

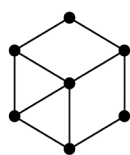
Seminar: AM - Design in Tech, PM: Intellectual Property Summit

Design in Tech

Times	Name	Topic
9.55-10.00	John Cleere, Product Strategy, Red Lemonade.	Opening remarks
10.00-10.20	John Cleere, Product Strategy, Red Lemonade.	Design a product strategy for a high stakes challenge
10:30-11:10	Noel Joyce, Design Director HAX (SOSV), Anita Callan, VP of Product, Teckro. Patrick Monaghan, Product Director, Phorest	Design as a strategy for successful products
11:30-12:10	Stephen Labanyi, Service & Interaction Design Lead, Fjord. Matthew Ovington, Head of UX, Travelport. Mark Swaine, Head of Product, UX Guy.	Jargon Busting for Design in Tech
12:30-12.55	Lydia Ward, UX Designer, Genesys.	The UX of AI – putting people first in an automated world.
13.00-14.00	Lunch Break & Networking	

Intellectual Property Summit

Times	Name	Topic
14.00-14.20	Dr. Nikos Minas, IP strategist - Patent Attorney, MacLachlan & Donaldson	The Role of IP in an Open innovation Ecosystem
14.20-14.40	Eoin Flavin, Principal consultant , Stepstone Consulting	Innovation & Standards – How to do the right things right
14.40-15.00	Joe Doyle, IP Manager, Enterprise Ireland	IP Strategy the secret to global scalability
15.00-15.20	Samantha Williams, Licensing Manager, Trinity College	Commercialisation of IP – the University Perspective.



red lemonade

Build better digital products

**Design in Tech
& IP Summit**

All presentations/timetables are subject to change. Please check with onsite event timetable on the day.