



WIPO/IP/CONV/GE/2/23/INF/2 PROV
ORIGINAL: ENGLISH
DATE: SEPTEMBER 20, 2023

WIPO CONVERSATION ON INTELLECTUAL PROPERTY (IP) AND FRONTIER TECHNOLOGIES

Eighth Session
Geneva, September 20 and 21, 2023

SPEAKERS PROFILES

prepared by the International Bureau of WIPO

PANEL 2: GENERATIVE AI – A JACK OF MANY TRADES? (GENERATIVE AI: USE CASES)

MODERATOR



Mr. Mohamed Hegazy

A senior consultant with +20 years of extensive experience in public policy, legislative, and regulatory affairs. His specializations include communications and information technology (ICT), cybercrime, intellectual property rights, commercial law, data protection, licensing & compliance management, consumer protection, business operations, and corporate governance in the local and international legislative atmosphere.

During his tenure and capacity as Director for intellectual property office, he oversaw cooperation with startups and entrepreneurs from a variety of industries to build innovative digital activities based on IP assets. And developed and delivered hundreds of legal capacity-building programs in Egypt, Jordan, Lebanon, Kuwait, Saudi Arabia, Oman, Morocco, Tunisia, the United Arab Emirates, and Bahrain.

As part of his international expertise, he drafted and contributed to the drafting data protection, cybercrimes, SME, E-Commerce and Consumer Protection, Startups, Artificial intelligence Supreme Council, among other laws, regulations and regulatory frameworks in Egypt, Libya, Saudi Arabia, Iraq and Zambia.

Hegazy also lectures and teaches at Cairo University's Faculty of Mass Communications, the Egyptian Police Academy, the Arab Academy for Science and Technology, the National Judicial Studies Centre, and other institutions.

PANELISTS



Mr. Manas Bhatia

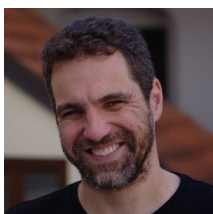
Manas Bhatia is an Architect and visual artist from India who currently works as an Associate Architect at Ant Studio, India. He specializes in designing innovative organic spaces that bridge human creation with nature through ancestral knowledge and technology. Manas earned a Bachelor of Architecture degree from Manipal University Jaipur and possesses a robust background in graphic design and visual communication. His involvement in various projects, such as residential, commercial, institutional, cultural, and urban design at Ant Studio, showcases his versatile skills. He also heads the marketing for Ant Studio's product group CoolAnt. Manas is passionate about exploring the potential of artificial intelligence in architecture and design. He has created several innovative conceptual projects using AI imaging softwares, such as "AI x Future Cities" and "Symbiotic Architecture," which gained global recognition from prestigious design publications including Designboom, Dezeen, and Colossal. His work has also been profiled by CNN and featured by BBC, national newspapers, and other media outlets. Furthermore, Manas's work has been showcased at the "Dream the City" exhibition at Palau Robert in Barcelona as well as at the Borders Art Fair 2023 that was a part of the Venice Architecture Biennale 2023. He has given talks on "AI in Architecture" at the University of Toronto and Oxford School of Business and has been invited to attend design conferences such as LightTalks Middle East 2023 in Dubai. He was also selected as one of the top 40 architects and designers of 2023 in his country to speak at Dialogues XII edition, an exclusive event curated by the award-winning Sanjay Puri

Architects. He was also invited by IIID to IDCS@Vijaywada to be a panel speaker in the panel discussion on "AI Tech: A new era of design". For those who wish to collaborate with Manas or learn more about his work, he can be reached on LinkedIn or Instagram @manasbhatiadesign.



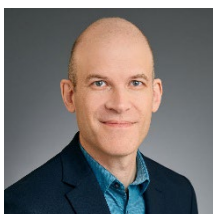
Ms. Louise Crnkovic-Friis

Louise Crnkovic-Friis is a Sweden-based research choreographer active in the intersection of dance and artificial intelligence. With a background as a contemporary dancer, she has co-founded several dance companies that aimed to explore new dynamics in choreography and artistic practice. She also established the Lulu Art Group, devoted to transdisciplinary productions, and served as the artistic director of Archauz, a well-known dance theatre in Aarhus, Denmark. Her work often investigates themes of human interaction and sensory perception, and she began integrating AI into her choreography in 2015 through a collaboration with Peltarion, an AI company. The paper she co-authored, "Generative Choreography using Deep Learning" (2016), was an early contributor to the field of generative AI within art. In 2021, Crnkovic-Friis completed her Master's program in "New Performative Practices" at the Stockholm University of the Arts. Her thesis examined the intersection of AI and choreography, specifically focusing on ontology viewed through different types of intelligence.



Mr. Jiří Hana

Jiri Hana is a co-founder of Geneea Analytics, a Prague-based company specializing in developing multilingual AI systems for processing large amounts of text. It focuses primarily on AI solutions that help media houses publish high-quality articles faster and cheaper. Jiri is responsible for Geneea's product development and research efforts. He holds a Ph.D. in computational linguistics and has over 20 years of experience in research and teaching, both in the EU and the U.S.

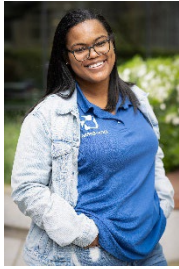


Mr. Chris Horton

Chris Horton, SVP Strategic Technology, leads Universal Music Group's Office of Strategic Technology, which is responsible for the technology aspects of digital partner deals and for long-term strategic technology projects and policy. Chris has worked on UMG's digital distribution deals for more than 20 years, including on the first successful download and subscription services. Chris and his team collaborate with technology companies on the development of new music-related products and services, including high-resolution audio, stem-based formats, music-related AI, NFTs & web3, AR/VR projects, anti-piracy, and more. He has developed and co-founded various music industry standards and standards bodies, including DDEX. He currently coordinates UMG's AI Task Force and UMG's AI Review Team. Chris received his undergraduate and M.Eng. degrees in computer science from the Massachusetts Institute of Technology.

Mr. Liu Cong





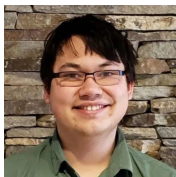
Ms. Yamillet Payano

Yamillet (Yami) Payano is a dynamic and driven leader who brings a wealth of experience and passion to her role as the CEO of Sign-Speak. As a first-generation Afro-Latina, she is deeply committed to promoting inclusivity and equality in the business world. Yami has demonstrated a natural talent for driving meaningful change and advocacy. During her time at American University, where she obtained her BS in Economics and Mathematics with a minor in Mandarin through the Gates Millennium Scholarship, she played a crucial role in launching and managing the Cross-Campus Organizing Network, a non-profit movement that advocated for immigration policy reform. Also while in college, she effectively managed a \$500,000 budget and oversaw a team of 16 directors. Before joining Sign-Speak, Yami gained invaluable experience in the financial sector as a Quantitative Analyst at The Federal National Mortgage Association's Fair Lending Team, where she worked to reduce discrimination in the lending process for low-income marginalized minorities. Sign-Speak, a real-time Sign Language recognition, avatar, and transcription solution, was founded with her Deaf co-founder, Nikolas Kelly, in mind. Sign-Speak has raised over a million dollars in funding and is partnering with businesses like Google. Yami's passion for empowering others and her unwavering dedication to creating a more inclusive world make her an invaluable asset to Sign-Speak and the wider business community.



Mr. Marc Stampfli

Marc Stampfli is a seasoned computer scientist who spearheaded the development of NVIDIA's presence in Switzerland, with a special emphasis on modern artificial intelligence, generative AI, and Large Language Models like deep learning. Holding a Master's degree in computer science from the University of Zurich, Marc boasts over 23 years of experience in pioneering new technology market segments for major enterprises. Prior to NVIDIA, he held leadership roles at renowned Silicon Valley tech giants like IBM and Oracle, as well as at established firms like Colt Technology Services and PricewaterhouseCoopers. A passionate speaker, Marc has a knack for breaking down complex technological subjects into digestible terms, ensuring clarity and understanding for all listeners.



Mr. Nicholas Wilkins

Nicholas Wilkins is the Sign-Speak's Co-Founder and Chief Technology Office. He worked as a Software Engineer at Google. He obtained his BS in Computational Mathematics and MS in Computer Science with a concentration in Intelligent Systems from the Rochester Institute of Technology. Nicholas has extensive experience in the Engineering Industry, as he has worked at Google, served as a high-frequency trading technologist at Susquehanna International Group, and designed AI-based security systems as an Engineer at Siege Technologies. In addition, Nicholas has experience in Machine Learning corporate research and academia and is published in several top AI venues. Nicholas Wilkins was first introduced to Deaf culture while studying for his degree at RIT. He fell in love with not only the language, but also the thriving and vibrant community.

PANEL 3: A MOSAIC OF IP ISSUES: PAINTING THE FULL PICTURE OF GENERATIVE AI AND IP

MODERATOR

Mr. Justisari Kusumah

Justi is a leading figure in IP law in Indonesia, He oversees the Commercial IP, Telecommunication, Media and Technology practice group, as well as the Dispute Resolution team. Throughout his long legal career, Justi has advised and represented government agencies, state-owned enterprises, and numerous multinational companies on IP litigation and enforcement, transactions, legal due diligence, and other legal matters. Justi's high-profile clients include Indonesia's state-owned telecommunication conglomerate and several high end fashion houses.

PANELISTS



Mr. Federico Duret

Federico Duret is the Executive Director of UNIARTE Collective Management Organization (the Ecuadorian CMO representing audiovisual performers and authors rights) and member of the Legal and Development Committee of LATIN ARTIS. He also works as an External Consultant in Entertainment and New Technologies at Puente & Asociados Law Firm. In 2016 he was awarded the extraordinary prize for the best academic record in the Legal Master 's Degree in Intellectual Property at Carlos III University (Madrid) in its XIII edition. In addition to his professional main roles, he is also a current member of the board of the Ecuadorian Film Academy, and part of various organizations related to Intellectual Property and Entertainment Law such as ELAPI, DENAE, and AEPI, among others.



Ms. Werina Griffiths

Ms. Griffiths is a partner of internationally recognised and leading African law firm, Adams & Adams, with more than 15 years' litigation experience. She has knowledge and experience in all types of IP enforcement matters in various African territories and has also advised clients on legislative amendments and Regulatory matters. Ms Griffiths has been involved in the representation of, and has acted for, prominent local and international clients, including Fortune 500 companies, and has been recognised by WTR 1000, Best Lawyers as well as a WIPR Leader. With a keen interest in copyright, she obtained a Masters Degree in IP with a dissertation on 3D printing technologies and has published several articles in the field of copyright including on Artificial Intelligence, as well as co-authored the Copyright Chapter in The Law of South Africa (LAWSA) publication. Ms Griffiths is a guest lecturer in both LLB and LLM courses in Intellectual Property at some of South Africa's universities and is the lecturer and examiner of the Copyright module represented through the South African Institute of Intellectual Property to aspiring IP attorneys.



Mr. Matt Hervey

Matt is a partner in the Intellectual Property team at Gowling WLG. Matt heads up Gowling WLG's Artificial Intelligence Law team, he is General Editor of The Law of Artificial Intelligence (Sweet & Maxwell) and was made a fellow of the RSA for his work on AI and the law. He is a particular expert on Generative AI and IP, including the subsistence and ownership of IP in inventions, text and images generated by AI,

enforcement of AI-related IP, trade secret protection, text and data mining exceptions and the cross-border use of data and trained models.



Ms. Jun Jung-Hyon

Jung-Hyun (Jamie) Jun is a seasoned specialist in intellectual property law, with broad industry experience in the IT sector. Before founding the Lee & Jun Law Group, where she currently practices, she was Chief Legal Officer at Hyperconnect, and previously a partner in the IP practice group at Lee & Ko. She is licensed to practice law in South Korea, and holds a master's degree in Electrical Engineering and Computer Science from Seoul National University.

She has a long and successful track record of representing both Korean and international clients in high-stake IP litigation, including patent infringement, patent invalidation, and trade secret misappropriation. Ms. Jun also has done significant advisory work relating to IP & technology transfer, licensing and investments. For example, as General Counsel of Hyperconnect, she oversaw the largest M&A deal in the AI and telecommunications sector in Korea, in Q1 2021. Moreover, Ms. Jun is also active in public policy, serving as an expert advisor for Presidential Intellectual Property Commission, and as Director for Korean Association for Artificial Intelligence and Law.



Mr. Pierre Sirinelli

Pierre Sirinelli est doyen honoraire de la Faculté Jean Monnet et professeur émérite de Droit Privé et de sciences criminelles à l'Université Paris-1 (Panthéon – Sorbonne) – où il a dirigé des Masters en droit du numérique et en droit de l'audiovisuel. Il est Président du groupe français de l'ALAI (AFPIDA) et vice-président de l'ALAI. Il est, depuis 2000, membre du Conseil Supérieur de la Propriété Littéraire et artistique -organe consultatif du Ministère de la Culture français - et, à ce titre, auteur de différents rapports dont certains ont eu des suites normatives. Ses publications portent essentiellement sur le thème des propriétés intellectuelles et celui des nouvelles techniques. Il dirige le Lamy Droit des Médias et de la communication, est l'auteur d'un Mémento Dalloz relatif à la Propriété littéraire et artistique ainsi que de chroniques régulières à la Revue Internationale de droit d'auteur et au Recueil Dalloz. Il est aussi coauteur d'un Dictionnaire de droit comparé (Editions du CNRS) et du Code Dalloz de la Propriété intellectuelle. Il est également directeur scientifique de la Revue Dalloz IP/IT.

PANEL 4: ACCESS TO TRAINING DATA: EXPLORING TEXT AND DATA MINING (TDM) EXCEPTIONS, FAIR USE, AND MORAL RIGHTS

MODERATOR



Mr. Péter Mezei

Péter Mezei is a professor of law at the University of Szeged (Hungary). He was awarded an honorary adjunct professorship (dosentti) at the Faculty of Law, University of Turku (Finland) in December 2014. He is a chief researcher at Vytautas Magnus University (Lithuania) and a professor invité of the Université Jean Moulin Lyon III (France). He coordinates the Comparative Intellectual Property Law LLM of the University of Szeged, and the joint IP LLM of the Technical University of Dresden and University of Szeged on the Szeged side. His courses and research focus on comparative law, as well as comparative, digital, International and European copyright law. He is a member of the European Copyright Society and the Hungarian Copyright Expert Board. He is the Copyright Vice President of the Hungarian IP Association. His key

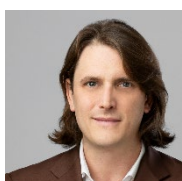
English articles are available via SSRN at
https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1697918 .

PANELISTS



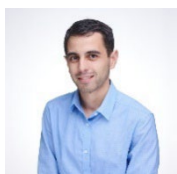
Ms. Kristina Christensen

Kristina Christensen is privacy consultant at KPMG, holding two master's degree with a unique background in both privacy law, intellectual property law and generative AI. Kristina is recognized for her contribution in the field of EU copyright and AI, having previously published an article on the emerging Text and Data Mining exceptions in the Stockholm Intellectual Property Law Review for Faculty of Law at Stockholm University (link can be found here: <https://www.lawpub.se/artikel/4802>). She possesses a profound interest in the intersection of privacy and intellectual property within the realm of AI, recognizing the inherent correlation between the two that stems from the shared objective of safeguarding something personal.



Mr. Luke Hawthorne

Luke Hawthorne is one of Australia's leading emerging intellectual property litigators. He is a long-standing advisor to some of the world's leading digital providers and platforms for copyright strategy, enforcement, and reform. Across the spectrum of rights, he has assisted on commercialisation, governance, and risk management for emerging technologies in the creative, life sciences, and technology industries. Luke is a member of the Management Committee of the Copyright Society of Australia and was appointed a member of the Independent Expert Panel for the Screenrights collecting society in 2019. He has been a Panel Lawyer for the Arts Law Centre of Australia since 2015, and is acknowledged as one of the emerging experts in protecting Indigenous Cultural and Intellectual Property through his advocacy for Australia's First Nations. In 2020 he was awarded the Young Alumni Award by the University of Newcastle, and was the Australian Law Awards' Senior Associate of the Year for 2019.



Mr. Matías Jackson Bertón

Matías is a lawyer from Montevideo, Uruguay. He graduated from the University of the Republic in 2012 where he also obtained a Postgraduate Diploma in Information Systems. In 2020, he obtained his Master of Laws (LL.M.) in Intellectual Property with the Highest Honors from The George Washington University thanks to a Fulbright Scholarship. Currently, Matías works as a legal consultant for national and international organizations in digital rights, telecommunications regulation, and governance. He is a Technology Law Professor at the University of the Republic and has experience working as a technology policy analyst for the government and NGOs.



Ms. Ida Madieha binti Abdul Ghani Azmi

Ida Madieha bt. Abdul Ghani Azmi obtained her LLB from IIUM, LLM from University of Cambridge and Ph.D from University of London (1995). Dr. Ida has authored and presented extensively on various issues on Intellectual Property and Cyberlaw. She is currently a Professor at the Ahmad Ibrahim Kulliyah of Laws and the former Dean of Center for Postgraduate Studies, IIUM. She was the lead consultant for the Drafting of National Guidelines on Intellectual Property and Competition (2017-2018). She served as the Consultant to WIPO for the Drafting of IP Modules for MyIPO Malaysia (2017), the IP Policy for Kathmandu University (2016) and IP Curriculum and Syllabus in Bangladesh (2014). She has assisted WIPO on to design Database of Copyright law and Policy

for ASEAN countries (2022) Model Curriculum on Copyright for Arts and Culture Schools in Developing Countries (UG and PG) (2022) and serve as a resource person for WIPO Training programmes. She currently serves as the consultant to the drafting of the Malaysian Cybersecurity Bill, which is awaiting to be tabled to the Parliament. Dr Ida served as a member of the Board of the Malaysian Intellectual Property Office (MyIPO) (2004-2008), (2018-2020). She was the former Deputy Director of the Malaysian Copyright Tribunal (2014-2016). She acts as a Domain Name Panelist with the Kuala Lumpur Arbitration Centre and Asian International Arbitration Centre. In the past, Dr Ida served as a resource person for the Intellectual Property Training Centre, ILKAB and the WTO Regional Trade Policy Program for Asia Pacific. She has served as the External Reviewer for the Multimedia University Law Faculty (2017-2018)(2019-2021) and Guest Editor, *Pertanika Journal of Social Science and Humanities*.



Ms. Lee Tiedrich

Lee Tiedrich is a widely recognized leader in artificial intelligence, data, and emerging technologies. She is a member of both the OECD and Global Partnership on AI (GPAI) AI expert groups and co-chairs both the GPAI Responsible AI Strategy for the Environment (RAISE) committee and the GPAI Intellectual Property Advisory Committee. With a degree in electrical engineering and over 30 years of legal experience, Lee has a long career helping organizations navigate uncertainty to achieve their objectives. She was a partner at the global law firm Covington & Burling LLP, where she led the firm's global and multi-disciplinary AI Initiative and counselled organizations on a broad range of data and technology matters, including digital transformation, AI and data governance, policy, intellectual property, regulatory, transactions and other corporate matters. She holds three appointments at Duke University, including Distinguished Faculty Fellow in Law and Responsible Technology, Executive in Residence, and Responsible Technology Scholar in AI Health. Lee speaks frequently to government leaders and at leading institutions, such as the Council on Foreign Relations, the Federal Judicial Center, the National Judicial College, the OECD, COP-27, GPAI, WIPO, and at leading universities. She has held leadership positions with the American Bar Association and has served as a peer reviewer for Oxford University Press. She will be co-chairing a special track addressing international data governance at the upcoming Data for Policy 2024 Conference, co-hosted by the Imperial College of London, Cambridge University Press, and others. Lee is a co-author of the forthcoming casebook, *The Law of Artificial Intelligence* (West Academic 2024) and has several other publications. She is a member of the CEIMIA Board of Directors. She served on the Biden Campaign Policy Committee and is registered to practice before the US Patent and Trademark Office. She graduated from the University of Pennsylvania Law School and earned a B.S.E. in electrical engineering from Duke University, with both Phi Beta Kappa and Tau Beta Pi honors. Prior to joining the Duke faculty, she chaired the Strategy Committee of the Duke Engineering School Board of Visitors and was an adjunct faculty member at the University of Pennsylvania Law School.

PANEL 5: AUTHORSHIP AND OWNERSHIP OF AI-GENERATED WORKS: IP IS ALL AROUND

MODERATOR



Mr. Andres Guadamuz

Dr Andres Guadamuz is a Reader in Intellectual Property Law at the University of Sussex and the Editor in Chief of the *Journal of World Intellectual Property*. His main research areas are on artificial intelligence and copyright, open licensing, cryptocurrencies, and smart contracts. He has written two books and over 40 articles and book chapters, and also blogs regularly about different technology regulation topics.

PANELISTS



Mr. Akintunde Agunbiade

Akin Ifeanyi Agunbiade is an Associate at AELEX, a leading law firm in Nigeria and Ghana, with his work primarily revolving around the Technology, Media, and Telecommunications Practice Group. He routinely advises clients in the creative space, startups, telecoms and tech companies. He is also a Responsible AI Fellow with the Stimson Centre, where he researches and contributes to discussions around AI in sustainability, innovation, local deployment, labour relations, and inclusive design.

He is the author of the book, 'Artificial Intelligence & Law: A Nigerian Perspective (2019)', where he proffered ideas on some opportunities for AI adoption in the legal space and possible regulatory frameworks. In 2020, he contributed to WIPO discussions on AI and IP, specifically on the impact of AI on inventorship, ownership and disclosure in patent applications.

He previously contributed chapters on Nigeria, for the 2021 and 2022 editions of the UN Human Rights Office Report on 'The Impact of AI on the Right to Privacy in the Digital Age'. He is a certified AI systems auditor, under the ForHumanity UK/EU GDPR certification scheme. He served on the committee that drafted Nigeria's National AI Policy, where he contributed sections relating to risk classifications, AI and gender, disability, Nigeria's responsible AI commitment, and special considerations, to name a few.

He has also published several articles and papers on AI and several related topics, like quantum computing, generative AI and copyright, data protection, and prison congestion in Nigeria, to name a few.



Mr. Javier Díaz Noci

Javier Díaz Noci, full professor in Communication, Pompeu Fabra University (Barcelona, Spain). PhD in History and PhD in Law, one of his main research interests is copyright and online news from a comparative perspective. He recently added a new perspective: the influence of AI in copyright law. In his most recent article on the topic, he deals with originality as one of the core legal concepts upon which intellectual property is based, and links it to the question of human authorship as a necessary step to activate copyright law protection, at least in Civil Law countries.

Ms. Rita Matulionyte

Dr Rita Matulionyte is a Senior Lecturer at Macquarie University Law School (Australia), an affiliate at the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S), and a recipient of Women in AI Award 2023 APAC, in AI in Law category. She is an international expert in intellectual property (copyright) and technology law, with her most recent research focusing on legal and governance issues surrounding Artificial Intelligence technologies. Rita has over 50 research papers published by leading international publishers and she has been invited to present her research in conferences in Europe, Asia, Latin America and Australia. She has co-authored commissioned reports for the European Patent Office, the governments of Australia, South Korea and Lithuania. Rita is leading an Emerging Technology workstream at the Australasian Society for Computers and Law (AUSCL), an Explainable AI

Research Stream at the Centre of Applied AI at Macquarie University and is an active member of Australian Alliance for AI in Healthcare, Safety and Ethics Working Group.



Ms. Pin-Ping Oh

Pin-Ping is a partner in an international law firm known as “Bird & Bird”. She is based in Singapore and is part of Bird & Bird’s Intellectual Property Group. Pin-Ping’s practice straddles both contentious and non-contentious IP. She has extensively advised clients on copyright and other IP issues that arise with technological developments, ranging from online DVR recorders, to NFTs and the Metaverse, and now Generative AI, and on the strategies to deal with these changes.



Ms. Silke Von Lewinski

SILKE von LEWINSKI, Max Planck Institute for Innovation and Competition, Munich; Associate Professor, Zagreb University. Legal expert to the European Commission (eg on the Rental Rights Directive, and at WIPO Diplomatic Conference 1996 on WCT, WPPT as member, EC delegation) and for Germany at WIPO Diplomatic Conferences on AV/Beijing Treaty and Marrakesh Treaty (2012, 2013: Deputy Head of Delegation). Chief copyright expert to governments of CEECs and former Soviet countries under initial EC’s TA programs and later for UNDP, UN/ECE, etc. in Africa, Asia and Europe. Book publications, eg: “The WIPO Treaties on Copyright” (2nd edn 2015, with Reinbothe); “International Copyright Law and Policy” (2008), both with Chinese edn; “European Copyright Law” (2010, with MM Walter et al.); “Copyright throughout the World” (annual updates). Frequent visiting professorships worldwide (eg, Paris Panthéon-Sorbonne; Univ. Melbourne; China University of Political Science and Law, Beijing). First Walter Minton Visiting Scholar, Columbia University School of Law, New York (1998); First Distinguished Visitor to the IP Research Institute of Australia (IPRIA, 2002); The Hosier Distinguished Visiting IP Scholar, DePaul University, Chicago, 2005; International IP expert in the “111-Projekt”, Zhongnan University of Economics and Law, Wuhan (2018-23). Membership, eg: Vice President of ALAI; President of ALAI Germany; Honorary Board Member of VG Wort.

PANEL 6: IP STRATEGIES FOR INNOVATORS AND CREATORS IN THE AGE OF GENERATIVE AI

MODERATOR



Ms. Hayleigh Boshier

Dr Hayleigh Boshier is a Reader in Intellectual Property Law and Associate Dean (Professional Development and Graduate Outcomes) at Brunel University London where she also runs the Brunel Law School IP Pro Bono Service and is a member of the Brunel Centre for Artificial Intelligence: Social and Digital Innovation. Hayleigh's research focuses on copyright and related laws and policy issues in the creative industries, particularly in context of music, social media, and artificial intelligence. She is the author of Copyright in the Music Industry, the producer and host of the podcast Whose Song is it Anyway? and writer for The IPKat blog. Hayleigh has an international reputation for her research, she has been cited in academic, practitioner and policy outputs and is regularly interviewed by national and international media outlets. Hayleigh has provided consultancy on the impact of AI on copyright to the creative industries and invited to give evidence to the UK Parliament on several occasions, such as in the Science, Innovation and Technology Select Committee Inquiry on the Governance of Artificial Intelligence.

PANELISTS



Ms. Francesca Coli

Francesca Coli is the Deputy General Counsel at WPP, a world leader in communications, experience, commerce and technology, and home to many of the industry's most admired and successful agency networks. In her role, Francesca is deeply involved in the development of WPP's AI governance framework for the safe, responsible and ethical use of AI across the business. In addition, Francesca advises WPP agencies and their clients on the use of AI in advertising with a particular focus on IP and copyright; works with AI partners to provide safe solutions for the advertising industry; and advises key stakeholders within WPP on the development of new AI tools.



Ms. Sonia Cooper

Sonia Cooper, Assistant General Counsel at Microsoft, has over 20 years of experience advising on intellectual property and innovation in the tech sector, specialising in Artificial Intelligence. A Chartered and European Patent Attorney, Sonia was previously Head of Patents at Skype. Sonia has been patent counsel for Microsoft Research in Cambridge and now leads IP policy in the Open Innovation Team for Microsoft. Sonia has recently concluded her term as President of IP Federation and chairs the federation's Data and Copyright Committee. Sonia is the Data Policy lead for Open UK and is a passionate advocate for open data.



Mr. Nahum Gabrieli

Nahum Gabrieli is the head of the Seligsohn Gabrieli & Co. law firm, one of Israel's oldest and most prominent IP boutiques which had just celebrated its 60th anniversary. Nahum specialises in litigation of copyright, trademarks, patents and industrial designs. In his diverse practice Nahum has been representing and counselling Israel's Performing Rights Society called ACUM for more than two decades during which he has gained expertise in all fields of copyright. Nahum provides clients with pragmatic and practical counselling on copyrights, trademarks and patents, searching for efficient solutions for their IP protection issues and helping them achieve their business goals and strongly protect their IP. When called for, Nahum is renowned for his excellent court skills and ability to handle complex litigation up to the Israeli Supreme Court.



Mr. Jimmy Mnene

Jimmy Mnene is the General Counsel and Group Data Protection Officer at WPP Scangroup PLC, a subsidiary of WPP, a full service creative transformation company and among the sub-Saharan Africa leaders in marketing, communications, experience, commerce and technology, and home to many of the industry's most admired and successful agency networks. WPP Scangroup is publicly traded company and is listed on the Nairobi Securities Exchange. Jimmy, wears various hats in fulfilling his large portfolio whilst being committed to upholding the highest ethical and legal standards in all aspects of the company's operations. Part of his role, includes being responsible for providing legal guidance on IP and copyright as well as championing WPP's AI governance framework for the safe, responsible and ethical use of AI across the business.

Mr. Paul Reinitz

Paul Reinitz (JD/MBA) is Advocacy Counsel at Getty Images and is based in Seattle, WA. Paul advises Getty Images on a variety of legal and policy matters with a focus on Copyright and AI. His work involves licensing visual data for machine learning and advocating for responsible and ethical AI development. Paul is active in various industry organizations and serves as the chair of the Digital Media Licensing Association's legal committee.



Mr. Suebsiri Taweepon

Suebsiri Taweepon is a partner at Tilleke & Gibbins, specializing in intellectual property (IP). He is widely recognized as a top IP lawyer by leading publications such as The Legal 500 Asia-Pacific, WTR 1000, IAM Patent 1000, Benchmark Litigation, Asialaw Leading Lawyers, World IP Review, and Asia IP. His expertise spans IP litigation, enforcement, licensing, portfolio management, and registration, with a focus on tech-related matters. Suebsiri is actively involved in government consultations, anticounterfeiting efforts, and serves as the president of the Intellectual Property Association of Thailand (IPAT), co-chair of the Emerging IP Rights Committee of the Asian Patent Attorneys Association (APAA), and an advisor to the Committee on Considering the Draft Amendment to the Copyright Act in the Thai Parliament. He is also an adjunct lecturer, prolific legal author, and frequent speaker at domestic and international conferences.



Mr. Pedro Vale Gonçalves

Pedro Vale Gonçalves is Director of Legal & Compliance at Unbabel. Analytical professional with vast educational background and extensive global experience leading and managing corporate legal initiatives while overseeing the compliance and risk management operations. Proven track record of success in developing, implementing, and managing legal policies, processes and forms to maximise speed and efficiency of legal transactions and contracting matters while presenting expert legal insights to top management.

[End of document]