



## 4<sup>th</sup> Annual In-house Counsel Management Conference

Law Society, London, Tuesday 8th March 2016

**One Full Day of Presentations and Networking with Leading In-house Counsel from Around the World – A Day Not to be Missed**

### Agenda:

08:30 Registration

09:00 **Conference Chair:**

**Miroslav Uřičař**

General Counsel, Legal, Regulatory, Security & External Affairs  
**T-Mobile, Czech Republic**

**Welcome and Introduction**

**Michael Bond**

Editor

**International In-house Counsel Journal**

09:10 **Externalising Internal Success**

BT Law Ltd, a part of the BT's in house legal team, has developed one of the largest in-house claims function in the UK, working with its internal customers and supporting its insurance programme. Handling over 20000 claims a year, it provides a true end to end business service with brand protection at the heart of what it does. Archana will share BT's experience of setting up an Alternative business structure capitalizing on the success of this internal unit, the challenges and the benefits of being an ABS, converting an internal cost centre into a profit centre.

**Archana Makol**

Chief Counsel BT Legal. Director BT Law Ltd  
**BT Law Ltd, UK**

09:40 **Big Data Panel**

Panel Moderator:

**Christine Maury Panis**

Executive Vice President, General Counsel  
**Viaccess Orca, France**

**Shahab Ahmed**

Legal Counsel, Chief Privacy Counsel  
**Etiihad Airways, UAE**

**Claire Walsh**

Deputy General Counsel and General Counsel- International  
**Liquidity Services, UK**

10:10 Networking Break

10:30 **Increasing Your In-house Law Department's Efficiency**

In today's increasing competitive economic environment every function is asked to do more with less. The in-house legal department is no exception to that reality. I will share some tactics with you to help you adapt to this new reality and build a pro-active and service-oriented legal department that has firmly earned its seat at the business table.

- The importance of mobilizing your clients (how to train and mobilize your clients to help you achieve compliance in your organization)
- Know your audience (tailor your legal service to your business counterpart)
- Legal metrics (the challenge of demonstrating your department's value add)
- Legal training tactics and tools (determining the right mix of training tactics and tools)
- Future (what tools will be available in the future)

**Axel Viaene**

Group General Counsel, Company Secretary  
**GrandVision, Netherlands**

11:00 **Law's Secrets Revealed: A Big Data Look At Litigation**

Toby Unwin reveals the answers to these questions and more. Premonition is an Artificial Intelligence system that mines Big Data to find out which Attorneys usually win before which Judges. They're now the World's largest litigation database and have been called "a very, very unfair advantage in Litigation."

- How good are the big law firms?
- Do higher priced litigators deliver better results?
- Are partners better than associates?
- Are there some attorneys who simply do not lose before certain judges?

**Toby Unwin**

Co-founder

**Premonition, USA**

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11:30 **Competition Law Update – Year in Review**  
The speakers will provide an overview of the last year's highlights in the field of cartels, behavioral rules, and merger control. They will focus on practical impacts of recent developments for businesses and consequences for compliance efforts.

**Dr Tobias Caspary**

Competition Partner

**Fried, Frank, Harris, Shriver & Jacobson (London) LLP, London/Frankfurt**

**Jason Logendra**

Senior Legal Advisor

**Sky UK**

12:30 Networking Lunch

14:00 **Cross-border Compliance Relative to Data Transfer and Safe Harbor**

**Areas to be covered include:**

- Best practices for compliance in light of the 6 October 2015 ruling by the Court of Justice of the European Commission, Decision 2000/520 (Safe Harbor Decision) and the Article 29 Working Party statement – note this would be updated given the possibility that the U.S. will negotiate a new scheme by 31 January 2016, which is anticipated (including concerning model contracts, binding corporate rules, obtained permission)
- Practical guidance including obtaining informed consents in various EU countries
- Developing a data transfer reference matrix (i.e., originating country, allowed transfers including to U.S., whether data transfer agreements are recognized, whether DPA approval is required, other considerations)
- Developing a cross-border services reference guide
- Contracting with outside counsel and suppliers/vendors regarding data processing, handling, onward transfers, and consents – in the EU and outside the EU (i.e., in the U.S.)
- China – state secrets and process workflow

**Jayne Rothman**

Senior Vice President, General Counsel & Secretary

**Epiq Systems, Inc., USA**

14:30 **Compliance Panel**

Panel Moderator:

**John Upton**

Director Ethics & Compliance - Europe, Africa and Russia Caspian

**Baker Hughes, UK**

**Axel Viaene**

Group General Counsel, Company Secretary

**GrandVision, Netherlands**

**Jayne Rothman**

Senior Vice President, General Counsel & Secretary

**Epiq Systems, Inc., USA**

**Miika Junttila**

Head of Legal & Compliance – Market Unit

Singapore, Philippines, Australia, New Zealand

**Nokia Solutions and Networks, Australia**

15:00 **The Impact of Robotics, Digitization and Other Technological Advances on the New World of Work**

Advances in technology affect the world of work. New technologies can enable people in the performance of their work tasks, but can and increasingly are, leading to the displacement of (human) people as workers. With the ever growing developments in the fields of artificial intelligence and robotics, this latter phenomenon looks set to increase as it moves from purely physical activities to more intellectual ones as well.

**The issues to be covered will include the following:**

- Flexible working: New technologies that facilitate flexible work arrangements, including remote work, may aid efficient performance delivery. But, are there new HR and legal challenges that come with it? New risks?
- Robots replacing humans: To what extent is this happening now and likely to happen in future? Should there be constraints on this? What are the legal implications for employers?
- New technology and multiskilling. New technology permits new ways of working which can necessitate changes to production platforms or work methods. This may require employees to learn new skills and place an emphasis on training. What are the associated legal challenges and risks?

**Michael Burd**

Partner and Joint head of Employment, Reward and Immigration

**Lewis Silkin LLP, UK**

15:45 Networking Break

16:00 **Intellectual Property Panel - Extracting Value Through Patents - Raising Capital Through Patents**

In regard to extracting value through patents and raising capital through patents, the former Greek Finance Minister Yanis Varoufakis has pointed out that we have scientific and industrial research organizations producing wonderful ideas like WiFi. In the end, these ideas are not commercialized by those organizations or in their own countries. In the case of WiFi, it was commercialized by Apple in the United States. Decades of pure research in such sciences as quantum physics have been required for innovations brought about by the ever expanding application of computers, the internet, medical imaging and GPS navigation. Commerce necessarily is focused on the far shorter timelines involved in maximizing profits for any given expenditure. Governments increasingly are adopting a related economically rational approach in their public expenditures focusing on the realization of far shorter term financial results for their spending of public monies. The issue therefore arises for in-house corporate advisers of how their corporations will be able to finance qualitative advancements in productivity over the next decades. These qualitative advances might not necessarily be available for acquisition through "off the shelf" purchases unless those developments have been entirely financed by the commercial private sector. This might require at least some businesses in the private corporate sector to be able to profit from the very conception of inventive and innovative developments, not just at the later phases of their commercial or industrial application in specific ways. In that context, the question arises of the patentability of genetic and other scientific discoveries, business methodologies and computer software. Patents are granted for the application of inventions and not for scientific discoveries. A patentable invention denotes something broader than discovering for disclosure what was not previously known. An invention to be patentable necessarily involves the suggestion of an act to be done, and it must be an act which results in a new product, or a new result, or a new process, or a new combination for producing an old product or an old result. So how can private corporations profit from patents? What might be an appropriate model for reference by in-house advisers? What should private financiers look for? This session shall include an address as to how returns on investments relate to the potential value which the patents can generate based on experiences from patent transactions. A patent valuation takes risks into account, such as infringement, design around and validity. It also takes into account competing solutions, revenues, growth and expected duration of the product. If there is a likelihood that an actual or future product could be covered by a patent, this is also reflected in the value. This session will include a presentation on the methodology for a patent valuation based on a real case, which takes technical, legal and economic aspects into account, where the patent owner and the buyer's perspectives are reviewed, and which is also relevant for in-house advisers of potential fundraisers and financiers.

Panel Moderator:

**Dr Steven Stern**

Adjunct Professor, College of Law & Justice  
**Victoria University, Australia**

**Anders Arvidsson**  
CEO  
**Parallel North IP, Denmark**

**Amanda Brock**  
General Counsel  
**Global Switch, UK**

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16:45 Management Panel

Panel Moderator:

**Nishat Ruiter**

Senior Axiom Attorney  
**McGraw Hill Education, USA**

**Vivienne King**  
Head of Legal  
**The Crown Estate, UK**

**Jorge Perez-Vera**  
Senior Legal Counsel  
**Total Marketing & Services**

17:25 Closing remarks

17:30 **Sponsored Cocktail Reception**

**Brian Littleton**

Head of In-House - London  
**Chadwick Nott, UK**

***We Look Forward to Welcoming you in March***