



LES South Africa
Afternoon discussions

Artificial intelligence and Intellectual Property

You are cordially invited to attend this afternoon topic presentation

Date: Thursday, 5 March 2020

Venue: Offices of Oro Agri SA (Pty) Ltd 1 Henry Vos Cl, ASLA Park, Cape Town, 7139
<https://goo.gl/maps/bLpe4X9VobP2>

Time: 16:00 to 18:00

Presenter

Dr. Madelein Kleyn

Catering: *Drinks and snacks will be served following the presentation*

Cost: *LES members: R150 per person; Non-members: R200 per person*

RSVP: Please make payment and return your completed registration form by e-mail to les-conference@mad-ip.com by no later than noon on **Tuesday 25 February 2020**. Please furnish proof of payment to the account indicated in the accompanying registration form. Make sure to put your name in the reference field when making payment in order for us to distinguish between payments. **Registrations will be confirmed on a payment received basis only.** Space is limited and applicants will be accepted on a first-come basis.

The Licensing Executives Society is an international association having 30 national and regional member societies, each comprising of men and women who have an interest in the transfer of technology, or licensing of intellectual property rights - from technical know-how and patented inventions to software, copyright and trade marks.



Registration form for

Artificial intelligence and Intellectual Property

Please return the registration form with **proof of payment by close of business on Tuesday 25 Feb 2020** via e-mail to les-conference@mad-ip.com. **Invoices will be provided if requested and ONLY on receipt of payment**

NAME:		SURNAME:	
ORGANISATION:		OCCUPATION:	
TEL NUMBER:		CELL NUMBER:	
EMAIL ADDRESS:		FAX NUMBER:	

Will be joining by video conference/in person:

INVOICE REQUIRED (Y/N)?		PARTY TO BE INVOICED:	
INVOICE FOR ATTENTION TO:		INVOICE ADDRESS:	
VAT No:		AMOUNT PAID R150 (member) OR R200 Non-member:	
SPECIAL MEAL REQUIREMENT:			

All registration fees to be paid by bank transfer to the following account:

Bank: Standard Bank – Hyde Park
Branch code: 006605
Account name: The Licensing Executives Society of South Africa
Account: 200863142

When making payment, please insert your name and IA-02 as reference into the applicable field on the deposit slip/bank transfer and email remittance advice to les-conference@mad-ip.com

Speaker – Dr Madelein Kleyn



Dr. Madelein Kleyn has more than 27 years international experience as intellectual property practitioner, patent attorney and in-house legal corporate counsel. Her recent interest is in the field of IA and intellectual property protection and she has presented two papers on the topic at conferences in 2019 and 2020.

She is a qualified chemical engineer (BSc Chem Eng) , an admitted attorney of the High Court of South Africa and a registered South African patent attorney. She holds an LLM in tax law and PhD in intellectual property law. Her technical expertise is in the area of petrochemicals, chemistry, process engineering, explosives and agriculture. Dr Kleyn's main areas of expertise include IP Portfolio management, IP policy and strategy development and implementation, IP Commercialization, IP litigation and patent and trademark oppositions. She regularly advises on corporate governance and IP risk management and specialises in drafting and advising on IP-related business transactions, including technology transfer and licensing.

Dr Kleyn is the Director of Technology Transfer at Innovus at the University of Stellenbosch since 1 Nov 2018. She is also appointed as research associate and fellow of the Anton Mostert Chair of Intellectual Property, University of Stellenbosch Faculty of Law an appointment recognizing proven specialised expertise. She moderates and teaches the patent and design module of the Anton Mostert Chair of IP LLM (intellectual property) course at Stellenbosch University.

She is the founder of and CEO of Mad K IP Consulting (Pty) Ltd a company that advises on IP strategy, corporate IP training and sensitisation, commercialisation of IP and advisory consulting on IP matters.

Dr Kleyn has authored and presented various articles, papers and publications on IP matters internationally specifically on technology and IP licensing and commentaries on national IP related legislation. Since 2014 she is the co-editor of the Lexis Nexis journal "International Pharmaceutical Law" and is also a co-author of the South African Chapter of this publication. She publishes and edits the quarterly news brief for the South African Institute of Intellectual Property lawyers (SAIIPL) in South Africa.

She is a member of American Chemical Society, INTA (Global advisory committee for Africa and Program advisory council), SARIMA, AUTM, LESI (Co-Chair of Technology licensing Committee), LES SA (President) and SAIPL (member of the Patent and Designs committee and editor of IP Briefs™) .

Madelein was included in the ***IAM Strategy 300 – The World's Leading IP Strategists 2015, 2016, 2017 and 2019 and featured in WTR300 World's leading trademark professionals since 2016.***