
Noréns®

Patents | Trademarks | Designs

Disclosures in the Grey Area

What is "prior art"?

Static → Dynamic

Social media

Collaborative

Interlinked

Conversational

More granular and more complex at the same time

Increasingly fuzzy, floating, everchanging?

Even Wayback machine produces unreliable results!

How can we know what was known at a particular date?

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Timestamping technology is on the move!

Blockchains

Enigio

But what do you do with a reliable timestamp when the timestamped information itself has been lost?

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Searching technology keeps improving

AI keeps getting better at language analysis

Image searching is already amazingly accurate



...but: At the same time massive information (prior art) production and publication has never been easier.

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Questions:

What is a reliable timestamp?

What is a "publication"?

What? Where? When? By whom? For whom?

For instance:

How do we know that an archiving service is reliable?

What if a single document contains both reliable and less reliable information?

What role can and should the patent offices play?

Global dossier – standardization?

Or technology moves too rapidly?

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How do you argue inventiveness in an information history where everything is tracable, but nothing is certain?

Credibly navigating and presenting the past

Storytelling - more important than ever!

What about proactive measures? Even offensive?

It is difficult to make predictions. In particular about the future. And in particular about the future past of a present changing this fast.

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What do you think?