

Attorney Bao Tran discussed AI and Patenting Trends at IAM Live: IP and Emerging Technology USA 2024

At IAM San Jose event, PatentPC attorney Bao Tran shared his unique perspective on how AI is reshaping the landscape of patent transactions and valuations.

SAN JOSE, CA, UNITED STATES, October 15, 2024 /EINPresswire.com/ -- [Patent](#) attorney Bao Tran shared his views on [AI](#) and licensing at the IAM Live: Patent Transactions 2024 event on October 9, 2024, at the Westin San Jose, California. The high-profile conference brought together top minds in the intellectual property field to explore the latest trends and strategies in patent transactions. Tran, renowned for his expertise in AI, blockchain, and patent



Patent Attorney Bao Tran of PowerPatent

law, shared invaluable insights on how artificial intelligence is reshaping the landscape of patent valuations, licensing, and transactions. With his unique background spanning both cutting-edge technology and intellectual property law, attorney Tran proffered his views as a forward-looking perspective on navigating the complex intersection of AI and patent transactions in today's rapidly evolving digital economy.

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AI is revolutionizing patent transactions, from valuation to licensing. It's a paradigm shift that's making the patent marketplace more efficient, transparent, and dynamic than ever before.”

Patent Attorney Tran

Attorney Tran discussed how the patent licensing industry is witnessing unprecedented opportunities across automotive, IoT, and multimedia sectors. The rise of software-defined vehicles is revolutionizing the automotive industry, with innovations in over-the-air upgrades, AI-enhanced features, and vehicle-to-everything communication technologies creating new revenue

streams. Artificial intelligence is becoming increasingly crucial, driving advancements in

autonomous driving, safety systems, and even vehicle design. The IoT sector continues to expand, offering exciting possibilities in smart home technologies, industrial applications, and wearable devices. These developments are reshaping the patent pool industry, with new collaborative licensing models emerging to address the complexities of standard essential patents in areas like 5G and C-V2X technologies. Key trends include the consolidation of electronic control units in vehicles, a growing focus on energy-efficient computing for autonomous vehicles, and advancements in sensor fusion technology. In the IoT realm, secure processing platforms and AI integration are taking center stage, while multimedia innovations are enhancing vehicle interiors with touch-enabled surfaces and high-performance processors. As these sectors converge, companies are increasingly adopting [open innovation](#) strategies and collaborative approaches, signaling a new era of technological progress and patent licensing opportunities.

Attorney Tran further recognized that, in the rapidly evolving field of AI

licensing, best practices are crucial for navigating complex legal and ethical landscapes. A comprehensive approach begins with clearly defining ownership rights for AI-generated content, models, and data, while implementing responsible AI practices that prioritize transparency, fairness, and privacy. Establishing appropriate Service Level Agreements (SLAs) ensures performance standards are met, while rigorous legal compliance safeguards against potential liabilities. Thorough evaluation and continuous testing of AI models are essential for maintaining safety and effectiveness. Companies should consider collaborative licensing models, such as patent pools and open innovation strategies, to streamline processes and accelerate development. Leveraging AI itself for patent valuation and analysis can provide valuable insights, while blockchain technology offers enhanced transparency in licensing transactions. Diversifying

Shaping tomorrow's IP landscape

Some say that generative AI has demonstrated its worth by freeing valuable time for IP professionals to focus on more strategic aspects of patenting. R&D teams are exploring the benefits too. But before we welcome generative AI with open arms, we must consider the new horizon of IP challenges emerging.

Join us at IAM Live: IP and Emerging Technology USA 2024 as we explore how you can avoid the dangers, get the most out of AI tools both for patent teams and engineers and future-proof your innovations.

This year IAM is bringing together industry-leading corporate executives, legal professionals, and technology investors to the heart of Silicon Valley. Expand your knowledge during a day of in-depth discussion. Take away the essential strategic and commercial insight needed to thrive in a world of greater connectivity, automation and the widespread deployment of artificial intelligence.

We look forward to seeing you in San Jose in October.

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Bao Tran speaking at IAM Live: Patent Transactions 2024

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- Chief Intellectual Property Officer
- Chief Counsel
- Chief Technology and IP Strategy
- VP of Commercial Counsel
- Senior Counsel
- Patent Counsel
- Chief of Patent Policy
- Head of Intellectual Property
- Head of Litigation
- Chief Patent Counsel
- Chief Patent and Business Development
- Senior Patent Counsel
- Head of Patent Policy
- Lead Counsel, Brand and Marketing
- Director of Business and Brand Protection
- Senior Business Counsel
- Technology Strategy Manager
- Technical Strategy
- Law Firm Partner

Bao Tran speaking at IP Event

monetization strategies and utilizing AI for patent evaluation can further optimize licensing efforts. By adopting these best practices, organizations can effectively protect their interests, foster innovation, and ensure compliance in the dynamic world of AI licensing.

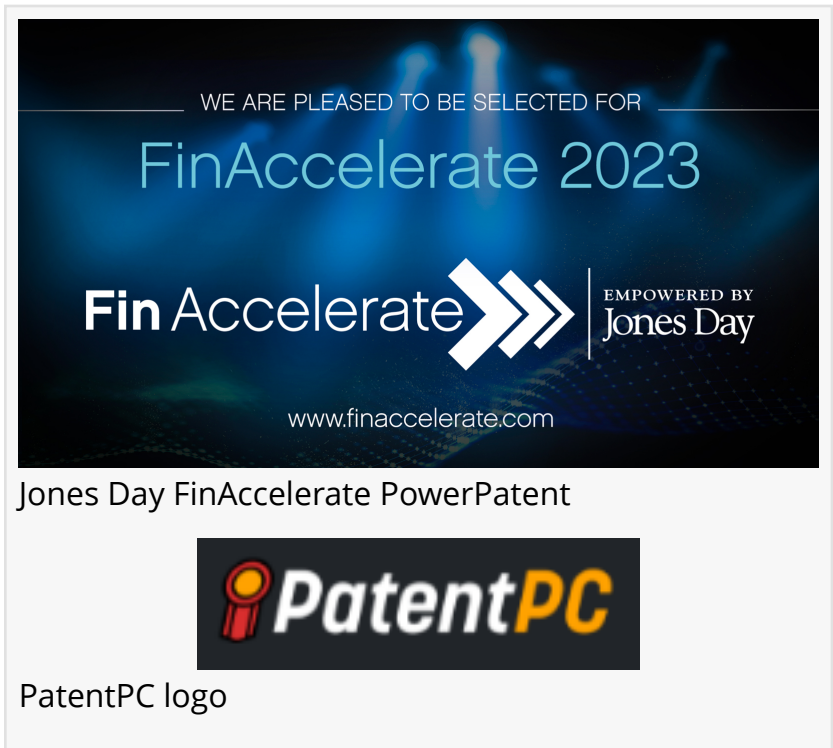
In the rapidly evolving field of AI licensing, best practices are crucial for navigating complex legal and ethical landscapes. A comprehensive approach begins with clearly defining ownership rights for AI-generated content, models, and data, while implementing responsible AI practices that prioritize transparency, fairness, and privacy. Establishing appropriate

Service Level Agreements (SLAs) ensures performance standards are met, while rigorous legal compliance safeguards against potential liabilities. Thorough evaluation and continuous testing of AI models are essential for maintaining safety and effectiveness.

Attorney Tran noted that a comprehensive approach begins with clearly defining ownership rights for AI-generated content, models, and data, while implementing responsible AI practices that prioritize transparency, fairness, and privacy. Establishing appropriate Service Level Agreements (SLAs) ensures performance standards are met, while rigorous legal compliance safeguards against potential liabilities. Thorough evaluation and continuous testing of AI models are essential for maintaining safety and effectiveness. Companies should consider collaborative licensing models, such as patent pools and open innovation strategies, to streamline processes and accelerate development. Leveraging AI itself for patent valuation and analysis can provide valuable insights, while blockchain technology offers enhanced transparency in licensing transactions. Diversifying monetization strategies and utilizing AI for patent evaluation can further optimize licensing efforts. By adopting these best practices, organizations can effectively protect their interests, foster innovation, and ensure compliance in the dynamic world of AI licensing.

From insight to income: strategies to value and monetize data

In today's data-driven economy, organizations are increasingly recognizing the value of their data assets and seeking ways to monetize them. To effectively value and monetize data, companies should first conduct a comprehensive data audit to identify valuable datasets and assess their quality, uniqueness, and potential applications. Next, developing a clear data strategy that aligns with business objectives is crucial. This may involve exploring various monetization models such as direct data sales, data-as-a-service offerings, or leveraging data to enhance existing products



and services. Implementing robust data governance and privacy measures is essential to maintain trust and comply with regulations. Companies should also consider partnering with data brokers or joining data marketplaces to expand their reach. Advanced analytics and AI technologies can be employed to extract deeper insights and create higher-value data products. Finally, establishing a flexible pricing model that reflects the data's value to different customer segments can maximize revenue potential.

Cutting through genAI patent analytics noise and reaping the rewards

As generative AI technologies continue to evolve rapidly, the patent landscape in this field has become increasingly complex and noisy. To cut through this noise and reap the rewards of genAI patent analytics, companies should focus on several key strategies. First, leveraging advanced AI-powered patent search and analysis tools can help identify truly innovative and valuable patents amidst the clutter. Collaborating with AI and legal experts to develop custom algorithms for patent evaluation can provide a competitive edge. It's crucial to look beyond mere patent counts and assess the quality and potential impact of patents. Companies should also monitor emerging trends and potential disruptors in the genAI space to stay ahead of the curve. Engaging in strategic partnerships or licensing agreements with key patent holders can unlock new opportunities. Finally, maintaining a balanced approach between protecting proprietary innovations and contributing to open-source initiatives can foster innovation while securing a strong market position.

Navigating the shifting IP-backed collateralized lending market

The IP-backed collateralized lending market is experiencing significant changes, driven by the increasing recognition of intellectual property as a valuable asset class. To navigate this evolving landscape, companies should first ensure they have a clear understanding of their IP portfolio's value through rigorous valuation processes. Engaging with specialized IP finance firms or banks with expertise in IP-backed lending can provide access to more favorable terms and a deeper understanding of the nuances involved. It's crucial to carefully consider the terms of any IP-backed loan, particularly regarding control and exploitation rights of the IP assets. Companies should also be prepared for thorough due diligence processes, as lenders are becoming more sophisticated in assessing IP assets. Diversifying funding sources and exploring alternative IP monetization strategies can provide additional financial flexibility. Staying informed about regulatory changes and market trends in IP finance is essential, as this field continues to evolve rapidly. Finally, companies should consider the potential risks of default and have contingency plans in place to protect their core IP assets in worst-case scenarios.

Mr. Tran has over twenty years of experience in the intellectual property field and has extensive experience in counseling and management of intellectual property portfolios, patent and trademark preparation and prosecution, patent and trademark opinions, due diligence assessments, licensing, product development strategies, technology transfer, intellectual property litigation management, and copyrights. He has perspectives as both in-house and outside counsel to a variety of companies ranging from start-ups to public companies.

Mr. Tran has filed and prosecuted in excess of eight-hundred patent applications on behalf of diverse clientele including Fortune 500 companies, medium sized companies, start-ups, and Universities. Mr. Tran has successfully represented domestic and international companies in intellectual property litigation. Mr. Tran's practice includes a wide array of technology fields. Representative technology fields in which Mr. Tran has experience include: medical devices; semiconductors; automotive; business methods; computer hardware; electronics; internet applications; materials; mechanical devices; nanotechnology; power tools; and software. Mr. Tran also is experienced in conducting searches to determine the availability of marks, filing, preparing and prosecuting trademark applications, rendering trademark opinions, and counseling clients on a wide range of trademark issues. Mr. Tran counsels the firm's clients to develop and protect their portfolios. Mr. Tran utilizes an extensive network of foreign associates to protect the intellectual property of the firm's clients worldwide.

Prior to joining the firm, Mr. Tran was a Partner at Tran & Associates, General Counsel at The Resource Group, Associate General Counsel at Align Technology (NASDAQ: ALGN), and also practiced at Fish & Richardson.

About PatentPC

PatentPC, a cutting-edge intellectual property law firm, is revolutionizing the landscape of patent and trademark services with its innovative approach to IP management. Leveraging advanced software-powered tools and computer-aided design software, PatentPC offers a comprehensive suite of services including provisional, utility, and design patent applications, trademark registrations, and tailored IP management solutions. The firm's team of experienced patent lawyers and agents, hailing from prestigious law firms and boasting experience with Fortune 500 companies, provides personalized, responsive service with a deep understanding of each client's business needs. PatentPC's commitment to technological innovation is reflected in their fixed-fee pricing model, which aims to eliminate billing surprises for clients. For larger organizations, the firm offers custom outcome-as-a-service solutions to streamline company-wide IP workflows. With their proprietary techstack, global expertise, and a wealth of online resources, PatentPC is positioned at the forefront of modern IP law, offering clients a powerful blend of legal acumen and technological prowess to protect and maximize the value of their intellectual property assets.

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