

# IPAS 2022

## THE FUTURE OF INTELLECTUAL PROPERTY

Agenda | April 5, 2022 | 11:00am PDT-4:30 PDT



### The 5<sup>th</sup> Intellectual Property Awareness Summit (IPAS 2022)

10:45 – Convene, Haas School of Business

11:00 PST/ 2:00 EST/ 8:00 CET – Welcome (CIPU; IBI)

11:10 – Keynote: [Tiffany Norwood](#)  
Entrepreneur of the year, inventor, innovation literacy advocate

11:40 – Panel: **Entrepreneurship and diversity - Do IP rights help or hinder them?**  
Their impact on businesses, creators and the future.

**Jesse Fenty** (National Society of Black Engineers), **Jeremiah Chan** (Associate GC IP, Meta/Facebook; ex-Google member of USPTO's PPAC), **Tiffany Norwood** (entrepreneur and creator), **Stephen Key** (successful inventor and entrepreneur; *Forbes* innovation columnist)

12:30-1:15 – Light Lunch; outdoor patio access

1:15 – Featured Speaker: [Jonathan Taplin](#)  
Film producer, author, Director Emeritus of the USC Annenberg Innovation Lab

1:45 – Panel: **Dissecting the IP awareness disconnect - What is it? Why it matters**  
How can it be addressed

**Laurie Self** (SVP Government Affairs, Qualcomm), **James Conley** (Kellogg School of Management; National Society of Inventors), **Mark Kokes** (VP Adeia; ex-Blackberry); **Stephen Key** (successful inventor and entrepreneur; *Forbes* innovation columnist)

2:45 – Panel: **'Digital' property and web3: The effect of blockchain, crypto, and NFTs on IP and value**  
Exploring the emerging relationship between IP rights and decentralized collaboration

**Edward Lee** (Chicago-Kent College of Law, IIT; founder nouNFT.com), **Erich Spangenberg** (IPwe-IBM; investor), **Efrat Kasznik** (valuation expert; Stanford lecturer), **Talal Shamoon** (CEO, Intertrust, a digital rights management company owned by Philips and Sony)

3:15-3:30 – Networking break

3:30 – Panel: **Pathways to understanding: IP challenges in China**  
Why facilitating innovation, investment and IP value matters more today. The danger of confusing anti-trust with anti-IP.

**David Teece** (Haas School of Business; Chairman, Berkeley Research Group), **James Pooley** (ex-WIPO Deputy Director General; CIPU); **Mark Cohen** (ex-USPTO Senior Counsel on China), **Bo Heiden** (Tusher Center for the Management of Intangible Assets), **Jiarui "Jerry" Liu** (Center for Internet and Society, Stanford Law School)

4:20 – Takeaways; closing remarks

4:30 – Reception on the patio

\*Full speaker titles and biographies can be found [here](#).

Agenda as of 3.28.22