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Mallun Yen is Executive Vice President of RPX Corporation and head of Corporate Development, M&A and Structured Acquisitions. Ms. Yen joined RPX following an eight-year career at Cisco where, as VP of Worldwide IP and Deputy General Counsel, she was responsible for developing and implementing the company's strategy to protect, enhance, defend, and capture the value of its IP. She built a group of over two dozen senior industry professionals with responsibility for all patent, copyright and trademark strategy, development, prosecution, disputes, licensing, acquisitions, marketplace, and policy, as well as patent pools and standards-related matters. She is credited with transforming Cisco's approach to IP from being primarily defensive to one closely aligned with business objectives and providing competitive differentiation, which marked the company's transformation into a global IP leader.