



LICENCING EXECUTIVES SOCIETY

**Central European Conference**

14<sup>th</sup> November, 2016

Budapest

LES Austria, Czech Republic, Hungary

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In co-operation with LES Austria and LES Czech Republic, the Licensing Executives Society, Hungarian Chapter cordially invites you to a one day Conference entitled

## **“Components of Success; Challenges for Startups and the Role of Intellectual Property in Business”**

**to be held**

**on Monday, November 14, 2016**

**10:00 to 17:00**

at the Conference premises of the Restaurant Bohém, at the ground floor of the building of the Palace of Arts, Hungary 1095, Budapest, Komor Marcell ut. 1.

### **Greetings by the President of LES Hungary**

Dear Licencing Professionals, IP Practitioners, All who are interested in how business can be promoted by Intellectual Property, in short, Dear Friends!

It is a pleasure for our small Chapter to invite you this time to our country to attend this conference, which will focus around questions of mutual interest, and respective pairs of presentations will be held by speakers from the three countries who have experience and knowledge how to utilize IP in making business and to share their knowledge with you. The conference will provide a good networking platform and participants from our three countries and perhaps also from other countries can meet and exchange information.

This will be the third one of such conferences in a line and the success of the previous two held in Bratislava and Prague, respectively makes us hope that this one will be equally successful.

Finally, I hope that this conference will give insight in the work of LES and many of you will decide to become an LES member soon.

Michael Lantos  
President  
LES Hungary



## “Components of Success; Challenges for Startups and the Role of Intellectual Property in Business” to be held on Monday, November 14, 2016

### Program

09:30 - 10:00	Registration, networking
10:00 - 10:15	Opening address Mihály LANTOS, President, LES Hungary, patent attorney
10:15 – 11:00	IPR and Licensing from the perspective of a Start Up Johannes HÖFLER, Initiator of the Patent & Founders Factory (PFF), Austria
11:00 – 11:45	The development of GPS Tuner Kft and the significance of an IP portfolio in increasing international reputation and business potential of the firm. Tamás NAGY, CEO at GPS Tuner Kft., Hungary
11:45 – 12:00	Discussion and questions and answers of the previous two presentations
12:00 – 13:00	Lunch break, networking
13:00 – 13:45	From helping Start-ups to having one Lenka KUCEROVÁ, Co-Founder, StarLift.org, Czech Republic
13:45 – 14:30	Key elements of a successful start-up Martin KUJAN, Head of Technology Transfer, Neulogy, Slovak Republic
14:30 – 14:45	Discussion and questions and answers of the previous two presentations
14:45 – 15:15	Networking break
15:15 - 16:00	TUW i <sup>2</sup> c – Innovation Incubation Center: A Model for Research Commercialization at Universities Dr. Birgit Hofreiter, Director of the Vienna University of Technology Innovation Incubation Center, Austria
16:00 – 16:45	IP aspects of Industry-university research collaborations in the pharma industry – value added results, pitfalls and practices Dr. István MOLNÁR; LL.M., Patent attorney, partner of Danubia Patent and Law Office, Hungary
16:45 – 17:00	Discussion and questions and answers of the previous two presentations.

End of the conference



## Details

**The participation fee for LES members is EUR 50, for non-members EUR 60.**

Parking fee: € 4.

There is a huge parking lot under the building. Those who arrive by car a special parking fee of € 4 for the day can be provided. The parking request should be provided at registration. The entry in the garage should take place by requesting a parking card, and during the conference a bar-code sticker will be provided for those registered for parking, and by placing the sticker on the cards the garage barrier will open.

## Registration

Registration can be done through our website [www.les-hungary.hu](http://www.les-hungary.hu), or through e-mail to [info@les-hungary.hu](mailto:info@les-hungary.hu); and those who reside in either Austria or in the Czech Republic (or in Slovakia) can also register at their national LES Chapters.

Payments should be done by bank transfer only, and upon request invoices will be issued. (Account holder: LES Magyarország Egyesület; IBAN: HU72 1170 5008 2043 0272 0000 0000; SWIFT: OTPVHUHB; Bank: OTP Bank Zrt.)

## Sponsorship opportunities:

The conference organizers would thank to sponsors for any assistance, and those who decide to sponsor the event, will see that their company logos will be included in the final materials and will be displayed on the venue. **Sponsorship suggestions should be sent to [info@les-hungary.hu](mailto:info@les-hungary.hu).** Accepted sponsorship: € 150: bronze level, € 250 silver level and € 400: gold level  
In the Foyer of the venue there will be place to position posters and materials for sponsors.

The venue is the famous modern building of the Palace of Arts and it houses the Ludwig Museum, and those who like symphonic music can enjoy the concert after the conference or concerts the previous weekend.

