

The Patent Lawyer

GLOBAL REACH, LOCAL KNOWLEDGE

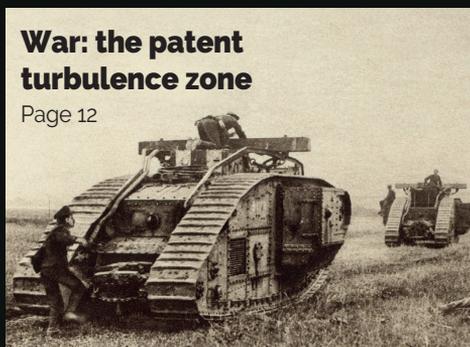
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Road to the future: SEP licensing and litigation in the automotive field

Shaobin Zhu & Bo Tang, Morgan Lewis & Bockius LLP, address the advances in vehicular technology and the correlating increase in standard-essential patent licensing and litigation in the automotive industry for continued innovation and protection of these enhancements.



War: the patent turbulence zone

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Revealing insights on the oncology patent landscape

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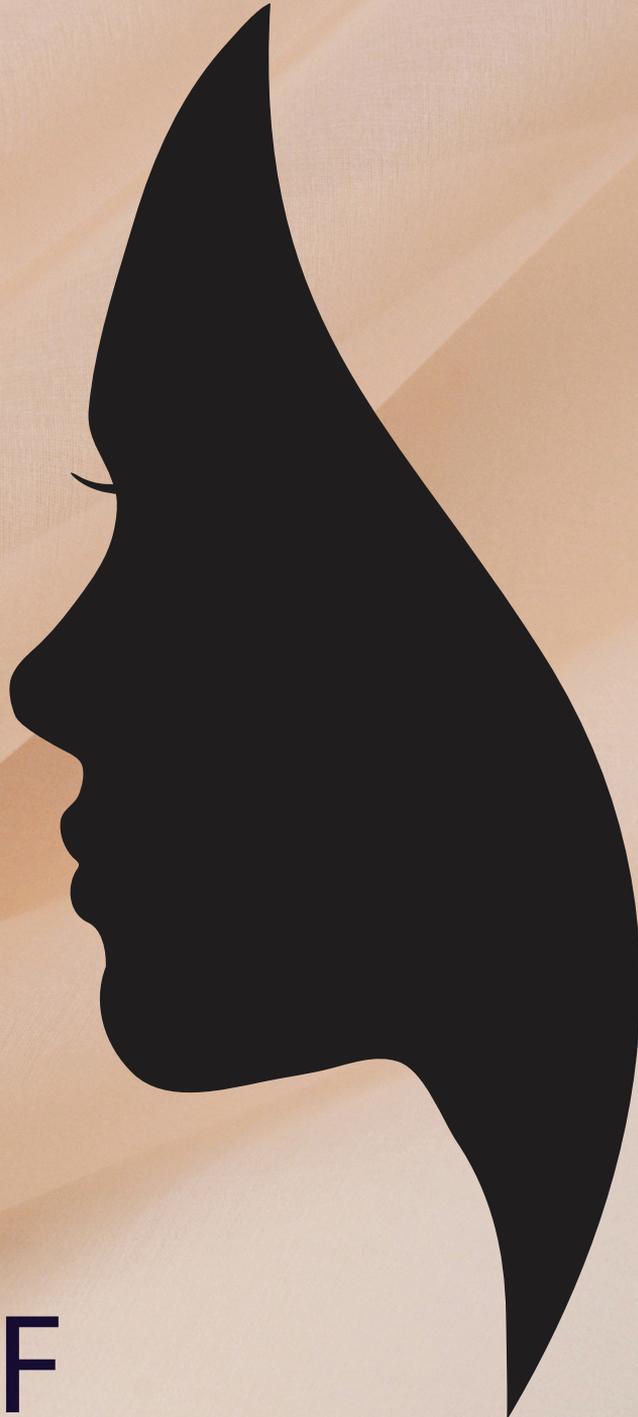


Patent opinions: are they still helpful?

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Women in IP Leadership

Celebrating achievements and continuing
the empowerment of women



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We give special thanks to HGF for their dedication and support in continuing
the empowerment of women in IP by facilitating this opportunity.

This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.

This segment is sponsored by HGF, who, like *The Patent Lawyer*, are passionate to continue the empowerment of women. HGFs' sponsorship enables us to remove the boundaries and offer this opportunity to all women in the sector. We give special thanks to HGF for supporting this project and creating the opportunity for women to share their experiences, allowing us to learn from each other, to take inspiration, and for continuing the liberation of women in IP.



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At the heart of HGF values is our people, they enrich our business and make it stronger. We know that women, especially in leadership roles, provide a different set of skills, fresh perspectives, structural and cultural differences that can drive more effective solutions. Awareness around the importance and value of gender diversity in IP has grown and one of HGF's DEI targets is to improve gender balance at a senior level. One of the actions we have taken to help us work towards this is to change the partner promotion process. The new system is meritocratic, equitable, and aligns with our Values of People Matter, Teamwork, Excellence, and Progressive.



If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.



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HGF offers a fully integrated IP solution, bringing together patent attorneys, trade mark attorneys, design attorneys, IP solicitors and attorneys-at-law across 22 offices in Austria, France, Germany, Ireland, The Netherlands, Switzerland and the United Kingdom.

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Clio Davies: Founder, Sparks IP

An interview: inspirations, experiences, and ideas for equality.

Clio is an accredited IP Advisor and has been working in the field of Intellectual Property for almost 15 years. She started her career as a patent searcher before going on to provide IP advice to startups and SMEs. Prior to founding Sparks IP, Clio spent seven years in a senior consulting position at a leading IP Software provider working with international corporations and Law Firms across Europe, Asia and North America on their IP process management and technology adoption. Clio is now a leading subject matter expert in the IP Software sector with unparalleled insights into the IP technology landscape.

What inspired your career?

In my late teens, I wanted to be an intelligence analyst in the police and the careers advice I received was to first get some office experience. So, at the end of university, I applied for an office job as a Researcher and it turned out to be a patent research role – that was my first foray into IP and I simply never left!

During my tenure as a patent researcher, I completed several IP courses and qualifications to help with my IP education. I ended up becoming a qualified patent paralegal and a UKIPO-accredited IP advisor, even though I wasn't practicing, because at the time there weren't many education options outside of training to become a patent or trademark attorney. After my first job, I later transitioned to an IP strategy company which introduced me to the commercial side of IP, where I stayed for a few years.

I was young, ambitious, and looking for a new challenge when I came across a job advert for an IP software organization. Until this point, I hadn't really realized the depths of the IP software & services world. I spent seven years at that company and it gave me access to some amazing opportunities; I got to work across three continents with some incredibly large clients and I was fully immersed in this IP tech world that I didn't previously know much about. So influential was my exposure to this side of IP that it inspired me to launch my own consultancy in January this year, specifically focusing on IP technology.



Clio Davies

“My advice would be to have that confidence and conviction in your own abilities and what you bring to the table.”

So, I've come from not really knowing this world existed to being a subject matter expert, helping others with IP technology adoption, development and advisory.

How have you found the pathway to your current position? And can you offer advice from your experience?

Very fragmented! Unless you're going down the traditional attorney route into IP, I don't think there is a natural path of progression. I've found that people in the industry who aren't attorneys tend to fall into the IP world, so for me, even once I was in it, I didn't know what opportunities there were and I didn't know how to progress organically.

Every move I made until now was primarily opportunistic and without any known career direction in mind. Even starting my own company was to some degree a leap of faith but it has actually helped me hone in on my niche within IP. Going it alone was six months in the planning and even during that time my ideas of the sorts of services I would be offering have changed. I think, like any business, my ideas and plans are ever-evolving and I've been reacting to identified market needs. I think many would agree, that unless you're on a traditional career path, e.g., patent attorney or paralegal, there isn't necessarily a natural or obvious route forward in the IP space.

One piece of general advice I would give would be to never underestimate the strength of your own knowledge. I think it's been incredibly difficult to prove myself in this industry because I don't come from a more traditional engineering or legal background – I've found that proving that I actually know what I'm talking about when it comes to IP has been much more challenging. As someone from a non-traditional IP background, as a woman, and as someone who is fairly young in comparison to the typical demographic, I have definitely had to work harder than others to prove myself every step of the way.

In a previous position, I initially took a junior role because they didn't think that I was ready for the senior position I had applied for. But after

a few short months, they offered me the original senior position because I had proved that I was capable. If I could go back and talk to my younger self then, I would have instilled more confidence in myself to push for the senior position that I actually was ready for. I think there is also the typical issue here of impostor syndrome, which is much more prevalent in women, that saw me easily convinced at the time that I wasn't ready for the senior role.

So, my advice would be to have that confidence and conviction in your own abilities and what you bring to the table. Try not to let your perception of what is more traditional muddy the waters. There are a lot of people in this industry, all of whom will look different, will come from different backgrounds, and be of different genders and it's important to remember not to be blindsided by your initial pre-conceptions of them.

What challenges have you faced? And how have you overcome them?

I have been in meetings where I've noticeably seen people talking directly to my colleagues, typically the men in the room or the person most senior, and positioning their questions solely towards them but as I've begun to talk I've watched the room's focus move towards me. Winning the room like that has often taken work, but in some ways, it's also rewarding once you see that shift and receive the acknowledgement that, actually, yes, I am the subject matter expert here. But as a young woman, simply turning up to the meeting doesn't automatically give you the floor and as someone who considers themselves very progressive, it was difficult to come to terms with.

I found a similar thing occurred at networking events, particularly when I was younger. I typically walked into a room full of mostly older men who would engage me in conversations that weren't at the same professional level as my peers: they might ask me if I had any holidays planned that year rather than talk to me about the recent transactions in the IP market. I've had to learn to position myself right off the bat and start conversations at a deeper professional level. I'm at the point in my career now where events are a lot easier because I've gained confidence through experience and expertise but that has equally come through networking because other IP professionals I know will also now introduce me as a SME.

What would you consider to be your greatest achievement in your career so far?

I think starting my own company is a pretty huge achievement! There are individual projects that I've worked on previously that have been great, but starting a company is a whole different



I think one change I'd like to see is more acceptance of people from non-traditional IP backgrounds, for those like me who haven't entered the profession with an engineering or legal background.



kettle of fish - and actually, something I thought I would never do.

It does come with its challenges because you have to fulfil every role. You can put a lot of effort into business development and winning new clients but you then also have to deliver projects in tandem. Plus, you are every other job in the company on top of that - you're the administrator, the digital marketer, the bookkeeper and everything in between. I'm only six months in at this point but I feel very fortunate that it's been a success and that I have a number of significant clients and opportunities.

What are your future career aspirations? And how will you work to achieve them?

I'd like to continue to grow the business, whether that's organically or through partnership or acquisition. I think having the opportunity to work with additional experts and resources could really expand the potential of Sparks IP and the services we offer. I'm also at a point in my career where I feel I can bring value to the next generation of people entering the field. It would be great to be able to give back a little bit whether that's directly through nurturing my own team or through mentorship.

What changes would you like to see in the IP industry regarding equality and diversity in the next five years?

I think one change I'd like to see is more acceptance of people from non-traditional IP backgrounds, for those like me who haven't entered the profession with an engineering or legal background. When I see companies advertise jobs, I think why aren't these opened up to a wider audience? More often than not, an IP Strategy role requires a patent attorney in the job description but you don't need to have a legal background to understand the commercial aspects of IP. There was a point in my career when I almost didn't get a job because of my background but I ended up being an asset to the company. There are so many alternative roles within the IP space now, especially when you look at IP software and services, and I'd like to see those people recognized more for their contributions to IP, through notable industry awards, for example.

One of the biggest gender diversity issues arises from the fact that STEM subjects are still very male-dominated, resulting in more men coming through the patent attorney route. But this goes back to my previous point of accepting people from different educational backgrounds.

How do you think the empowerment of women can be continued and expanded in the IP sector?

There has been a steady increase of women-focused IP events and initiatives which is great to see, but I remember going to my first one very excited only to leave a little disappointed. I was expecting the program to be IP-rich topics but with female speakers and leaders and I was excited to meet and hear opinions from other female industry professionals. But the topics were all about business: 'how to get a raise' or 'how to communicate with your boss' etc. Now, these are all valuable topics, but we almost aren't helping ourselves in limiting these initiatives to that. As a young woman in the industry at the time, I wanted to see women talking about IP in the way that I could see myself doing in 10 years. I wanted to see women having a voice when it came to real-world IP issues, and next-generation industry decisions. I wanted to find role models in these IP leadership-type roles, not just hear about HR issues which aren't specific to the IP industry but to all businesses in general.

I don't want to do a disservice to these initiatives because I think they are incredibly valuable, but I think that there is more to be done. I would like to see more women on the podiums at speaking conferences and more women putting themselves out there on platforms like LinkedIn. The influencers within the industry are still mostly men but I want it to be possible for aspiring female professionals to pick out role models in the IP industry and envisage their own path to success.

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