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# Cutting-edge Strategies for Global IP Licensing

Hosted by LES Thailand

**Date:** February 16, 2024

**Location:** Shangri-La Hotel, Bangkok

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Join industry leaders at our conference to explore the current trends and future trajectory of IP licensing. "Cutting-edge Strategies for Global IP Licensing" offers a platform to discuss the real-world application of the latest advancements in IP rights, from AI's role in the industry to effective cross-border licensing practices. Learn about current enforcement strategies against IP infringement and prepare for the impact of new technologies on IP operations. The conference will provide attendees with valuable insights from seasoned professionals, offering guidance on navigating the complexities of today's global IP landscape.

## **Opening Address by a Representative from the Thai Department of Intellectual Property**

### **Keynote Address: "IP Policy Developments in Southeast Asia"**

A speaker from the United States Patent & Trademark Office will provide an overview of IP policy developments in the region.

### **Panel Discussion: "Strategic IP Management in an Era of Rapid Change"**

This panel will navigate the complexities of protecting and monetizing IP amidst technological advancements and market volatility. Panelists will offer insights and practical solutions for safeguarding IP assets while at the same time staying within a budget.

### **Talk: "Navigating the Complexities of Biomedical Licensing"**

This session will explore the topic of biomedical licensing with our expert speaker, who brings a wealth of experience from the cutting edge of biotech in Southeast Asia. Our speaker will discuss the critical legal and business considerations that arise when securing and maintaining robust biomedical IP rights.

### **Talk: "The Impact of AI on IP Practice"**

This talk will illuminate how artificial intelligence is transforming the landscape of IP. The speaker will discuss real-world applications, success stories, and the future possibilities of AI-driven analytics.

### **Panel Discussion: "Cross-Border Licensing: Legal and Cultural Considerations"**

This session will delve into the legal frameworks and cultural dynamics that shape strategies for successful cross-border IP licensing. Attendees will hear from international experts on how to craft effective licensing agreements and how to get to the finish line in negotiating deals across cultures.

### **Panel Discussion: "Outwitting the Infringers: Online IP Enforcement Strategies for 2024"**

In this panel discussion, industry insiders will dive into the state-of-the-art technologies and legal maneuvers for fighting against IP infringement in the digital sphere.