

11th - 12th December 2024

LONDON IP WEEK 7.0

Shaping Future Ideas

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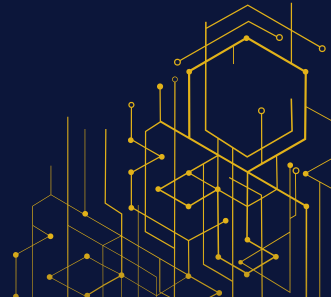
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INTERVIEWS



|| ABOUT



London IP Week is the premier forum where innovators and IP experts come together in the heart of London to shape the future of the Intellectual Property landscape.

The conference features a comprehensive program, featuring case studies, discussion panels, fireside chats and TED style presentations by some leading minds in the sector. Attendees will participate in a collaborative exploration of key challenges and trends, including the impact of generative AI, innovation in IP dispute resolution and strategies for brand building and protection.

Designed to bring together leading technologists and legal experts from diverse industries, London IP Week will provide multifaceted and rich examination of the evolving and ever-expanding world of intellectual property.



Stay Ahead of the Curve

Gain comprehensive insights into current trends and future trajectories of IP practices.



Forge New Connections

Connect with global thought leaders, professionals, and innovators shaping the IP landscape.



Shape the Future

Engage in thought-provoking discussions and knowledge exchange to influence the future of intellectual property.



Discover Innovative Solutions

Explore cutting-edge technologies and strategies that can transform your IP practices and business.

AGENDA || DAY 1

AI in the IP Landscape



08:30 - 09:30 **Registration and Breakfast**

09:30 - 09:40 **Chair's Opening Remarks**

Coreena Brinck, Head of IP, **IntuiCell**

09:40 - 10:05 **INDUSTRY KEYNOTE | Developing a Responsible AI Framework.**

- Delve into the transformative potential of AI, from automating repetitive tasks to uncovering hidden patterns and insights that drive strategic decision-making and innovation.
- Explore the critical role of AI in various industries, including its impact on the pharmaceutical sector, where AI accelerates drug discovery and personalises medicine.
- Address the challenges and risks associated with AI, emphasising the importance of rigorous testing, continuous monitoring, and human-in-the-loop processes to manage organisational risks.
- Uncover practical advice on building a Responsible AI framework, highlighting the need for companies to set their own policies and principles for using, developing, or procuring AI.

David Egan, Assistant General Counsel, Global Digital and Privacy, **GSK (GlaxoSmithKline)**

10:05 - 10:55 **PANEL DISCUSSION | Optimising Patent Processes: Integrating AI to Enhance Efficiency Across Patent Portfolios.**

- Discuss how AI-powered tools can help reduce administrative backlogs and accelerate patent examination processes, ensuring timely and accurate patent approvals.
- Explore how AI tools can streamline internal IP audits, identifying redundant, underutilised, or overlapping assets within an IP portfolio helping businesses focus on the most valuable parts of their portfolio.
- Discuss how companies are increasingly using AI-powered tools to identify potential patent infringement risks, expedite discovery processes, and support improved decision-making during patent disputes.

Frazer Kearl, Product Manager, **Patsnap**

Vijit Mishra, IP Manager, **Sitecore**

Clint Smallman, Lead Patent Attorney, **Vodafone Group Services Ltd**

Coreena Brinck, Head of IP, **IntuiCell**

10:55 - 11:55 **Coffee and Networking Break**

AGENDA || DAY 1

AI in the IP Landscape



11:55 - 12:45

PANEL DISCUSSION | **Strategic Synergy**: Maximising IP Amidst AI Evolution and Navigating Legal Frontiers.

- Explore the rising significance of copyright, trademarks, data, and trade secrets in the era of AI, uncovering strategies to optimise their value amidst technological advancements.
- Delve into the art of harnessing the true value of data, unlocking insights on leveraging data assets to bolster your IP portfolio and drive innovation.
- Propose a reevaluation of IP laws, and inventorship criteria for AI innovation and analyse its impact on future human and AI inventions.

Mykola Antoniuk, Legal Manager for Product Operations, **MacPaw**

Kaushal Choonee, Patent Attorney, **Elekta**

Sergey Kinchin, Manager, Legal Counsel Tech, Innovation & IP, **ICON plc**.

Ezequiel T. Condoluci Santa Maria MSc, LLM and EMBA, +15 PQE Dual Qualified Solicitor (England & Wales and Argentina)

Francesca Mazzi, Lecturer in AI, Innovation and Law, **Brunel University London**

12:45 - 13:45

Networking Lunch

13:45 - 14:10

KEYNOTE PRESENTATION | **Adapting IP Leadership in the AI Era**: In the dynamic landscape of IP leadership, leaders have encountered unprecedented hurdles in recent times. As the landscape continues to evolve, it is crucial to discover inventive approaches to address emerging challenges.

- Strategic Allocation of Resources amidst Economic Challenges.
- Pioneering Strategies for an AI-influenced Work environment.
- Cultivating Talent across varied geographical Landscape for Robust Succession planning in the age of AI.

Joel Moss, Associate IP Counsel, **Google DeepMind**

14:10 - 14:55

PRODUCT DEMONSTRATION BY DIGIP | **Transforming Trademark Management: A DIGIP Demo with Gulf Oil Case Study.**

- Join Viktor Johansson, CEO of DIGIP, at London IP Week for a compelling product demo. Learn how Digip redefines trademark management with AI and machine learning, offering real-time data, AI monitoring, and streamlined processes. Explore a case study on Gulf Oil, showcasing how our platform supports their global trademark operations, improving decision-making and efficiency. Digip simplifies and transforms IP management with proactive automations and fixed-cost solutions, making IP teams more efficient.

Viktor Johansson, CEO, **DIGIP**

14:55 - 15:35

Coffee and Networking Break

AGENDA || DAY 1

AI in the IP Landscape



15:35 - 16:20

PANEL DISCUSSION | **Managing Risks and Protecting Assets: IP Policy in the Age of AI.**

- Explore how legal and IP frameworks can adapt to support innovation across departments with practical approaches to training and educating departments on AI-related legal risks..
- Gain a comprehensive understanding of what constitutes the appropriate use of third-party AI tools and how robust governance policies play a pivotal role in ensuring that AI deployments are compliant, secure, and aligned with organisational goals.

Cait Ryan, Legal Counsel – Commercial & Intellectual Property, **New Look**

Laura Skinner, Senior Legal Counsel, **BAT**

Sarah Jarman, VP Legal & Group DPO, **Emplifi**

16:20 - 16:30

START-UP PITCH | **Ankar: Empowering Inventors Across the IP Lifecycle.**

- Learn how Ankar empowers leading IP teams with tailor-made artificial intelligence to operate more efficiently, thoroughly, and productively – across the entire IP lifecycle.

Tamar Gomez, Co-Founder, **Ankar.ai**

16:30 - 16:40

START-UP PITCH | **A Culinary Search Journey to Boost Your Innovation Work by AI Assisted Degustation of Know-How Hidden in Patents.**

- The digitalization of workflows and introduction of AI enables new opportunities to qualify and navigate innovation projects more efficiently. Being able to easily explore, understand and collaborate on patent information is here one key element.

IPscreeener integrates searches and analysis across the organization for easier review, analysis and follow up. This AI degustation reveals in three menu steps how to unlock more rapid and reliable R&D and IP for enterprises.

Linus Wretblad, CEO & Founder, **IPscreeener**

16:40 - 16:45

Chair's Closing Remarks

Coreena Brinck, Head of IP, **IntuiCell**

16:45 - 18:15

Drinks Reception

SPEAKERS || DAY 1

AI in the IP Landscape



COREENA BRINCK

Head of IP | **IntuiCell**

EVENT CHAIR



VIJIT MISHRA

IP Manager | **Sitecore**



FRAZER KEARL

Product Manager | **Patsnap**



MYKOLA ANTONIUK

Legal Manager for Product
Operations
MacPaw



DAVID EGAN

Assistant General Counsel,
Global Digital and Privacy
GSK



FRANCESCA MAZZI

Lecturer in AI, Innovation
and Law
Brunel University London



**EZEQUIEL T.
CONDOLUCI
SANTA MARIA**

MSc, LL.M, EMBA + 15 PQE
Dual Qualified Solicitor
(England & Wales and
Argentina)



KAUSHAL CHOONEE

Patent Attorney | **Elekta**



TAMAR GOMEZ

Co-Founder | **Ankar.ai**



SPEAKERS || DAY 1

AI in the IP Landscape



SERGEY KINCHIN

Manager, Legal Counsel
Tech, Innovation & IP | **ICON**
plc.



CAIT RYAN

Legal Counsel –
Commercial & Intellectual
Property | **New Look**



LAURA SKINNER

Senior Legal Counsel | **BAT**



CLINT SMALLMAN

Lead Patent Attorney |
Vodafone Group Services
Ltd



JOEL MOSS

Associate IP Counsel |
Google DeepMind



VIKTOR JOHANSSON

CEO | **DIGIP**



SARAH JARMAN

VP Legal & Group DPO |
Emplifi



LINUS WRETBLAD

CEO & Founder | **IPscreener**



AGENDA || DAY 2

Innovate and Protect



08:30 - 09:30 Registration and Breakfast

09:30 - 09:40 Chair's Opening Remarks

Lucy Wojcik, Chief Intellectual Property Counsel, **Ocado**

09:40 - 10:05 INDUSTRY KEYNOTE | **Revolutionising IP: Exploring the Forces shaping the Future of Intellectual Property.**

- In the dynamic world of IP, a revolutionary transformation is underway, driven by disruptive forces that are reshaping the landscape. This industry keynote will delve into the pivotal paradigm shifts introduced by IP disruptors and explore the challenges faced by IP professionals in adapting to this transformative era.
- Explore how technological advancements and global shifts are changing the intellectual property landscape.
- Look at the increasing attacks on the global IP system (e.g. TRIPS waiver, compulsory licensing regimes etc) and question its continued relevance in the face of AI.
- Consider how this may affect future business and investments.
- Ask what can be done to ensure a positive change for IP.

Adrian Howes, Head of IP and Standards in IP Policy and Advocacy Group, **Nokia**

10:05 - 10:55 PANEL DISCUSSION | **Safeguarding Trade Secrets in a Dynamic World: Challenges, Innovations, and Future Strategies.**

- Analyse the historical evolution of trade secret protection strategies, marked by increased financial investments, and assess the growing significance evident in a surge of disputes, particularly involving employees and companies.
- Discuss practical strategies for business, emphasising innovation, breach prevention, and damage management.
- Address current trade secret landscape factors, including virtual workforces, economic changes, and global expansion, while highlighting legal and ethical considerations such as fair competition and GDPR compliance.

Martin Yagi, Intellectual Property Manager, **First Light Fusion**

Preben Kjær Kristensen, Director of Intellectual Property, **Bang & Olufsen**

Sam Williams, Head of Intellectual Property, **Siemens plc**

Andrew Eliseev, Senior Counsel, Corporate Law - Technology Transactions and Corporate Business Development, **Applied Materials**

10:55 - 11:55 Coffee and Networking Break

AGENDA || DAY 2

Innovate and Protect



11:55 - 12:45

PANEL DISCUSSION | **Driving IP Value: Optimising and Enhancing IP Portfolios**

- Explore global challenges in building large IP portfolios, considering variations in practices across foreign jurisdictions and industries.
- Examine strategic approaches for managing and optimising large, global IP portfolios to maximise and leverage the value of IP assets.
- Consider how the IP function can align with border business objectives across different functions to support overall corporate strategy.

Anna Jackson, Counsel, Europe IP and Innovation, **Diageo**

Rachel Kelly, Head of IP – Hydrogen Technologies and Corporate Research, **Johnson Matthey**

Jimmy Hörström, Co-Founder, **DIGIP**

Sarah Jarman, VP Legal & Group DPO, **Emplifi**

12:45 - 13:15

FIRESIDE CHAT | **The Impact of the Anaqua Acquisition on the Market.**

Timo Karakashev, Founder and CEO, **Cosmonauts**

John Pryor, Founder and CEO, **Exalt IP Ltd**

13:15 - 14:15

Networking Lunch

14:15 - 14:40

KEYNOTE PRESENTATION | **Intangible Assets Can Be Wicked**

Nic Robinson, Senior Legal Counsel, **Britvic**

14:40 - 15:20

FIRESIDE CHAT | **Unlocking the Value of Intellectual Property in Healthcare.**

- Explore how public sector innovation and private sector expertise can collaborate to accelerate the commercialisation of IP in the healthcare sector.
- Uncover how the NHS balances accessibility and profitability by leveraging its innovations to support its free-at-the-point-of-use model.

Tas Gohir, Senior IP and Commercial Research Manager, **Guy's and St Thomas' NHS Foundation Trust**

Sergey Kinchin, Manager, Legal Counsel Tech, Innovation & IP, **ICON plc**

15:20 - 16:10

Coffee and Networking Break

AGENDA || DAY 2

Innovate and Protect



16:10 - 17:00

PANEL DISCUSSION | **Navigating the Complexities of IP Disputes: ADR, litigation and the UPC.**

- Identify strategic approaches to manage and navigate lengthy patent litigation to be less consuming and more cost-effective.
- Explore some of the benefits of moving away from conventional IP dispute resolution, from protecting privacy and trade secrets to conserving brand reputation, and uncover where ADR and mediation are best suited and successfully utilised.
- Assess the impact of the UPC on patent disputes, and how it influences strategies around both litigation and ADR in the European patent landscape.

James Horgan, Chief IP Counsel - International Litigation and Policy, **Merck Sharp & Dohme (MSD)**

Ben Levine, Senior IP Counsel, **Ocado**

Mackenna Roberts, General Counsel, Life Sciences Litigation and Regulatory Lawyer, **Choice TeleMed**

Tripp Hemphill, Global VP, Enterprise Markets, **DISCO**

17:00 - 17:05

Chair's Closing Remarks

Lucy Wojcik, Chief Intellectual Property Counsel, **Ocado**

17:00 - 18:35

Drinks Reception

SPEAKERS || DAY 2

Innovate and Protect



LUCY WOJCIK

Chief Intellectual Property
Counsel | **Ocado**

EVENT CHAIR



ADRIAN HOWES

Head of IP and Standards
in IP Policy and Advocacy
Group | **Nokia**



**PREBEN KJÆR
KRISTENSEN**

Director of Intellectual
Property | **Bang & Olufsen**



MARTIN YAGI

Intellectual Property
Manager | **First Light Fusion**



ANNA JACKSON

Counsel, Europe IP and
Innovation | **Diageo**



RACHEL KELLY

Head of IP – Hydrogen
Technologies and Corporate
Research | **Johnson
Matthey**



JAMES HORGAN

Chief IP Counsel -
International Litigation and
Policy | **MSD**



NIC ROBINSON

Senior Legal Counsel |
Britvic



SAM WILLIAMS

Head of Intellectual
Property | **Siemens plc**



SPEAKERS || DAY 2

Innovate and Protect



TAS GOHIR

Senior IP and Commercial
Research Manager |
**Guy's and St Thomas' NHS
Foundation Trust**



JIMMY HÖRSTRÖM

Co-Founder | **DIGIP**



SERGEY KINCHIN

Manager, Legal Counsel
Tech, Innovation & IP | **ICON
plc.**



ANDREW ELISEEV

Senior Counsel, Corporate
Law - Technology
Transactions and Corporate
Business Development |
Applied Materials



SARAH JARMAN

VP Legal & Group DPO |
Emplifi



BEN LEVINE

Senior IP Counsel | **Ocado**



MACKENNA ROBERTS

General Counsel, Life
Sciences Litigation and
Regulatory Lawyer | **Choice
TeleMed**



TRIPP HEMPHILL

Global VP, Enterprise
Markets | **DISCO**



TIMO KARAKASHEV

CEO and Founder |
Cosmonauts



JOHN PRYOR

CEO and Founder | **Exalt IP**



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digip[®]

Protect What You Create

Digip AB is revolutionizing intellectual property (IP) management for large enterprises with a cutting-edge digital platform designed to streamline and enhance the entire IP lifecycle. At Digip.com, we understand the complexities that large organizations face when managing extensive IP portfolios across multiple jurisdictions. Our platform offers advanced tools for global trademark registration, monitoring, and enforcement, all backed by enterprise-grade security and compliance.

With a strong emphasis on AI-driven insights and seamless integration with existing enterprise systems, Digip.com empowers in-house IP teams to transform their IP management into a strategic advantage. We provide the transparency, efficiency, and scalability that large companies need to protect their valuable intellectual assets while aligning their IP strategy with broader business goals. Committed to innovation and excellence, Digip AB is your trusted partner for navigating the evolving IP landscape.

Discover more at www.digip.com.

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PATHFINDER

by Cosmonauts

Pathfinder transforms exhibitions and conferences into high-ROI opportunities by connecting teams with attendees that perfectly align with their Ideal Customer Profile (ICP). By identifying high-value prospects and automating meeting scheduling and follow-ups, the platform empowers sales teams to focus on building meaningful connections and driving results.

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patsnap

Founded in 2007, Patsnap is the leader in AI-powered innovation intelligence. Our user-friendly platform revolutionizes how IP and R&D teams collaborate across the entire innovation lifecycle — from validating ideas to analyzing the competitive landscape and beyond. More than 12,000 global companies across diverse industries trust Patsnap to innovate faster with AI. Discover more: www.patsnap.com.

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SWEDISH INTELLECTUAL PROPERTY OFFICE **PRV**

PRV Consulting offers a wide range of search services – standard products as well as customized searches based on your specific needs. You can use the information as a basis for strategic decisions.

Our strength lies in using experienced patent examiners, assuring our customers skilled searching experts in all areas of technology. PRV Consulting is a part of the Swedish Intellectual Property Office, one of few global PCT-offices.

We are happy to meet your specific requirements and deliver high quality results. Satisfied customers are crucial to us. Therefore, our commissions are based on the wishes of our customers – often tailor made.



Founded in 2016, Sun IP combines years of experience with an extensive understanding of what matters most in IP. Our mission is to create a platform and services that truly understand the users' needs. We work with over 700 patent agencies, law firms and corporate in-house IP departments worldwide supporting them with foreign filings, translations, renewals and recordals. We pride ourselves on having one of the most user-friendly platforms, designed with 100+ hours of input from IP professionals. Backed by our technical team of 50+ specialists, we're agile enough to meet all our clients' needs and stay current with the latest IP advancements. At Sun IP, you're not just a number to us. Our client-first approach ensures each client receives exceptional care and attention, regardless of their size. With Sun IP, you can achieve more with less, gaining the power to focus on higher value priorities while we handle the rest.



The Dennemeyer Group offers high-quality services for the protection and management of Intellectual Property rights and is committed to being the first-choice partner for customers globally. With more than 60 years of experience in the industry and 20+ offices worldwide, Dennemeyer manages over three million IP rights of around 8,000 customers. Organizations with even the largest, most diverse IP portfolios turn to the Dennemeyer Group for reliable protection, administration, and management of their most valuable assets. In addition to a full spectrum of IP-related legal services, Dennemeyer offers IP strategy consulting, comprehensive IP management software, IP maintenance services and cutting-edge patent search and analytics tools. For more information, visit [dennemeyer.com](https://www.dennemeyer.com) or follow the company on [LinkedIn](#).



MaxVal is a Silicon Valley-based tech-enabled IP solutions provider known for its leading-edge products and automated solutions. Since 2004, MaxVal has been providing technology-enabled solutions and expert services by partnering with patent counsel and patent operations teams to optimise patent lifecycle management with high levels of customer service.

Visit www.maxval.com or email sales@maxval.com for more information.





ANKAR

[Ankar.ai](#) is the best-in-class AI platform for inventors.

Ankar empowers IP and R&D teams with powerful AI tooling for patent creation, protection, and monetization. The Ankar platform assists IP professionals in daily workflows along the entire IP lifecycle — innovation to filing, protecting to licensing — with a suite of easy-to-use tools.

Ankar brings together a team of exceptional engineers and machine learning scientists from Palantir, Google, and Twitter to create secure and user-friendly software. Reach out for a demo today!



With the IPscreeener AI platform everyone is able to explore and understand the knowledge hidden in patents. This opens up for people outside the IP-profession to get insights on the innovation landscape around new ideas. Besides reducing costs, make better use of resources and shorter development cycles, it is shown to assist more IP awareness, to improve communication across organizations and to drive more qualified innovation projects

IPscreeener is available as a standalone WEB service, and possible to integrate with industry leader innovation management platforms for customized and automated access. The company has been on the market since 2018, being one of the pioneers being one of the pioneers in AI-assisted patent searching. The tool has proven unique use case benefits and a solid traction from global corporates to universities and startups. Use IPscreeener for a smarter way to validate, collaborate and improve on your ideas.

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Loom Analytics has been at the forefront of providing administrative workflow solutions to solve everyday administrative challenges, such as speech-to-text, document automation, and document extraction, for the legal, medical, and insurance industries. They are deeply committed to powering human excellence by supporting clients in their transition to AI-assisted operations.

|| MEDIA PARTNERS



The Global IP Matrix is the only print and digital (Now in audio format) IP industry-specific publication authored and overseen by legal professionals working in the intellectual property sector.

Our content is 100% contributed by IP industry legal professionals for professionals in the IP field. We provide our audience with undiluted news, views, and opinions from world-renowned thought leaders working at ground level.

Our industry thought leaders provide comprehensive, detailed analysis reports on innovation, IP trends, new legislation, and IP strategy, amongst other topics in the IP spectrum internationally.

We have an unbiased approach, and we welcome thought leaders at all levels to share their knowledge and experience by sharing thought-provoking and engaging content in our publication that is distributed in international and national intellectual property law business and social environments.

WOMEN'S IP[®] World

The Women's IP World Annual was launched in 2019 to highlight and celebrate the work and achievements of women working in IP, IP Law & innovation globally. Women play significant roles in IP & Innovation that should be recognised and discussed at the highest level.

We endeavour to give women from all over the world (that work in IP Law and innovation) a voice and a platform to showcase their expertise and experiences of working in the industry and receive recognition for their outstanding work and achievements with other like-minded professionals working in these fields.

Our publication has received much attention from international IP organisations like INTA and AIPPI, who have contributed the opening letters to our last two annual editions. Our yearly publication has attracted a cocktail of awe-inspiring women from all over the world who are happy to share their profiles and experience working in the industry with our global audience.

The Women's IP World annual publication is produced only once per year. It is distributed monthly for one year at IP and innovation conferences and exhibitions all over the world. Our magazine is published in a few different formats, including print, digital and now in audio format via iTunes, PodOmatic, Spotify, Soundcloud, Audible and Amazon Music for a more unintrusive listening experience.



|| INTERVIEWS



LONDON IP WEEK 7.0:

Shaping the Future of Intellectual Property



INSIGHTS FROM IP EXPERTS VOL. 1 :

Navigating Digitalization and Preparing In-House Teams for the changes in IP landscape



INSIGHTS FROM IP EXPERTS VOL. 2 :

AI Revolution - Redefining IP Management



INSIGHTS FROM IP EXPERTS VOL. 3 :

Harnessing AI to Fuel and Protect Innovation
– Insights from Tamar Gomez



INSIGHTS FROM IP EXPERTS VOL. 4 :

Tackling Global IP Trends and Emerging Technologies



INSIGHTS FROM IP EXPERTS VOL. 5 :

Navigating the Evolving IP Landscape with Dennemeyer



INSIGHTS FROM IP EXPERTS VOL. 6 :

Charting the Future of AI and IP with Dr. Coreena Brinck



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LONDON IP WEEK 7.0:

Shaping the Future of Intellectual Property

London, UK – 19 November 2024 – The highly anticipated London IP Week 7.0 returns in December. Taking place in the heart of London, this seventh edition offers attendees the chance to deepen their knowledge, expand professional networks, and contribute to shaping the evolving world of Intellectual Property.



CONTINUES BELOW...

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DAY 1: AI IN THE IP LANDSCAPE

The content of Day 1 focuses on **artificial intelligence** and how it is transforming IP law and its practice.

The day is chaired by **Coreena Brinck**, Head of IP at IntuiCell, and will feature a dynamic lineup of speakers, including: **David Egan** (GSK), **Mykola Antoniuk** (MacPaw), **Sergey Kinchin** (ICON plc), **Ezequiel Maria** (American Express), **Clint Smallman** (Vodafone), **Cait Ryan** (New Look), and **Laura Skinner** (BAT), among others.

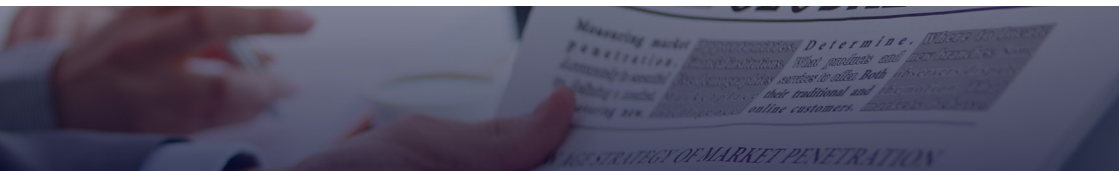
Key topics expected to be covered include **responsible AI integration** in the IP landscape, **AI-driven solutions** for combating **online counterfeiting** and enhancing **trademark protection**, as well as the role of **generative AI in patent work**.

DAY 2: INNOVATE & PROTECT

Day 2 is chaired by **Lucy Wojcik**, Chief Intellectual Property Counsel at Ocado, and will focus on **protecting and leveraging innovation**.

Key speakers include **Adrian Howes** (Nokia), **Martin Yagi** (First Light Fusion), **Anna Jackson** (Diageo), **Sam Williams** (Siemens plc), **Nic Robinson** (Britvic), **James Horgan** (MSD), **Rachel Kelly** (Johnson Matthey), **Preben Kjær Kristensen** (Bang & Olufsen), and more.

The speakers will cover essential topics such as **trade secret protection**, **safeguarding technologies in complex domains**, and **navigating the complexities of IP disputes**, including



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ADR, litigation, and the Unified Patent Court (UPC). Discussions will also focus on **safeguarding authenticity in the digital age.**

The main presentations will be complemented by **startup pitches, fireside chats** and actionable insights to equip attendees with strategies for navigating today's IP challenges.

Commenting on the agenda, Day 1 speaker Mykola Antoniuk of MacPaw said:

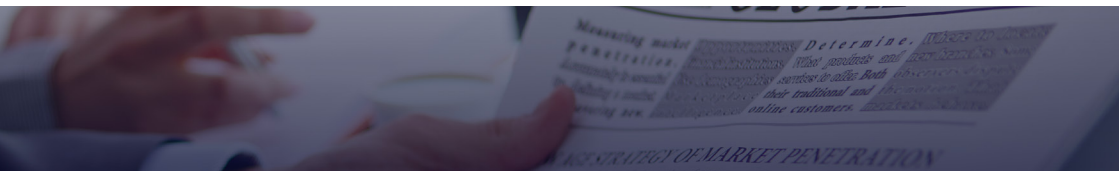
"In a rapidly changing landscape, it is more than crucial to share ideas, experiences and discuss common challenges with peers. I believe that London IP Week is a great knowledge-sharing platform that will help all of us find answers to the questions we struggle with and give food for thought on the current vector of IP law development and application."

ABOUT LONDON IP WEEK

London IP Week is the premier gathering for innovators and IP experts to explore emerging trends, challenges, and solutions in the ever-expanding world of intellectual property. With case studies, panels, fireside chats, and TED-style talks, the event offers attendees a collaborative environment to address critical issues such as generative AI, dispute resolution, and brand protection strategies.

ABOUT COSMONAUTS LTD

Cosmonauts aims to supercharge the growth of tech companies by helping them to forge

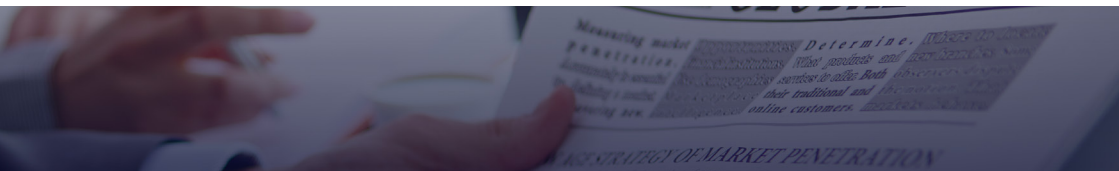


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connections with potential clients, investors and industry partners. This is achieved through a range of services and the organisation of around a dozen insight-rich international events.

The events run in the US, Europe and Africa and are focused in the fast-growing sectors of LegalTech, Space Commercialisation, GreenTech, AgriTech and IP Management.



|| INTERVIEWS

MYKOLA ANTONIUK

Senior Product Legal Counsel | **MacPaw**

INSIGHTS FROM IP EXPERTS VOL. 1

Navigating Digitalization and Preparing In-House Teams for the changes in IP landscape

We are gearing up for London IP Week, happening from December 11-12, 2024, with a series of Insights from IP experts. The IP landscape is evolving rapidly with digitalization and the growth of Web3 and AI, posing challenges to in-house IP and legal professionals. How can in-house teams prepare to better address these challenges?

In Volume 1 of our series, we feature Mykola Antoniuk, Legal Manager for Product Operation at MacPaw, the software developer behind CleanMyMac X, Moonlock, and Encrypto.

MYKOLA ANTONIUK

Senior Product Legal Counsel

MacPaw



|| INTERVIEWS

MYKOLA ANTONIUK

Senior Product Legal Counsel | MacPaw



In this role, Mykola collaborates closely with product development teams by assessing legal risks related to new initiatives, addressing existing issues, and providing support during the launch of new products.

He offers legal support for MacPaw's AI solutions and initiatives, advises all internal teams, and conducts training on various legal matters including IP, e-commerce, consumer law, marketing, media, and civil law. Additionally, he manages and protects the global IP portfolio, conducts trademark screenings, handles IP clearance, and prepares the company for SOC 2 and ISO/IEC 27001 certifications.

Mykola shares his valuable insights into the evolving IP landscape and offers guidance on how in-house teams can effectively leverage technology to protect copyrights and trademarks. Mykola will also join us this December as a speaker at London IP Week. Read his full interview below and don't forget to register for London IP Week and meet Mykola at our conference!

What do you see as the most significant global trends and challenges currently impacting the IP landscape, and how should IP professionals prepare to address these issues?

Rapid technological development has significantly affected the IP law landscape. From its very emergence, intellectual property has been influenced by and intrinsically connected with technological progress. Thus, this impact is not surprising. Nevertheless, legal development lags far behind technology. Web3 (blockchain), AI, and the metaverse pose great challenges to IP law.

|| INTERVIEWS

MYKOLA ANTONIUK

Senior Product Legal Counsel | MacPaw



Web3 seems to function normally within the existing IP law landscape with minor legislative adaptations. The metaverse presents perhaps the biggest challenge to trademark law, but the Nice classification system appears to be flexible enough for updates (such as those for Web3 in 2023). Therefore, similar adaptations might be made for the metaverse.

While the current IP landscape might be adaptable to the metaverse and Web3, AI creates numerous issues for IP law, questioning the very rationale of copyright and inventorship in patent law. We've already seen writers' strikes in Hollywood, courts flooded with claims from creators, and massive layoffs. These facts indicate that new legal regulations are required for the new societal order.

We already see that many countries are debating or have already updated their legislation to include provisions related to AI-generated works. For example, Ukraine introduced sui generis protection for AI-generated works; French lawmakers presented a draft law that allows for copyright protection of AI-generated works; while in a recent U.S. court decision, the court declared AI outputs ineligible for copyright protection. This divergence poses another threat: while we've seen some harmonization of IP laws over the last decades, countries are now taking divergent approaches.

Thus, IP professionals should be ready to:

1. Embrace uncertainty.
2. Adapt on the go.
3. Keep abreast of legislative developments.

How important is international collaboration and harmonisation of IP laws and regulations, and what steps do you think are necessary

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MYKOLA ANTONIUK

Senior Product Legal Counsel | [MacPaw](#)



to achieve greater alignment across different jurisdictions?

Managing and protecting the global IP portfolio at [MacPaw](#), a Ukrainian-born software company with over 30 million users in more than 180 countries, my biggest dream is harmonized IP regulations. Our products are available globally (as is most software nowadays), but the protection of IP is territorially limited, which is inefficient in terms of time, budget, and effort. Additionally, the approaches to IP enforcement can be so divergent that enforcing the same right in different jurisdictions can result in completely opposite outcomes. So yes, I think international collaboration and harmonization of IP laws are crucial. Luckily, we have treaties like the Berne Convention and the Paris Convention, which have eased our burden somewhat. Nevertheless, they are not enough for the modern IP legal framework. Ideally, harmonization would be achieved through a global treaty, but that seems unlikely in today's reality. Thus, I think the ways to achieve such harmonization are:

- Through more bilateral and multilateral agreements between countries: free trade agreements often contain IP law obligations that harmonize the IP laws of the parties to those agreements. For example, the EU-Japan Economic Partnership Agreement requires parties to harmonize their IP laws; Ukraine has also changed its laws to align with the EU under the Association Agreement between the European Union and Ukraine.
- Through regional treaties: The EU is exemplary in this regard. The way the EU harmonizes IP law is astonishing. The Trademark Regulation and the European Patent Convention, along with the establishment of the Unified Patent Court, are great examples of such unification/harmonization.
-

Harmonization of copyright law is also at a great level through directives. However, this process

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MYKOLA ANTONIUK

Senior Product Legal Counsel | MacPaw



often results in different national transpositions. . It would be better to harmonize it through regulations rather than directives. Hopefully, in the near future, the copyright law in the EU will be unified or at least codified

Through introducing extraterritorial provisions: Similar to those in the GDPR, DSA, or AI Act. Though it will be more difficult to achieve this due to the territorial nature of IP rights.

In what ways are emerging technologies, such as artificial intelligence and blockchain, influencing the IP field, and how should IP Professionals adapt to these technological advancements?

Honestly, I still haven't fully utilized AI or blockchain for IP management and enforcement. I have only observed AI in action for detecting IP infringements, which was impressive but, in my personal opinion, still requires human oversight. From conversations with colleagues, I gather that they are impressed with AI-driven tools that are indeed transforming patent searches and analysis through faster, more comprehensive prior art searches, predictive analytics for patent approvals, and automation of IP management tasks. In terms of blockchain, smart contracts could be useful for automating IP licensing and enforcement, as we might already see in some NFT markets. Therefore, to adapt, IP professionals must embrace these technological tools and develop skills in AI and blockchain. However, I believe that interdisciplinary collaboration will be most crucial for IP professionals to stay relevant and provide value-added services in this rapidly evolving landscape.

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MYKOLA ANTONIUK

Senior Product Legal Counsel | **MacPaw**



What are the most effective strategies for enforcing IP rights on a global scale, particularly in combating issues like counterfeiting, piracy, and infringement?

I believe it is hardly possible to enforce IP rights globally entirely in-house nowadays. Therefore, my first recommendation for an effective strategy is to find a brand protection tool that you are comfortable with. At MacPaw, we have several products, three of which (CleanMyMac X, Setapp, ClearVPN) face thousands of infringements committed by third parties per month. A brand protection platform helps us immensely in detecting and enforcing these infringements.

The second point is the importance of close collaboration with the marketing team. Let's be honest, when it comes to counterfeiting and piracy, marketing teams are often more effective than lawyers at detecting infringements, seeing alternatives, and knowing all our partners. That is why, for effective IP enforcement, I recommend involving the marketing team or at least asking them to conduct training or provide instructions for lawyers. At MacPaw, we, as a legal team, work closely with our marketing team on brand protection, using the brand protection platform with a strict division of responsibilities. And now it is probably high time to confess my love to our marketing team. It is such a pleasure to work with them.

We still combat many IP issues manually in-house, especially when dealing with more complicated issues or when online platforms require mediation (such as the Apple Store or Google Play). You would be surprised how elementary politeness and simplified language can save time and ensure the same outcome in these cases. I was surprised too! So, try not to go completely legal.

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MYKOLA ANTONIUK

Senior Product Legal Counsel | MacPaw



Finally, my last point for a successful strategy is educating your teams. Conduct training sessions, provide guidelines on how to spot and enforce infringements, show them how you enforce them, and bring them closer to the legal process.

What do you predict for the future of IP management and protection over the next decade, and what innovations or changes do you believe will be most transformative for the industry?

We will undoubtedly see an increased use of AI and automation, particularly in patent and trademark searches, which will likely be transformative for IP professionals. The Digital Services Act will also lead to the enforcement of IP rights through online dispute resolution, known as out-of-court dispute settlement, potentially creating a new sub-industry. The “trusted flaggers” system might bring significant changes to the market for online brand protection platforms. Web3 could play an interesting role in the IP field, though its impact is still uncertain. For instance, blockchain technology might offer a secure and transparent method for recording and verifying IP ownership, thereby reducing disputes and increasing trust in IP transactions. Smart contracts could automate and enforce licensing agreements, royalty payments, and other IP-related transactions, ensuring compliance and minimizing administrative burdens.

How do you navigate the complexities of obtaining and enforcing patents on a global scale, and what strategies do you recommend for overcoming jurisdictional differences?

As MacPaw is a software development company, we do not interact with patents as extensively as some other companies might. Therefore, I may not be the ideal person to address this

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MYKOLA ANTONIUK

Senior Product Legal Counsel | MacPaw



question.

However, based on my experience, I would recommend the following:

- 1) developing a patent strategy, identifying the most important markets, and obtaining patents there;
- 2) utilizing the Patent Cooperation Treaty and regional patent systems (like the European Patent Convention);
- 3) engaging local patent attorneys with experience in your industry and the ability to communicate effectively with your R&D team.

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FRAZER KEARL

Product Manager | **Patsnap**

INSIGHTS FROM IP EXPERTS VOL. 2

AI Revolution - Redefining IP Management

AI is rapidly transforming the landscape of intellectual property management by automating complex tasks, improving decision-making, and providing deeper insights into vast amounts of IP data. In today's fast-paced environment, AI-powered tools are essential for managing the ever-growing volume of patent information, identifying trends, and making strategic decisions that drive innovation.

Patsnap, a pioneer in this space, leverages AI to deliver a powerful and user-friendly platform for patent searches and IP analysis.

FRAZER KEARL

Product Manger

Patsnap



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FRAZER KEARL

Product Manager | **Patsnap**



As a global leader in patent and innovation databases, Patsnap empowers IP and R&D teams to collaborate more effectively, analyze the competitive landscape, mitigate risks, and stay ahead in a competitive market.

In preparation for London IP Week, we had the opportunity to sit down with Patsnap to discuss their AI ecosystem and the challenges they face in product development. Their insights highlight the ongoing evolution in IP management, and how Patsnap is overcoming these hurdles to revolutionize the industry. This year, we're excited to have Patsnap join us as a Silver Sponsor at London IP Week, with their Product Manager, Frazer Kearl, featured as a speaker. Meet them at the event to learn more about their journey in harnessing AI to drive innovation and success in IP management.

Enjoy the interview!

Can you describe the key innovations in your product/service that address current challenges in the IP industry? What specific needs does it meet for IP professionals?

At Patsnap, we're leading the charge in revolutionizing the IP industry with some game-changing innovations. Let me walk you through the key advancements that set us apart and meet the specific needs of IP professionals.

First up, we've harnessed the power of AI and machine learning to provide deep insights and predictive analytics.

This means you can now identify trends, forecast opportunities and risks, and make data-driven decisions with greater accuracy and efficiency. Our AI capabilities streamline patent searches,

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FRAZER KEARL

Product Manager | **Patsnap**



classification, and analysis, saving our customers a ton of time and effort.

Next, we offer access to one of the most comprehensive and up-to-date global IP databases. This includes everything from patents and licensing agreements to litigation data. Whether you're conducting prior art searches, monitoring competitor activity, or staying updated on industry developments, we've got you covered with all the information you need right at your fingertips.

We also understand that visualizing complex data can make a world of difference. That's why we've developed intuitive visual tools for patent landscaping, technology scouting, and competitive benchmarking. These tools help you quickly grasp key insights, identify white spaces, and uncover new opportunities for innovation.

Collaboration and workflow management are also major focuses for us. Our platform includes robust features that enable teams to work together seamlessly. With project management tools, document sharing, and communication capabilities, we help streamline workflows and ensure everyone is on the same page, which is especially crucial for large, distributed teams.

We've also tackled the labor-intensive nature of patent drafting and management. Our automated solutions assist with drafting patent applications, managing portfolios, and ensuring compliance across different jurisdictions. This reduces the administrative burden and allows customers to focus on more strategic tasks.

Market and technology intelligence is another area where we shine. Our platform provides insights into market and technology trends, helping you align your strategies with current and future market needs. By understanding the competitive landscape and emerging technologies, you can make more informed decisions about R&D investments, licensing opportunities, and IP

|| INTERVIEWS

FRAZER KEARL

Product Manager | **Patsnap**



commercialization.

And lastly, integration is key. Patsnap seamlessly integrates with other enterprise systems like CRM, ERP, and R&D management tools. This ensures IP data is accessible across your organization, promoting better alignment between IP strategy and business goals.

In essence, we're addressing the core needs of IP professionals by boosting efficiency and productivity through automation and powerful analytics. We're enabling data-driven decisions, improving risk management, enhancing collaboration, and ensuring your IP strategies are market-aligned.

What sets your product/service apart from other similar offerings in the market? How do you ensure it provides unique value to your clients?

At Patsnap, what really sets us apart is our innovative use of AI and machine learning. These technologies allow us to deliver unparalleled insights and predictive analytics, making patent searches and analysis faster and more accurate.

We also provide access to one of the most comprehensive global IP databases, which includes patents, licensing agreements, and litigation data. This gives our customers a holistic view of the IP landscape, enabling thorough research and informed decision-making.

Our intuitive visual tools, like patent landscaping and technology scouting, help users quickly understand complex data and uncover new opportunities. Plus, our platform supports robust collaboration with project management and document sharing features, which is crucial for distributed teams.

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FRAZER KEARL

Product Manager | **Patsnap**



We've also automated many routine tasks such as patent drafting and portfolio management, reducing administrative burdens so IP professionals can focus on strategic activities. Additionally, our market and technology intelligence keeps clients' strategies aligned with current and future market needs.

Patsnap integrates seamlessly with other enterprise systems, ensuring that IP data is accessible across the organization, promoting better strategic alignment.

We ensure unique value through client-centric innovation, comprehensive support, scalability, and a strong focus on security and reliability. This combination empowers our clients to navigate the complexities of the IP landscape with greater efficiency and insight.

What were the major challenges you faced in developing your product/service, and how did you overcome them to create a successful solution?

Developing our products came with their fair share of challenges. One of the major hurdles was handling the sheer volume and complexity of global IP data. We needed to create a platform that could efficiently process and analyze millions of patents, licensing agreements, and litigation records from around the world.

To overcome this, we leveraged advanced AI and machine learning algorithms. These technologies allowed us to automate data processing and enhance the accuracy of our analytics. We invested heavily in building a robust AI infrastructure that could handle large datasets and deliver insightful, predictive analytics.

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FRAZER KEARL

Product Manager | **Patsnap**



Another challenge was ensuring the usability of our platform for a diverse user base, from seasoned IP professionals to newcomers. We tackled this by developing intuitive visual tools and a user-friendly interface. We conducted extensive user testing and incorporated feedback at every stage to ensure our platform met the needs of all users.

Security and data integrity were also major concerns. We implemented stringent security measures and continuously monitor and update our systems to protect sensitive information. Ensuring compliance with various international regulations required meticulous planning and constant vigilance.

Lastly, keeping up with rapid technological advancements and evolving industry needs required a proactive approach. We established a dedicated R&D team to stay ahead of trends and continuously innovate. This team works closely with our clients to understand their challenges and develop solutions that address their specific needs.

By addressing these challenges head-on and maintaining a relentless focus on innovation and user satisfaction, we were able to create a successful solution that stands out in the IP industry.

What do you hope to achieve by participating in London IP Week, and how do you think this conference benefits your company and the broader IP community?

We're absolutely thrilled to be part of London IP Week this year. This event will offer an incredible opportunity to connect and engage with a diverse array of IP and R&D professionals across multiple industries. It's a perfect platform for us to showcase our latest product developments and updates, including some particularly exciting innovations we have slated for release in the second half of the year.

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FRAZER KEARL

Product Manager | [Patsnap](#)



The conference will also provide an invaluable forum for dialogue with industry leaders and practitioners. These interactions offer us deep insights into emerging trends and the evolving landscape of IP. More importantly, they allow us to gain real-time, firsthand understanding of the challenges and pain points facing professionals in the field. This invaluable feedback directly informs our product development process, ensuring that our solutions remain cutting-edge and directly address the most pressing needs of the IP community.

It's an opportunity for us to demonstrate our leadership in AI-driven IP analytics and showcase how our comprehensive solutions are transforming IP management and strategy. By engaging with professionals at this event, we're not just gathering insights – we're actively shaping the future of IP technology. We look forward to sharing our vision, learning from our peers, and forging partnerships that will help propel our industry forward.

|| INTERVIEWS

TAMAR GOMEZ
Co-Founder | [Ankar.ai](#)

INSIGHTS FROM IP EXPERTS VOL. 3

Harnessing AI to Fuel and Protect Innovation – Insights from Tamar Gomez

This year, London IP Week 7.0 introduces an exciting new feature: The Startup Gallery. We had the pleasure of speaking with Tamar Gomez, Co-founder of Ankar.ai, one of the innovative startups featured in our gallery. Ankar.ai, an AI-powered IP intelligence platform, uses AI agents to enhance IP teams throughout the entire IP lifecycle, from prosecution to litigation.

Patsnap, a pioneer in this space, leverages Tamar brings a wealth of experience, having graduated from HEC Paris in 2013, pursued a PhD in Game Theory at Imperial College, and worked at Palantir Technologies deploying AI software in high-stakes environments.

TAMAR GOMEZ
Co-Founder
[Ankar.ai](#)



|| INTERVIEWS

TAMAR GOMEZ

Co-Founder | [Ankar.ai](#)



Tamar co-founded Ankar.ai with Wiem Gharbi to revolutionise IP management with cutting-edge AI solutions. **Catch Tamar's insights during her Startup Pitch on day one of London IP Week this December. But before that, dive into her blog and enjoy her perspectives now!**

What inspired you to develop your IP solution/product, and what specific problem in the IP industry are you aiming to solve?

Ankar's mission is to develop innovative AI solutions that create completely novel ways of protecting IP. We have learned through working with the world's leading government and commercial organisations that innovation is what accelerates an organisation's growth and lets it set itself apart from peers, competitors or adversaries. Be it global warming or population ageing, innovation is always the key to seeing us through the challenges we face, and we view Intellectual Property as no less than the fuel to that innovation engine.

My co-founder and I saw first-hand how inefficient the innovation process has become everywhere, getting from idea to patent to commercialised product is slow, siloed and manual. Protecting IP is equally complex and manual. IP teams are underserved by existing tools that are not set-up to leverage the technological shift of GenAI. With Ankar, we are ushering in a new era for IP professionals where they can leverage AI to do what they do best, fuel and protect innovation.

What innovative features or technologies does your product/solution incorporate, and how does it differentiate itself from existing solutions in the market?

Ankar leverages specialised proprietary models trained by and for IP professionals on

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TAMAR GOMEZ
Co-Founder | [Ankar.ai](#)



millions of patents, research publications, products documentation and case law. Our platform is specialised for IP and our performance on a range of IP-specific tasks reflects that.

With Ankar, IP teams can focus on the most valuable inventions. They collaborate with R&D teams to take an invention and generate a patent draft in minutes, when months of back and forth were required. They can compare technical designs with the prior art and identify design-around options to bring their invention to the market safely and at pace.

On Ankar, IP teams can monitor their technology space constantly and at-scale. They are instantly alerted of an infringement and can map third-party portfolios to their technology and vice versa. Our data coverage is unmatched: we check for infringement and novelty on marketplaces, social media, youtube, websites, press releases and much more.

With Ankar, users can future proof their products by checking for infringements automatically. If a patent is blocked, Ankar suggests design-around solutions and performs invalidity search automatically.

IP leaders and their companies are most worried about security when engaging with AI. We have baked enterprise grade security and access control into the very foundation of our product. It's not an afterthought for us but a design principle.

How has the market responded to your product/solution so far? Can you share any feedback or success stories from your early adopters?

Ankar is deployed and battle-tested everyday by the leading IP firms of the world in sectors ranging from automotive, to consumer goods, to telco. With Ankar, one customer was able

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TAMAR GOMEZ

Co-Founder | [Ankar.ai](#)



to detect large infringements of their patents, generate claim charts and argue for damages within days not weeks. Another customer was able to halve their invention disclosure backlog and focus on the most valuable inventions in their portfolio.

One of our users mentioned that the infringement detection tool has become their day-to-day work tool now and that when he demoed it to his colleagues who had not been onboarded yet, they 'fell off their chair' at the speed of retrieval of patents and the ability of the software to analyse and understand complex technical designs or formulations and identify the right patents related.

What major challenges have you encountered during the development and launch of your product/solution, and how did you address these obstacles?

Our platform is changing the way our customers perform their day-to-day work. Rather than spending time on manual tasks they can now focus on the value-adding pieces. This requires a change in ways of working that can be met with concerns and reticence. We are fortunate to work with incredibly forward-thinking IP professionals who know that embracing change is the way to build an unfair innovation advantage.

Furthermore, to handle customers' concern about deploying a new tool, we offer a risk-free / high agency pilot program. Prospects can test the platform for a month with no attachment and decide whether it's generating the value they seek. During this phase, we take into account our users' feedback and tailor our tools to their needs.

What are your future plans for the development and expansion of

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TAMAR GOMEZ
Co-Founder | [Ankar.ai](#)



your product/solution? How do you envision it evolving to meet the needs of the IP market over the next few years.

The Internet was the revolution of distribution, AI is the revolution of content generation. We believe IP teams will need to be equipped with tools able to leverage and accompany this technological movement to ensure that their organisations gain an innovation advantage. Ankar is built exactly for this challenge. To illustrate that: we are deploying a tool that will allow IP teams to automatically detect IP infringement in AI-generated content.

We are not building narrow solutions for bespoke tasks, we are building a platform covering the end-to-end lifecycle of IP. We believe this will allow for compounding data and value across workflows and will de-silo IP, R&D and commercial teams. In a rapidly changing innovative technological landscape, being able to leverage the latest without getting locked in on a solution that will become old in one month's time, is key to maintaining an innovation advantage.

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VIJIT MISHRA
IP Manager | Sitecore

INSIGHTS FROM IP EXPERTS VOL. 4

Tackling Global IP Trends and Emerging Technologies

We were thrilled to have the opportunity to sit down with Vijit Mishra, the Intellectual Property Manager at Sitecore, a leading global provider of end-to-end digital experience software. Vijit brings a wealth of knowledge and expertise to his role, specialising in various facets of intellectual property. His extensive experience spans patent research and analytics, where he has contributed to numerous projects, and he is highly skilled in patent drafting.

In addition to his technical expertise, Vijit plays a crucial role in IP governance and assessment, ensuring that intellectual property considerations are seamlessly integrated into the product development cycle.

VIJIT MISHRA
IP Manager
Sitecore



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VIJIT MISHARA
IP Manager | Sitecore



He is also deeply involved in IP training, sharing his knowledge and helping teams navigate the complexities of intellectual property management.

As a distinguished speaker at London

IP Week this December, Vijit will offer valuable insights

and perspectives on the future of intellectual property. We are excited to bring you this

exclusive interview, where Vijit delves into his experiences and the evolving landscape of IP.

Enjoy!

What do you see as the most significant global trends and challenges currently impacting the IP landscape, and how should IP professionals prepare to address these issues?

In my opinion, the most significant global trend is the increasing use of AI. AI as such has been in use for more than a decade now, but with the emergence of large language models, most of the activities are getting automated. This trend is impacting the IP landscape in multiple ways. With Sitecore having AI capabilities in CMS space, as an IP professional I need to be extra careful on how to protect 1) the AI based tools and 2) AI generated content. To address this issue, the most important thing is to stay up to date with the latest developments. Stay aware of the legalities involved in the rapidly evolving AI landscape. We need to invest in continuous learning and pass on this learning to other stakeholders in the organisation. AI is going to be there and evolve further, we need to embrace it in the right way.

How important is international collaboration and harmonisation of IP laws and regulations, and what steps do you think are necessary to achieve greater alignment across different jurisdictions?

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VIJIT MISHARA
IP Manager | Sitecore



Being working in a global company, I feel international collaboration and harmonisation of IP laws are very important. Our research teams are located across the globe, harmonised IP laws make it easier for businesses to operate across borders by providing a consistent legal framework. A unified approach to IP laws helps in better protection of IP globally. It ensures that innovators receive similar levels of protection and enforcement, regardless of where they are. When IP laws are consistent, it encourages innovation.

As of today, the jurisdictions are governed by TRIPS agreement. I think work can be done to further strengthen this to address the latest challenges. Multiple things can be done such as sharing best practices across jurisdictions, cross border knowledge sharing sessions etc.

In what ways are emerging technologies, such as artificial intelligence and blockchain, influencing the IP field, and how should IP Professionals adapt to these technological advancements?

Emerging technologies like AI and blockchain are reshaping the IP landscape in profound ways. This brings both opportunities and challenges for IP professionals. If these technologies are used in the right ways, then it can make life easier for IP professionals. In the current IP landscape, getting protection among these technologies is challenging. But protecting those is as important as any other innovations.

As mentioned earlier as well, we need to integrate these technologies into practice. This can only enhance the efficiency and accuracy of IP management. We need to encourage inventors to innovate more using these technologies. At the same time organisations need to develop and implement new strategies for protecting and managing IP.

INTERVIEWS

VIJIT MISHARA
IP Manager | Sitecore



What are the most effective strategies for enforcing IP rights on a global scale, particularly in combating issues like counterfeiting, piracy, and infringement?

There is no straightforward solution to combat issues like counterfeiting, piracy, and infringement. Following are the main points I feel should be in place:

- Understanding global IP laws and device an IP strategy.
- Identify the key markets and protect your IP accordingly
- Enforce an IP watch program in the organisation to keep an eye on the key technologies, main competitors etc. Regularly conduct risk assessments, IP audits, and employee training programs to prevent infringement before it occurs.
- Use advanced technologies to monitor and pursue infringement. This includes using AI and machine learning to track counterfeit goods and pirated content online

What do you predict for the future of IP management and protection over the next decade, and what innovations or changes do you believe will be most transformative for the industry?

IP management and protection are going to be more aggressive than ever in the next decade. It is going for a significant transformation driven by technological advancements and evolving IP laws.

- With the emergence of AI, more and more activities such as patent drafting, prosecution etc. in IP management are going to be automated.
- The AI generated inventions are going to rise, and we need more laws and guidelines on how to protect those in an amicable way.

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VIJIT MISHARA
IP Manager | Sitecore



- International cooperation is going to be most important, various patent offices will continue to work together to come up with harmonised IP laws to facilitate global trade and protect IP rights.

How do you navigate the complexities of obtaining and enforcing patents on a global scale, and what strategies do you recommend for overcoming jurisdictional differences?

Sitecore being a global company with customers present across the globe, for us it has always been very important to enforce IP rights on a global scale. The most obvious way is to get protection via the PCT route and leverage regional patent systems such as EP. Once the patent application enters the national stage then we try to tailor the application based on jurisdictional requirements.

To overcome jurisdictional differences, I would recommend having a strong IP strategy internally. The IP strategy should align with rules and regulations specific to various jurisdictions.

Vijit Mishra will be a featured speaker at London IP Week this December, participating in the Day 1 panel discussion titled “Optimising Patent Processes: Integrating AI to Enhance Efficiency Across Patent Portfolios.” Don't miss this opportunity to meet him and gain deeper insights into IP management within a global company. We look forward to seeing you there and exploring the future of intellectual property together!

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RĂZVAN STANA

Global Head of European Patent Post-Grant Procedures
Dennemeyer & Associates



INSIGHTS FROM IP EXPERTS VOL. 5

Navigating the Evolving IP Landscape with Dennemeyer

Managing Intellectual Property (IP) has become more challenging in recent years with the rise of AI, digital commerce, and the implementation of the Unitary Patent (UP) system. Whether you're fine-tuning your strategies to adapt to regional requirements or grappling with balancing costs while maintaining high standards, IP professionals are facing complex decisions daily. As AI reshapes the IP landscape and global markets evolve, staying ahead of these trends is crucial for effective IP management.

We had the chance to sit down with Răzvan Stana, Global Head of European Patent Post-Grant Procedures at Dennemeyer & Associates, to learn more about how they're addressing these challenges and leveraging innovative tools to help businesses safeguard their intellectual property and enhance their competitive edge.

Enjoy this exclusive interview from London IP Week!



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RĂZVAN STANA

Global Head of European Patent Post-Grant Procedures
Dennemeyer & Associates



Dennemeyer
The IP Group

What are the biggest challenges you currently face in managing Intellectual Property?

Managing Intellectual Property (IP) presents multifaceted challenges, especially in the context of the emergence of the Unitary Patent (UP) and ongoing evolution of the Unified Patent Court (UPC). One significant hurdle involves synchronising IP strategies with regional requirements; that is, adjusting one's strategy to take into account the pros and cons of a UP versus a traditional national validation. Another difficulty would be the balancing act that one needs to achieve in maintaining the highest quality standards for patent translations while optimising the related costs. And, of course, one also needs to keep pace with and adapt to advancements in the areas of AI and its related IP tools and services.

How is AI shaping the future of IP management and patent protection, and how can AI tools streamline patent filing and improve accuracy? What risks are associated with adopting AI in this area?

The entire area of IP is being constantly reshaped by AI. The use of this technology has become critical to competitiveness, as it offers automation for repetitive tasks, facilitates patent searches, and elevates accuracy in patent matters. AI tools can also analyse extensive patent data, thus allowing for streamlined processes. In the context of European Patent (EP) validations and UPs, AI plays a crucial role in refining translation accuracy through comprehensive dataset cross-referencing. Nevertheless, this is also where the main risk comes from: Over-reliance on automated systems is a liability, as machine translations can miss nuanced legal interpretations, potentially leading to harmful errors.

As such, it is of utmost importance to use AI solely as a supportive tool. The human mind cannot be replaced when it comes to the finer touches, and this is also a core value that we abide by at

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RĂZVAN STANA

Global Head of European Patent Post-Grant Procedures
Dennemeyer & Associates



Dennemeyer – where we value quality for clients over comfort for ourselves.

With the launch and expansion of the UPC, what strategies or solutions can help businesses take advantage of the opportunities it affords while mitigating the risks?

There is no “one-size-fits-all” when it comes to strategies, as there are many variables to consider – the importance of given patents and an IP department’s budget being two of the most influential. There is no doubt that the UP offers great advantages to SMEs and to natural persons, who may have limited budgets. However, these same players are also the most likely to be victims of centralised attacks by the “sharks” of their respective industries, who can draw on budgets many times larger, and this danger must feed into the decision of whether to opt in or out of the UPC. Hence, to optimise the advantages of a UP, strategic considerations of specific needs and business objectives are essential. A final point to remember is that national validations still offer flexibility and can be successfully used in tandem with the UPs to increase efficiency in patent management.

What are the key challenges owners encounter in managing global patent portfolios, and how have these challenges evolved with the rise of digital commerce and global markets?

The management of global patent portfolios has gone through a profound evolution, presenting patent owners with several challenges. Securing patent rights for one’s innovations across diverse jurisdictions has become increasingly complicated, especially if one takes into account that each jurisdiction is characterised by distinct legal frameworks, costs, and timelines. While innovation has been thoroughly boosted by the digital technology boom, the expansion of

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RĂZVAN STANA

Global Head of European Patent Post-Grant Procedures-
Dennemeyer & Associates



e-commerce has also introduced further difficulties in tackling infringement across global product distribution channels. So, it only comes naturally that owners are leveraging tools such as IP management software and AI-enhanced tools to proactively address potential threats.

How is AI shaping patent search, prosecution, and enforcement, and can it improve infringement detection internationally? What are the benefits, risks, and innovative solutions related to using AI in these areas?

AI is vastly improving patent search, prosecution, and enforcement across the board, offering convenience, increased accuracy, and mitigation of human errors. Of course, this is only as long as it is used sensibly and includes that final human touch I mentioned. AI-driven actions like database analysis or prior art identification can be huge time and cost savers, but everything needs to be balanced to account for any potential “hallucinations” and algorithm imbalances as well as to accommodate data privacy. There is no denying the value that AI-enhanced tools bring to the IP industry, but, as with everything in life, they should be used with moderation and always with a decisive and final check by an expert in the field.

Looking forward, what are the biggest shifts in the IP landscape with AI and emerging technologies, and how should organisations prepare? How do Dennemeyer’s products/services address patent protection and trademark infringement in this evolving era?

The strategic adoption of AI tools and platforms has become imperative to maintain competitiveness in the current landscape, as one must strive for increased automation, both in

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RĂZVAN STANA

Global Head of European Patent Post-Grant Procedures-
Dennemeyer & Associates



administrative tasks and in terms of patent searches, monitoring, or drafting.

In what is a highly regulated environment, Dennemeyer's position is to uphold a human-centric approach to IP translations. We much prefer subject-matter expertise at the core of a tailored process over the widely sought-after but still immature AI-based translation solutions. Nevertheless, Dennemeyer offers various products and services that leverage AI to enhance IP management and streamline related processes, integrating technology with human knowledge. This methodology not only provides practical solutions for high-quality patent translations but facilitates comprehensive patent searches and identifies potential infringement risks. As an example of this software design philosophy in action, Octimine, our AI-powered patent and technology intelligence platform, has been developed to help businesses and IP professionals make data-driven decisions in the confidence that they are receiving the utmost technical input.

As the IP landscape evolves with the integration of AI and the expansion of the Unified Patent Court, businesses must adapt their strategies to stay competitive. Dennemeyer, a leader in IP services, offers practical, technology-driven solutions that blend AI efficiency with human expertise. We are excited to announce that they will join us as an official sponsor at London IP Week this December. Don't miss the chance to meet them, learn about their cutting-edge products, and discover how their offerings can help safeguard and enhance your IP portfolio.

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COREENA BRINCK

Head of IP | IntuiCell

INSIGHTS FROM IP EXPERTS VOL. 6

Charting the Future of AI and IP with Dr. Coreena Brinck

In this exclusive interview, we are honoured to speak with Dr. Coreena Brinck, a seasoned Chartered (UK) and European patent attorney with over two decades of experience. Dr. Brinck's career has been devoted to pioneering computer-implemented inventions, especially within the rapidly evolving field of artificial intelligence. Her expertise spans a vast range of sectors, from communications to automotive, energy management, and beyond. With her unique perspective as Head of IP at IntuiCell—a groundbreaking AGI startup out of Lund University—and as a consultant at The Brinck Consultancy and Two-IP, Dr. Brinck offers invaluable insights into the challenges and opportunities facing IP professionals in the age of AI.

COREENA BRINCK

Head of IP

IntuiCell



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As Chair of Day 1 at London IP Week this December, she will bring her expertise to bear on discussions of AI's transformative impact on the IP landscape.

In our conversation, Dr. Brinck delves into the most significant trends shaping the future of IP, the evolving role of AI tools, and her perspectives on how IP professionals can navigate the complexities of this unprecedented era. Enjoy the interview!

What do you see as the most significant global trends and challenges currently impacting the IP landscape, and how should IP professionals prepare to address these issues?

Firstly, I have to say that whilst most media coverage has focused on the rapid development of LLMs (large-language models), this type of AI has fundamental limitations. Various research groups around the world, including the team I work with in Lund, are developing new types of AI to address these limitations. Despite their long-term limitations, LLMs are now ubiquitous, and many LLM-based models are being used to develop IP tools across areas like searching, drafting, prosecution, and portfolio management.

As professionals—whether in-house or in private practice—it's increasingly important to be aware of the types of tools being developed, how they work (e.g., how prompt-screening is handled, sandboxing status), and the confidentiality of the information you provide to these tools. While these tools will allow us to improve workflows, quality, and efficiency, expectations around time-efficiency should remain moderate, as these tools are not perfect and have limitations. I encourage IP professionals to be curious, explore these tools, and determine for themselves how they can enhance their practice.

There are already AI legal tools that can help search for and in prior art documents to find

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relevant sections of interest, point out differences between one document and another, generate summary statements from claims (and even full descriptions), check for parts and element matching, generate flowcharts from method claims, draft a response to an office action, and much more. However, while many tools can technically draft an entire application from an invention report—and the results may look like an application to non-professionals—and while these may even be sufficient for some very basic inventions, the reality is they cannot perform claim drafting the way a patent attorney will. What they can do are some amazing things to help you save time you can then spend drafting a great set of claims.

The main thing for IP professionals is to learn how to use these tools effectively, to understand and recognize their limitations, to develop ways of working that raise the bar for quality and increase time efficiency, and to remain accountable as an IP professional for the quality of work—regardless of whether it is our hands, a human technical assistant's hands, tapping on a keyboard, or an LLM that generated it.

With your background in physics and experience in the IP world, how do you think scientific and technological advancements are shaping the future of patent law and enforcement?

Advances in sectors such as AI and quantum computing (QC), will continue to influence the development of a wide range of technology sectors. Patent law is likely to evolve with increased litigation in areas such as:

i) **Plausibility.** As both AI and QC are developing rapidly, there can be big jumps between how an invention is implemented and published prior art, and some inventions are fairly complex

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systems. This means there is a greater likelihood that patent descriptions may not provide a plausibly enabling disclosure over the whole scope of the claimed invention.

ii) **Joint Infringement:** Recognising the most likely commercial deployments to target single-actor method claims can be very challenging, particularly when there are distribution chains involving multiple parties, especially when working with more academic material from inventors who may only have vague notions of what they will be doing commercially when the application is being drafted.

iii) **Human Inventorship:** DABUS inventor-type issues will continue to haunt computer-implemented inventions, particularly AI and QC, as more and more code gets generated by a computer rather than a human programmer.

iv) **Standards and Licensing:** There can be tensions between drafting claims to target the smallest infringeable unit and claims to maximise effective control and boost licensing revenue in a particular context of use of an invention. We are seeing this sort of tension coming through already, for example, in the automotive sector for communications technology.

How do you think the introduction of the UPC will change the way companies approach patent disputes, especially in fast-evolving areas such as AI and digital innovation?

Realistically, I think the UPC will become the favored forum for many disputes due to its larger territory for direct infringement. Even though AI and digital innovation are fast-moving, meaning there is a higher chance prior art may be missed during prosecution and brought to light only during litigation, a UPC win is likely to outweigh the risk of losing a

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Head of IP | IntuiCell



patent to such prior art.

AI and machine learning are often described as disruptive technologies. From your perspective, how are these technologies influencing the IP landscape, especially in terms of patent eligibility and protection for AI inventions?

A major area is digital copyright, where right now it feels like we have returned to the nascent era of bootlegged music downloads, when many individual musicians and the music industry as a whole had to fight for the right to protect their livelihoods by battling illicit copying and downloading. I am surprised that just because it is an AI-bot scraping someone's copyrighted work off the internet for training an AI system, some people think it is okay— it is NOT "okay" in my opinion. I think this is a rampant copyright breach unless the consent of the copyright owner for the use of their work to train an AI system is obtained.

Another influential area will be inventorship, as more code is automatically generated by AI systems. There will be a lot of exploration around what subject matter is eligible for core AI, where the models themselves are fundamentally new and inventive. Computer-implemented inventions are patentable only if the claims are not directed to excluded subject matter.

So even if a claim may be novel and inventive, it may not be eligible subject matter for patent protection in some or all countries. I will also say in passing that keeping up with the latest EPO guidelines, UKIPO practice, and the practices and patent law of the USPTO and other patent offices around the world is incredibly important for patent professionals working with CII technology, so that the CII claims we draft are eligible for patent protection in different countries with a reasonable chance of success. This is, by the way, one area where I always recommend using a human patent attorney!

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How do you see AI being integrated into legal processes, from patent reviews to IP litigation, and where do you see the most potential for innovation in the next decade?

From an innovation standpoint, I believe AI will be integrated across all areas of legal processes. The greatest potential lies in IP licensing and litigation, with more sophisticated tools for identifying infringement, licensing opportunities (especially in standards contexts), and generating reliable evidence to challenge patent validity through locating prior art and addressing added-subject matter.

Dr. Coreena Brinck's deep knowledge of AI and her forward-thinking perspective on the IP landscape provide invaluable guidance for anyone working in intellectual property today. Her insights into emerging trends, AI-driven tools, and best practices for navigating the future of patent law underscore just how pivotal AI will be in reshaping the industry.

Don't miss the chance to hear directly from Dr. Brinck and other leading experts as they explore these critical topics at London IP Week this December. Join us for an engaging and informative two-day conference that promises to equip you with the knowledge and tools to thrive in the evolving IP landscape.

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