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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 traceable, 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?