

**International In-house Counsel Journal
6th Annual Conference
Tuesday 20th March, The Law Society, London**

08.15 - 09.00	Registration
09.00 - 09.05	Welcome and Introduction: Michael Bond Editor International In-house Counsel Journal
09.05 - 09.30	KEYNOTE: The Net Promoter Challenge This talk will provide pointers on how to meet or exceed the expectations from the other functions towards the legal department while taking on culture change initiatives that enable leveraging alternative service models, technology offerings and partially moving from a tailor made service model to a made to measure Maurus Schreyvogel Chief Legal Innovation Officer Novartis International AG, Switzerland
09.30 - 10.30	Competition Law Panel: Competition compliance challenges for the Board What should in-house lawyers be telling their Boards about competition law risks – and how do you manage a competition law crisis? The panel discussion, featuring senior in-house lawyers and the Executive Director of Enforcement at the UK Competition and Markets Authority will cover issues such as: <ul style="list-style-type: none"> • How are competition law risks best communicated to senior executives? • What developing trends in competition enforcement do companies need to be aware of? • What risk areas often go unnoticed? • Can a compliance culture eliminate competition law risks, and how should this be developed? • Managing a competition law crisis – how do in-house counsel best interface with a business in the regulatory spotlight? Panel Moderator: Ian Giles Partner Norton Rose Fulbright, UK Panel Members: Michael Grenfell Executive Director, Enforcement Competition and Markets Authority, UK Beatrice Roxburgh Former Senior Competition Counsel BT, and Tutor, University of Law, UK Catherine Higgs Global Head of Competition Law GSK, UK
10.30 – 10.45	Tea, Coffee & Discussion
10.45 – 11.45	Litigation and Arbitration Panel: Thinking Ahead of Conflict and Beyond Conflict <ul style="list-style-type: none"> • Straw poll on what is most important to in-house counsel when selecting the dispute clause (speed, cost, confidentiality, enforcement internationally, finality, choice of person determining the dispute). • Tactics and tips for the choice of external litigation counsel • Effect of Brexit on London as centre for arbitration/litigation • Diversity in litigation and arbitration panels – is it ‘pale, male and stale’? • Is litigation a function of vague contracts – discussion around the causes of litigation • London as a litigation venue of choice Panel Moderator: Lina Brown Group Commercial & Legal Director Equiniti, UK Panel Members: Brandon Irsigler Director Strata, South Africa Lorraine Medcraft Senior Director Epiq, UK Hersh Malhotra Legal Counsel eBay, UK
Delegates divide into two separate streams:	
11.45 – 12.30	Mergers & Acquisitions: What the International In-House Lawyer Might Want To Know This session addresses the issue of takeovers’ regulation and why it should be of interest to the in-house lawyer internationally, and what are some key features which the international in-house lawyer should be aware. The potential impact of this issue extends well beyond those in-house lawyers who are takeover specialists. In-house lawyers should not assume that prudently they might leave transactional work in respect of a major takeover to the “big end of town” in specialist law firms and investment advisers. With company takeovers and analogous transactions, legal requirements exist of a unique nature which should be of interest to the in-house lawyer, who might not prudently abdicate their attention to such matters to takeover specialists. Panel Moderator: Dr Steven Stern Adjunct Professor, Victoria Law School, Australia Panel Members: Phil Hagan Group Legal Director ThePhoenixGroup, UK Mark Ohringer Global General Counsel Jones Lang LaSalle Incorporated, USA Camelia Gardot Senior Counsel, M&A Airbus, France
11.45 – 12.30	Data Protection: Panel Moderator: Christine Maury-Panis EVP, General Counsel and Security Viaccess - France Telecom, France Panel Members: Robert Rubió Head of Legal Union for the Mediterranean, Spain Cosimo Monda Director of the European Centre on Data Privacy and Cyber Security Faculty of Law, University of Maastricht, Netherlands
12.30 – 13.00	Leveraging technology in investigations and disputes: <ul style="list-style-type: none"> • Concept-searching and machine-learning in email review • Data convergence – linking documents to transactions in review • Visualisation – Using data visualisation to help you explore the data David Waterfield Director AlixPartners UK LLP
13.00 - 14.00	Lunch

14.00 - 15.00

Compliance Panel:

What keeps us up at night: Greatest Compliance Challenges GCs are facing in the Financial, Media and Legal Services Industries

Panel Moderator:

Katharine W. Dunn

General Counsel

Rising Medical Solutions, LLC, USA

Panel Members:

David Johnston

CEO,

NED, UK

Vincent Micciche

CEO, Chief Compliance Officer

LifeMark Securities Corp, USA

Nishat Ruitter

General Counsel

TED Conferences, USA

Patent Panel:

Patent Value – Reasons for assessment

The panel will cover different case studies and recent developments in use of patent value assessment. The panel members have a long experience in dealing with value assessment and they will share their expertise with relevant cases. More specifically, the panel will cover the following topics:

Patent Valuation – Methodologies

There are many different reasons to justify a patent valuation and the value may also differ depending on the valuation model used. Before choosing a patent valuation model, it is crucial to understand the purpose of the valuation. In order to provide a patent valuation, you need to understand its purpose, as well as your target audience. What information is most relevant to your investors? Too often, a valuation's purpose is misunderstood and, as a consequence, irrelevant components are used. In many cases there is also a misperception of a patent's value – mostly based on subjective opinions with no supporting facts – leading to the patent being either over or undervalued.

IP Tax structuring – Revenue recognition in relation to OECD BEPS

The Economic Co-Operation and Development (OECD) launched the Base Erosion and Profit Shifting (BEPS) project early 2013. BEPS refers to tax avoidance strategies that exploit gaps and mismatches in tax rules to artificially shift profits to low or no-tax locations. On June 7, 2017 - 68 countries signed the Multilateral Convention to Implement Tax Treaty Related Measures (MLI) to prevent BEPS. The MLI is designed as a mechanism for implementing widespread treaty reform and coordination within the existing network of bilateral double tax treaties – without requiring separate bilateral negotiations between each pair of contracting jurisdictions. It effectively changes all that is familiar of IP structuring arrangements, group financing arrangements and group holding company structures. Identifying a favourable tax regime, a treaty network and setting up a few or no employees in that regime was the simple model. This will no longer be possible.

FRAND/RAND commitments for Standard Essential Patents - Recent Case law

Over the past few years, US courts across various jurisdictions have increasingly dealt with the definition of FRAND within the context of patent litigation and the calculation of damages. If a FRAND agreement is construed as an enforceable contract, and the litigation continues to a final judgment, the court may be asked to determine a reasonable royalty under the contract. This is in direct contrast to the European legal system, which does not foresee a unilateral cause of action to ask a court to set the FRAND rate for an SEP."

Panel Moderator: Anders Arvidsson, CEO

Parallel North IP, Sweden

Panel Members:

Dr. Madelein Kleyn

Group Manager Legal & Intellectual Property

Oro Agri International Ltd, South Africa

Sriranga Veeraghavan,

VP, Legal,

Xperi Corporation., USA

15.00 - 16.00

Ethics and Defining The Global Boundaries of In-house Counsel

The ability to uphold and balance professional ethics in business are becoming questionable day by day. The ability to wear multiple hats in an organization in addition to managing multiple entities and boards is becoming ever so increasingly common. The Ethics Group At the IICJ world conference this year will look at managing and upholding these responsibilities along with being a competent lawyer. Today's environment is certainly growing and changing. The complex environments that companies and their in-house lawyers and advisors find themselves in has raised the stakes for today's in-house lawyers. Pressures are growing, threats are more diffuse, corporate insurance is now more needed than ever, and the costs of getting it wrong are rising.

Panel Moderator:

Nishat Ruitter

General Counsel

TED Conferences, USA

Panel Members:

Mohamad Al Darwish

Legal Affairs Director - Middle East,

United Technologies Corporation (Carrier), UAE

Charles Chatterjee

Associate Fellow

Institute of Advanced Legal Studies, UK

Harpreet K. Sidhu

General Counsel, Corporate Secretary and

Privacy Officer

Pethealth Inc. - A Fairfax Company, Canada

Contract Panel: Digital Disruption and User-Centric Demand: A challenging time for lawyers

Panel Moderator:

Sally Hughes

CEO

IACCM - International Association for Contract and Commercial Management, UK

Panel Members:

Craig Conte

Vice President and Head of Contract

Compliance and Optimization

Capgemini, UK

Helen Fovargue

Senior Legal Director

IQVIA, UK

16.00 - 16.15

Tea, Coffee & Discussion

16.15 - 17.15

Management Panel: Building a legal function that goes from good to "GREAT"

- The optimal resourcing model
- Talent, retaining and incentivizing
- Technology opportunity. What are the quick wins?
- A winning culture
- Business alignment and the importance of doing so
- Knowledge retention and consistency
- External suppliers and value based billing

Panel Moderator:

David Holme

CEO

Exigent Group, UK

Panel Members:

Bindu Cudjoe

Vice President, Deputy General Counsel –

Technology & Operations Legal & Chief

Knowledge Officer Legal, Corporate &

Compliance Group

BMO Financial Group, Canada

Francesca Yeomans

Legal Director & Company Secretary

Broadway Malyan, UK

Mark VanDeVoorde

Chief Legal and Administrative Officer

Victaulic, USA

Ian White

Consultant, UK

17.15 - 17.30

Chair's Closing Remarks

17.30

COCKTAIL RECEPTION FOR ALL DELEGATES