

## **Abstracts:**

Session 1- Engineering as a career

*"Being an engineer in a large corporation"*

This will not be a lecture. I wouldn't be trying to "teach" college students how to be successful in their careers, but I would simply share my experiences and thoughts on what helped me and what didn't. It will be an interactive discussion around a series of anecdotes from my 20-plus-year experience in large corporations and what I have personally learned from each of them.

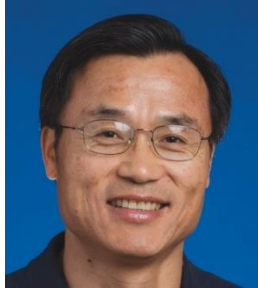
Session 2 - Patents in engineering

*"What should engineers know about patents?"*

This is an introduction to patents for engineers. It's not a legal discussion. I will share an engineer's view on patents from technical and business perspectives. There have been a lot of news about major disputes among the largest companies in the world around patent rights. Some companies thrive on patents and others suffer from them. We will try to answer some questions such as "Why patents matter to big and small businesses?" and "Why should engineers care about patents".

Changhae Park, Ph.D.

Chief IP Officer, Freescale Semiconductor, Inc.



Changhae Park is the Chief IP Officer at Freescale Semiconductor, Inc. based in Austin, Texas. He has led IP monetization campaigns that generated over \$1B for Freescale and Motorola Semiconductor Products Sector (which was spun out of Motorola to form Freescale in 2004). He has closed over 100 IP monetization deals with major corporations in semiconductor and electronics industries around the world. He has extensive first-hand experience in creating IP from research, protecting the IP through patents, and monetizing them through licensing and litigations.

He started his career as a semiconductor process research engineer at Cypress Semiconductor. After joining Motorola as a device development engineer he took several roles of increasing responsibility before becoming the head of an R&D center. His inspiration for IP monetization developed from a combination of this experience in the R&D center and a Technology MBA program. As a brand-new MBA in charge of an R&D organization, he started seeking new and creative ways of generating better return from the valuable IP and the significant investment that produced them. This led him to move from research into a strategy organization where he eventually took the responsibility for managing IP issues for the entire corporation. As the Chief IP Officer he currently drives all aspects of IP lifecycle from IP identification, IP prosecution, and IP monetization. He received his Ph.D. from the University of Texas at Austin and an MBA from Arizona State University.