

INVITATION TO A WEBINAR

organized by FICPI Sweden

on 21 April 2022

13:00 to 16:40 CET (Stockholm)

Not able to attend? Don't worry, the webinar will be recorded

Parameters affecting the value of a patent

What is the value of a patent? Does a patent always have a value? If so, what is it worth? How to tell whether the one patent is worth more or less than the other? Does a group of granted patents always have a higher value than a single patent application?

In a market economy, the transaction between a buyer and a seller occurs by free choice. Thus, in a sound business transaction, both parties - buyer and seller – gain from the transaction. As a consequence, price and value are different concepts. As Warren Buffet said *“Price is what you pay – Value is what you get”*. We have gathered five experienced experts in the field who are going to share their perspectives on patent value.

SEMINAR PROGRAM 21 April 2022

Parameters affecting the value of a patent

(the below times are Central European Summer Time, CEST)

13:00 (1 PM) WELCOME ADDRESS

Mr. **Michael ANDERSSON**, Authorized Patent Attorney (SE) and Senior Partner, Zacco Sweden AB

13:10 – 13:40 Valuation of Patented Technology from an Accounting Perspective

Mr. **Magnus SÖRLING**, Head of Valuation and Partner at Grant Thornton Sweden

Magnus will go through the framework for valuation of patented technology and other intangible assets in international and Swedish accounting standards. He will also discuss the most common valuation methods such as the income approach and the market approach.

13:40 – 14:10 How the value of a patent is impacted by the position in the technical system

Mr. **Marcus HOLGERSSON**, Associate Professor and Vice Head of Department at the Department of Technology Management and Economics, Chalmers University of Technology, Sweden

A patented invention is often part of a larger technical system consisting of several complementary inventions. The relationships between components do not only impact the functionality of the technology, but also the values of individual components and the associated patents. In this presentation we will focus on the challenges of patent valuation in complex systems, and various valuation principles that can be used to mitigate some of these challenges.

14.10 – 14:40 The value of a patent – what affects it and how to assess it in different scenarios (enforcement, licensing, investment, and evaluation in court proceedings).

Mr. **Jonas Westerberg**, Partner, Westerberg & Partners Advokatbyrå AB

Jonas will discuss and share his experience of what provides value – in a broad sense - to a patent and different approaches used to try to establish it in different scenarios from enforcement to the strict value assessment of an individual patent in court proceedings in the context of a claim for damages.

14.40 – 15.00 [SHORT BREAK]

15.00 - 15:30 Patent value from a business perspective

Mr. **Peter Ericsson Nestler**, Director IPR Defensive Strategies at IPR & Licensing,
Ericsson AB .

*The effects of business strategy, patent strategy and patent prosecution on patent value in
the world of ICT – A large enterprise perspective.*

15.30 - 16:00 Patent value in small and medium sized companies in the Life Sciences sector

Mr. **Hampus Rystedt**, European Patent Attorney, Senior Partner, Zacco Sweden AB

*The effects of business strategy, patent strategy and patent prosecution on patent value,
from an SME perspective.*

16:00 – 16.10 [SHORT BREAK]

16.10 – 16.40 PANEL DISCUSSION with questions and summary

Moderator: Mr **Michael ANDERSSON**, Board Member FICPI Sweden,
Authorised Patent Attorney (SE), Senior Partner, Zacco Sweden AB



General Information

FICPI Sweden

FICPI Sweden is the Swedish part of FICPI which is an **international organization**, with members from more than 80 countries. FICPI works for patent and trademark attorneys in the free profession, with issues relating to their daily work as well as IP law issues on a global scale. The membership in FICPI Sweden, which is prerequisite for membership in FICPI International, provides a global network of IP professionals, and a possibility to understand and participate in the development of IP law throughout the world.

FICPI Sweden runs **regular seminars** focusing on current issues and trends in IP being of interest to IP practitioners. The seminars are open for all, but FICPI members enjoy a reduced registration fee. If you are interested in membership send an email to info@ficpiseden.se for more information.

Membership in FICPI Sweden

New members in FICPI Sweden (contact info@ficpiseden.se) will enjoy a **reduced membership fee** for two years and will enjoy the lower registration fee for this seminar. Please note that only IP professionals in private practice in Sweden are eligible for FICPI membership.

CLE Credits

The seminar will provide **CLE credits** for attendees. As an Authorized Swedish Patent Attorney, you are required to attend at least ten hours of Continuing Legal Education (CLE, i.e., Professionell Vidareutbildning, PVU) each year. Your attendance is to be registered by 31 January the following year at the homepage of Patentombudsämnden. In case you have attended more than ten hours in one calendar year so that you have a surplus of CLE hours, you are entitled to be credited with a maximum of five such surplus CLE hours for the following year.

Date

Thursday 21 April 2022, 13.00 – 17:00 CET, i.e., 1:00 PM to 5:00 PM, Central European Time. Not able to attend at that time? Don't worry, the webinar will be recorded and by registering, you will obtain access to the recording.

Registration

Register at this [link](#) no later than **April 20**. Do not forget to indicate your **name** and **invoice address**, and whether you are a **FICPI member**. Please contact info@ficpiseden.se if you have any questions or if you want to take part in the "one for all" price for FICPI Sweden members.

Price:

Webinar attendance: 400 SEK (300 SEK for FICPI members¹)

The registration fee will be invoiced, your payment is expected within 10 days.

¹ For FICPI members we offer a **"one for all" price of 500 SEK, to attend all webinars during 2022**. Hence, please inform when registering if this is of interest. This new procedure will hopefully be appreciated, eliminating administrative burdens both for FICPI Sweden and attendees, e.g., by enabling payment in connection with the membership fee. FICPI Sweden plans for two more webinars in Q3 and Q4 2022.

Speakers



Mr. Magnus SÖRLING is Head of Valuation and Partner at Grant Thornton Sweden. He has extensive previous experience in the valuation field i.a. in the role as Director at PwC's valuation team. During his 18 years in valuation, Magnus has specialized in business valuation including valuation of intangible assets such as patented technology. Magnus is a member of The Swedish Society of Financial Analysts and holds a Degree of Master of Science in Business and Economics from Jönköping University.



Mr. Marcus HOLGERSSON is Associate Professor at the Entrepreneurship and Strategy division and Vice Head of Department with responsibility for education at the Department of Technology Management and Economics at Chalmers University of Technology. His research and teaching deal with management, economics, and strategies of innovation and intellectual property. Holgersson's research is published in, e.g., California Management Review, Long Range Planning, R&D Management, and Technovation. Holgersson has received multiple awards and scholarships, including the Wallander scholarship (2013), Chalmers Pedagogic Prize (2014), the Honorary Prize from students in Industrial Engineering and Management (2017), and the Best Teacher Award in Industrial Engineering and Management (2018 and 2021). He has held visiting positions at University of Gothenburg, Stanford University, and UC Berkeley.



Mr. Jonas WESTERBERG has more than 25 years of experience of patents from enforcement, opposition, licensing, and transactions. He was Head of IP at Lindahl prior to founding Westerberg & Partners, a niche law firm with focus on IPR and arbitration/litigation with approx. 30 lawyers, in 2018. He was on the board and is currently on the advisory board of EPLAW.



Mr. Peter ERICSSON NESTLER, currently Director IPR Defensive Strategies at Ericsson, started his career working with patents at Ericsson in 1991. In 1994, he had the opportunity to be responsible for IPRs at the business unit for Mobile Phones at Ericsson Mobile Communication, where he became a manager at the patent unit in 1998. In 2001, Ericsson closed down its mobile phone business and Ericsson Mobile Communication was turned in to Ericsson Mobile Platforms, where Peter continued his managerial position and in 2006, he became Patent Unit Manager at the Patent Unit Mobile Platforms. In 2009, Peter took the position as Vice President and Head of Patents at the newly formed joint venture ST-Ericsson.



FICPI SWEDEN



Mr. Hampus RYSTEDT is a Senior Partner at Zacco with 25 years' experience in the IP field. He holds an M.Sc. degree in molecular biotechnology from Uppsala University and an LL.M. in IP Law and Management from the University of Strasbourg. During his career, he has helped small and medium sized enterprises in biotech with all sorts of patent related issues.

Moderator



Mr. Michael ANDERSSON is an Authorized Patent Attorney (SE) and a Senior Partner at Zacco. He is also a Board Member of FICPI Sweden. Michael has 30 years of experience from working with Intellectual Property Rights as a competitive tool for business. He is experienced in IP Management and in the creation of patent strategies for creating product uniqueness and profitability for technology companies. Michael also works with licensing strategies, as well as drafting and prosecuting patent applications relating to software and electronics, automatic control engineering, as well as semiconductor technology and analogue circuitry. Michael has a Master of Science degree in Electrical Engineering from Chalmers University of Technology in Gothenburg, Sweden. He has previous experience from various positions in Sweden and the USA, including Software development at Spectra Physics (USA), Contal AB (Sweden) and microelectronics development at Ericsson Radio Systems AB (Sweden).