



IP STRATEGY FOR AI A European Perspective

MATT HERVEY, NEIL HENDRON

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LEGAL DISCLAIMER

- The presentation today is not intended as legal advice.
- Because this is a high level overview, it is impossible to cover all relevant details, and your available rights and remedies will depend on the unique facts of each situation, your applicable contract or subcontract, or the nature of your project.
- For specific advice, please contact your qualified legal counsel before making any decisions or taking any action. This is of particular importance as every province and territory has its own legal regime.
- As you know, the situation is extremely fluid and is changing on a daily basis. As things evolve, your best course of action could also evolve. Please follow up to date and reliable sources for your information.

AGENDA

IP Strategy for AI: A European Perspective

Introduction

IP rights and key AI assets

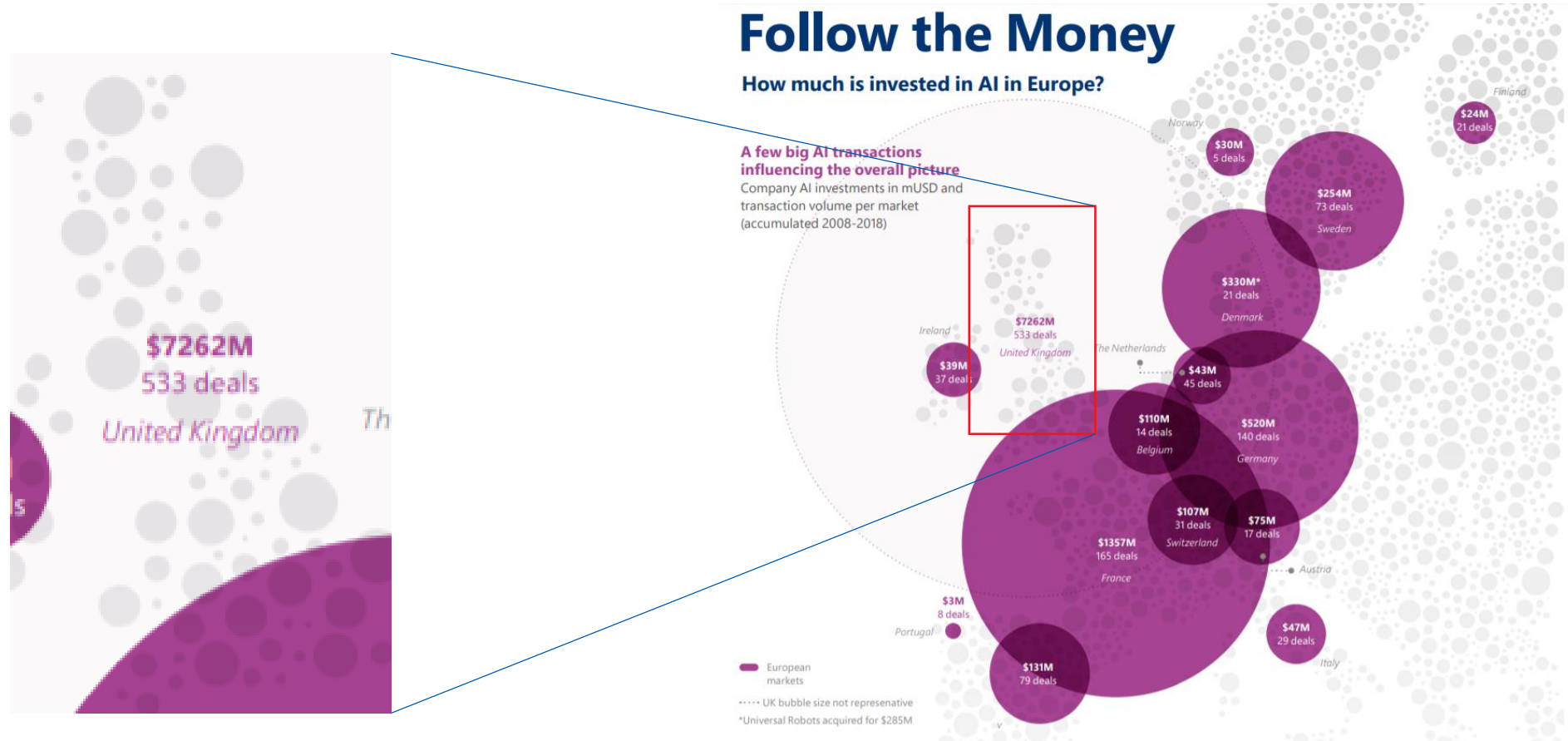
Trade secrets and contractual measures

A holistic approach to disclosure risks

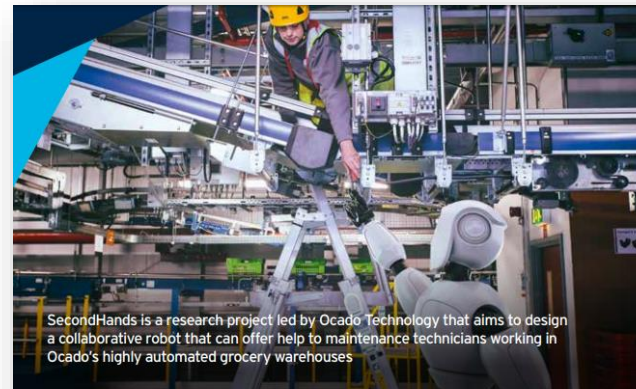
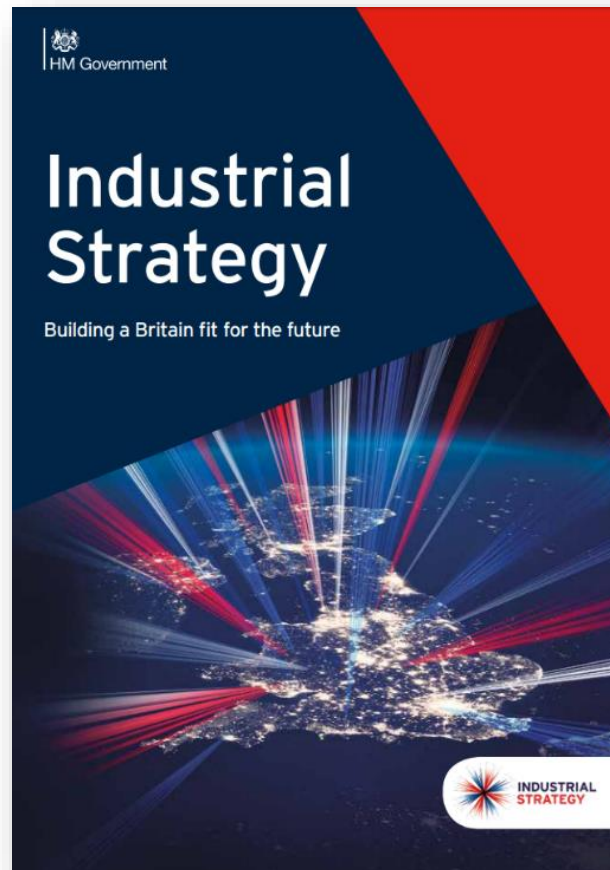
Questions



INVESTMENTS



INDUSTRIAL STRATEGIES



SecondHands is a research project led by Ocado Technology that aims to design a collaborative robot that can offer help to maintenance technicians working in Ocado's highly automated grocery warehouses

Growing the AI & Data-Driven Economy

We will put the UK at the forefront of the AI and data revolution.

Artificial intelligence and machine learning are general purpose technologies already starting to transform the global economy. They can be seen as new industries in their own right, but they are also transforming business models across many sectors as they deploy vast datasets to identify better ways of doing complex tasks - from helping doctors diagnose medical conditions more effectively to allowing people to communicate across the globe using instantaneous speech recognition and translation software.

Embedding AI across the UK will create thousands of good quality jobs and drive economic growth. A recent study found digital technologies including AI created a net total of 80,000 new jobs annually across a population similar to the UK²⁰. By one estimate, AI could add £232bn to the UK economy by 2030²¹.

We start from a position of strength. The UK is already a world leader in AI, with the building blocks to make significant advances. We have some of the best research institutions in the world and

globally-recognised capability in AI-related disciplines, including maths, computer science, ethics and linguistics. We have substantial datasets in public institutions where AI can be explored safely and securely. We have great strengths in the underpinning technologies, from ARM's microchips to the microcomputers of Raspberry Pi. UK innovators push boundaries in robotics and the internet of things. These strengths are the result of academic excellence, research ingenuity, smart business decisions, and investment by previous governments of different political persuasions.

As with previous revolutionary technologies, these changes cannot be resisted and it would be irresponsible to fail to prepare. Meeting our Grand Challenge means maximising the opportunities created by AI and advanced data technologies, and responding to the potential impacts on society. It is a call for businesses, research institutions and the government to work together throughout the UK to invest in these technologies, encourage their adoption and set standards in secure, trusted use of data.

The AI and data-driven economy

Artificial intelligence: technologies with the ability to perform tasks that would otherwise require human intelligence, such as visual perception, speech recognition, and language translation

Machine learning: a type of AI that allows computers to learn rapidly from large datasets without being explicitly programmed

Data-driven economy: a digitally connected economy that realises significant value from connected, large-scale data that can be rapidly analysed by technology to generate insights and innovation

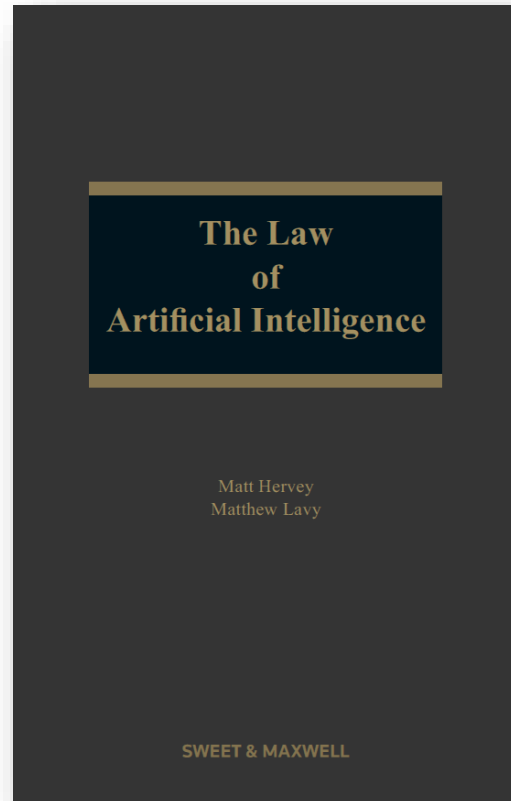


'Embedding AI across the UK will create thousands of good quality jobs and drive economic growth. AI could add £232bn to the economy by 2030.'

NEW LAWS AND REGULATIONS



THE LAW OF ARTIFICIAL INTELLIGENCE



Technology

Ethics

Regulation

Liability for Physical Harm

Liability for Economic Harm

Professional Liability

Intellectual Property

Data Protection and Privacy

Competition

Crime

Agency

AI in the Justice System

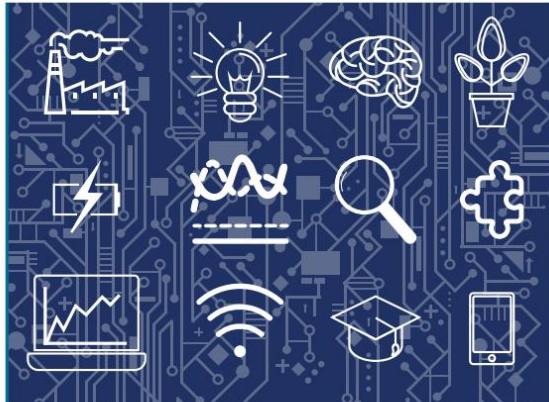
AI in the Legal Profession

IP AND AI

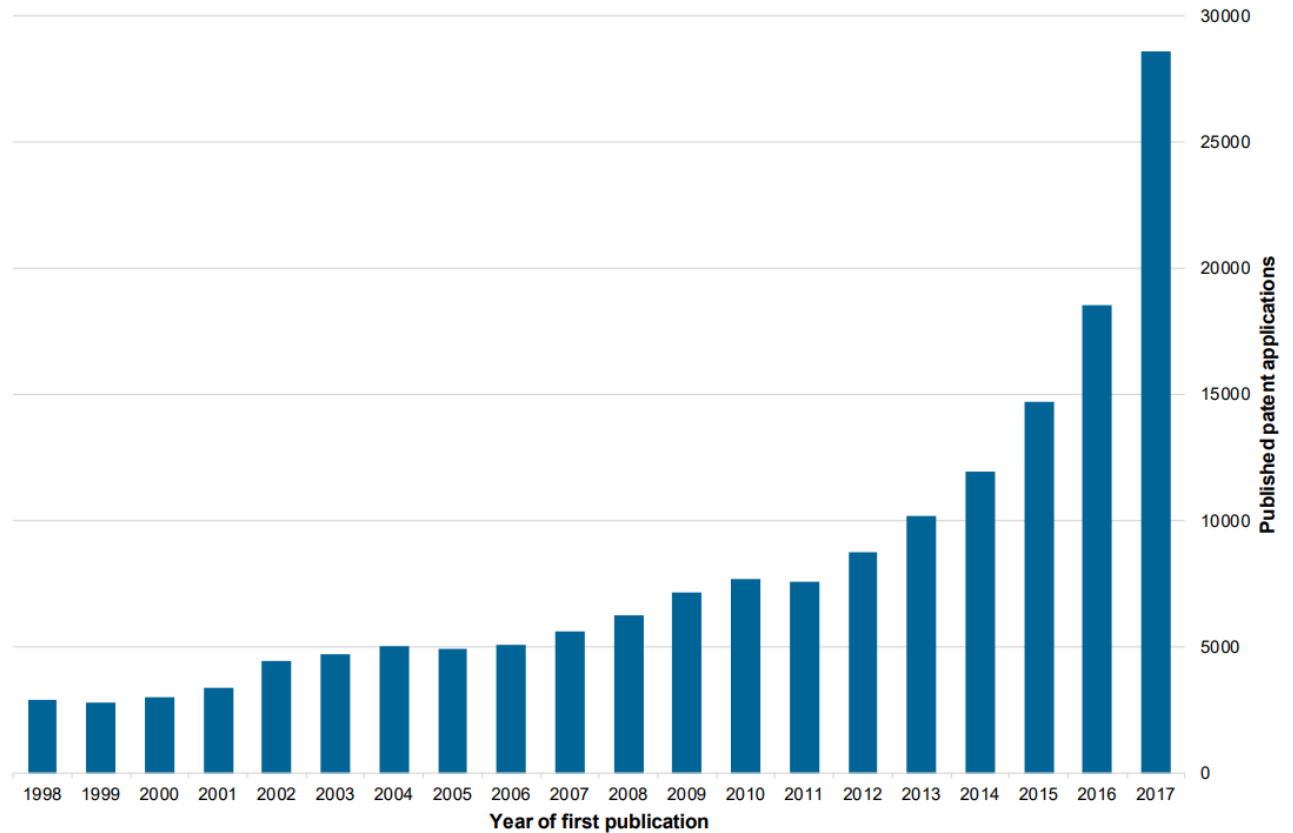


Artificial Intelligence

A worldwide overview of AI patents
and patenting by the UK AI sector



IPO | Making the IPO a brilliant place to work
Intellectual Property Office is an operating name of the Patent Office



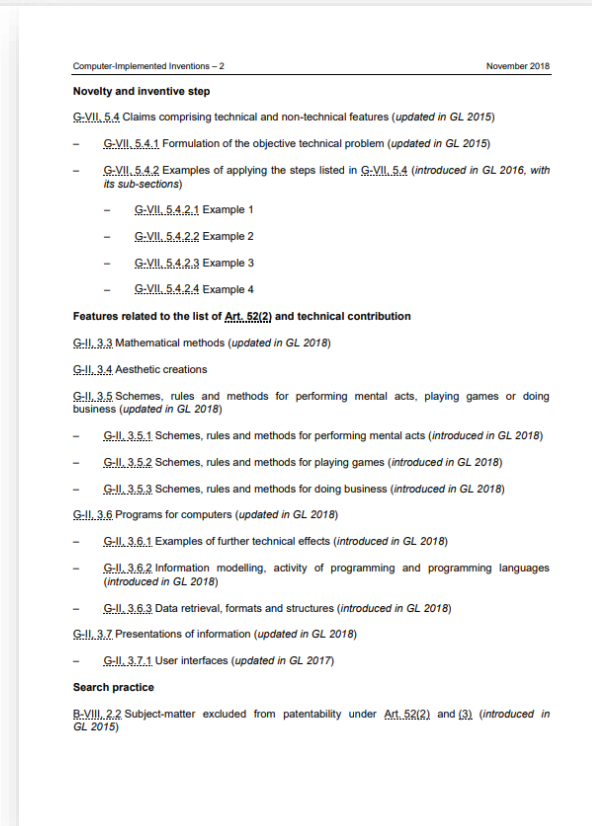
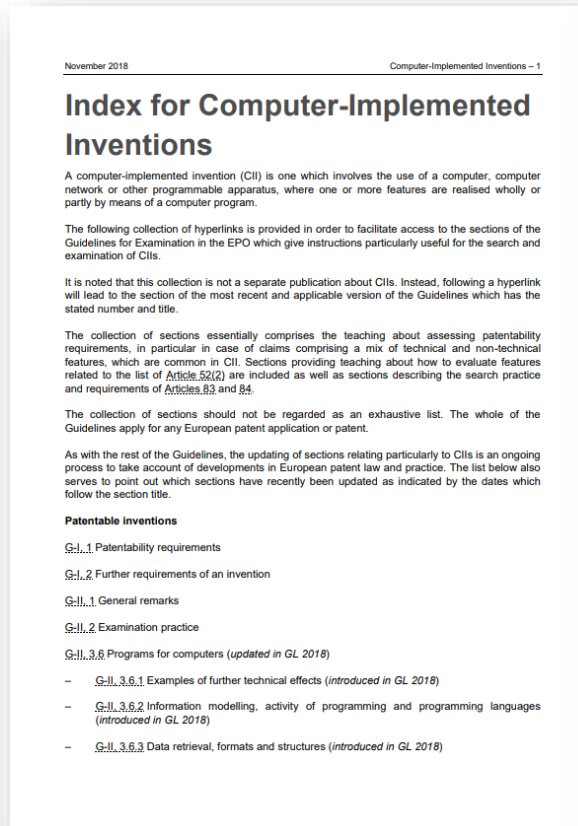
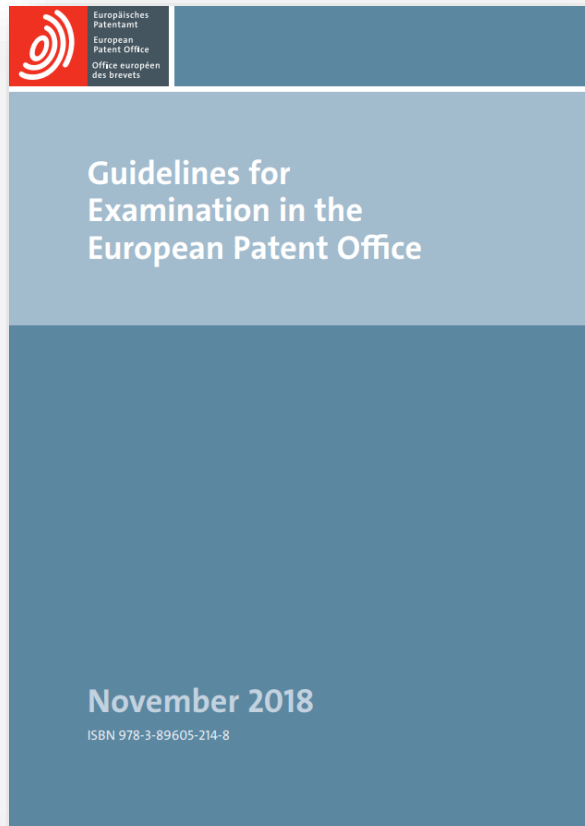
THE CONTEXT



INPUTS



THE TECHNOLOGY



OUTPUTS



(a)

The crow crooked on more beautiful and free,
He journeyed off into the quarter sea.
his radiant ribs girdled empty and very -
least beautiful as dignified to see.

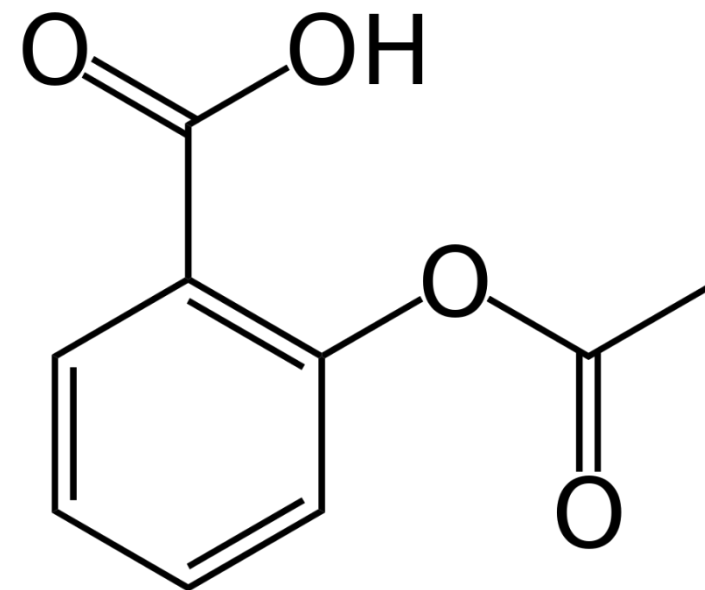
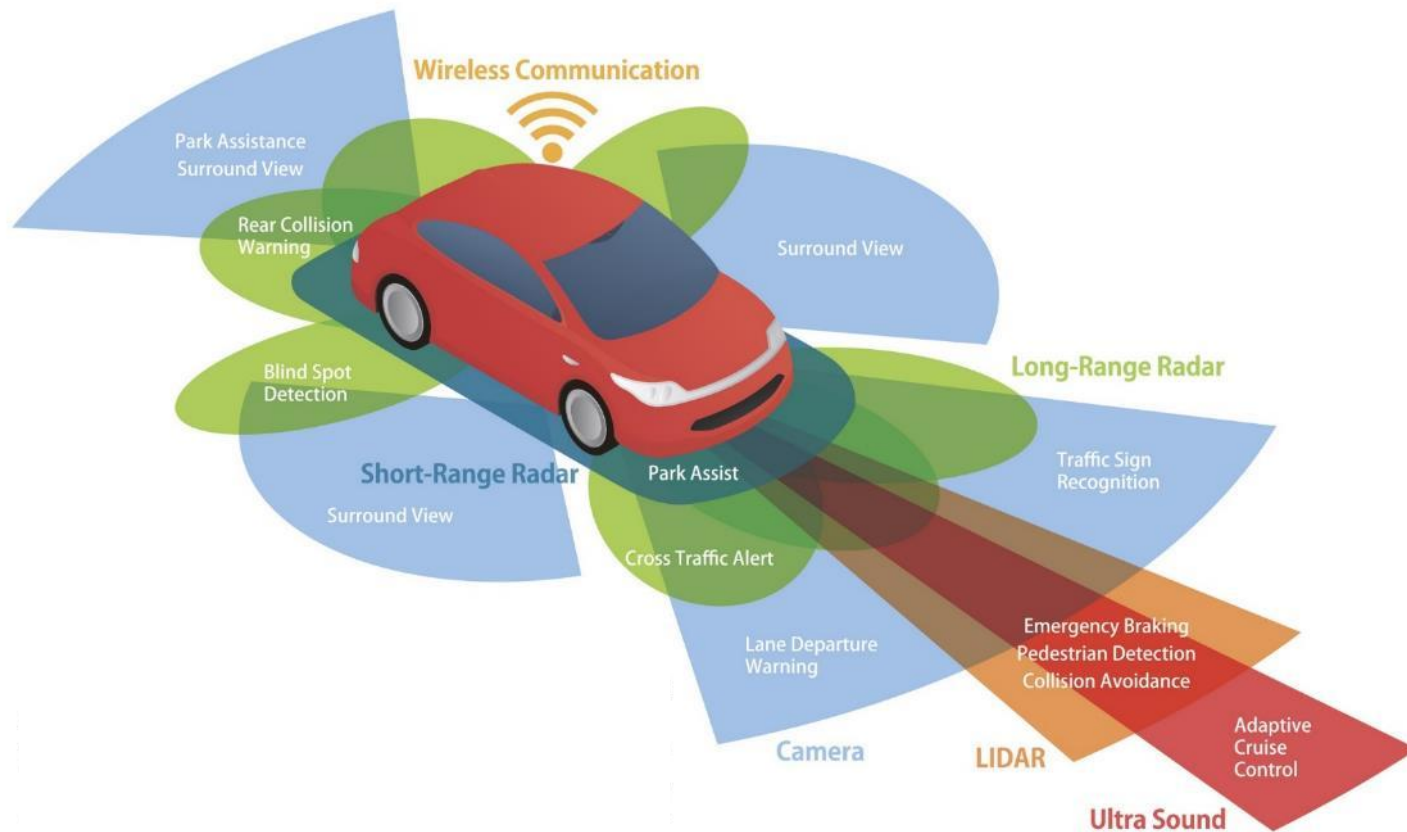
(c)

Man with the broken blood blue glass and gold.
Cheap chatter chants to be a lover do.

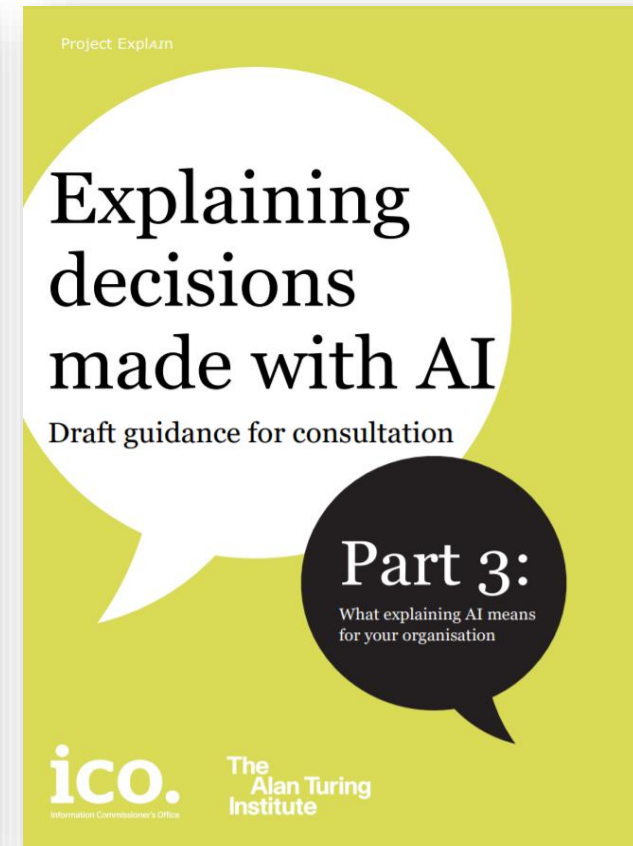
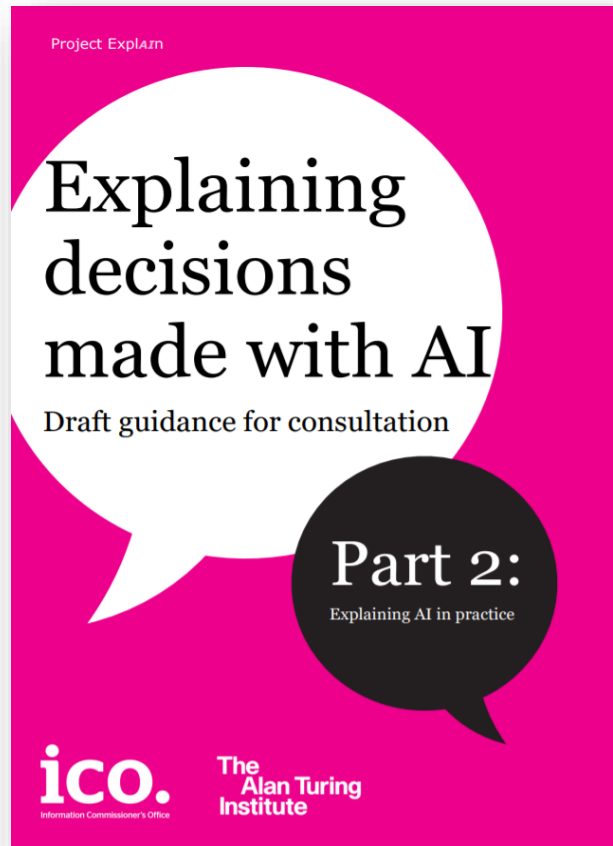
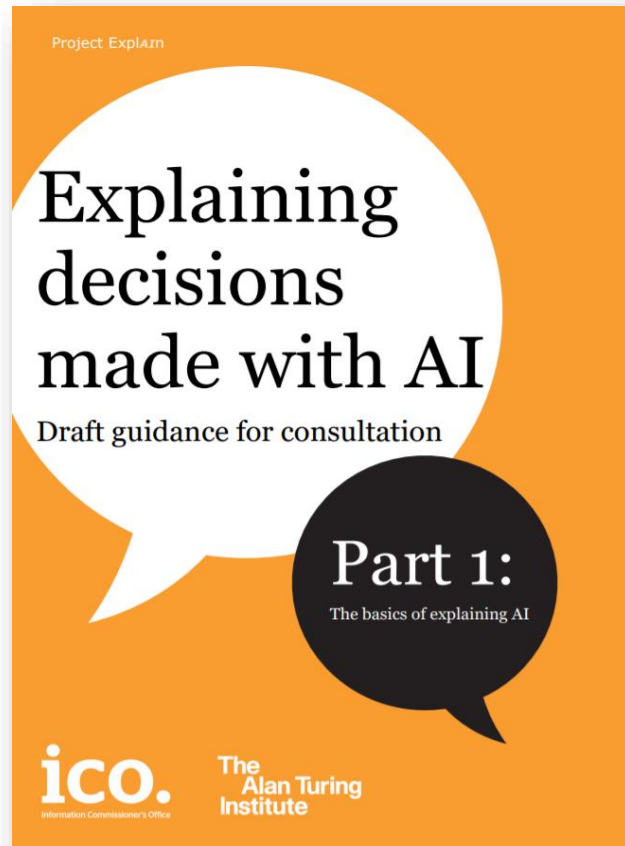
(e)

The son still streams and strength and spirit.
The ridden souls of which the fills of.

HOLISTIC STRATEGY



REGULATION



QUESTIONS?

CONTACT



MATT HERVEY

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Head of Artificial Intelligence (UK)*

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Education

2005 - City University, London
2004 - College of Law, London
1996 - Courtauld Institute
1993 - University of Oxford

Qualified

2007 - Solicitor of England & Wales

Matt Hervey is Head of Artificial Intelligence (UK) and advises on AI across all sectors, including automotive, life sciences, finance and retail. He is co-editor of *The Law of Artificial Intelligence* (Sweet & Maxwell). Matt is in AI-related working groups for the International Chamber of Commerce (ICC), the IP Federation, the International Association for the Protection of Intellectual Property (AIPPI) and the World Law Group.

Matt is a trusted intellectual property adviser, especially for clients with complex patent disputes, including SEP (FRAND) litigation. He is described as "stand out" and "absolutely superb" for patent disputes (*Legal 500*).

His cases have involved video compression, telecommunications, software (algorithmic trading, consumer share trading platforms, 3D modelling), consumer electronics (inkjet printers), location sensing and traffic analysis. He has extensive experience of healthcare and Life Sciences work including monoclonal antibodies and medical devices.

CONTACT



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Partner

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Education

2008 - Queen's University Belfast, LLB Common and Civil Law with French, 2:1

Qualified

2013 - Solicitor of England & Wales

2010 - Solicitor of Northern Ireland

Neil Hendron helps clients achieve their transactional objectives efficiently and effectively.

Neil works with companies at all stages of development and regularly advises on a wide range of corporate transactions - from advising established companies and investors on significant investments to working with spin-out and start-up companies on early stage fundraising. Neil regularly acts for international corporations and institutional investors on significant acquisitions and divestments and has particular experience in international private company M&A.

Neil enjoys helping clients achieve goals which are important to their business. Corporate transactional work can often be complex and Neil sees one of his main roles as trying to manage this complexity. An important part of achieving this is working with clients and spending time getting an understanding of their business and what matters most to them.



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