

AI Meets IP: PatentPC's Bao Tran to Unveil Future of Intangible Assets at Consero IP Leadership Forum 2024 -Encinitas CA

Patent Attorney Bao Tran speaks on how intangible assets are the crown jewels of the world's most valuable companies at Consero IP Leadership Forum 2024

SAN DIEGO, CA, UNITED STATES, October 18, 2024 /EINPresswire.com/ -- PatentPC Founder Bao Tran to Present at Consero IP Leadership Forum 2024

PatentPC, a leading innovator in [AI](#)-driven [patent](#) solutions, is pleased to announce that its founder and CEO, attorney Bao Tran, will be a featured speaker at the prestigious Consero IP Leadership Forum. The event is scheduled to take place on October 18, 2024, at the Alila Marea Beach Resort in Encinitas, California.



Patent Attorney Bao Tran of PowerPatent

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Innovation, defined here as the translating of new ideas and technologies into commercially viable products and services, is key to the growth of every business & every industry sector and community.”

Bao Tran

The Consero IP Leadership Forum brings together top executives in the intellectual property field to discuss the latest trends, challenges, and opportunities in leveraging intangible assets. As intangible assets increasingly become the crown jewels of the world's most valuable companies, IP executives face both limitless opportunities and significant threats in this rapidly evolving landscape.

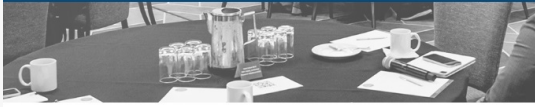
Bao Tran, renowned for his expertise in AI, blockchain, and patent law, will share invaluable insights on navigating the complex world of intellectual property in the age of artificial intelligence. His presentation will focus on how AI is reshaping patent valuation, licensing strategies, and IP

portfolio management.

"In today's digital economy, IP executives must be as informed, nimble, and forward-thinking as any corporate leaders," said Tran. "I'm honored to join this esteemed group of IP professionals to discuss how we can leverage cutting-edge technologies to protect and maximize the value of intangible assets." He notes the following:

AI Meets IP: The convergence of artificial intelligence and intellectual property is reshaping the landscape of innovation and asset management. As AI technologies continue to advance, they are not only becoming the subject of patents but also powerful tools for managing and leveraging IP portfolios. This intersection presents both opportunities and challenges for IP professionals. AI can enhance patent searches, improve the quality of patent applications, and provide deeper insights into technology trends. However, it also raises complex questions about inventorship, ownership, and the patentability of AI-generated inventions. Understanding this dynamic interplay is crucial for IP executives to navigate the future of intangible assets effectively.

Revolutionizing IP Strategy: The integration of AI-driven solutions into patent processes is transforming traditional IP strategies. These advanced tools are enabling more efficient prior art searches, automated patent drafting assistance, and predictive analytics for patent valuation. By leveraging machine learning algorithms, companies can identify potential infringement risks more accurately and make data-driven decisions about their IP portfolios. This



**EDITION**
2nd Edition

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



EVENTS

**BGF HIGH LEVEL DIALOGUES ON REGULATION
FRAMEWORK OF AI ASSISTANTS AND CHATGPT**
The first Dialogue: February 28, 2023 (Online)

Agenda

8:30 AM - 8:35 AM: Welcome and Introduction by Governor Michael Dukakis, Co-founder and Chairman of the Boston Global Forum (BGF)
8:35 AM - 8:45 AM: About ChatGPT and AI Assistant, MIT professor Alex Pentland
8:45 AM - 9:00 AM: Keynote Speech by Vint Cerf, Father of the Internet
9:00 AM - 9:30 AM: Q&A
9:30 AM - 9:45 AM: The first version of Regulation Framework for AI Assistants and ChatGPT, MIT professor Nazli Choucri
9:45 AM - 11:00AM: Panel Discussion on the Regulation Framework for AI Assistants and ChatGPT

Moderator: Governor Michael Dukakis
Panelists:
Thomas Patterson, Harvard professor, BGF's Board Member
Martha Minow, Harvard professor, former Dean of Harvard Law School
Zlatko Lagumdžija, former Prime Minister of Bosnia and Herzegovina
John Henry Clippinger, AI Activist
Ramu Damodaran, Co-Chair of UN100 Initiative
Bao Tran, Founder of PowerPatent, a generative AI legaltech company

11:00 PM - 11:05 PM: Closing Remarks by Nguyen Anh Tuan, CEO of the Boston Global Forum

Bao Tran presents at Boston Global Forum 2-28-2023

revolution extends to licensing strategies, where AI can help identify optimal licensing opportunities and negotiate more favorable terms. As AI continues to evolve, it promises to streamline IP workflows, reduce costs, and uncover new avenues for monetizing intellectual property.

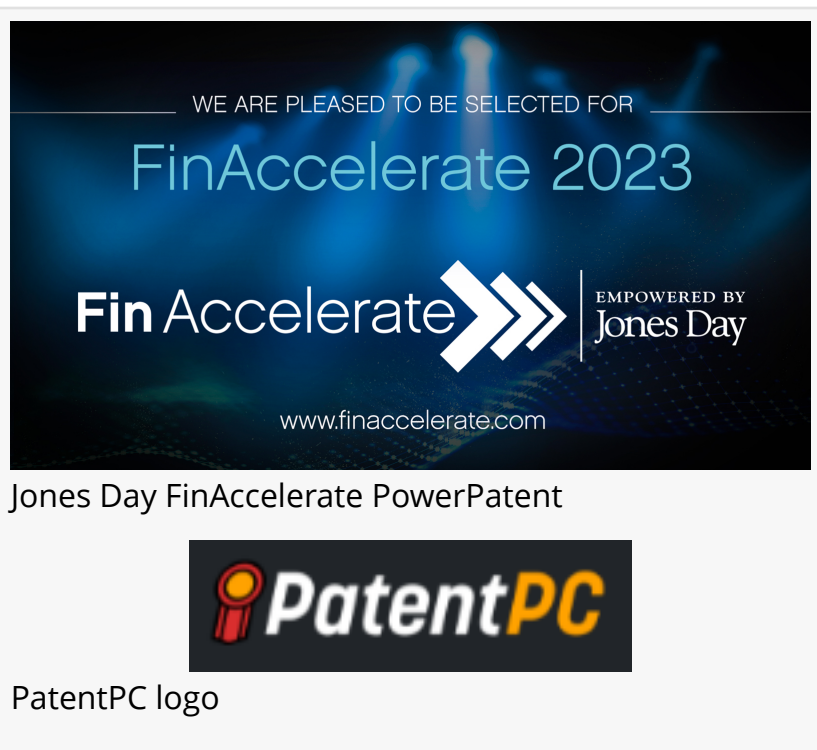
Unlocking the Value of Intangible Assets: In today's knowledge-based economy, intangible assets often represent the majority of a company's value. However, many organizations struggle to fully capitalize on these assets. AI technologies offer new ways to identify, protect, and monetize intangible assets more effectively.

From advanced data analytics that reveal hidden value in patent portfolios to AI-powered platforms that facilitate IP transactions, these tools are helping companies extract maximum value from their intellectual property. Moreover, AI can assist in mapping intangible assets to business objectives, ensuring that IP strategies align with overall corporate goals and drive innovation.

From AI to IPO: The journey from developing AI technologies to achieving a successful initial public offering (IPO) involves strategic management of intellectual property at every stage. Start-ups and established companies alike must navigate the complexities of protecting AI innovations while leveraging them for growth. This process involves securing strong patent protection for core AI technologies, developing a comprehensive IP strategy that supports business objectives, and effectively communicating the value of AI-related IP to investors. As companies progress towards an IPO, a well-managed AI patent portfolio can significantly enhance company valuation and attract investor interest.

Navigating the AI-Powered IP Landscape: The rapid advancement of AI technologies is creating a complex and dynamic IP landscape. Patent offices worldwide are grappling with AI-related patent applications, leading to evolving guidelines and practices. For IP professionals, staying abreast of these changes is crucial. AI is also transforming the competitive landscape, with companies racing to secure patents in key AI technologies. Navigating this terrain requires a deep understanding of AI technologies, patent law, and market trends. IP executives must develop strategies to protect their AI innovations while avoiding infringement risks in an increasingly crowded field.

The Future of IP is Now: The impact of AI on patent strategy is not a distant prospect but a



present reality. AI technologies are already influencing how companies develop, protect, and monetize their innovations. From AI-assisted patent drafting to machine learning-powered prior art searches, these tools are enhancing the efficiency and effectiveness of patent processes. Looking ahead, AI is poised to play an even more significant role in predicting technology trends, identifying white spaces for innovation, and optimizing patent portfolios. IP professionals who embrace these AI-driven changes now will be better positioned to lead in the evolving IP landscape.

Maximizing Intangible Assets in the AI Era: As we enter the AI era, the strategies for maximizing the value of intangible assets are evolving. AI technologies offer new ways to analyze vast amounts of patent data, uncover hidden value in IP portfolios, and identify strategic opportunities for licensing or acquisition. Companies can leverage AI to develop more targeted R&D strategies, aligning their innovation efforts with market trends and competitor activities. Furthermore, AI can enhance the valuation of intangible assets by providing more accurate predictions of future value and potential applications. In this new era, successful IP management requires a blend of traditional legal expertise and cutting-edge AI capabilities to fully capitalize on intangible assets.

Attorney Tran concludes that in the future intellectual property assets in companies is poised for a transformative leap, driven by the convergence of cutting-edge technologies and innovative business strategies. As we stand on the cusp of a new era, IP assets are evolving from static legal protections into dynamic, value-generating engines that fuel corporate growth and innovation. In this exciting landscape, companies will harness the power of artificial intelligence, blockchain, and advanced analytics to unlock unprecedented insights from their IP portfolios, identifying new market opportunities and driving strategic decision-making. The boundaries between industries will continue to blur, creating fertile ground for cross-sector collaborations and groundbreaking innovations. Forward-thinking organizations will view their IP not merely as a defensive tool, but as a catalyst for [open innovation](#), fostering ecosystems that accelerate progress and create shared value. As intangible assets increasingly dominate corporate valuations, IP management will take center stage in boardroom discussions, shaping business models and guiding long-term strategies. In this future, the most successful companies will be those that embrace a holistic approach to IP, seamlessly integrating it into every facet of their operations and culture. By doing so, they will not only protect their innovations but also leverage them to solve global challenges, drive sustainable growth, and shape the technologies that will define our future. The companies that master this new IP paradigm will be the architects of tomorrow's industries, writing the next chapter in the story of human progress and economic prosperity.

Leveraging AI technology alongside proactive law firms can significantly enhance the efficiency and cost-effectiveness of building intellectual property portfolios. AI-powered tools can streamline various aspects of the IP process, from prior art searches and patent drafting to portfolio management and infringement detection. These technologies can rapidly analyze vast amounts of data, identify relevant patents and prior art, and even assist in generating initial

patent application drafts. Proactive law firms that embrace these AI tools can offer their clients more comprehensive and timely IP services at reduced costs. By automating time-consuming tasks, attorneys can focus on high-value activities such as strategic counseling and complex legal analysis. This synergy between AI and human expertise allows for more thorough patent searches, higher-quality patent applications, and more strategic IP portfolio management. Additionally, AI can help identify potential infringement risks and licensing opportunities more quickly and accurately. For startups and established companies alike, this combination of AI technology and proactive legal counsel can result in stronger, more cost-effective IP protection, enabling them to secure their innovations and maintain a competitive edge in the market without breaking the bank.

About Consero IP Leadership Forum:

The Consero IP Leadership Forum provides an unparalleled opportunity for IP executives to network, share best practices, and gain insights from industry leaders. Attendees will benefit from Tran's unique perspective, which combines deep legal expertise with a thorough understanding of emerging technologies. For more information about the Consero IP Leadership Forum and to register for the event, please visit <https://consero.com/events/ip-leadership-forum/>.

About PatentPC:

PatentPC is a full-service intellectual property law firm specializing in AI-driven patent solutions. Led by attorney Bao Tran, the firm combines legal expertise with cutting-edge technology to provide innovative IP management and protection strategies for clients ranging from startups to Fortune 500 companies.

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