



<b>Westin Excelsior Rome</b>	<b>Via Business Summit</b>	<b>March 17-20, 2026</b>
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**Tuesday, March 17**

7:00 - 9:00 A.M.	Breakfast Available, Borghese Room	
9:00 - 10:00 A.M.	MPEG-H, Trianon Room	
10:00 A.M. - 12:00 P.M.	AAC, Trianon Room	
12:00 - 1:30 P.M.	Lunch (all), Borghese Room	
1:30 - 4:30 P.M.	AVC, Trianon Room	Voice Codec, Boncompagni Room
6:30 - 9:00 P.M.	6:30 Reception & 7:30 Dinner (all), Enoteca Taverna Capranica <i>Shutte departs at 6:00, Walking group departs at 6:00</i> <i>Sponsored by Licks Attorneys</i>	

**Wednesday, March 18**

7:00 - 9:00 A.M.	Breakfast Available, Borghese Room	
9:00 - 12:00 P.M.	Qi Wireless Power, Trianon Room	
12:00 - 1:30 P.M.	Lunch (all), Borghese Room	
1:00 - 2:30 P.M.	EV Charging, Trianon Room	
2:30 - 4:00 P.M.	ATSC 3.0, Trianon Room	
4:00 - 5:00 P.M.	Data Center Licensing Meeting, Trianon Room	
6:30 - 9:00 P.M.	6:30 Reception & 7:30 Dinner (all), Palazzo Ripetta <i>Shutte departs at 6:00, Walking group departs at 6:00</i> <i>Sponsored by Cohausz &amp; Florack</i>	

**Thursday, March 19**

7:00 - 9:00 A.M.	Breakfast Available, Borghese Room	
9:00 A.M. - 12:15 P.M.	<b>Via Business Summit Industry Conference</b> Ludovisi Ballroom - See Next Page for Full Industry Conference Agenda	
12:15 - 1:30 P.M.	<b>Lunch (all)</b> , Borghese Room	
1:30 - 5:00 P.M.	<i>(Ad Hoc Meetings as needed)</i>	
5:00 - 6:00 P.M.	<b>Evening Reception (all)</b> , Westin Excelsior Lobby	
7:00 P.M. 6:30 P.M. shuttle departures	<b>IP Conference Industry Sponsored Dinners</b> La Carbonara Campo de Fiori <i>Sponsored by Venable LLP</i> Ad-Hoc Restaurant <i>Sponsored by Bardehle Pagenberg</i> La Ménagère <i>Sponsored by Sullivan &amp; Cromwell</i> Il Marchese <i>Sponsored by Devlin Law Firm</i>	

**Friday, March 20**

7:00 - 10:00 A.M.	Breakfast Available, Café Doney	
Departure Times Vary	<b>Friday Excursions</b> 8:45 A.M. Imperial Rome Tour with Colosseum, Roman Forum and Lunch 8:45 A.M. Vatican Museum and Sistine Chapel Tour with Lunch <i>Sponsored by EIP Law &amp; Strategy</i> 9:00 A.M. Lazio Wine Experience Just Steps from Rome with Lunch <i>Sponsored by Devlin Law Firm</i>	



## Via Business Summit IP Conference

Thursday, March 19

Westin Excelsior Rome, Ludovisi Ballroom

9:00 - 9:15 A.M.	<b>Welcome Remarks</b> Kevin Mack, Via
9:15 - 9:35 A.M.	<b>Via Business Update</b> Kevin Mack, Helene Jay, Willy Chang, Via
9:35 - 10:20 A.M.	<b>IP Market Dynamics in Key Segments</b> Hanish Bhatia, Atom Insights
10:20 - 10:40 A.M.	<b>Networking Break</b>
10:40 - 11:15 A.M.	<b>A Policy Dialogue with WIPO and ETSI</b> Moderator: Olivia Rafferty, IP Fray Dr. Nina Belbl, World Intellectual Property Organization Magali Fitzgibbon, ETSI
11:15 A.M. - 12:15 P.M.	<b>Jurisdictional Considerations in SEP Enforcement</b> Moderator: Garrard Beeney, Sullivan & Cromwell Volkmar Henke, Bardehle Pagenberg Tim Devlin, Devlin Law Firm Tom Brazier, EIP Law & Strategy Carlos Aboim, Licks Attorneys
12:15 P.M.	<b>Closing Remarks</b> Kevin Mack, Via
12:20 - 1:30 P.M.	<b>Lunch</b> Borghese Room
5:00 - 6:00 P.M.	<b>Evening Reception</b> Westin Excelsior Lobby
6:30 P.M.	<b>Departures for Dinner</b> Shuttle or Walking Options
7:00 P.M.	<b>IP Conference Industry Dinners &amp; Locations</b> La Carbonara Campo de Fiori <i>Sponsored by Venable LLP</i> Ad-Hoc Restaurant <i>Sponsored by Bardehle Pagenberg</i> La Ménagère <i>Sponsored by Sullivan &amp; Cromwell</i> Il Marchese <i>Sponsored by Devlin Law Firm</i>
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03/12/2026