

Biographies

Opening remarks



Benjamin Neyt

Chair, Intellectual Property Committee
AmCham EU (LVMH)

Benjamin works as a Corporate Affairs Manager for European Affairs within LVMH – Moët Hennessy Louis Vuitton's Corporate Affairs Department in Brussels. After eight years of working for the LVMH Group, Benjamin has developed a strong expertise on issues relating to intellectual property, digital governance, competition and industrial policy.

As part of his role at LVMH and involvement in several key trade associations in Brussels, Benjamin has been chairing AmCham EU's IP Committee since 2017.

A 32-year-old Belgian citizen, Benjamin holds a degree in European Studies, a LL.M. in European Law and a Master of Arts in European Politics and Administration from the University of Maastricht (Netherlands). He is a native French speaker, who perfectly speaks English and Dutch, and has good notions of German and Italian.

Keynote



Claudia Martinez Felix

Deputy Head of Unit, Intangible Economy
Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
European Commission

Since March 2021, Claudia is Deputy Head of Unit in the Unit C4: Intangible Economy (DG GROW) in the Commission. Her Unit is responsible for the management and development of European intellectual property titles, trade secrets, and the overall implementation of the Intellectual Property Action Plan adopted in November 2020. The Unit is also responsible for managing the relations with European Union Intellectual Property Office (EUIPO), European Patent Office (EPO) and World Intellectual Property Organization (WIPO) and for developing a strong EU policy against counterfeiting. The Unit supports innovation and better SMEs' access to and management of IP rights, thus, transforming intangible assets into concrete economic deliverables also in view of a strong economic recovery.

Before joining Unit C4, Claudia was for almost four years, Deputy Head of Unit in DG GROW, in the Unit responsible for the Single Market policy on the free movement of goods, mutual recognition and market surveillance. She led the international team dealing with EU products legislation third country negotiations, and the EU representation at the WTO Technical Barriers to Trade Committee. She was also leading the enforcement team on the application of the free movement of goods Treaty principle (so-called Cassis de Dijon) and the contributions on that area to the European semester and the national recovery and reforms plans exercise.

Claudia is a former legal officer at DG GROW Unit E1 where she used to deal with the Services directive. Previously she worked in the Directorate-General for Competition (DG COMP) where she was responsible as case-handler of antitrust

investigations. Before joining the Commission, Claudia worked as a public affairs and communication consultant on issues related to the digital agenda, sports related matters, and agricultural field, among other topics. She also worked in the European Parliament for several years in the field of communication and audiovisual media. After studying Law at the Pompeu Fabra University in Barcelona, and at Paris XIII University, she specialised in EU law at the College of Europe, Bruges.

Panel discussion

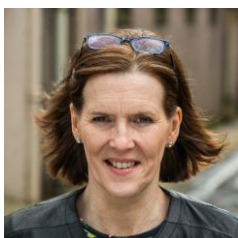


Ruben Bonet

Co-founder, President and Chief Executive Officer
Fractus

Ruben leads the Fractus executive team. Ruben's summary of accomplishments are the spin-off of Fractus from an R&D university, the funding with €20 million of venture capital, the international expansion across US and Asia, strategic partnerships with large industrial corporations, a later-stage MBO and the negotiation of \$200 million USD patent technology licensing agreements.

Ruben holds an MSc in Telecommunications Engineering and an MBA at IESE Business School. Earlier in his career he was strategy consultant at a leading consulting firm. Ruben has been recently appointed Entrepreneur-in-Residence at IESE and SMEs Chair in IP Europe, representing European SMEs. He is also Founding Partner of Abac Nest, a seed capital investment fund.



Rachel Jones

Head Dragon and Founder and CEO
SnapDragon

A firm believer in 'look up, look out', Rachel has driven export strategies in every business for which she has worked, or founded. Creating the Totseat chair harness (for babies who lunch) in 2005, the product's journey encompassed 40 countries, sales of over 500,000 units, copies and counterfeits. Thanks to its robust intellectual property, the Totseat (somewhat astonishingly!) survived, and from this experience a new business, SnapDragon, was born.

Rachel founded SnapDragon to help other SMEs fight fakes online. SnapDragon's Swoop software delivers affordable, accessible brand protection to businesses - keeping brands, revenues and customers safe around the world. Rachel is a member of the Scottish Ministerial Trade Board, The European Intellectual Property Office SME Task Force and the UK's IP Crime Group.

She was named Entrepreneur of the Year 2020 by the China Britain Business Council, the same year SnapDragon received a Queen's Award for Innovation.



Moderator

Rachel Bae

Intellectual Property Attaché
US Mission to the European Union

IP Attaché for the European Union, Iceland, Liechtenstein, Norway, Switzerland, and United Kingdom

Rachel Bae is the intellectual property (IP) attaché to Europe, where she advocates for effective IP policies in EU institutions and member states, contributes to bilateral IP-related discussions and assists US stakeholders. She also advances US IP policy objectives in relevant international organisations based in Europe.

Ms. Bae has almost 20 years of applied trade and IP policy experience. Prior to her current role, she served as the senior counselor in the Trade and Agriculture Directorate (TAD) of the Organization for Economic Cooperation and Development (OECD) in Paris, France. As a member of TAD's senior management team, she oversaw and provided strategic direction to advance the Directorate's work. In particular, she worked closely with the Office of the Secretary-General, as well as with other parts of the OECD, in the development and implementation of horizontal projects and on strategies to advance the implementation of OECD advice in member states and partner countries in the areas of trade and IP.

Before her tenure at the OECD, Ms. Bae served as a trade negotiator with the Office of the United States Trade Representative (USTR) at the US Mission to the World Trade Organization (WTO) in Geneva, Switzerland. In this capacity, she was the US delegate to several WTO bodies, including the WTO Councils on Trade-Related Aspects of Intellectual Property Rights (TRIPS) and Goods, and the Committees on Trade-Related Investment Measures (TRIMS) and Trade and Environment. She also participated in negotiations on trade rules, including fisheries subsidies, the geographical indication (GI) registration system for wines and spirits and the WTO Environmental Goods Agreement.

Before her posting to Geneva, Ms. Bae was director for Intellectual Property and Innovation at the USTR in Washington D.C. In addition, Ms. Bae served as an attorney-advisor at the United States Patent and Trademark Office and the US Customs and Border Protection's Office of Regulations and Rulings.

Ms. Bae is a three-time recipient of the USTR Certificate of Appreciation. She has served as a board member of the Customs Lawyers' Association and received a World Customs Organization award for meritorious service in the US customs administration.

Ms. Bae holds a J.D. from the University of the Pacific's McGeorge School of Law and a B.A. in political science and international studies from the University of California, Los Angeles. Ms. Bae is a member of the Maryland State Bar.