

**INVITATION TO A WEBINAR**  
*organized by FICPI Sweden*  
**on 12 October 2023**  
**14:00 to 16:20 CEST (Stockholm)**

Not able to attend? Don't worry, the webinar will be recorded.

***AI as a tool for trademark attorneys  
and other IP lawyers***

Artificial Intelligence is increasingly used as a tool for trademark attorneys and other IP lawyers in their daily work.

This seminar focuses on some important aspects of this development:

- What tools are available and how reliable are they?
- Low hanging fruits versus pitfalls.
- Adaptions due to the upcoming EU Regulation on the use of AI.

FICPI Sweden has gathered several experts in the field, who are going to share their perspectives on these issues.

# SEMINAR PROGRAM 12 October 2023

## *AI as a tool for trademark attorneys and other IP lawyers*

(the below times are Central European Summer Time, CEST)

### 14:00 – 14:10 WELCOME ADDRESS

Louise Jonshammar, President FICPI Sweden  
Anita Gillior, Board member FICPI Sweden

### 14:10 – 14:35 An introduction to AI

Jussi Karlgren, Silo AI, Stockholm



*Jussi Karlgren is a principal AI scientist at Silo AI and a docent of language technology at Helsinki University. He will give a general introduction to AI. How far has the technique developed and how far can it take us (or how far can it lead us astray)? In trademark law, a feeling for language is essential, such as how words are perceived emotionally, what associations they give, how people may confuse or not confuse words. What are the limits to AI based tools relative to the human understanding of language?*

### 14:35 – 15:00 Using AI tools in trademark prosecution

Jeppe Hudtloff Viinberg, RightHub, Denmark



*Jeppe Hudtloff Viinberg is Co-Founder and Attorney-at-Law at RightHub, Denmark. RightHub uses AI for trademark tasks such as due diligence work, word and image recognition on the internet and semi-automatic filings against infringers. As a result, the clients can spend more of their time and money on taking action, increasing the number of infringements taken down.*

### 15:00 – 15:15 SHORT BREAK

### 15.15 – 15:40 Using AI tools for legal analysis and text production

Peter van Dyck, Allen & Overy, Brussels



*Peter is an IP Partner in the Brussels office at Allen & Overy. He specialises in intellectual property rights, information technology and data protection, and has a particular focus on the interface of IP law and technology. Peter will share his experiences on the use of AI for advanced text processing and his thoughts on the legal and practical limits for generative AI as a tool for legal work.*



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## 15.40 – 16:05 The upcoming EU Regulation on AI

Helena Rönqvist, Magnusson Law, Stockholm



*Helena Rönqvist is a Partner and head of the IT/IP and media law practice at Magnusson Law. She has a special interest in the development and regulation of AI. The EU currently prepares for adopting an AI Regulation during 2024 – the first comprehensive AI law in the world. Helena will introduce us to the main provisions of the proposal for the AI Regulation and give us her view on how it will affect trademark attorneys, IP lawyers and their clients.*

## 16.05 - 16:20 Summary and closing remarks

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## General Information

### Registration

Webinar attendance: register at this [link](#) no later than **October 11**. Please indicate your **name** and **invoice address**, whether you are a **FICPI member** and whether you wish to receive a **participation certificate**.

Attendance in person: We are happy to welcome you to join the seminar in person at AWA Sweden in Stockholm. Register by email to [info@ficpiseden.se](mailto:info@ficpiseden.se). Please indicate your **name** and **invoice address**, whether you are a **FICPI member**, and whether you wish to receive a **participation certificate**. Address: Jakobsbergsgatan 36, 7<sup>th</sup> floor, after the seminar, we invite you to stay for refreshments and mingle.

Busy on the day? Please send an email to [info@ficpiseden.se](mailto:info@ficpiseden.se), and we will provide a recording.

### Price:

Attendance (webinar, in person, and recording-only): 400 SEK for FICPI members, 900 SEK for non-FICPI members

The registration fee will be invoiced. Your payment is expected within 10 days.

### FICPI Sweden

FICPI Sweden is the Swedish part of FICPI which is an international organization, with members from more than 80 countries. FICPI works for patent and trademark attorneys in the free profession, with issues relating to their daily work as well as IP law issues on a global scale. The membership in FICPI Sweden, which is prerequisite for membership in FICPI International, provides a global network of IP professionals, and a possibility to understand and participate in the development of IP law throughout the world.

FICPI Sweden runs regular seminars focusing on current issues and trends in IP being of interest to IP practitioners. The seminars are open for all, but FICPI members enjoy a reduced registration fee. If you are interested in membership, send an email to [info@ficpiseden.se](mailto:info@ficpiseden.se) for more information.

### Membership in FICPI Sweden

Anyone who applies for membership in FICPI Sweden will enjoy a reduced membership fee for two years and will enjoy the lower registration fee for this seminar. Please note that only IP professionals in private practice are eligible for FICPI membership.

### CLE Credits

FICPI Sweden submits all its seminars to Swedish *Patentombudsnämnden* for your convenience when you report the seminar as part of your Continued Legal Education (CLE, *Sw. Professionell Vidareutbildning, PVU*) in Sweden. Further, upon request you will receive a certificate of attendance from FICPI Sweden which you may use to prove your participation in the seminar, if needed.