

WEDNESDAY 4.10.2023

Time	Sirkus	Juho Rissanen	Karl Lindahl
9.00 - 9.15	Opening words Tuomas Mylly, University of Turku and Juha Vesala, University of Lapland		
9.15 - 10.00	Keynote speech: How Is Technology Changing Our Future? Elina Hiltunen		
10.00 - 10.30	Coffee		
10.30 - 11.00	Practical Guide to IP and Licensing Strategies Sonja London, Tactotek	Business Secrets – a Review of Recent Case Law Bernt Juthström, Waselius & Wist	Digital Fashion and EU Copyright Law Heidi Härkönen, University of Turku
11.00 - 11.30		Which Legal Sources Prevail in the Unitary Patent System? Matthias Lamping, Max Planck Institute and Tuomas Mylly, University of Turku	The Artist as a Brand and Phenomenon - Case Käärijä Rasheka Scott and Sofia Wang, Dottir
11.30 - 12.00			
12.00 - 13.00	Lunch		
13.00 - 13.30	Adopting Artificial Intelligence in a Large Corporation Kaj Häggman, OP Financial Group	National IPR-strategy – Examples of Key Actions Tanja Müller and Harri Länsipuro, Ministry of Economic Affairs and Employment of Finland	What is the value of patents? Roberto Castagno, Neste
13.30 - 14.00	Collective Patent Licensing 2.0 Ilkka Rahnasto, Marconi	Unified Patent Court – Practicalities and Experiences Jari Nieminen, Laine IP	Efficient Corporate IP Management in Practice – Experiences and Lessons Learned Pamela Lönnqvist and Pauliina Rajala, HH Partners, Tuomas Matila, Veikkaus, Pinja Jaspers, ASM, Anna Vainio, IQM, Anne-Mari Lummevuo, Salmela Yhtiöt/Gurulogic Microsystems Oy
14.00 - 14.30		Design Law in the Digital Age: Perspectives on AI, Metaverse and Virtual Designs Mikko Antikainen, University of Jyväskylä	
14.30 - 15.00	Coffee		
15.00 - 15.30	Commission's SEP Licensing Proposal Eeva Hakoranta, InterDigital Susanna Martikainen, Nokia	IP and Legal Perspectives on Artificial Intelligence Suvi Julin and Arttu Ahava, Berggren	Transformational AI & Expert Search in a Single Platform Päivi Pennanen, Merilkon
15.30 - 16.00			Managing the ethics of AI, regulatory requirements and risk management as part of AI compliance Jere Lehtioksa, KPMG Finland