

IP AND DIGITALIZATION – PERSPECTIVES AND PITFALLS

MONDAY 05. DECEMBER 2022



14:00	women in ip - Welcome
	<i>Almudena Rodriguez Pardo, Senior Business Agility Consultant and Partner at Rodriguez Pardo & Assocs</i>
14:15	Innovation must eat the world! How to introduce innovation into the DNA of 21st century companies
15:00	Pause
	<i>Silke Reinhold , General Manager Corporate IP, Volkswagen AG</i>
15:05	Transition of a car manufacturer to a mobility provider in a digitalized world Insights from automotive industry
	<i>Claudia Ritter, Head of Digital IP, BASF SE</i>
15:20	Digital native stumbling into chemical industry!
	<i>Andera Gadeib, CEO Dialago AG, Serial Entrepreneur, Speaker, Author</i>
15:35	How to innovate in turbulent times
15:50	Pause
	<i>Ulrike Till, Director IP and Frontier Technologies Division, WIPO</i>
16:00	How Frontier Technologies are changing the IP System
	<i>Åsa Ribbe , Principal Director Operations, European Patent Office</i>
16:15	Perspectives from the European Patent Office (EPO)
	<i>All speakers, audience</i>
16:30	Panel Discussion Moderated by Stefanie Setz
17:30	women in ip - Good Bye
19:00	Self-organized get together (X-Mas Market or Restaurant) in different locations