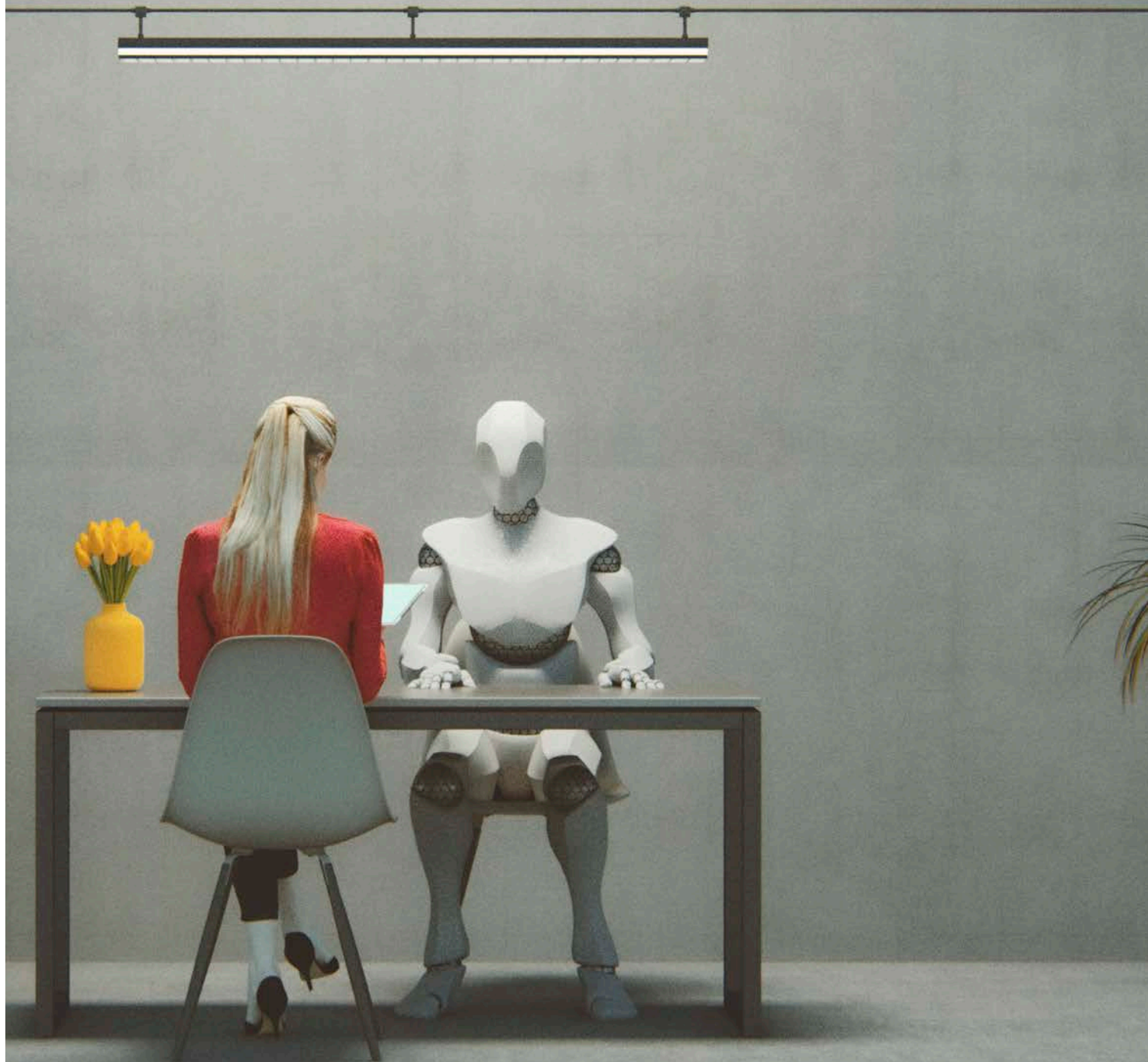


Fremtiden med IPR og kunstig intelligens



PATENT- OG
VAREMÆRKESTYRELSEN

Velkommen til fremtiden med IPR og kunstig intelligens

Kunstig intelligens udfylder flere og flere funktioner i både virksomheder og samfundet som helhed. Det er en udvikling, som ikke kun påvirker områder som innovation, produktion og økonomi, men også den måde vi tænker og udøver IP-rettingheder på. Dette giver anledning til en lang række spørgsmål om samspillet mellem IPR og kunstig intelligens, fordi virksomheder både stilles overfor nye muligheder og nye udfordringer.

Fremtidens vindervirksomheder skal findes blandt dem, der forstår at udnytte samspillet mellem IPR og kunstig intelligens og på den baggrund skaber vedvarende konkurrencemæssige fordele.

På denne internationale konference stiller vi skarpt på fremtiden med IPR og kunstig intelligens.

Vi lægger ud med en introduktion til kunstig intelligens og andre nye beslægtede teknologier fra Andrii Shalaginov, Kristiania University College, hvorefter Rahul Bhartiya præsenterer EUIPO's brug af blockchain som underliggende teknologi for IP-registre.

Sammen med Jean-Marc Deltorn fra University of Strasbourg, Maurizio Borghi fra Bournemouth University og Rahul Bhartiya fra EUIPO debatterer vi, hvordan kunstig intelligens påvirker de forskellige IP-rettinghedsområder.

Vi får et praktisk perspektiv, når Lars Kellberg fra Novo Nordisk deler virksomhedens erfaringer med brug af kunstig intelligens i patentfunktionen.

Endelig præsenterer vi et europæisk og amerikansk perspektiv når Erling Vestergaard fra EUIPO Observatoriet og John Zacharia fra Zacharia Law PLLC giver hver deres bud på, hvordan AI og nye teknologier vil kunne bruges i forbindelse med krænkelser og håndhævelse af IP-rettingheder.

Velkommen til et indholdsrigt program, hvor vi med en række internationale eksperter stiller skarpt på krydsfeltet mellem IPR og kunstig intelligens – nu og i fremtiden.

Programme

Bella Sky Conference & Event / 15. oktober 2021/ Kl. 10:00-15:30

- 09:00 – 10:00** Registration, network and breakfast
- 10:00 – 10:15** Opening of the conference
Sune Stampe Sørensen, Director General, Danish Patent and Trademark Office
- 10:15 – 10:40** **Artificial Intelligence and New Technologies**
What is AI?
Andrii Shalaginov, Associate Professor, Department of Technology at the Kristiania University College
- 10:40 – 10:55** AI and other Technologies (Robotics, Augmented Reality, Internet of Things, Blockchain and Quantum Computing)
Andrii Shalaginov, Associate Professor, Department of Technology at the Kristiania University College
- 10:55 – 11:10** IP Register on Blockchain
Rahul Bhartiya, AI Implementation Project Manager, EUIPO Digital Transformation Department
- 11:10 – 11:25** Q/A
- 11:25 – 11:40** **Coffee Break**
- 11:40 – 12:05** **AI and Substantive IP Protection**
AI and Patentability
Jean-Marc Deltorn, Senior Researcher, Centre for International Intellectual Property Studies, University of Strasbourg
- 12:05 – 12:25** AI and Copyright Protection
Maurizio Borghi, Professor, Bournemouth University
- 12:25 – 12:45** AI and Trademark and Design Examinations
Rahul Bhartiya, AI Implementation Project Manager, EUIPO Digital Transformation Department
- 12:45 – 13:00** Q/A
- 13:00 – 14:00** **Lunch**
- 14:00 – 14:25** **Case study – Novo Nordisk**
Utilizing AI to boost efficiency of a patent function
Lars Kellberg, Corporate Vice President, Corporate Patents, Novo Nordisk
- 14:25 – 14:50** **AI and IP Infringement and Enforcement**
AI used to Infringe and Enforce IP from a European Perspective
Erling Vestergaard, IP Enforcement Expert, EUIPO Observatory
- 14:50 – 15:15** AI used to Infringe and Enforce IP from a US Perspective
John Zacharia, Founder of Zacharia Law PLLC
- 15:15 – 15:30** Q/A and closing remarks

Expert profiles



Sune Stampe Sørensen

Sune is Director General of the Danish Patent and Trademark Office. He is a board member of Nordic Patent Institute, member of the board at the Danish Academy of Technical Sciences, member of the Management Board at the European Union Intellectual Property Office (EUIPO), and member of the Board of the Administrative Council in the European Patent Office (EPO). Prior to his engagement at the DKPTO he has held various executive positions in the Ministry of Environment and Food and the Ministry of Finance.



Andrii Shalaginov

Andrii is Associate Professor in the Department of Technology at Kristiania University College, Norway. His work is widely related to the application of artificial intelligence in detection of computer viruses, network attacks and protection of Internet of Things devices. Andrii is a member of the Malware Lab and Digital Forensics group at the Norwegian University of Science and Technology, where he has completed a PhD in Information Security. He has also been a cybersecurity researcher in the EUIPO framework related to malware analysis on copyright-infringing websites.



Rahul Bhartiya

Rahul is Electronics and Telecommunication Engineer from the Indian Institute of Technology, Roorkee. He has more than 15 years of experience in working with EU Public organisations, specifically in IT development in Trademarks and Design. He is currently heading the AI Implementation at European Union Intellectual Property Rights Office. He has also contributed to setting up the Big Data environment at the office as well as introduced AI.



Jean-Marc Deltorn

Jean-Marc is Senior Researcher at the Centre for International Intellectual Property Studies (CEIPI, University of Strasbourg). At CEIPI, Jean-Marc's research focuses on the interplay between IP and emerging technologies. He is co-director of CEIPI's "AI & IP" Diploma. Prior to joining CEIPI, Jean-Marc has spent 15 years at the European Patent Office (EPO) where he was in charge of the prosecution of AI applications and he contributed to drafting the Guidelines for examination on the sections dedicated to mathematical methods and AI. He is a member of the "Impact of Technology Expert Group" of the European Observatory on Infringements of Intellectual Property Rights.



Maurizio Borghi

Maurizio is Professor of Law at Bournemouth University, UK, where he is also Director of the Centre for Intellectual Property Policy & Management (Jean-Monnet Centre of Excellence 2018-2021). His research focuses on copyright and related rights, with an interest in the doctrinal and regulatory challenges of the digital economy. He has published research such as mass digitization, data ownership, liability of intermediaries and copyright exemptions. His recent research includes a study on enforcement of broadcasters' rights on the internet and an extensive project on copyright and digitization of cultural heritage in the EU.



Lars Kellberg

Lars is Corporate Vice President and Chief Patent Counsel for Novo Nordisk. In this position he is globally responsible for procuring and managing Novo Nordisk's patent portfolio and, with respect to patents, providing strategic direction and guidance for Novo Nordisk's global business and research operations. Lars has a MSc degree from University of Aarhus and an Executive MBA degree from the Scandinavian International Management Institute. Lars is also a qualified European Patent Attorney.



Erling Vestergaard

Erling has been a Danish lawyer for more than 31 years, 21 of those serving as a Danish prosecutor specialising in economic crime. From 2006 to 2014 he coordinated all Danish criminal IP cases, only interrupted by a 2-year period working for the Danish Patent and Trademark Office. Erling Vestergaard has taken a special interest in Internet related issues and the impact of new disruptive and transformative technologies. Since November 2014 he has worked at the EUIPO Observatory specialising in infringements of Intellectual Property Rights.



John H. Zacharia

John H. Zacharia is a globally recognized expert in intellectual property law and policy. John spent over 17 years at the U.S. Department of Justice, partly as Assistant Deputy Chief for Litigation at the Computer Crime and Intellectual Property Section where he became one of the most experienced federal prosecutors of intellectual property crimes in the United States. John successfully prosecuted several high-impact online IP cases, including the first prosecution and conviction of a cyberlocker operator for criminal copyright infringement. As Founder of Zacharia Law PLLC, John represents clients in matters involving intellectual property violations and cyber threats.