

*CEIPI EXECUTIVE IP MANAGEMENT DAYS*

# DIGITALISATION OF THE IP SYSTEM

*WHEN INNOVATION MEETS TECHNOLOGY*

**13 & 14 JUNE 2024**

**CEIPI**

**STRASBOURG**



# 13 JUNE 2024

**8:30** Welcoming of participants

**8:50** Welcome speech by **Prof. Dr. Alexander J. WURZER**

## **9:00 - Panel 1: Navigating IP protection challenges in the AI age**

**9:00** Patenting AI – Comparing EU & US approaches by **Stefan MÜLLER**  
*Companies often find that the grant rates of their AI patents are significantly higher in their own jurisdiction than in other jurisdictions or that the obtained scope of protection is comparatively narrow in the other jurisdictions. Learn from examples which problems caused by drafting or prosecution weaknesses can result in rejections or narrow claims for AI patents*

**9:45** Copyright and AI by **Isil Selen DEMENEC (remote)**  
*A multitude of generative AI tools for text, image, audio and video generation became recently available on the market and are used for business and private purposes. With that many copyright related questions arise regarding copyright protection and ownership for AI generated works*

## **Coffee break**

## **11:00 - Panel 2: Trademark Dynamics and AI Innovations**

**11:00** Trademarks in the digital world by **Maria BOICOVA WYNANTS (remote)**  
*While big brands already actively navigate the complexities of online platforms and the emerging Metaverse, securing the brand's position in the digital age becomes increasingly relevant for companies of any size. Gain insights into this shifting landscape and discover how brands can assert control over their digital presence, preventing unwanted redirections and safeguarding their online reputation*

- 11:45** Generative AI and chemistry by **Laura FE**  
*How can chemical companies profit from the use of AI in the development process?  
What are the current IP challenges for the chemical industry regarding the patent  
protection of generative AI solutions and how can you overcome them?*

## **Lunch break**

### **14:00 - Panel 3: Securing AI Innovations: Patent Strategies and Risk Assessment**

- 14:00** Patenting AI innovations: use cases and case studies by **Sebastian GOEBEL**  
*We are seeing a lot of hype around AI, and this is also true when it comes to AI patenting.  
SMEs must not neglect intellectual property protection. Learn from practical examples how  
SMEs can effectively protect their AI-based innovations and develop a sustainable IP  
strategy for AI patents*
- 14:45** IP risks in the AI era: strategies and assessments by **Shu-Pei OEI**  
*What are Intellectual Property Risks, and how do they apply to modern organizations?  
How can IP Managers adapt traditional IP Management models for needs in a VUCA  
world*

# 14 JUNE 2024

## 9:00 - Panel 4: Innovative Frontiers: AI's Role in Inventing and Patent Analysis

**9:00** The GenAI revolution of patent management by **Roland KRAML**  
*Generative AI is transforming all aspects of patent work and helps to improve efficiency and effectiveness of IP processes. Learn how AI-based patent management tools can help inventors and IP managers in their daily work*

**9:45** Revolutionizing patent analysis: AI-driven insights by **Leonhard BRADER**  
*How can AI-assisted patent analytics be effectively used to analyse patent portfolios? Gain a better understanding of the IP strategies of competitors by the use of patent data*

## INFORMATION

**DURATION:** 7 hours of continuing training (*certificate provided*)

**LOCATION:** 7 Rue de l'Ecarlate  
67000, Strasbourg, FRANCE  
*Amphithéâtre G*

**FEES:** Early Bird: 1400€ (*registration until May 23rd or if IP3M member*)  
Full fee: 1600€ (*registration until June 6th*)

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