

# LES Benelux Topic Meeting IP Licensing in Mobile apps

8 March 2017 – Leuven

**Mobile Apps : compliance from a legal contractual and regulatory point of view. Data protection, intellectual property and beyond**

Smartphone applications have become a new business by themselves. However, they touch on many areas and require special considerations with regards to licensing and protection of Intellectual property rights. This meeting is a follow-up of the one held in December 2015.

## PROGRAM

9.00 – 9.40	Registration and welcome coffee
9.40 – 9.45	Welcome and introduction Patrice Vanderbeeken, chairman
9.45 – 10.30	The Success of Silicon Valley Apps? Using Behavioural Psychology. Jorn Craeghs, director at Behavioral Design Academy, Amsterdam (NL)
10.30 – 11.00	What protections are available Jean-Christophe Troussel, partner, Bird & Bird, Brussels (BE)
11.00 – 11.30	Coffee break
11.30 – 12.15	Negotiations with partners : a real case scenario Heidi Rakels, Chief executive officer, GuardSquare, Leuven (BE) Frédérique Joos, senior associate, Cresco Business Law Firm, Antwerp (BE)
12.15 – 13.30	Lunch
13.30 – 14.15	Commercial set-up : online terms and conditions Karel Nijs, Counsel at Pierstone, Brussels (BE)
14.15 – 15.00	Tax benefits: the Innovation Income Deduction David Mussche, tax partner at Mythra lawyers (BE)
15.00 – 15.30	Coffee break
15.30 – 16.15	Regulatory Changes in the privacy landscape Helena Verhagen, co-founder & partner Privacy valley, Amsterdam (NL)
16.15 – 16.30	Closure
16.30	Network drinks



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### DETAILS

#### DATE

Wednesday 8 March 2017

#### VENUE

IMEC I - Auditorium  
Kapeldreef 75  
3001 Leuven  
Belgium

Parking at the Kapeldreef See the [IMEC website](#) for a map and directions.

#### FEE

The fee for this meeting will be € 120,00 for members of LES and € 180,00 for non-members. For LES members 40 years of age or below there is a discount of € 20,00 under the condition of completing your date of birth at the online registration form.

Payment can take place by bank transfer or by credit card. Your registration will be confirmed with an invoice for the registration fee.

The fee includes meeting materials, buffet lunch, coffee and tea in the break and drinks after the meeting.

#### REGISTRATION

Please register online via the [online registration form](#)

#### EDUCATIONAL POINTS

Please contact the Registration Desk at the day of the meeting for the necessary lists to sign. A certificate of attendance will be send by email after the meeting.

#### PARTICIPANTS

Please note that this topic meeting is open for LES members and non-members worldwide. However, from participants it is expected that they have at least an academic background (law, financial or technical).

#### MEMBERSHIP

For information on membership of LES Benelux please send an email mail to [secretariat@les-benelux.org](mailto:secretariat@les-benelux.org) or ask our staff at the registration desk at the day of the meeting.

#### PROGRAM AND PRESENTATIONS

The speakers at this meeting will be kindly requested to make their presentations available for publication at level 2 (registration required) of the [LES Benelux website](#). The presentations will be available approximately two weeks after the meeting. All participants will receive instructions by email how to access these presentations.



[www.les-benelux.org](http://www.les-benelux.org)

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## SPEAKERS

**Jorn Craeghs** is the Director of the Behavioural Design Academy, a knowledge centre on behavioural psychology and how it can be applied to business, policy and behaviour change challenges. As the Director, Jorn is in charge of the Academy's vision, programs and content.

The Academy is a product of SUE Amsterdam, an innovation consultancy where Jorn had the role of being Insights Lead. Jorn has led projects for companies such as Philips, Sanoma, Achmea and Rabobank, next to projects for non-profit organisations and government.

As such Jorn has become an expert on human behaviour and decision-making. He is a regular keynote speaker and workshop leader at conferences, schools or in-company.

**Frédérique Joos** is a senior associate of Cresco Business Law Firm. Frédérique focuses on the commercial, technological and intellectual property aspects in the ICT and life sciences sector.

Frédérique has a particular expertise in structuring complex licensing and other IP arrangements, IP monetization strategies and negotiating all aspects of technology transfer, licensing and commercialization be it in the software, hardware, life sciences or more traditional industries. Frédérique has also an in-depth expertise in free and open source licensing. Prior to being a senior associate at Cresco, Frédérique was an associate at Cresco (2014-2016), an associate in the corporate and commercial department of Ambos NBGO (2012-2014) and legal advisor to the capital markets department of KBC Bank (2011-2012).

**David Mussche** is a tax partner with Mythra tax lawyers. He assists private individuals, businesses and government bodies regarding direct and indirect tax matters. David has a broad experience in negotiating and drafting agreements that have tax repercussions, with the tax aspects of financing and reorganizations, and with tax planning. David has a pronounced interest in international taxation and taxation surrounding innovation, specifically in relation to software and gaming. He is tax advisor to several Belgian game developers. Prior to co-founding Mythra, David was active in two renowned law firms in Brussels, NautaDutilh and Laga. He holds a law degree from the University of Ghent, a Master in Tax Management from the Solvay Brussels School of Economics and Management and an LL.M in International Taxation from the New York University School of Law. After his studies in the U.S. he also interned with the International Monetary Fund. David is licensed to practice law in Belgium and in the State of New York.

**Karel Nijs** is counsel at Pierstone, Brussels. He obtained a law degree from the Facultés Universitaires Notre Dame de la Paix (Namur) and the University of Leuven (KUL), including one year at the University of Fribourg, Switzerland, as part of the Erasmus exchange programme. Subsequently graduated cum laude from the LL.M programme for foreign students at the University of Münster, Germany (WWU). His key qualifications:

- Intellectual Property : administration, legal advice and litigation in IPR enforcement matters (anti-piracy and counterfeiting, customs border measures, parallel import), licensing and contract drafting
- Commercial law (commercial cooperation agreements, including distributorships, agency and franchise agreements) : contract drafting, legal advice and litigation
- Trade practices (promotions, contests, advertising, unfair competition, terms & conditions and consumer contracts) : drafting, legal advice and litigation
- IT / e-commerce : contract drafting, legal advice and litigation



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**Heidi Rakels** is chief executive officer at GuardSquare. GuardSquare is the global reference in mobile application protection. We develop premium software for the protection of mobile applications against reverse engineering and hacking. Our products are used across the world in a broad range of industries, from financial services, e-commerce and the public sector to telecommunication, gaming and media. GuardSquare is based in Leuven (Belgium) and San Francisco (USA).

**Jean-Christophe Troussel** is a partner in Bird & Bird's Intellectual Property practice, based in Brussels. He has more than 25 years' experience in contentious and transactional intellectual property and technology related matters. Jean-Christophe has significant industry expertise in a number of sectors, including Food & Beverages, Luxury Goods and Medical Devices as a litigator, a transactional lawyer and a trusted adviser. With an impressive track record in all types of IP dispute resolution, including patents, know-how, trademarks and unfair competition matters. He also assists clients on issues related to portfolio management and protection, and on new types of challenges such as IP issues in social media and on the Internet. He also advises on the IP aspects of mergers and acquisitions, restructurings and finance-driven transactions, including IP due diligences. Jean-Christophe is a long-standing member of the Licensing Executive Society International (LESI). He is currently President of LES Benelux and former International Counsel to the Board of LESI and former Chairman of LESI European Committee. He is active within INTA, EPLAW and AIPPI and a frequent speaker at IP conferences in Europe. Jean-Christophe holds a Belgian law degree and an LL.M. from the University of Chicago.

**Patrice Vanderbeeken**, partner at Pierstone in Brussels, enjoys a reputation as a prominent technology lawyer. He has practised IT and IP law, with a focus on contracts, e-commerce, distribution, standardization, copyright and patents, for 13 years with NautaDutilh, a top tier Benelux firm, and before that at the European Court of Justice. As a former external advisor to the technology transfer office of a leading university and a global vaccine manufacturer Patrice has gained an excellent understanding of both the industry's and the academics' perspective with regard to technology contracting. He has developed extensive knowledge in EU and regional Research Framework Programmes. His practice further includes regulatory work and litigation. Patrice has been recommended for TMT and for Life Sciences in all the Chambers Europe editions since 2009 as well as in the Legal 500. He is a Board Member of the Licensing Executives Society Benelux and an Active Member of the Europe India Chamber of Commerce, a Liaison officer for the Licensing Executives Society International's IT and e-commerce committee, and a member of the Belgian Copyright Law Association and the Britcham ICT committee.

**Helena Verhagen** is a privacy expert who built her career of more than 15 years in international law-firms in the US and the EU, and as an in-house counsel for large corporations. In 2015 she decided to digitise herself, her knowledge and experience as a privacy consultant. That has resulted in the Accelerator, a privacy compliance tool that helps corporations to self assess privacy risk, fix any issues themselves and manage and monitor privacy compliance.

