

New road ahead for patentability of a new wave of technologies

**Jesper Mark Wenzel
European Patent Attorney**



What defines Budde Schou

Experts on all type of IPR Patents, Trademarks and Designs

Expertise in many technical areas

Well established network world wide

Long experience

Litigation experience

IPR to support business

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PATENT ATTORNEYS
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Who am I?

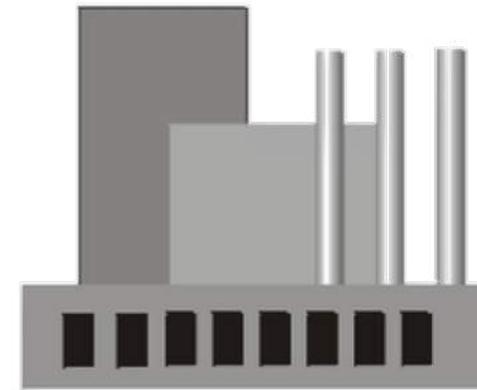
European Patent & Design attorney

More than 20 years experience in patent prosecution and in providing IP advice.

Driven by helping companies use intellectual property rights to improve their market position, including, in particular, by communicating complex intellectual property issues in a way that decision makers can use as a basis for decisions.



Bring IP to the people

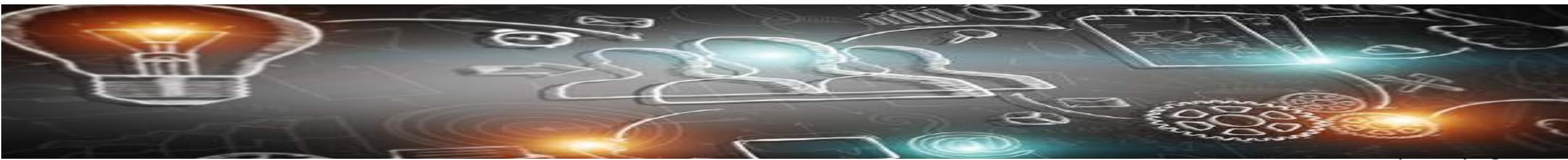


Which of these new maverick technologies seem to be the candidates to lead the way into the future?

How will the patent system adapt to new technologies?



Technologies leading the way to the future?



AI-optimized manufacturing

Paper and pencil tracking, luck, significant global travel and opaque supply chains are part of today's status quo, resulting in large amounts of wasted energy, materials and time. Accelerated in part by the long-term shutdown of international and regional travel by COVID-19, companies that design and build products will rapidly adopt cloud-based technologies to aggregate, intelligently transform, and contextually present product and process data from manufacturing lines throughout their supply chains. By 2025, this ubiquitous stream of data and the intelligent algorithms crunching it will enable manufacturing lines to continuously optimize towards higher levels of output and product quality – reducing overall waste in manufacturing by up to 50%. As a result, we will enjoy higher quality products, produced faster, at lower cost to our pocketbooks and the environment.

Anna-Katrina Shedletsy, CEO and Founder of [Instrumental](#)



Healthcare paradigm shift to prevention through diet

By 2025, healthcare systems will adopt more preventative health approaches based on the developing science behind the health benefits of plant-rich, nutrient-dense diets. This trend will be enabled by AI-powered and systems biology-based technology that exponentially grows our knowledge of the role of specific dietary phytonutrients in specific human health and functional outcomes. After the pandemic of 2020, consumers will be more aware of the importance of their underlying health and will increasingly demand healthier food to help support their natural defences. Armed with a much deeper understanding of nutrition, the global food industry can respond by offering a broader range of product options to support optimal health outcomes. The healthcare industry can respond by promoting earth's plant intelligence for more resilient lives and to incentivize people to take care of themselves in an effort to reduce unsustainable costs.

Jim Flatt, Co-Founder and CEO of [Brightseed](#)



A blurring of physical and virtual spaces

One thing the current pandemic has shown us is how important technology is for maintaining and facilitating communication - not simply for work purposes, but for building real emotional connections. In the next few years we can expect to see this progress accelerate, with **AI** technology built to connect people at a human level and drive them closer to each other, even when physically they're apart. The line between physical space and virtual will forever be blurred. We'll start to see capabilities for global events - from SXSW to the Glastonbury Festival - to provide fully digitalized alternatives, beyond simple live streaming into full experiences. However, it's not as simple as just providing these services - data privacy will have to be prioritised in order to create confidence among consumers. At the beginning of the COVID-19 pandemic we saw a lot in the news about concerns over the security of video conferencing companies. These concerns aren't going anywhere and as digital connectivity increases, brands simply can't afford to give users anything less than full transparency and control over their data.

Tugce Bulut, CEO of [Streetbees](#)



The future of construction has already begun

Construction will become a synchronized sequence of manufacturing processes, delivering control, change and production at scale. It will be a safer, faster and more cost-effective way to build the homes, offices, factories and other structures we need to thrive in cities and beyond. As rich datasets are created across the construction industry through the internet of things, **AI** and image capture, to name a few, this vision is already coming to life. Using data to deeply understand industry processes is profoundly enhancing the ability of field professionals to trust their instincts in real-time decision making, enabling learning and progress while gaining trust and adoption.

Actionable data sheds light where we could not see before, empowering leaders to manage projects proactively rather than reactively. Precision in planning and execution enables construction professionals to control the environment, instead of it controlling them, and creates repeatable processes that are easier to control, automate, and teach. That's the future of construction. And it's already begun.

Meirav Oren, CEO and Co-Founder of [Versatile](#)



A new era in medicine

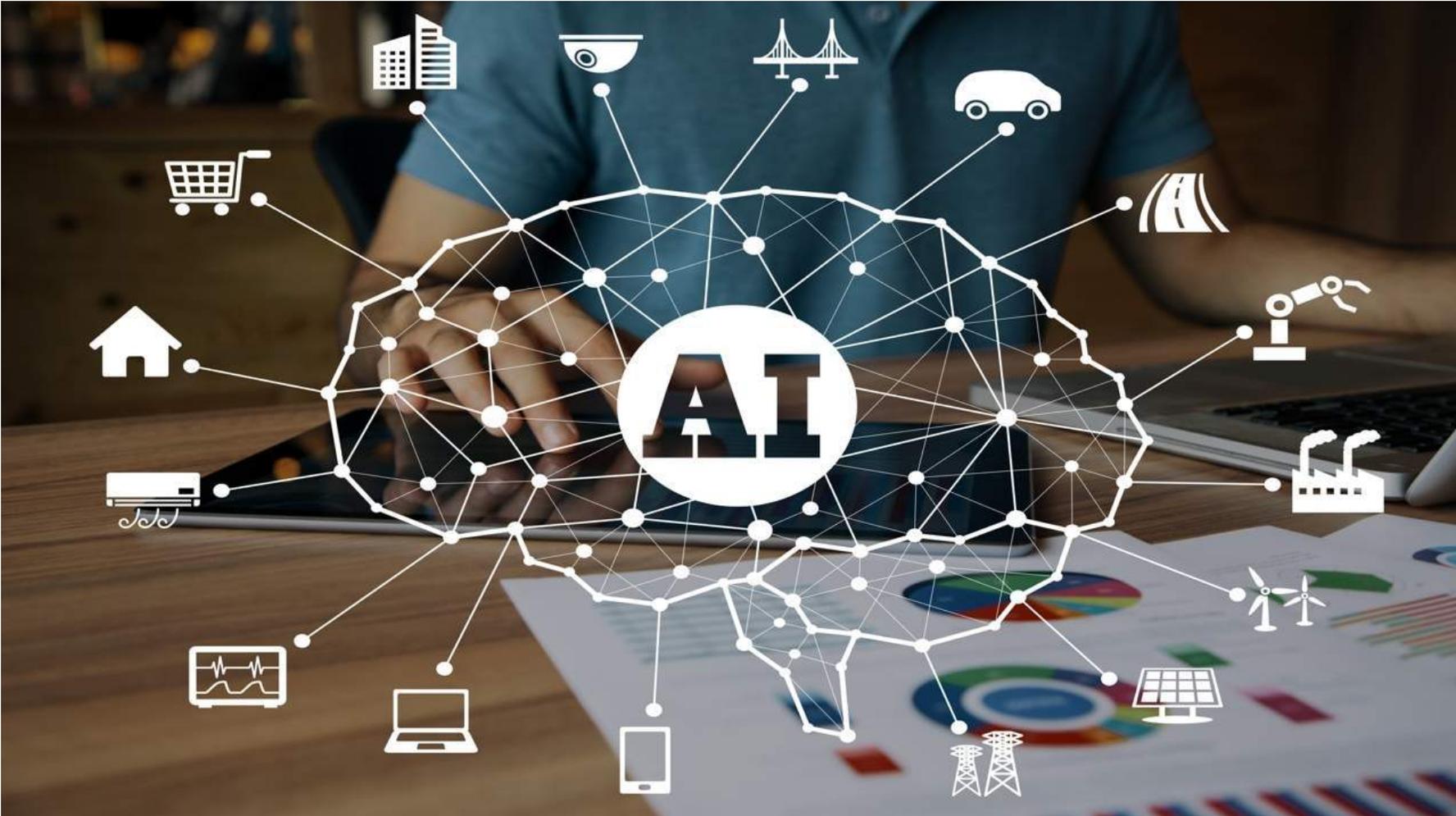
Medicine has always been on a quest to gather more knowledge and understanding of human biology for better clinical decision-making. AI is that new tool that will enable us to extract more insights at an unprecedented level from all the medical 'big data' that has never really been fully taken advantage of in the past. It will shift the world of medicine and how it is practiced.

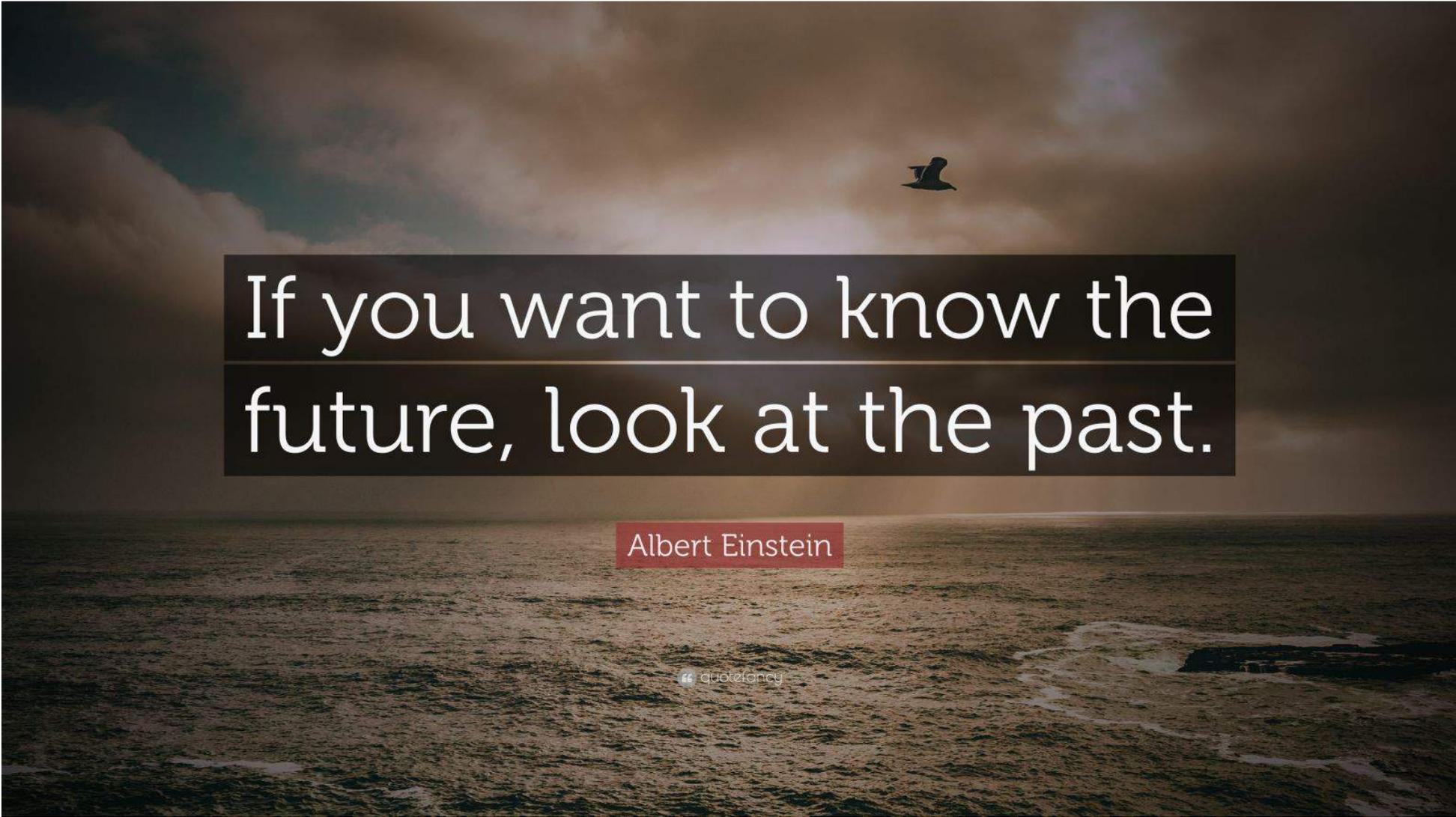
Brandon Suh, CEO of [Lunit](#)



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If you want to know the
future, look at the past.

Albert Einstein

quotefancy



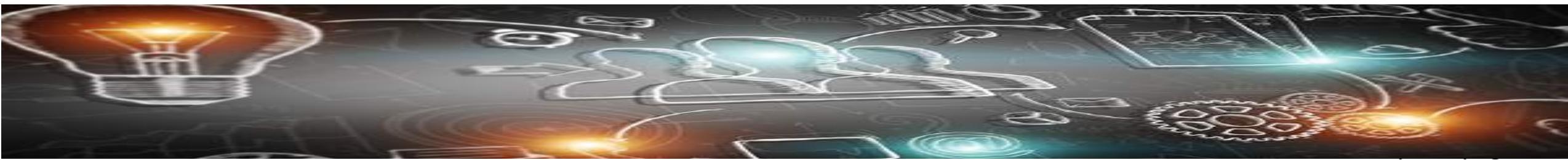
PAST

FUTURE

Technologies the last decades

Examples of technologies that have challenged the patent system the last 50 years:

- Software
- Gene technology



Not regarded as inventions (EP)

Discoveries

Scientific theories

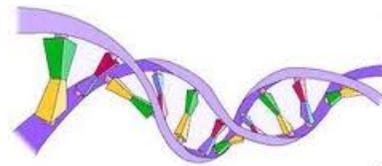
Mathematical methods

Aesthetic creations,

Methods for performing mental acts, playing games

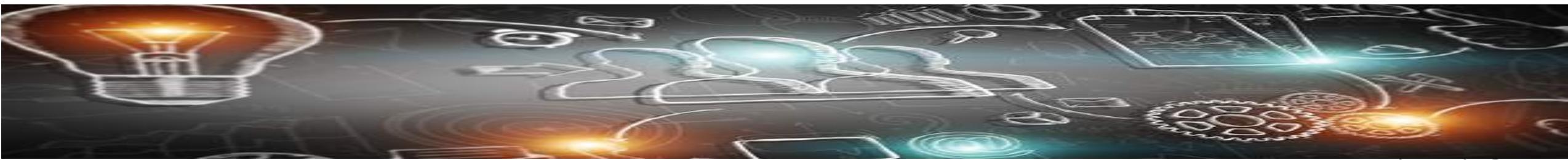
Programs for computers

Presentation of information (sound, visual information)



$$\nabla \times E = -\frac{\partial B}{\partial t} \quad \nabla \cdot D = \rho$$

$$\nabla \times H = \frac{\partial D}{\partial t} + J \quad \nabla \cdot B = 0$$



Software

- Software as such is excluded



- Patentable if it is a new and non-obvious "technical" solution to a technical problem.

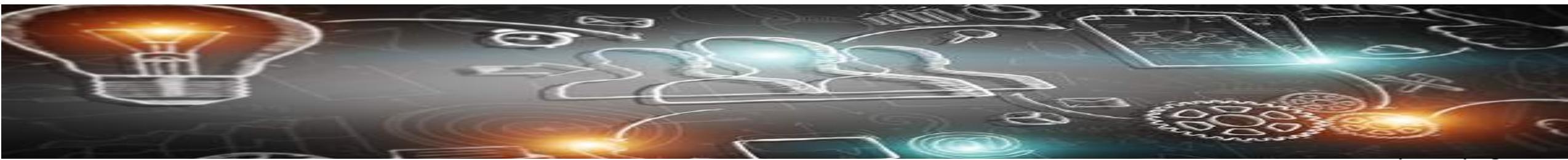
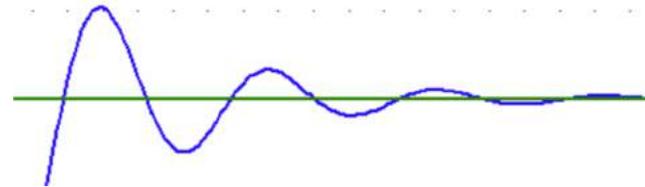


Gene and DNA technology

- Discoveries as such is excluded



Comments on law adaptations





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< LIFE IS A VOYAGE INTO THE UNKNOWN. >