

**BUSINESS
CONFERENCE**

Tuesday 31st March 2020

ABILWAYS
BELGIUM

AI's IP Insight Day

Capitalise on your **Intellectual Property** to Create Value;
In an **Artificial Intelligence** led Innovation Era

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**BUILD
YOUR
SINGULARITY**

AI's IP Insight Day

Capitalise on your Intellectual Property to Create Value; In an Artificial Intelligence led Innovation Era

Traditional value chain processes are no longer stirring value creation; **today, it is Digital**. Propelled by **Artificial Intelligence (AI)**-which is reshaping the **business landscape** as well as the **consumer mindset**-the technological advances have proven to be **vividly accelerating** and thus **deeply disrupting** the ways societies live. In the race for its supremacy, many AI stakeholders are joining forces and precipitating new AI-based technological developments **willing not only to be the first to reach a certain level of competitive advantage and a global reputation, but also to gain leverage through the optimization of these inventions' intangibles...**

In an interactive setting, the conference aims at raising the regulatory, technical and legal stakes and trends that underlie **AI's IP strategy and management**; putting forward the current and future **challenges, opportunities and insights** that **Artificial Intelligence brings to IP processes**, recapitulating the practices that might potentially serve **the protection and monetization of AI-originated IP assets**.

WHO SHOULD ATTEND

- Intellectual Property (IP)
- IP Counsel
- Legal
- Legal Counsel
- General Counsel
- Innovation
- Open innovation
- Patent, Trademark, Trade Secrets, Copyright
- Brand Protection
- IP Litigation
- Data information Security
- R&D
- Business Development
- IP Licensing
- Artificial Intelligence
- Big Data, IoT, Algorithms, Machine Learning
- Software Licensing
- Computer – Implemented Inventions (CII)

SPEAKERS



Bruno Vandermeulen

Senior IP Expert

IMPACT LICENSING INITIATIVE



Hans Constandt

CEO

ONTOFORCE



Mirjam E. Ros

Director Commercial,
Contracts & Legal

AIRBUS DEFENCE & SPACE (NL)

Co-Author of

THE INNOVATION MATRIX



Deepika Jeyakodi

Commercial Contracts
and Bid Manager

AIRBUS DEFENCE & SPACE (NL)

Co-Author of

THE INNOVATION MATRIX



Elena Kostadinova

Legal & Policy Officer

**DG GROW
EUROPEAN COMMISSION**



David Lesthaeghe

European & Belgian Patent
Attorney

DE CLERCQ & PARTNERS



Emmanuel Miconnet

Innovation & Simulation Director

THALES GROUP



Axel Ferrazzini

Managing Director

4IP COUNCIL



Vincent Couteau

Senior Legal Counsel

ATOS



Kevin Fournier

Counsel, Intellectual Property Law

IBM

08.30 Coffee & Registrations

09.00 Opening Address

09.10 Note from The European Commission

Policy Initiatives & Updates: ARTIFICIAL INTELLIGENCE (AI) & INTELLECTUAL PROPERTY (IP)

Elena Kostadinova Legal & Policy Officer **DG GROW / EUROPEAN COMMISSION**

09.40 Be Up to Date

A Practical Guide on Patenting AI Inventions in Europe

How to overcome the software exclusion?

- How Novelty and Inventive Step are currently handled for AI inventions by the EPO?
- How matters of inventorship should practically be dealt with?
- What to expect in the future?

Some theoretical examples of typical problems when trying to patent an AI invention will be provided, as well as some examples on how to prevent or solve such issues.

David Lesthaeghe European & Belgian Patent Attorney **DE CLERCQ & PARTNERS**

10.10 Coffee Break & Networking

10.30 Case Study

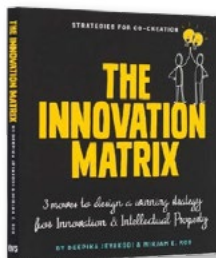
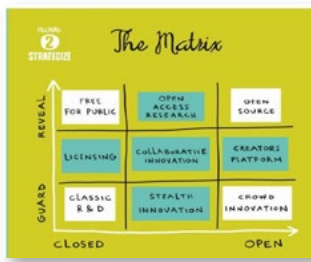
Intellectual Property Contracting Issues in Collaborations Involving AI Technology

- What are the typical items that are created in such a collaboration?
- What are they used for?
- Different ways to handle IP ownership and licenses related to such items
- Managing contamination risks from being exposed to other parties' materials and know how
- Dealing with the risks of third-party IP infringements

Kevin Fournier Counsel, Intellectual Property Law **IBM**

11.10 WORKSHOP: THE INNOVATION MATRIX

Designing a Winning Innovation & IP Strategy for Artificial Intelligence



Artificial Intelligence (AI) is expected **to improve work efficiency, productivity and augment human creativity**, amongst other things. Gartner estimated that AI will contribute \$3.9 trillion in business value by 2022. Over the last decade, and specifically in the last two years, several applications across industries are expected to make use of AI. While innovation in and around AI is rapidly evolving, so must the strategies around its management.

On one hand, organizations like Microsoft and Google are piling **patents on AI** and on the other hand they are offering tools as open source. **What innovation and IP strategies do organizations choose for AI and why? Can you prepare for an unknown future? Can your strategies evolve and successfully adapt to the uncertainties?**

The Innovation Matrix simplifies and structures innovation management and can be used to design a winning AI innovation & IP strategy. **Mirjam Ros & Deepika Jeyakodi** are the co-authors of the recently published book **'the Innovation Matrix'**. She will present which newly adopted innovation models for AI are successfully used by the global front runners; and more relevant; she will share what you can learn from them to put immediately in practice in your business setting.

Mirjam E. Ros Director commercial, contracts & Legal **AIRBUS DEFENCE & SPACE (NL)**
Co-Author of **THE INNOVATION MATRIX**

Deepika Jeyakodi Commercial Contracts and Bid Manager **AIRBUS DEFENCE & SPACE (NL)**
Co-Author of **THE INNOVATION MATRIX**

13.10 Lunch

14.10 Case Study

IP and Big Data in the Healthcare Sector

Linking therapeutic data via AI and other software solutions is becoming more and more important for the development of new drugs and therapies. It raises new questions about intellectual property protection and the desirability of such protection.

- Should the results of data linking be protected, and how?
- What impact can it have on patient populations and on the traditional players in the pharma field?

Bruno and Hans will address the issue: they will give insight in products and services that can analyse medical data, with specific examples.

Bruno Vandermeulen Senior IP Expert **IMPACT LICENSING INITIATIVE**

Hans Constandt CEO **ONTOFORCE**

15.00 KEYNOTE

Intellectual property is at the heart of the company's digital, technological and strategic transformations. The focus of this presentation will be on the digital transformation, the new disruptive technologies and their consequences on the IP of the industrial groups against GAFAM; ever more reactive and powerful in 2020...!

AI, Big Data, IoT ... Patenting Technological Innovations

- Technical Challenges in IA, Big Data, IoT...
- How to protect our assets
- Patentability criteria of inventions in AI, Big Data, IoT...
- Recommendations

Emmanuel Miconnet Innovation & Simulation Director **THALES Group**

15.40 Coffee Break & Networking

16.00 Case Study

IP strategy: How to Protect AI-related IP

Vincent Couteau Senior Legal Counsel **ATOS**

16.40 KEYNOTE

The Relevance of IP for Innovation, Trends and Recommendations

Highlights on Academic Papers:

- Joint EPO/4iP research paper: The examination of Computer Implemented Inventions (CII) and artificial intelligence (AI) inventions
- What is Artificial Intelligence and why does it matter for copyright

Axel Ferrazzini Managing Director **4IP COUNCIL**

17.10 End of the Conference

PRACTICAL DETAILS

- **Date & Venue :**
Tuesday 31st March 2020 | Brussels
- **Reach out to the Conference Producer:** Omar Jilla - ojilla@abilways.com
- **Register in 3 different ways:**
 - Via post: send us back the Registration Form hereunder
 - Via email help-ife@abilways.com
 - Via our [website](#)
- **Participation**
 - Standard Rate (+21% VAT) : 550€ / Day

The registration fee includes refreshments, food and conference documentation.

During the transfer payment, please indicate the name of the registered participant and mention the invoice number: Bank Account in the name of EFEB SA/ NV N° BE98210004689293 at BNP PARIBAS FORTIS, agence Quartier-Léopold, Place du Luxembourg, 14, B-1050 Bruxelles.

- **You need help?** Please contact us at +32 (0)2 533 10 20 or help-ife@abilways.com

Please note that the conference programme might be subject to further modifications, due to any unwanted circumstances.

REGISTRATION

- Once your Registration Form is received, (mail, e-mail or online), we will send you a registration proof.
- 10 days prior to the event, you will receive a notification e-mail, indicating the venue of the conference.
- Check our booking Terms & conditions here, [click here](#)

YES, I register for the conference «AI's IP Insight Day» (code 241201)

Full Name* _____
E-mail* _____
Job Title _____ Company _____
VAT N° _____ Sector/Industry _____
Address _____
Post Code City _____
Phone _____ Mobile _____
Billing address (if different) _____

Sign & Stamp*:

*Mandatory

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