



IP at the technological frontier

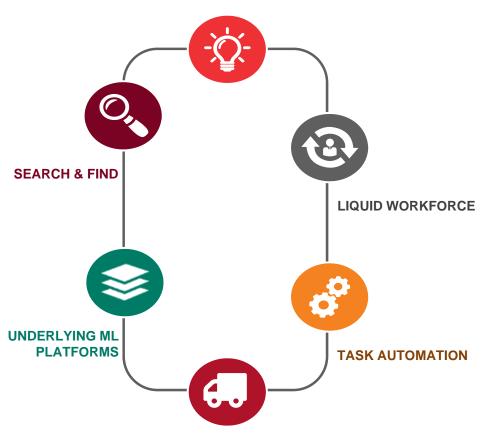
AI, machine learning and blockchain

Tuesday 25 April 2017





LEGAL KNOWLEDGE



PRESENTATION / DELIVERY

Tech Market Map (as at Mar 2017)













Key observations

Tech is not quite there yet, but it is coming





Search & Find Task Automation Legal Research (longer term)



Process driven work High leveraged work "Good enough" work



Cloud Privilege Insurance Talent Lock-in

TECH FUTURE IS VERTICAL

Tech Market Map (as at Mar 2017)













the generation of uitable outputs from tespective inputs Mathematical analysis of machine learning algorithms and their

intelligence Knowledge, Planning Ability to move objects engineering is a research. often act and humans only if e si buijaauibua abundant relating to the intelligence access to categories, Knowledge, certain traits streams of learning with Research associated with supervision regressions. It has become an essential determines the belongs to and with obtaining a a branch of computer discovering

Artificial intelligence is a branch of computer It has become an essential part of the technology Research associated with artificial intelligence is highly specialized. The of artificial such as: Reasoning, manipulate and Knowledge core part of Al Machines can react like they have world. Artificial must have properties and relations between all of them to implement knowledge engineering. Initiating common sense, reasoning and problem-solving power in machines is a difficult and tedious Machine learning is another core part of Al. Learning without any kind of supervision requires an ability to identify patterns in inputs, whereas adequate involves and numerical Classification category an object regression deals set of numerical examples, thereby

functions enabling

the generation of suitable outputs from respective inputs. Mathematical analysis of machine learning algorithms and their

performance is a well-defined computer science often referred to as Machine perception deals with the capability to use sensory inputs to deduce the different aspects of the world, while the power to analyze visual inputs with a few sub-problems such as facial, object and gesture recognition. Robotics is also a major field related to Al. Robots require intelligence to handle tasks such as object manipulation and navigation, along with sub-problems of localization, motion planning and mapping.

ANNUAL AI — CI IP SEMINAR works

AI – creation and ownership of works

Al as creator of copyright works

- Is there a work, and who owns it?
- UK: "computer-generated works"
- Can there be seen to be 'skill, labour and judgment' or 'author's own intellectual creation'?
- What about complex machine learning where machine and process removed from last human involved?
- European Parliament recommendations to Commission
- Clearly document process, showing involvement of humans where possible
- Differentiate between content created and advances in machine learning



What is... Blockchain?

- Technology underpinning the cryptocurrency 'Bitcoin';
- Spreadsheet in the sky;
- Open ledger of information which is distributed and verified across a peer-to-peer online network;
- Allows multiple parties to a transaction to verify what will be entered onto a ledger in advance without any single party having the ability to later change any ledger entries;
- Irreversible, transparent, secure and time-stamped record;
- Already in use in fintech, pharma, music, diamond, fashion industry.



Blockchain

... and its use in IP

- Potential use in clearing, registering and enforcing IP rights;
- Controlling and tracking the distribution of (un-)registered IP; evidence of use; establishing and enforcing IP agreements, licences and exclusive distribution networks through smart contracts;
- Authentication and provenance: detection and/or retrieval of counterfeits, stolen and parallel imported goods; detection of infringing use of copyrighted images online;
- Hurdles to large scale legal application: include questions of governing laws and jurisdictions, data security and privacy concerns;
- Who should be allowed to administer the ledger?
- "Public" vs. "private" blockchain?

Blockchain

"Smart contracts" and IP

- Concept of smart contracts
- Lack of uniform definition
- Use to establish and enforce IP agreements, such as licences, transmission of payments in real-time to IP owners
- Smart contract performance for:
 - Self-monitoring of the terms of an IP agreement;
 - Automation of contract performance;
 - Certification of a transaction;
 - Evidencing and facilitating delivery and payment transfers, if so coded
- Need for regulation?



Takeaway

- Technology is developing but not quite there yet
- Opportunities outweigh the risks
- Law will lag behind the tech
- Prepare now



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