patent and trademark Office since 1999/2000. He has a background in EE from École polytechnique de Montréal.

In his role, Alex oversees a team of 14 patent professionals in Montreal and Ottawa whose role is to convert the innovation of Ericsson Canada's engineering community into world class patents to be leveraged and monetized by the parent company.

His interest areas include the patent quality in an international environment, LEAN, and inclusive leadership.



Alex
NICOLAESCU
Director - Patent Unit Canada
ERICSSON CANADA INC.

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Catherine
DOUGLAS

Intellectual Property
Assets Mgr., Trademark
Agent
ROGERS
COMMUNICATIONS

Catherine Douglas is a registered Trade-mark Agent, with over 20 years experience in clearing, prosecuting, acquiring, protecting, monetizing and enforcing trade-mark, copyright and trade dress rights across a variety of industries. In her current position, she is responsible for managing the trademark, copyright and domain portfolios for the Rogers group of companies in Canada, including wireless, cable and internet, home monitoring, publishing, broadcast television, radio, digital and sports activities, plus on-air & online retail sale of third parties' products and services. She has also assisted in the management of the patent portfolio, plus review services of promotional copy and licensing initiatives. Before joining Rogers, Catherine successfully managed the corporate, commercial and branding activities and interests (including licensing, marketing, packaging and advertising reviews) for the Canadian subsidiary of Kellogg Company.

Catherine is a Fellow with the Intellectual Property Institute of Canada (IPIC). She has been a member of the IPIC Council (assisting with legislative and procedural issues for the practice of intellectual property in Canada) to 2011; and served as Chair of their In-house Practitioners Committee. She has previously acted as Chair of the Internet Committee *(2009 to 2012), member of the Bulletin Committee (to 2004), and the Forums & Seminars Committee (to 2007).

Catherine is also a member of the International Trademark Association (INTA), recently active on their Internet Governance Committee; and a past member of the Licensing Executives Society. Her focus in the past few years has been on trademark and copyright issues resulting from the changes in internet governance, and particularly on the 'new Dot Brand' world introduced by ICANN.

Catherine is a repeat guest speaker at Schulich School of Business at York University, McGill's "Trade-marks I" course, as well as at Osgoode Hall Law School, LSUC, the Institute of Law Clerks, Thomson Reuters Canada, IPIC's Annual Meeting and the Women in Film & Television (WIFT) Association. She has also addressed various audiences at conferences including the IT Law Forum (Spring 2012), Marcus Evans (Autumn 2012), FICPI's 13th Open Forum in 2011 (Social Media Risks & Opportunities for Counsel); IQPC's Global IP Exchange (2010); the Law Society of Upper Canada's seminar "Protecting Your Brand on the Web and in Social Media" plus Thomson Reuters In-House Practitioners Seminar (2008). Catherine has also instructed the bi-annual IP Fellowship Course sponsored by the Institute of Law Clerks of Ontario; and has been a guest speaker at various of their annual conferences, most recently discussing the legal impact of social media issues on IP assets.



Shelley
JONES

Lawyer and registered
trademark agent
BLACKBERRY LIMITED

Shelley Jones is a lawyer and registered trademark agent with BlackBerry Limited ("BlackBerry"). As Senior Legal Counsel (Trademarks & Brand Enforcement), Shelley advises BlackBerry stakeholders on matters related to trademark and copyright infringement, domain name disputes, anti-counterfeiting, and grey market issues. A significant portion of her practice also involves providing advice concerning BlackBerry's global trademark portfolio including name clearances, prosecution, licensing, and oppositions. Shelley is experienced in Internet law and is past Chair of the Intellectual Property Institute of Canada's (IPIC) Internet Committee. She has also previously served as a member of the International Trademark Association (INTA) Internet Committee as well as the Internet Corporation for Assigned Names and Numbers (ICANN) Intellectual Property Constituency (IPC). Shelley is currently a member of the INTA U.S. Famous and Well-Known Marks Subcommittee.

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Jean-François is a partner in KPMG's Advisory Services, Transactions and Restructuring practice. He also heads the firm's Business Valuation group in Quebec. For over 15 years, he has specialized in business valuation for transactional, accounting and tax purposes, as well as in connection with litigation. He has completed in-depth training in the areas of finance and business valuation, in addition to accounting training.

Jean-François has been involved in several business valuation mandates involving public and private companies operating in a variety of industries, including telecommunications, financial services and professional services. He has prepared valuations relating to mergers and acquisitions, purchase price allocation, tax planning, financial reporting, expropriations and commercial disputes. He has also assisted clients in connection with mandates involving quantification of financial damages.

Jean-François has taken part in valuation mandates for funds, private placement investors and infrastructure investors. He has also prepared valuations focusing on intangible assets and intellectual property.

Jean-François has spoken at various events in recent years. He gave a presentation entitled "Valuation Trends in Private Equity and Infrastructure Investments" at the Pension Plan Summit held in Montreal in June 2011. He is also the main author of *Dossier modèle en évaluation d'entreprises*, a business valuation course developed in 2012 at the request of the Quebec Association of CPAs (OCPAQ).

Michael W. Henry served as Vice President, Business Development, at Quest Diagnostics Inc., the world's leading provider of diagnostic information services. He has over 20 years of experience in biotechnology business development. Quest is the parent company of Athena Diagnostics Inc., where Mr. Henry served since 2004 as Vice President, Business Development, serving on the senior leadership team that sold Athena to Fisher Scientific for \$283 million in 2006, and to Quest for \$740 million in 2011-- 6.7X revenue, the highest revenue multiple ever paid for a diagnostics business.

Previously, Mr. Henry served as Vice President, Business Development, at Avant Immunotherapeutics Inc., subsequently acquired by Celldex. Prior to Avant, he worked at academic medical centers, serving as Senior Director, Licensing and Ventures, at University of Massachusetts Medical School, and Director, Technology Transfer, at Children's Hospital of Philadelphia. Prior to CHOP, he served as Manager, New Business Development, at Allelix Inc., Mississauga, Ontario.

Recognized as a National Science Foundation Graduate Fellow as a PhD student at University of California Berkeley, Mr. Henry received an MBA and an MS from University of California Berkeley, and a BS from University of Michigan.

Benoît Laflamme is one of the two co-founders of Gecko Alliance. He has held the position of Vice-President, Engineering, ever since the company began operations in 1989. Over the past five years, he has also been in charge of the company's marketing strategy. In this regard, he oversees product selection and new market development. As a partner and board member, Benoît is also involved in the company's management and long-term strategy.

Before he started the company, Benoît worked at Tecrad Inc. (formerly R&D Tech), where he held a series of positions in the R&D departments over a five-year period.



Jean-François
BRAULT

Partner
KPMG s.r.l./S.E.N.C.R.L



Michael W.
HENRY

Board of Directors
ABOGEN INC.



Benoît
LAFLAMME

Vice-President, Engineering and Marketing
GECKO ALLIANCE

Organizing committee 2015

Administrators



T: 514.954.1500
bmattar@smart-biggar.ca

Brigide Mattar
Partner, Montreal
Smart & Biggar
President of FORPIQ 2015



T: 514.782.4654
natacha.mongeau@
fpinnovations.ca

Natacha Mongeau
Intellectual Property Manager,
FPInnovations



T: 514.484.2551
robemit@sympatico.ca

Robert E. Mitchell
Patent agent and Consultant in
Intellectual Property



T: 514.895.6699
denis.beaudry@videotron.ca

Denis N. Beaudry
President
Gestion D.N.B & Associés
Treasurer of FORPIQ 2015



T: 514.340.3243, poste 4451
Veronique.bougie@univalor.ca

Véronique Bougie,
Manager, Project and Technology Portfolio
Univalor
Secretary of FORPIQ 2015

Committee Members



T: 514.871.5484
aajami@millerthomson.com

Alexandre Ajami
Associate / Lawyer and
Trademark Agent
Miller Thomsom



T: 514.397.3095
jauerbach@stikeman.com

Jonathan N. Auerbach
Partner, Lawyer, Patent
and Trade-mark agent
Stikeman Elliott



+1-514-397-2633
+1-514-397-8515
Julien.Lachere@bcf.ca

Julien Lachère
Patent Agent
BCF | Lawyers, Patents & Trade Marks Agent



T: 514.393.6803
llafontaine@deloitte.ca

Luc Lafontaine
Partner - Montreal
Deloitte



T: 819.956.8433
Caroline.Lefebvre@ic.gc.ca

Caroline Lefebvre
Business Development and Partnerships Agent
Canadian Intellectual Property Office
Industry Canada



T: 514.337.3001, poste 102
jean.louis.legault@adriq.com

Jean-Louis Legault
President
ADRIQ



T: 514-658-4844, poste 232
michel@benoit-cote.com

Michel Sofia , ing., Eng.
Patent Agent - Counsel
Benoît & Côté



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