

BLOCKCHAIN & IP: A SOLUTION CRYPTO HEAVEN?

SHORT DESCRIPTION OF THE TOPIC:

With its relatively low cost of maintenance, increased transparency, reduced administrative burden and resilience to fraud, blockchain is a versatile technology that can be deployed in a whole host of different sectors and businesses. While the bandwidth of use cases is still subject to ongoing research, one of the fields that will profit from the possibilities of blockchain are smart contracts, i.e. legal contracts built and executed (entirely or in parts) by means of software.

In today's economy, an increasing share of business value is derived via intangible assets; thus, success often depends upon the ability to manage and exploit IP. For that reason, companies require managers to effectively acquire, govern and commercialize IP. Over the next decade, blockchain technology will transform how companies catalog and track IP.

Potential IP blockchain use cases include: evidence of creatorship and provenance authentication, registering and clearing IP rights; controlling and tracking the distribution of (un)registered IP; providing evidence of genuine and/or first use in trade and/or commerce; digital rights management; establishing and enforcing IP agreements, licenses or exclusive distribution networks through smart contracts; transmitting payments in real-time. Further, blockchain technology can also be used for authentication and provenance purposes in the detection and/or retrieval of counterfeit, stolen and parallel-imported goods.

Time

Friday, 28 May 2021, 11:20 to 12:20 CET

Possible agenda (as guidance)

1. Introduction & Overview (Kilian)
2. What are blockchains and why are they important for legal applications / right timing to be in the market (Ralf)
3. NFT (Jonas)
4. Use case for Blockchain technology in IP Management (all)
5. How will the business models of law firms and IP specialists change in a blockchain enabled world (Ralf)
6. Interaction with Smart Contracts (Jonas NFT, all)
7. What are the biggest myths or misunderstandings of this technology (Ralf)
8. Energy Consumption (Chris)
9. Latest Developments (All)
10. Closing remarks (Kilian)

QUESTIONS, PROBLEMS TO BE DISCUSSED:

- Overview Blockchain & IP
- How Blockchain will disrupt IP management
- IP Use Cases
- Latest Developments

Participants

- Kilian Schärli Meyerlustenberger Lachenal Ltd. (Switzerland)
- Ralf Kubli CVVC (Switzerland)
- Jonas Block Ipwe (France)
- Christian Fischer Meyerlustenberger Lachenal Ltd. (Switzerland)
- Olli Pekonen Primrose Oy (Finland)
- Christian Czychowski Nordemann (Germany)
- Laila Paszti Norton Rose Fulbright (Canada)
- Hector Chagoya Cortes MEXTRATEGY (Mexico)

Topics

Kilian Schärli

- Introduction
- Overview Blockchain & IP
- How Blockchain will disrupt IP management
- IP Use Cases
- Latest Developments

Ralf Kubli

- What are blockchains and why are they important for legal applications
- Use case for Blockchain technology in IP Management
- How will the business models of law firms and IP specialists change in a blockchain enabled world
- How does blockchain enable license and royalty payments
- What are the biggest myths or misunderstandings of this technology
- Why it's the right time to be in IP and understand blockchain technology

Jonas BLOCK

- What is an NFT and who do they matter for intellectual property
- Who will Intellectual Property NFT's benefit?
- Why do you need blockchain? (+ blockchain-based evidence is already admissible and what the state of legislation is in some countries)
- NFT interaction with smart contracts

Christian Fischer

- Blockchain & IP: Energy consumption
- Blockchain and Patent applications