



NEW ZEALAND INTELLECTUAL
PROPERTY ATTORNEYS INC

ANNUAL CONFERENCE

2022

Friday 12th August
2022

Te Pae ki Ōtautahi
188 Oxford Terrace,
Ōtautahi/ Christchurch



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President's Welcome

Elena Szentiványi

I am pleased to welcome you to Ōtautahi / Christchurch and our 110th AGM.

Over the year Council has been working hard putting together today's business sessions and I trust you will find them interesting and useful. I welcome our overseas speakers and guests who have travelled to join us today.

Acknowledging that the last year has presented many challenges to travel and us being able to get together, I am looking forward to catching up with you over the day.

Thank you for joining us today and be well!



Elena

Our MC – Jason Gunn

Jason Gunn

Jason is a household name in New Zealand, having worked as a broadcaster across television and radio for over 40 years. He began his career in children's television, as the host of two popular shows, Jase TV and long-running show The Sun of a Gunn, and later becoming the host McDonald's Young Entertainers.

Since then, Jason has worked across a number of national television and radio stations, having landed gigs at both The Hits and More FM, as well as co-hosting hit reality shows such as New Zealand's Dancing with the Stars, The Rich List and Wheel of Fortune. His feature film credits include Valley Party Girls and The Holy Roller. He's also worked behind the camera as an accomplished director, producer and writer.

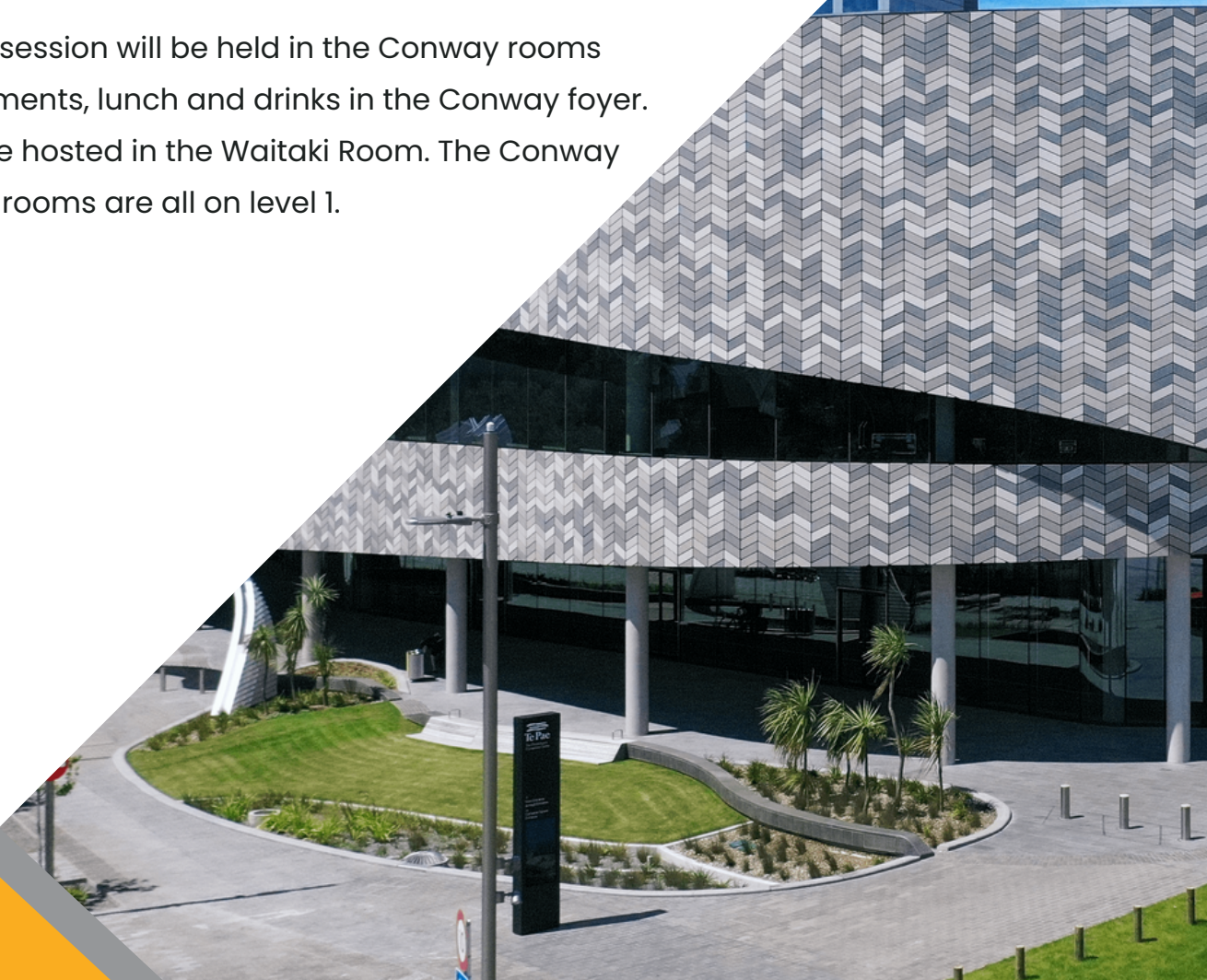


The Venue

Te Pae Christchurch Convention Centre has been designed as Ōtautahi Christchurch's 'gathering place'. The name, 'Te Pae' draws inspiration from several phrases in te reo Māori.

Te Pae Maunga – our mountain views. The source of our origin and central to our land and people. Te Pae Whenua – the vast plains we inhabit and Te Pae Tangata – a place to meet and converse. To talk, to be hosted, to share, entertain and inform... for Christchurch, Te Pae Christchurch is a gathering place.

Our plenary session will be held in the Conway rooms with refreshments, lunch and drinks in the Conway foyer. Dinner will be hosted in the Waitaki Room. The Conway and Waitaki rooms are all on level 1.



Schedule

8:30am

Registration opens

Conway Foyer

9:20 -
9:40am

Elena Szentiványi, NZIPA President & Jason Gunn, MC

Karakia, Introduction, Welcome, Loman Friedlander award presentation

Conway Rooms

9:40 -
10:40am

Andy Harding, UK Chartered Patent Attorney, European Patent Attorney, Forresters UK

Be prepared - drafting provisional and PCT specifications with a view to subsequent European Patent prosecution

Conway Rooms

10:40 -
11:10am

Morning Tea

Conway Foyer

11:10 -
12:10pm

Commercialisation panel

Conway Rooms

*James Hutchinson, KiwiNet;
Jonathan Ring, Zincovery;
Dean Tilyard, Finistere:*

How patent attorneys can give best advice for future success

12:10 -
1:10pm

Tom Cordiner QC, Emerson Chambers, Melbourne

Tom's Trade Mark Titbits (from across the ditch). Focusing on inherent distinctiveness post Cantarella v Modena in Australia

Conway Rooms

1:10 -
2:00pm

Lunch

Conway Foyer

2:00 -
3:15pm

Sheana Wheeldon (Barrister) & Victoria Argyle (AJ Park)

Ethics: Real and potential conflicts in modern practice

Conway Rooms

3:15 -
3:45pm

Afternoon Tea

Conway Foyer

3:45 -
4:45pm

Katherine Evans, General Counsel, Zespri

Making IP Disappear: your new superpower Conway Rooms

4:45 -
5:45pm

Local Business Panel Conway Rooms

Keith Alexander, Springfree Trampolines
James Whelan, Lone Star and Joe's Garage
Tracy Austin, Doggone
Luke Dawkins, Yen Gin

5:45 -
6:00pm

Jason Gunn

Conference closing and short break Conway Rooms

6:00 -
6:30pm

NZIPA Annual General Meeting - members only Conway Rooms

6:30 -
7:15pm

Drinks

Conway Foyer

7:00 -
10:30pm

Dinner

Waitaki Room

Speaker Profiles



ANDY HARDING

Andy Harding is a UK and European patent attorney, and partner in the London office of **Forresters IP LLP**. He began his career in IP nearly 20 years ago, starting as a patent examiner at the UK IPO, before joining Forresters in 2004.

Andy's practice is split between prosecuting both European and UK patent applications. As a member of the firm's Technology and Engineering team, he handles applications across the mechanical and electromechanical fields.

Andy is also a member of the International Liaison Committee of CIPA – the UK's equivalent to NZIPA.

JAMES HUTCHINSON

James leads the **KiwiNet Innovation Network** (KiwiNet) which is the combined power of the commercialisation arms of New Zealand's Universities, Crown Research Institutes and other research organisations who receive public funding.

KiwiNet leads NZ's collaborative model of research commercialisation to transform scientific discoveries from publicly-funded research into new disruptive products and services. KiwiNet and the wider Commercialisation Partner Network has demonstrated the power of bringing together diverse players across the science & innovation ecosystem to work towards a collective vision for New Zealand. Together they are driving NZ towards a globally-competitive technology sector that delivers significant economic growth and prosperity.

James holds a PhD in Chemistry from the University of Cambridge and is passionate about the important role that science and the scientific community must play in growing the economy into new high-tech and knowledge-based sectors, informing public policy and in changing our world for the better.

Website: kiwinet.org.nz



JOHNATHAN RING

Jonathan (Jono) Ring is the CEO and co-founder of **Zincovery**, a start-up that is developing technology for recycling zinc from industrial waste.

Jono started researching zinc recycling through a Chemical Engineering Master's project under the supervision of Prof. Aaron Marshall. After initial success in the laboratory, Jonathan and Prof. Aaron Marshall successfully spun out Zincovery. Since then, Jonathan has led the company as CEO, raised over \$2 million of funding, won the Callaghan C-Prize, and successfully navigated an early-stage pivot.

To deep-tech businesses like Zincovery, developing a strong IP position is a key requirement for business success. Jonathan has a broad range of experience that has helped build the company's IP position; first as a researcher helping to prepare Zincovery's patent applications, and now as a manager helping set and implement the IP strategy at a governance level.

Website: zincovery.com



DEAN TILYARD

Dean is a Venture Partner for **Finistere Venture** a global agtech and foodtech venture investor.

Dean was previously Chief Executive of The Factory, a New Zealand start-up advisory and accelerator specialising in early stage agritech investment.

Dean has experience with multiple start-ups and technologies and is a founding member of the New Zealand Angel Association where he received the Association's inaugural Kotahitanga Award. Dean has founded an angel investor network and seed investment funds.

Dean is also a Director with Sprout Agritech (seed stage investor), BioLumic a director of Levno (plant science) and AgGenetics (animal genetics). Dean has a BA(Hons) in Economics and Geography from Otago University.

Website: finistere.com

TOM CORDINER QC

Tom Cordiner QC holds the dual qualification of barrister and registered patents and trademark attorney. Prior to joining the law, Tom obtained tertiary qualifications in science and law and earned an honours degree in molecular genetics with a project funded by Florigene Ltd (responsible for the “Blue Rose” and “Long-life carnation” projects) and Melbourne University.

From 1998 to 2003, Tom was a solicitor with Ashurst (then Blake Dawson Waldron), including taking on a six-month secondment at GE Capital. He became a registered patent attorney and trade marks attorney while with the firm, drafting and prosecuting mechanical and molecular biology patents, and assisting clients in a range of technologies, from dance-shoes to nanotechnology.

Tom has been a barrister of the Victorian Bar since 2003. He was appointed as a silk in 2016 and as a Queen’s Counsel in early 2017. Tom commonly appears in the Federal Court of Australia in trials and appeals throughout Australia, and from time to time the Patents Office and Trade Marks Office. He appears for, and advises, a broad range of clients in all kinds of industries including pharmaceutical, mining, automotive, agricultural, information, technology/telecommunications, wagering and fashion.

Website: emmersonchambers.com



SHEANA WHEELDON

Sheana Wheeldon is a barrister and mediator, with more than 30 years’ experience in IP dispute resolution. She is one of New Zealand’s leading Intellectual Property lawyers, with a strong focus on commerciality and settling disputes.

Sheana is a dual qualified lawyer and registered patent attorney and has practised as a barrister since 2015, after ten years as a partner and head of the IP practice at a major national firm. Her IP practice encompasses disputes of all kinds, with particular expertise in IPONZ trade mark proceedings including appeals.

Now also practising as a mediator, Sheana is an associate member of AMINZ, a member of the AMINZ Panel of Mediators, and is on AMINZ’s specialist Intellectual Property List.

In the adjudication field Sheana is a member of the NZ Domain Name Commission’s Panel of Experts who decide domain disputes in the .nz space. She is a member of the New Zealand Law Society IP Committee and of the IPSANZ trans-Tasman and New Zealand committees.

Website: quaychambers.co.nz



DR. VICTORIA ARGYLE

Dr. Victoria Argyle is Senior Associate in the Litigation team at AJ Park and a registered patent attorney (New Zealand and Australia).

Immediately prior to joining AJ Park, Victoria practiced as an employed Barrister with Andrew Brown QC and acted as Junior Counsel on patent opposition and revocation matters, and trade mark opposition matters before IPONZ.

Prior to joining Andrew's practice, Victoria worked as a patent attorney with Baldwins Intellectual Property in the ChemBio team.

KATHERINE EVANS

Katherine Evans is General Counsel of **Zespri Group Limited**, the global category leader in kiwifruit with a purpose of helping people, communities, and the environment around the world thrive through the goodness of kiwifruit.

In her role as General Counsel, Katherine provides advice on legal and intangible asset matters across all areas of the business from cultivar R&D to consumer marketing and sales in more than 50 countries.

Prior to joining Zespri, Katherine worked as General Counsel of a New Zealand software business and a biotechnology research company, adding to her private practice experience in information technology and intellectual property at leading law firms in New Zealand and Canada.

Website: www.zespri.com



IP Pathways Panel



KEITH ALEXANDER

After starting out as a school teacher Keith Alexander did an engineering degree and PhD at University of Canterbury. He then worked in an engineering consultancy in Auckland for 6 years, returned to Christchurch to manage the design section at Hamilton Jet. He moved back to the University of Canterbury in 1996.

Currently a recently retired Professor in Mechanical Engineering design, he has become known as the inventor of the **Springfree Trampoline** which won the US Child product of the Year 2010 and the Red Dot award in Europe in 2014.

More recently he has developed the Kera patient transfer system. Both of these products were commercialized through the University. He has put effort into the development of safety standards for trampolines in the USA, Australia, Europe and New Zealand. He has a variety of research interests including Microhydro, unconventional water craft and flying machines.

Keith has over 20 Journal publications, 27 patents and over 20 conference presentations. He has a wife and 3 grown children and recently, 2 adorable grandchildren.

Website: www.springfreetrampoline.co.nz

JAMES WHELAN

Brand Builder – Director of **Lone Star Café and Bar** Franchise Limited and **Joe's Garage** Franchise Services Limited Co-founder of the above companies after initially practising Law (Criminal) in Christchurch after graduating from The University of Canterbury.

Passionate about business, the art of leadership, brand culture, brand protection, attention to detail and franchise psychology in hospitality.

In James' words, he has "been with my beautiful partner and wife Lucy for 35 years (fellow Director of the above companies and CEO of Joe's Garage) and have 3 wonderful children Sophia, Josie and Teddy.

Love family, enthusiastic people, music, beach holidays, travelling, sport, motor-sport and walking with Lucy and our daughters dog, Maggie".

Website: www.lonestar.co.nz





TRACY AUSTIN

In a world fast moving to Smart everything, Founder and CEO of **Doggone**, Tracy Austin has often been recognised for her innovation and business acumen in developing Doggone. An entrepreneur at heart with a passion for creating IT based solutions to keep those we love safe and sound, Tracy was a nominee for the 2018 and 2019 NEXT Woman of the Year Awards (business category), nominee for Westpac Champion Business Awards 2019, 2020 and 2021 (Innovation Category), SheEO nominee 2020 and 2022 and has recently been inducted into the Ministry of Awesome's high growth incubator programme.

Doggone was developed with our fur buddies in mind. Lost and wandering pets is an every day problem, with 1 in 3 pets going missing. During their two year pilot with 4,000 dogs in the Hutt Valley, Doggone reunited over 1,700 lost pets using its technology. A great outcome for the happy pet owners whose dog didn't end up in the Pound or wandering the streets.

From the outset, protecting their IP was a key part of Doggone's strategy. Doggone's 'Report a wandering dog' feature within the Doggone app has a registered patent.

Website: doggone.co.nz

LUKE DAWKINS

Luke, founder and COO, has over 15 years' experience in working in various roles in the hospitality industry. Originally from the UK, Luke has moved around the world over the years (now settled in Christchurch, New Zealand). While gaining industry experience working as a mixologist over the years, Luke devoted time and attention to refining his cocktail creativity along the way. Luke is a co-owner of award winning Christchurch, NZ Gin bar: 'Gin Gin'.

YEN Gin's flavor profile is developed by Luke an award winning mixologist (turned Gin connoisseur) who combines carefully selected locally foraged New Zealand botanicals to procure a superior tasting Gin.

Website: yen.co.nz/



Floor Plans

LEVEL ONE

- Meeting Rooms
- Foyers
- Auditorium
- River Rooms
- Organisers' Offices
- Hospitality
- Circulation Front of House
- Back of House
- Stairs
- Escalator
- Passenger Lift
- Back of House Lift
- Toilets
- Toilets - Accessible
- Operable Walls

