

**Baker
McKenzie.**

ARTIFICIAL INTELLIGENCE & IP

DBA Intellectual Property Law Section | April 25, 2019



TODAY'S PRESENTERS



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AGENDA

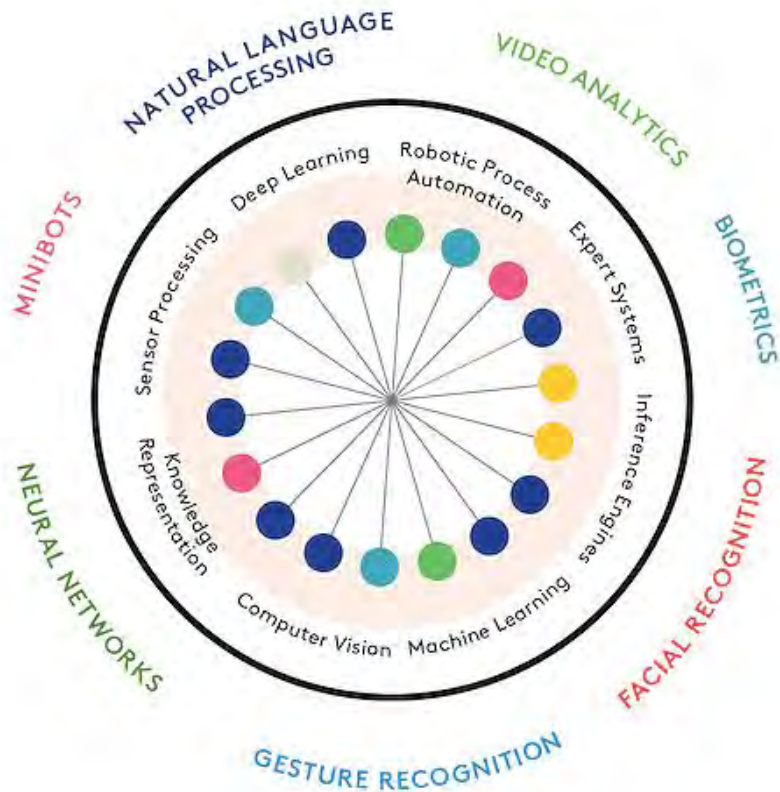
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- 1. What is AI?**
 - 2. Recent Developments**
 - 3. Patent Subject-Matter Eligibility**
 - 4. Impending Patent Law Issues**
 - 5. Trade Secrets**
 - 6. Other**

1

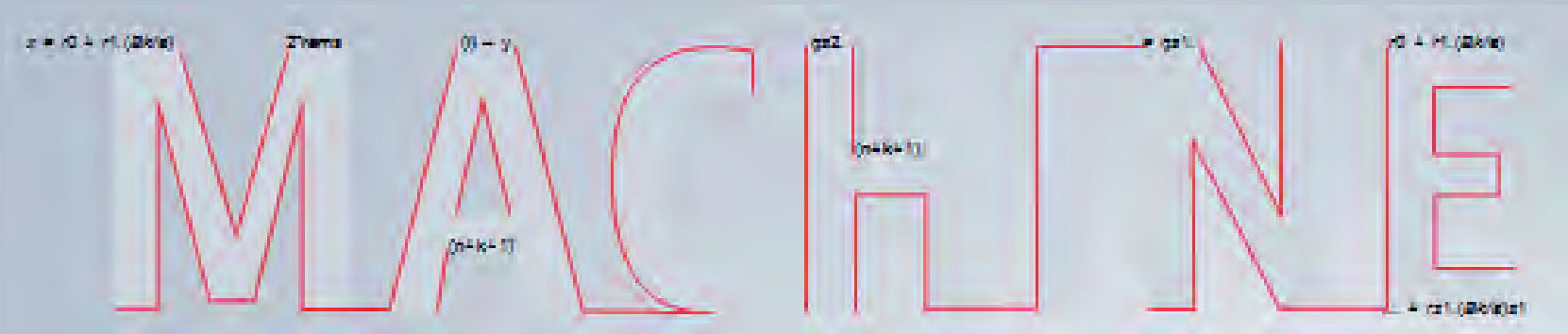
What is AI?

DEFINITION

What is AI?



- Introduced as concept by [Alan Turing](#) in a 1950 paper, and coined as a term by [John McCarthy](#) during the 1956 Dartmouth Conference
- **AI** generally refers to technologies with the ability to perform tasks that would otherwise require **human** intelligence



“ AI is basically the intelligence – how we make machines intelligent, while machine learning is the implementation of the computer methods that support it. The way I think of it is: AI is the science and machine learning is the algorithms that make the machines smarter.

So the enabler for AI is machine learning.

Nidhi Chappell | Intel”



AGI vs. NARROW AI

What is AI?

Artificial general intelligence (**AGI**) (aka strong AI) refers to AI with the level of intelligence **comparable** to that of the human mind.



Narrow AI (aka weak AI) refers to AI that is focused on a specific task (e.g., Siri, AlphaGo, automated banking teller).



AI TECHNOLOGIES

What is AI?

Techniques

- Machine learning (e.g., neural networks, deep learning)
- Logic programming
- Fuzzy logic

Functional applications

- Computer vision
- Speech processing
- Natural language processing
- Robotics
- Predictive analytics



INDUSTRIES

What is AI?

Telecom

Transportation

Life and
medical

Security

Military

Education

Finance

Energy

Government

MAIN DRIVERS

What is AI?



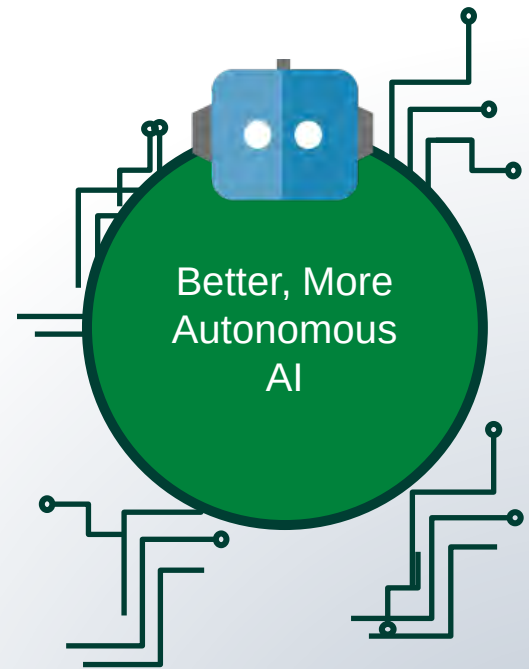
Data proliferation



Improved machine learning



Stronger & Cheaper Computers

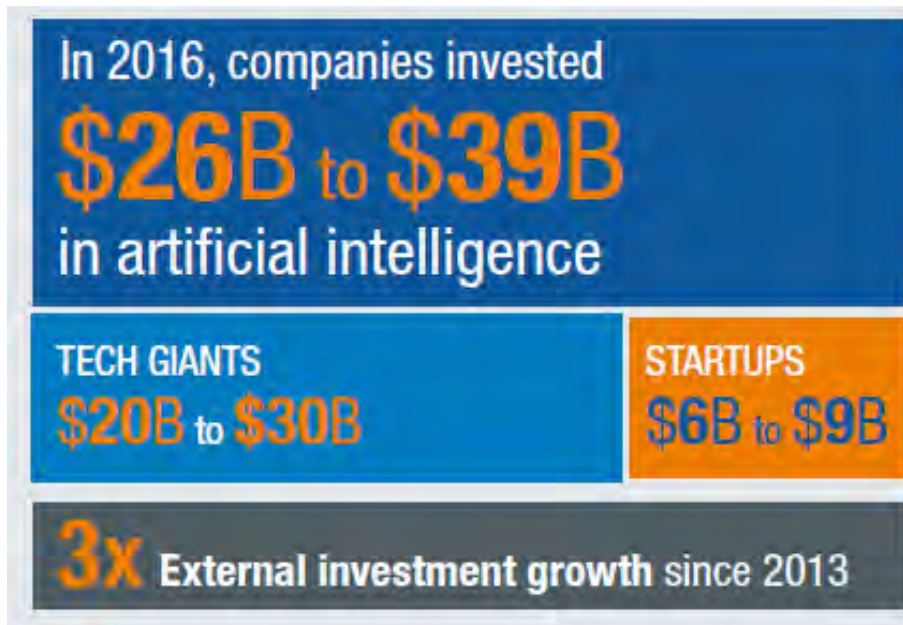


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Recent Developments

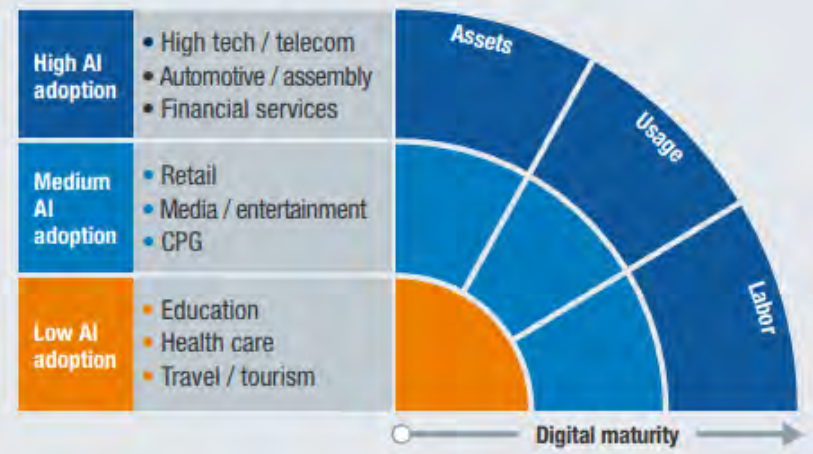
FACTS & PROJECTIONS

Recent Developments



How companies are adopting AI

AI adoption is greatest in sectors that are already **strong digital adopters**

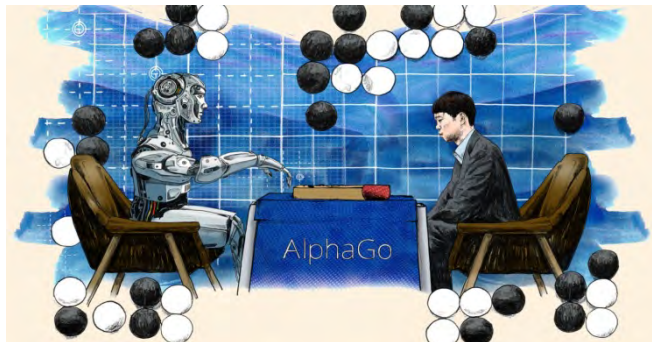


Source: McKinsey & Company

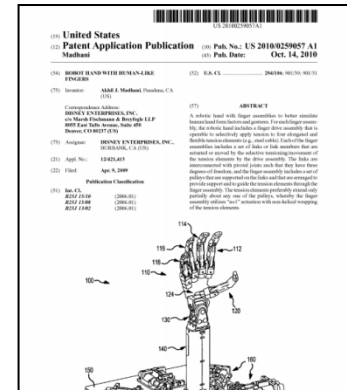
Global revenue expected to grow from \$8 billion in 2016 to more than **\$47 billion** in 2020

TECHNOLOGICAL PROGRESS

Recent Developments



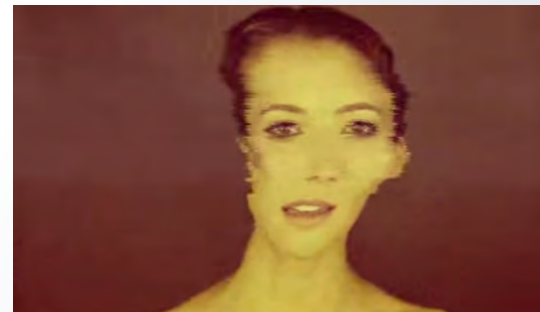
AlphaGo beats Sedol Lee in **Go**
(18 time champion) (2016)



Specifio writes **patent applications** (2017)



ABB's YuMi conducts **orchestra** in Italy (2017)



<https://youtu.be/XUs6CznN8pw>

Amper composes, produces,
and performs **music** (2017)

AI PATENTS

Recent Developments

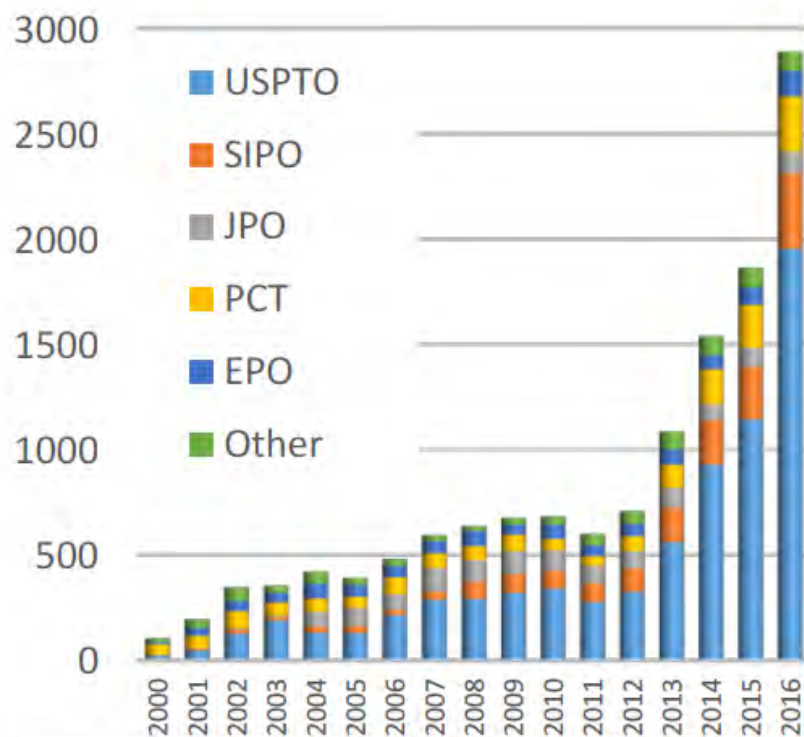


Figure 1a. Number of AI patents granted by country

Source: The Research Institute of Economy, Trade & Industry (Japan)

Table 3. Number of AI patents granted and technology portfolios: 2000 to 2016

Rank	Applicant name	Country	Total patents	Patent portfolio of AI technology			
				Biological	Knowledge	Mathematical	Other
1	IBM	USA	1,057	22%	56%	8%	14%
2	Microsoft	USA	466	22%	44%	9%	24%
3	Qualcomm	USA	450	83%	7%	3%	7%
4	NEC	Japan	255	23%	49%	8%	20%
5	Sony	Japan	212	51%	33%	6%	10%
6	Google	USA	195	41%	36%	7%	17%
7	Siemens	Germany	192	54%	31%	10%	5%
8	Fujitsu	Japan	154	27%	60%	9%	4%
9	Samsung	Korea	119	56%	28%	3%	13%
10	NTT	Japan	94	35%	49%	0%	16%
11	Hewlett-Packard	USA	93	22%	44%	4%	30%
12	Yahoo	USA	88	14%	57%	16%	14%
13	Toshiba	Japan	86	22%	57%	7%	14%
14	D-wave	Canada	77	1%	4%	3%	92%
15	Hitachi	Japan	69	20%	38%	12%	30%
15	SAP	USA	69	23%	70%	6%	1%
17	Canon	Japan	68	59%	28%	3%	10%
18	Xerox	USA	62	15%	45%	18%	23%
19	GE	USA	59	14%	59%	22%	5%
20	Mitsubishi Electric	Japan	53	49%	43%	2%	6%
21	Honeywell	USA	49	24%	51%	22%	2%
22	Boeing	USA	48	31%	60%	4%	4%
23	Cisco	USA	47	15%	38%	0%	47%
23	Oracle	USA	47	17%	55%	9%	19%
25	British Telecomm	UK	44	41%	57%	2%	0%
26	Intel	USA	43	35%	51%	5%	9%
27	Amazon	USA	41	15%	39%	2%	44%
28	Brain Corporation	USA	40	80%	15%	3%	3%
28	Cognitive scale	USA	40	0%	88%	0%	13%
28	Facebook	USA	40	0%	40%	13%	48%
University total		World	1,177	69%	19%	6%	6%
U.S. university		USA	241	41%	38%	7%	14%
Chinese university		China	725	82%	10%	5%	3%
Japanese university		Japan	93	83%	15%	1%	1%

Source: Author estimate using IPC code in Appendix 1 and PATSTAT database.

AI PATENTS: CATEGORIES

Recent Developments

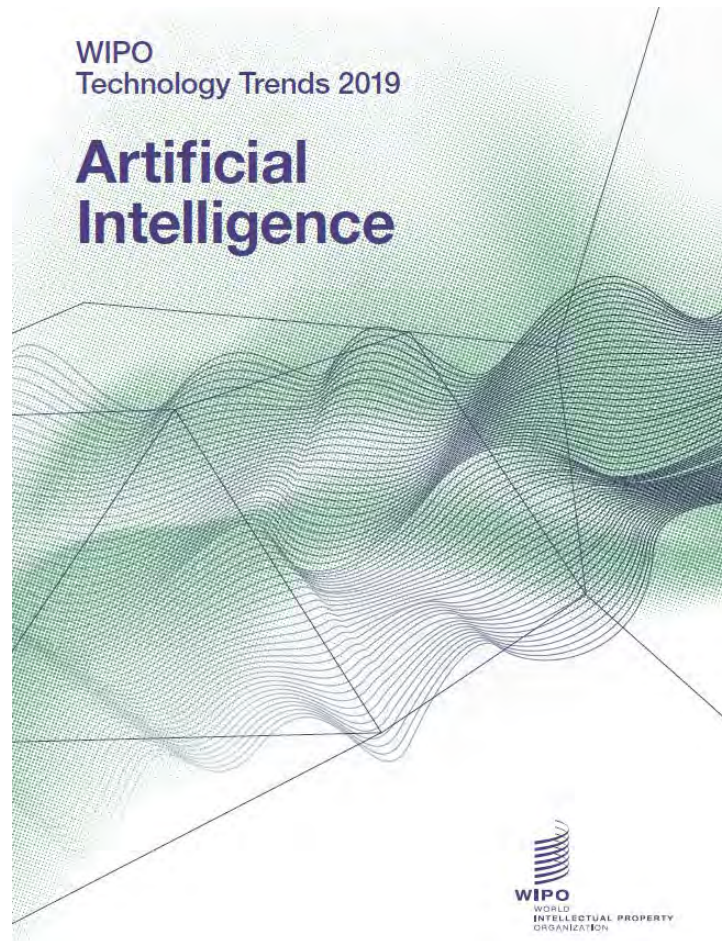
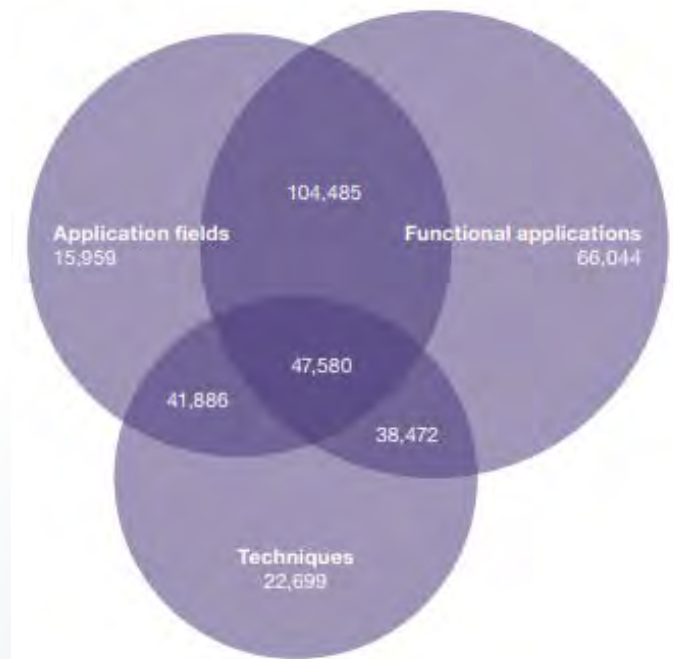


Figure 3.3. Patent families related to AI techniques, functional applications, application fields and their overlaps

AI technologies are often combined: over 68 percent of AI-related patents fall into more than one category



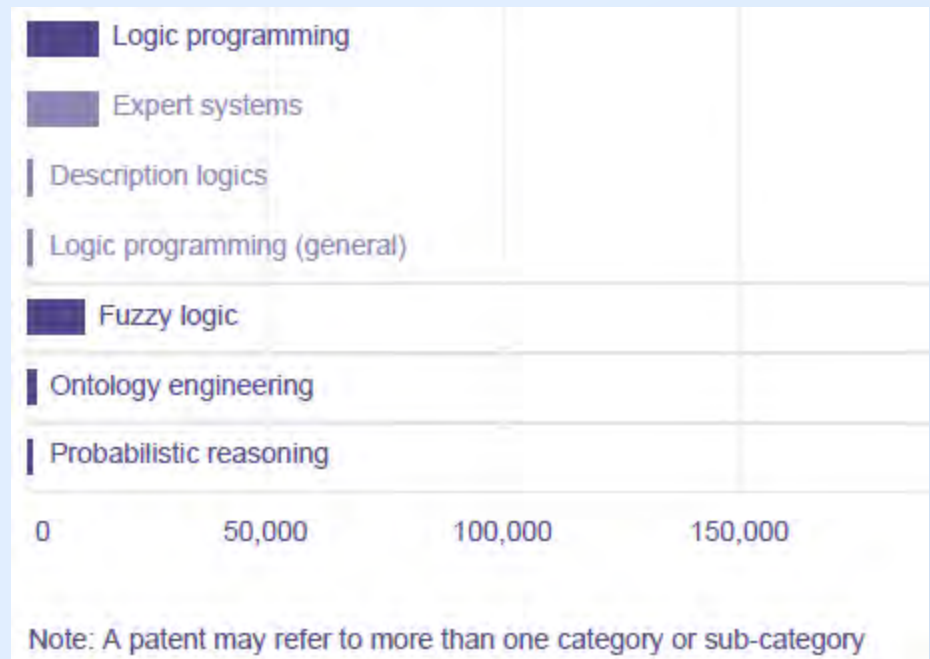
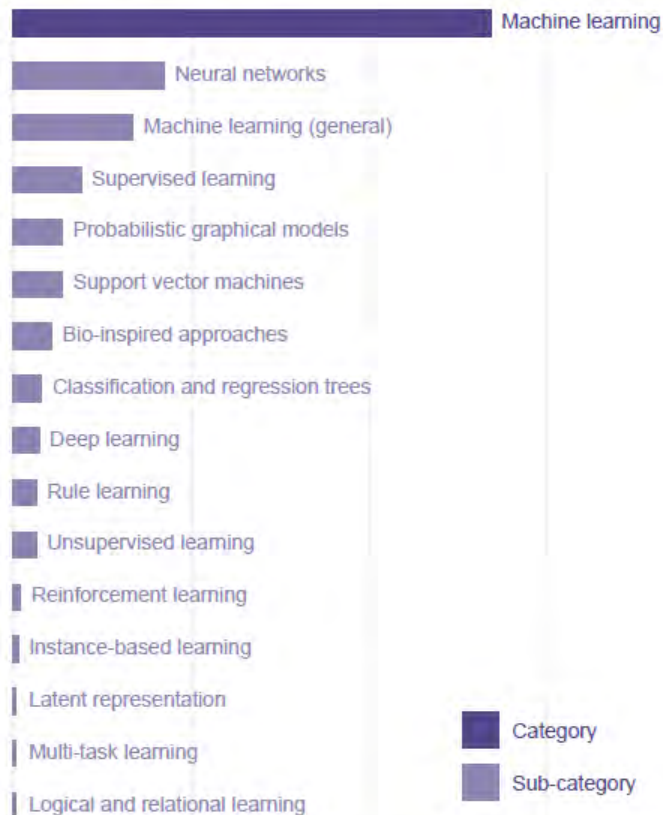
Source: WIPO Technology Trends 2019: Artificial Intelligence

AI PATENTS: TECHNIQUES

Recent Developments

Figure 3.5. Patent families for AI technique categories and sub-categories

Machine learning is the dominant AI technique, representing 89 percent of patent families related to an AI technique



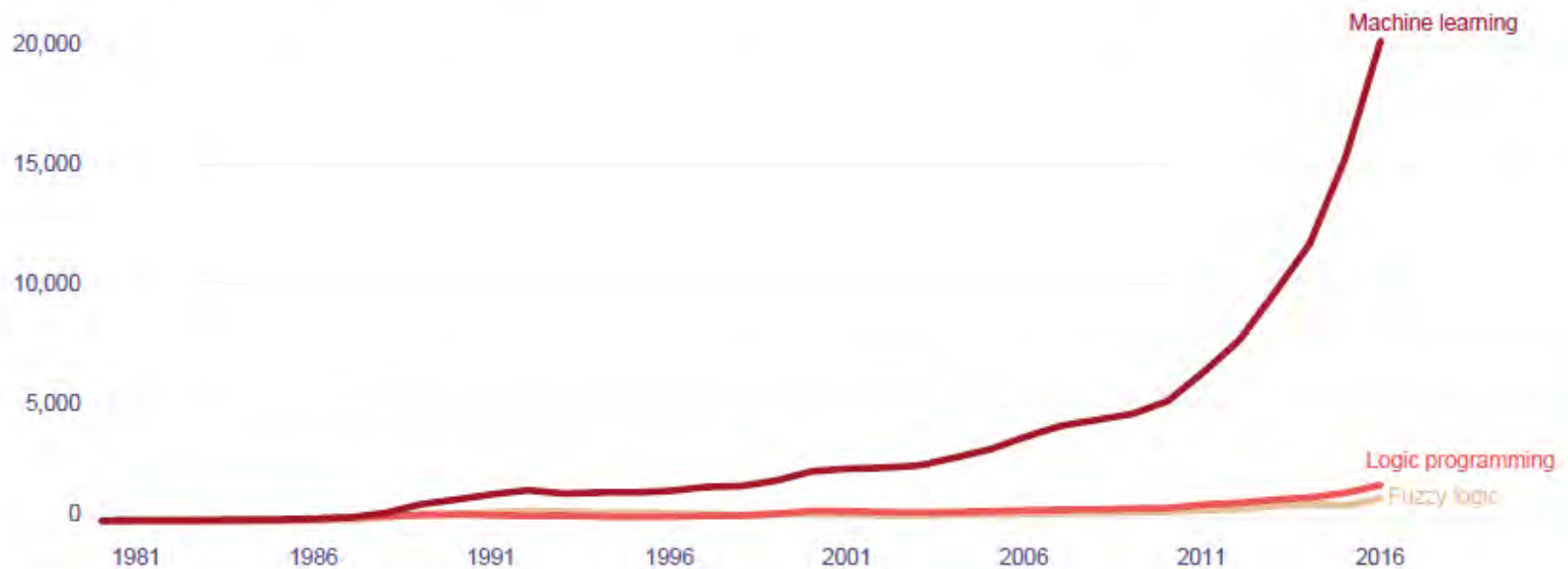
Note: A patent may refer to more than one category or sub-category

Source: WIPO Technology Trends 2019: Artificial Intelligence

AI PATENTS: TECHNIQUES

Recent Developments

Figure 3.4. Patent families for top AI techniques by earliest priority year
Machine learning grew by an average of 26 percent annually between 2011 and 2016



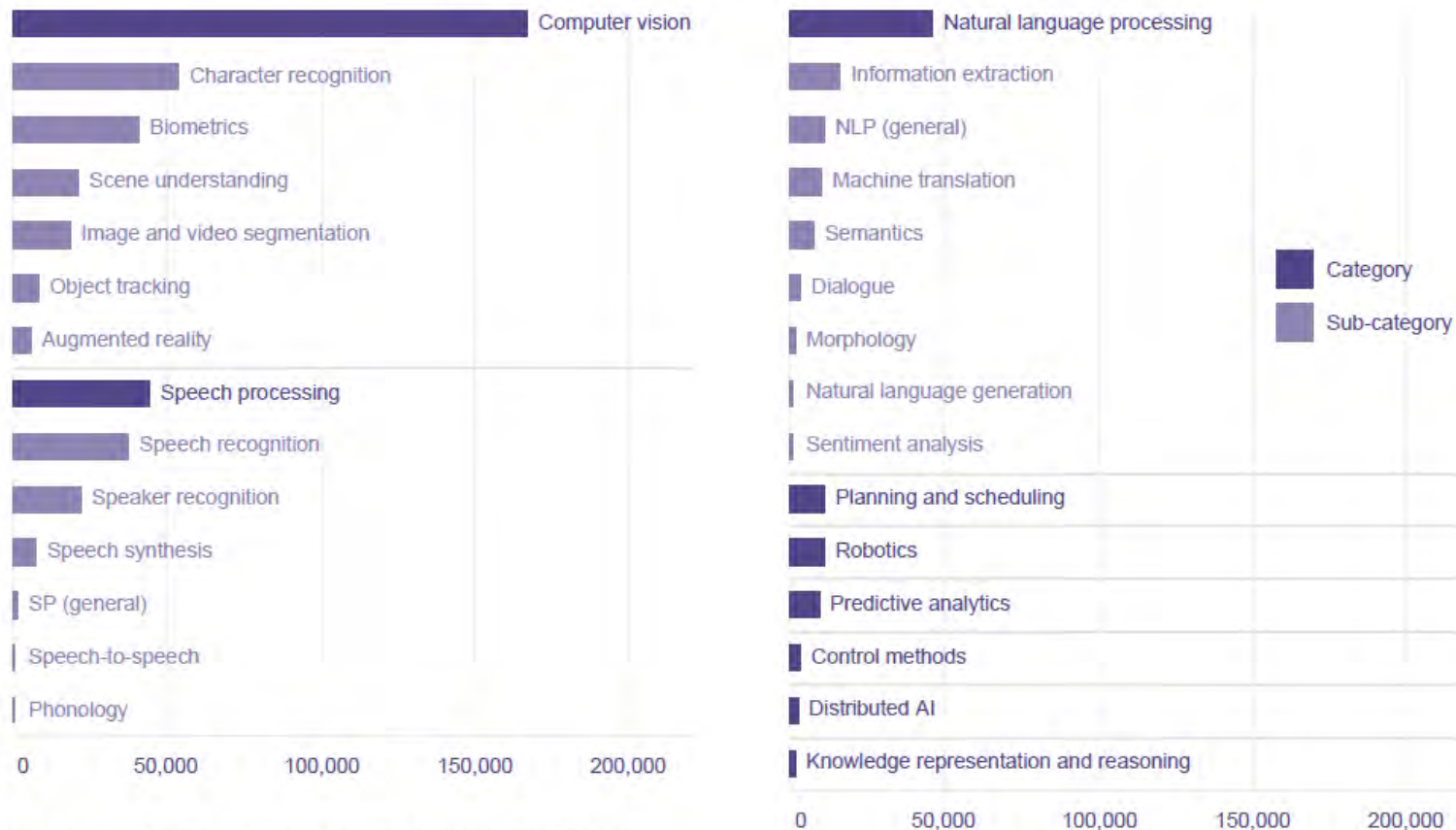
Note: A patent may refer to more than one category

Source: WIPO Technology Trends 2019: Artificial Intelligence

AI PATENTS: FUNCTIONAL APPLICATIONS

Recent Developments

Figure 3.10. Patent families for functional application categories and sub-categories
Computer vision represents 49 percent of patent families related to a functional application



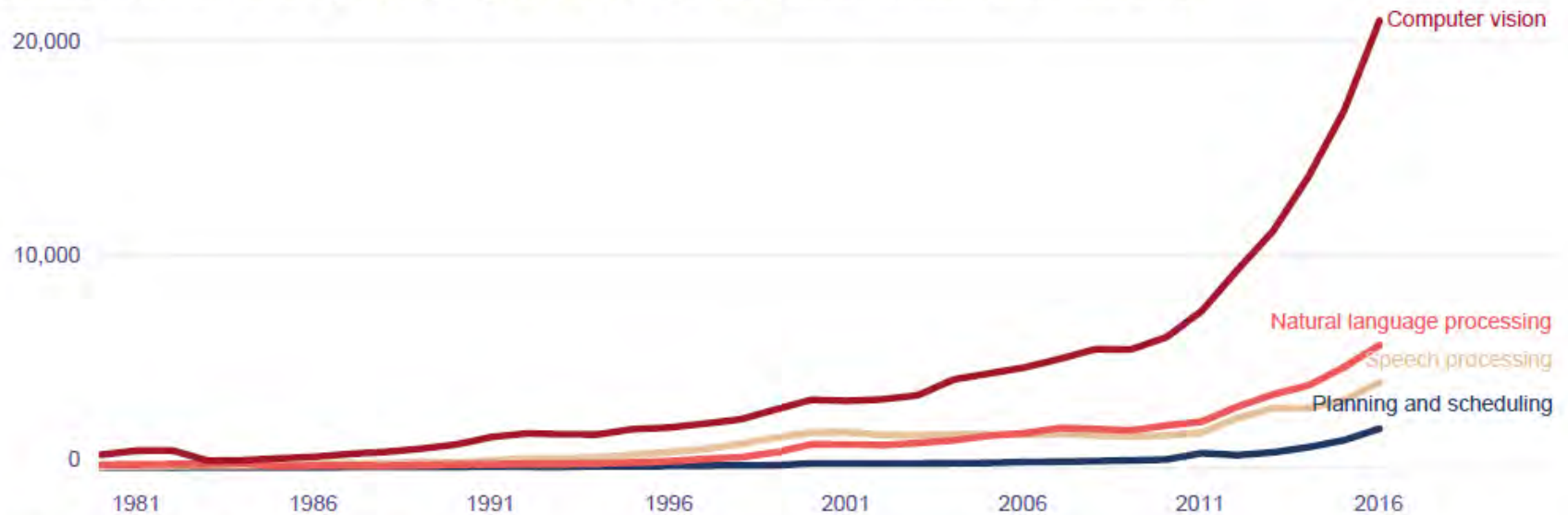
Note: A patent may refer to more than one category or sub-category

AI PATENTS: FUNCTIONAL APPLICATIONS

Recent Developments

Figure 3.11. Patent families for top functional applications by earliest priority year

Computer vision grew by an average of 23 percent annually between 2011 and 2016



Note: A patent may refer to more than one category

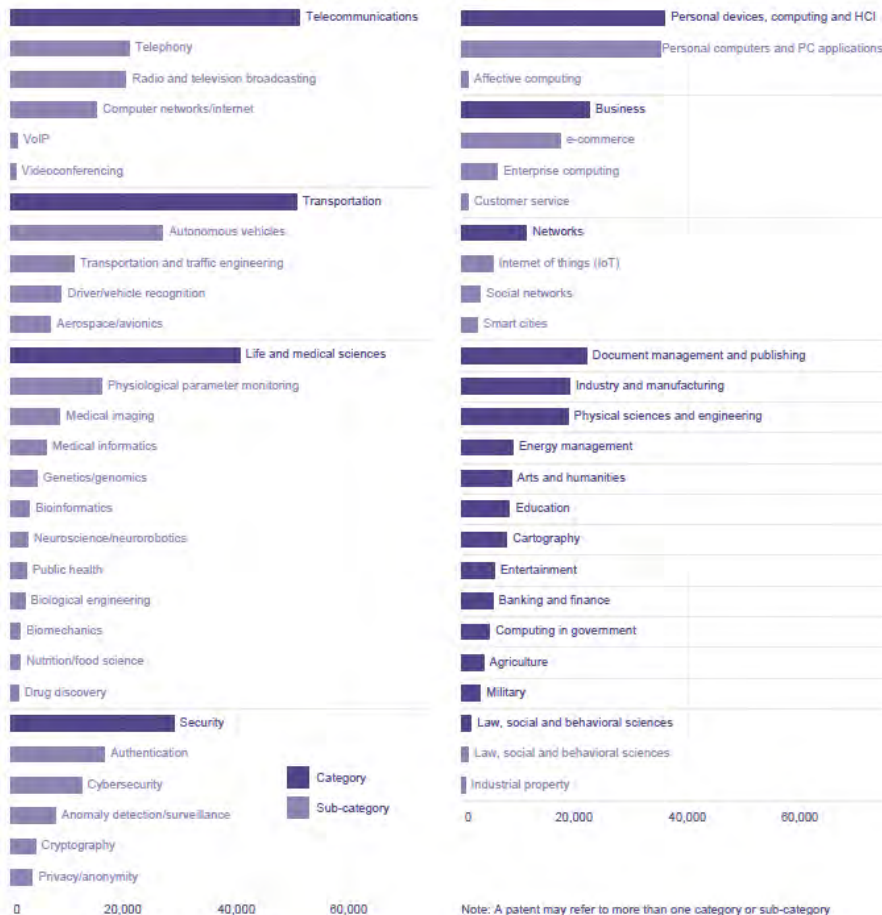
Source: WIPO Technology Trends 2019: Artificial Intelligence

AI PATENTS: APPLICATION FIELDS

Recent Developments

Figure 3.17. Patent families for application field categories and sub-categories

Telecommunications, transportation, life and medical sciences, and personal devices, computing and HCI are the top four application fields mentioned in patent documents and represent 24, 24, 19 and 17 percent of all patent families related to AI application fields, respectively

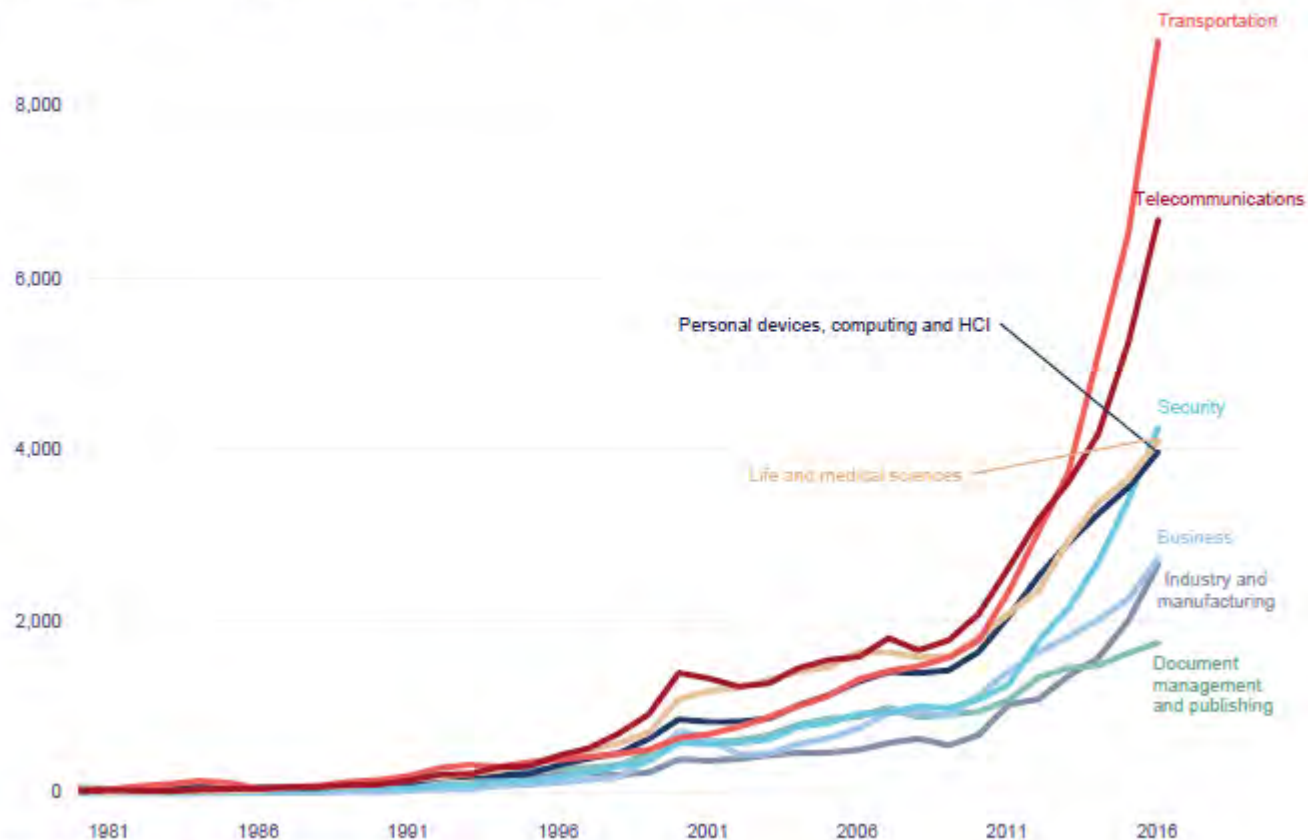


Source: WIPO Technology Trends 2019: Artificial Intelligence

AI PATENTS: APPLICATION FIELDS

Recent Developments

Figure 3.18. Patent families for top application field categories by earliest priority year
Patent families related to AI application fields emerged in the 1990s, with transportation and telecommunications overtaking all other fields



Note: A patent may refer to more than one category

POLICY APPROACHES TO AI: U.S.

Recent Developments

Comprehensive government reports have been issued, and bills have been introduced, but no law has yet been enacted.

Three reports on AI issued by the Obama administration—(1) [*Preparing for the Future of AI*](#), (2) [*The National AI Research & Development Strategic Plan*](#), and (3) [*AI, Automation, & the Economy*](#)

Pending (not yet enacted) [House](#) (H.R. 4625) and [Senate](#) (S. 2217) bills on the [*Future of AI Act*](#) (introduced Dec. 12, 2017), which would require the Secretary of Commerce to establish the Federal Advisory Committee on the Development and Implementation of Artificial Intelligence, amongst other things

The House passed the [Self Drive Act](#) (H.R. 3388), and the Senate introduced the accompanying [AV Start Act](#) (S. 1885) in 2017. The bill would open up the way for self-driving cars to hit the road without having to comply with NHTSA regulations—which otherwise would present a major hurdle to the deployment of autonomous vehicles

Pending bill on [Algorithmic Accountability Act](#) introduced by the Senate (S. 1108) on Apr. 10, 2019, seeking the FTC to create rules for evaluating automated systems (e.g., requiring companies to assess whether algorithms are biased or discriminatory, or pose privacy or security risks to consumers)

Pending bill on [Growing AI Through Research Act](#) introduced by the House (H.R. 2202) on Apr. 10, 2019

President Trump issues executive order on [American Leadership in AI](#) on Feb. 11, 2019

2016

2017

2019

AI PLANS

Recent Developments

Government Reports and Plans on AI



The National Artificial Intelligence
Research & Development
Strategic Plan (Oct 2016)



France AI Plan
(Mar 2017)



JAPAN GOV
THE GOVERNMENT OF JAPAN

Report of Strategic Council
for AI Technology
(Mar 2017)



PRC
State Council
Report

Next Generation AI
Development Plan (Jul
2017)



Communication on AI for
Europe (Apr 2018)



The
Federal Government

AI Made in Germany
(Dec 2018)

AI & ETHICS

Recent Developments

Responsible AI was the focus of significant policy work in 2017 and 2018, with focus on Data Governance.



GDPR (May 2018 go-live)



HOUSE OF LORDS

Lords Select Committee on Artificial Intelligence



White paper: Impact of AI on market stability (Nov 2017)



Robo-Advice Speech by Bob Ferguson (Nov 2017)



European Parliament

Proposals for agency for Electronic Personhood (Nov 2017)



EU'S Draft Ethics Guidelines for Trustworthy AI (Dec 2018)



White papers: Data Governance in the 21st Century (Nov 2017)



Principles to Promote Fairness, Ethics, Accountability and Transparency in the Use of AI and Data Analytics in Singapore's Financial Sector (Jan 2019)



HM Government

White papers: Growing the AI Industry in the UK (Nov 2017)



Transparency

Accountability

Product safety

Beneficence

Fairness

3

Patent Subject-Matter Eligibility

35 U.S.C. § 101

Patent Subject-Matter Eligibility

*Whoever invents or discovers any new and useful **process, machine, manufacture, or composition of matter**, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.*

35 U.S.C. § 101.

- § 101 statutorily **excludes** (1) **abstract ideas**; (2) laws of nature; and (3) natural phenomena
- Until 2010, Federal Circuit employed the “**machine or transformation test**” when assessing subject-matter eligibility of software and computer-implemented inventions
 - Claimed invention is patent-eligible if it were tied to a particular machine or apparatus or if it transformed a particular article into a different state or thing

BILSKI, MAYO, AND ALICE

Patent Subject-Matter Eligibility

- “Machine or transformation test” is “a useful and important clue” and “investigative tool,” but **not the exclusive test**.

Bilski v. Kappos, 561 U.S. 593, 604 (2010).

- Subsequent decisions in *Mayo* and *Alice* establish the now well-known **two-step framework** for evaluating subject-matter eligibility.

Mayo Collaborative Servs. v. Prometheus Labs., Inc., 566 U.S. 66 (2012);
Alice Corp. v. CLS Bank Int’l, 573 U.S. 208 (2014).



Two-Step Test:

- [1] Is the claim directed to a **patent-ineligible concept** (e.g., abstract idea)?
- [2] If yes, do the additional claim elements contain an “**inventive concept**” sufficient to “transform” the abstract idea into a patent-eligible application?

AI & ABSTRACT IDEA

Patent Subject-Matter Eligibility

- Although what constitutes an “abstract idea” continues to evolve, concepts like risk hedging, intermediated settlement, and others on “fundamental economic practice[s] long prevalent in our system of commerce” have been judicially recognized as abstract ideas. See, e.g., *Alice*, 573 U.S. at 220-221.
- Under “**mental steps**” doctrine, claims reciting subject matter that can be performed through an “**ordinary mental process**”, “**in the human mind**”, or by “**a human using a pen and paper**” have often been held as being directed to abstract ideas.
 - Creates **tensions** with patenting AI, which often strives to automate or replicate acts performed by humans (or “in the human minds”).

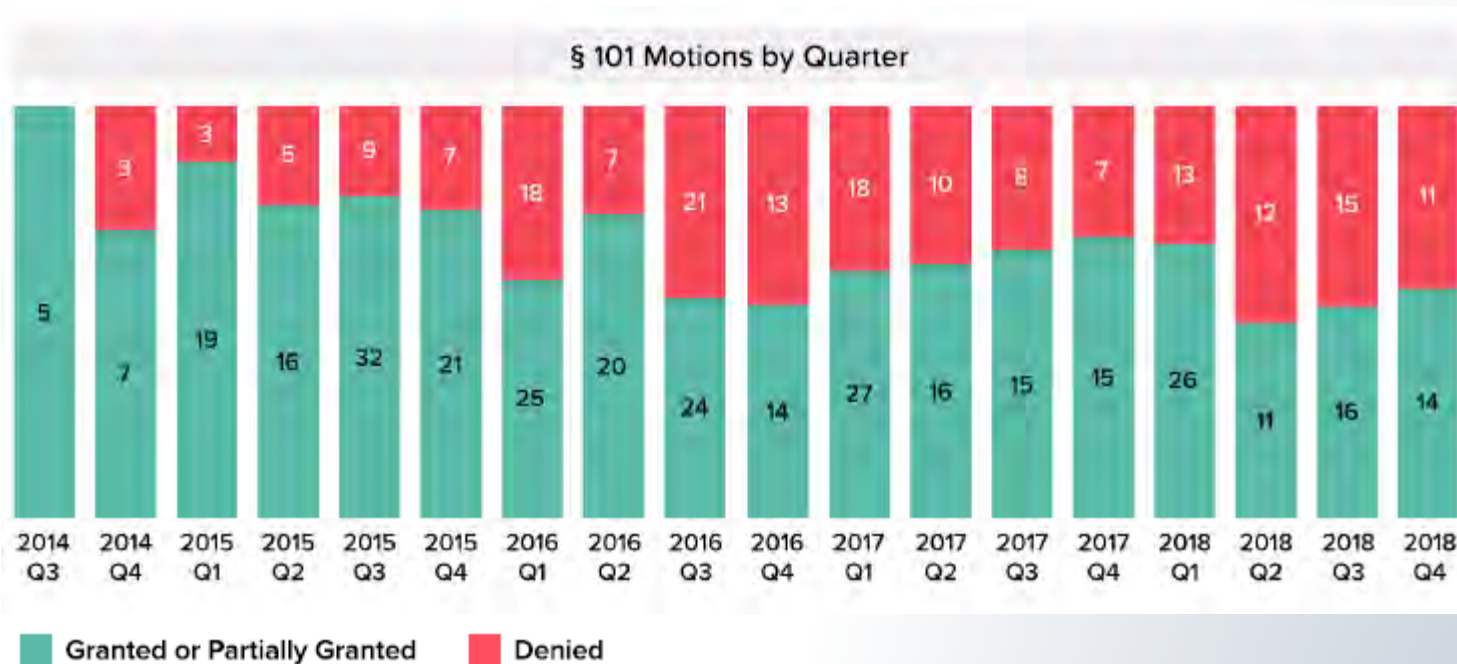
See, e.g., *Purepredictive, Inc. v. H2O.AI, Inc.*, No. 17-cv-03049-WHO, 2017 U.S. Dist. LEXIS 139056 (N.D. Cal. Aug. 29, 2017);

Blue Spike, LLC v. Google Inc., No. 14-cv-01650-YGR, 2015 U.S. Dist. LEXIS 119382 (N.D. Cal. 2015).

AFTERMATH OF *ALICE*: COURTS

Patent Subject-Matter Eligibility

- Number and success rates of § 101 challenges skyrocketed post-*Alice*, but success rates have steadily decreased.
- As of Mar. 2016, around **24%** of 175 court decisions invalidating patent claims under the *Alice* framework relied on the “mental steps” doctrine.



Source: *Alice Through the Looking Glass*, Docket Navigator (2018)

AFTERMATH OF ALICE: COURTS

Patent Subject-Matter Eligibility

- Many invalidations based on § 101.
- Several Federal Circuit decisions, however, have been issued, starting in 2016, that have provided guidance on patent-eligible subject matter, for e.g.:
 - *Enfish, LLC v. Microsoft Corp.*, 822 F.3d 1327 (Fed. Cir. 2016)
 - *BASCOM Global Internet Servs., Inc. v. AT&T Mobility LLC*, 827 F.3d 1341 (Fed. Cir. 2016)
 - *McRO, Inc. v. Bandai Namco Games Am. Inc.*, 837 F.3d 1299 (Fed. Cir. 2016)
 - *Amdocs (Israel) Ltd. v. Openet Telecom, Inc.*, 841 F.3d 1288 (Fed. Cir. 2016)
 - *Visual Memory LLC v. NVIDIA Corp.*, 867 F.3d 1253 (Fed. Cir. 2017)
 - *Finjan, Inc. v. Blue Coat Sys., Inc.*, 879 F.3d 1299 (Fed. Cir. 2018)
 - *Core Wireless Licensing S.a.r.l., v. LG Elecs.*, 880 F.3d 1356 (Fed. Cir. 2018)

AFTERMATH OF ALICE: USPTO

Patent Subject-Matter Eligibility

- Allowance rates **plummeted**.
- Patent-eligibility rejections **skyrocketed** for “business method” art units.
- Curiously, patent-eligibility rejection rates did not change much for other computer-related or software-related art units (e.g., art units in Technology Center 2100 – “Computer Architecture and Software”) until *Elec. Power Group, LLC. v. Alstom S.A.*, 830 F.3d 1350 (Fed. Cir. 2016).

Figure 1

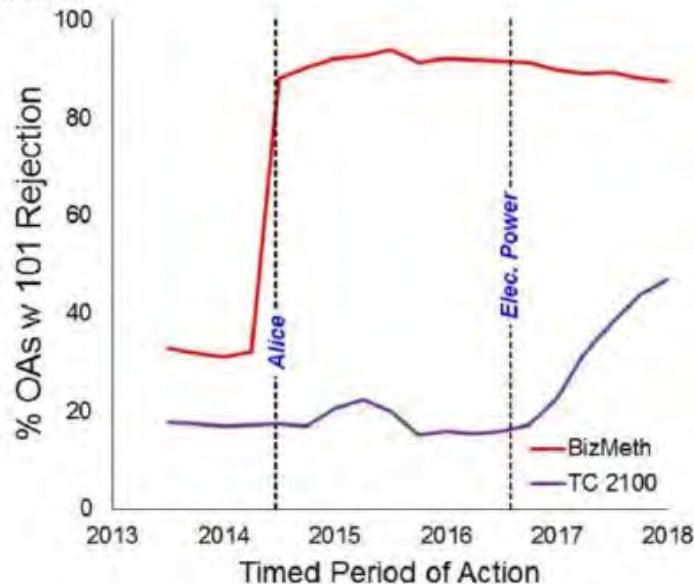
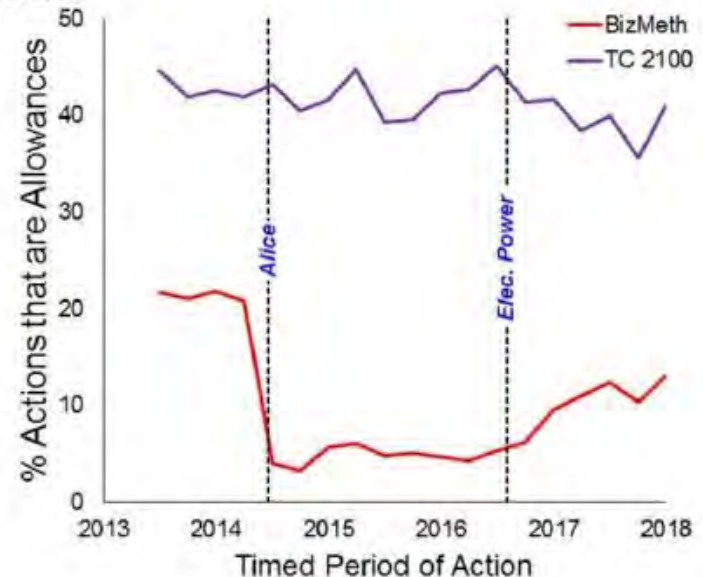


Figure 2



Source: Kate Gaudry & Samuel Hayim, *Alice Rejections Now Flow From Different Part of USPTO*, Law360 (Dec. 2018)

GUIDANCE FROM USPTO

Patent Subject-Matter Eligibility

- USPTO Director, Andrei Iancu, has been active in attempting to bring more clarity to § 101 assessment.
- Recognizing that “[p]roperly applying the *Alice/Mayo* test in a consistent manner has proven difficult, and has caused uncertainty in this area of law,” the USPTO recently issued its **2019 Revised Patent Subject Matter Eligibility Guidance**,
- The 2019 Guidance aims at clarifying and standardizing subject matter eligibility analysis under:
 - o **Step one** of the *Mayo/Alice* test – “USPTO **Step 2A**”
 - o **Step two** of the *Mayo/Alice* test – “USPTO **Step 2B**”

Source: Kate Gaudry & Samuel Hayim, *Alice Rejections Now Flow From Different Part of USPTO*, Law360 (Dec. 2018)

Source: USPTO



USPTO's 2019 Guidance – Step 2A

Patent Subject-Matter Eligibility

2019 Guidance – Focus is on “Step 2A” (i.e., *Alice* Step 1) in two-prong framework:

1. Does the claim fall into one of the specific groupings of abstract idea, such as:
 - a) **mathematical concepts** (e.g., mathematical relationships, formulas or equations, and calculations)
 - b) methods of **organizing human activity** (e.g., fundamental economic principles or practices, commercial or legal interactions, and managing personal behavior or relationships)
 - c) **mental processes** (e.g., concepts performed in the human mind)
2. If so, does the claim recite a **practical application** of a judicial exception, applying, relying on, or using “the judicial exception in a manner that imposes a meaningful limit on the judicial exception”? Must assess by:
 - a) “identifying whether there are any **additional elements** recited in the claim beyond the judicial exception;” and
 - b) “evaluating those additional elements individually and in combination to determine whether they integrate the exception into a practical application using **one or more of the considerations** laid out by the Supreme Court and the Federal Circuit.”

USPTO's 2019 Guidance – Step 2B

Patent Subject-Matter Eligibility

- For step two (USPTO Step 2B), “claims may still be held patent-eligible if they recite additional elements that render the claim patent eligible even though a judicial exception is recited in a separate claim element,” where the elements must be considered “individually and in combination” to determine whether they provide an **inventive concept**.
- If the claim includes “a specific limitation or combination of limitations that are **not well-understood, routine, conventional activity** in the field,” that is indicative that an inventive concept may be **present**.
- If the claim “simply appends well-understood, routine, conventional activities previously known to the industry, specified at a high level of generality, to the judicial exception,” that is indicative that inventive concept is **absent**.

PRACTICAL CONSIDERATIONS

Patent Subject-Matter Eligibility

1. **Judicial exceptions:** Avoid characterizing the AI invention as subject matter that has been characterized as an abstract idea, such as mental processes and methods of organizing human activity, as well as their sub-categories.
2. **Human activity:** Avoid describing the AI invention as automating or replicating a person's mental process or as performed by a person.
3. **Improvements:** Disclose technical details on any specific improvement provided by the AI invention in a specific technology or technical field, focusing on how the AI invention functions differently from conventional technologies or explaining the benefits provided by the AI invention over conventional technologies.
4. **Implemented with machines:** If possible, draft the claim so that it is tied "to a particular machine or apparatus" or "transforms a particular article into a different state or thing."

PRACTICAL CONSIDERATIONS

Patent Subject-Matter Eligibility

5. **Generic components:** Highlight the use of any non-generic component in the AI invention or any non-generic way of using the components (even if they are individually generic). For e.g., if the AI uses a certain model structure that is new or non-generic, provide that disclosure in the specification.
6. **Broad scope and functional claiming:** Avoid drafting broad claims that merely recite a certain function or result. Instead, focus on emphasizing the specific ways in which the AI invention achieves that function or result.
7. **International considerations:** Pay attention to developments in other jurisdictions that can affect AI patentability. For e.g., the EPO recently published Guidelines for Examination of “Artificial intelligence and machine learning,” whereas KIPO recently introduced an accelerated examination process for patent applications on AI and other emerging technology fields.

4

Impending Patent Law Issues

AI AS INVENTOR

Impending Patent Law Issues



Considerations include:

1. If there is a need to allow AI inventors
2. Whether AI can qualify as a legal person (akin to a corporation)
3. If so, who should be listed as inventors?
Programmers? Owners?

LEVEL OF ORDINARY SKILL IN THE ART

Impending Patent Law Issues

Question: If level of AI competency continues to increase, should the level of ordinary skill in the art for those using such AI (in POSITA context) be raised?

Considerations:

1. Determining the POSITA level is already **difficult**
2. If POSITA assessment must consider the use of AI as a factor, then would everything be deemed obvious one day as AI becomes “smarter”?



PATENTABILITY OF AI'S INVENTIONS

Impending Patent Law Issues

- Patents have been issued to AI-generated inventions (e.g., Invention Machine & Creativity Machine).
- Possible benefits include advancement of **innovation**, whereas possible detriments include **deterioration of human ingenuity** and **first mover advantage**.
- Could these be balanced? 
 - Shorter patent terms for AI-generated inventions
 - Limiting AI-patentable inventions to specific areas that promote social goods (e.g., healthcare, the environment, education, criminal justice)

PATENTABILITY OF AI'S INVENTIONS

Impending Patent Law Issues

Answer to this question is mostly likely a “**no**”:

- U.S. Copyright Office updated its definition of “authorship” in 2016 to clarify that it would not register works produced by a machine.
- Questions of patentability framed in terms of human creation, e.g.:
 - “Conception” is “the formation in the mind of the inventor, of a definite and permanent idea of the complete and operative invention.”
 - “Inventor” is an “individual.” 35 U.S.C. § 100(f).
 - § 101 focuses on “whoever” shall invent.
 - § 102 prohibits patenting of subject matter that “a person” did not invent.
- The Federal Circuit has explained that “[t]o perform this mental act, inventors must be natural persons and cannot be corporations or sovereigns.” See, e.g., *University of Utah v. Max-Planck-Gesellschaft Zur Forderung Der Wissenschaften EV*, 734 F.3d 1315, 1323 (Fed. Cir. 2013); *Beech Aircraft Corp. v. Edo Crop.*, 990 F.2d 1237, 1248 (Fed. Cir. 1993).

5

Trade Secrets

GENERAL

Trade Secrets

Trade secret is *economically valuable* information *not known* to others that is reasonably *protected*.

- **Increased uncertainty** in patenting AI has led to increased interests in the use of trade secrets to protect AI innovations.
- The **2016 Defend Trade Secrets Act (DTSA)** made the use of trade secrets more appealing.
- Trade secret protection covers broader range of information, e.g.:
 - Training data
 - Software specifications
 - Know-how
 - Output data
 - Source code
 - Techniques
 - Neural networks
 - Hardware diagrams
 - Formulas
 - Algorithms
 - Models

TRADE SECRETS VS. PATENTS

Trade Secrets



Advantages of Trade Secrets

- Can protect broader scope of subject matter (e.g., AI programs, source code, processes, algorithms, underlying data) than patents, where the protected information does not need to be novel, useful, or of certain subject matter
- Provide more immediate protection than patents, which can take years to prosecute, and do not need to go through any registration process
- Can last indefinitely as long as the protected information is commercially valuable and reasonable steps are taken to keep it a secret
- Can be cheaper (no filing or prosecution costs)



Disadvantages

- Do not provide any ownership rights or any monopoly over the subject matter (the information is protected only against misappropriation)
- Status will be lost if the information is publicly disclosed, even accidentally
- No marketing effects
- Do not deter patent suits from competitors

CONSIDERATIONS

Trade Secrets

Trade secrets for AI innovations are most suitable where:

1. AI technology cannot be **reverse-engineered**
2. AI technology cannot be **easily developed** by others
3. The technology area is one that goes through **rapid development**



Above scenarios often apply to AI, which goes through rapid changes.

Appropriate use of trade secrets in place of, or in combination with, patents for AI-related information can provide more effective protection over the AI at issue.

PRACTICE TIPS

Trade Secrets

1. Develop a company culture embracing trade secret protection at all levels of the organization.
2. Know the law for applicable jurisdictions.
3. Have a clear understanding of the types of AI information that are considered to be trade secrets.
4. Develop a plan for how to respond in the event of a breach.
5. Memorialize and operationalize company trade secret policies and procedures.
6. Conduct and refresh confidential information trainings to ensure that employees are adequately notified of company's categories of confidential information.
7. Limit access to confidential information on a need-to-know basis.
8. Have tailored protection plans in place for incoming and existing employees, vendors, and suppliers.
9. Standardize contractual terms regarding trade secrets.

6

Other

OTHER AI ISSUES TO CONSIDER

Other

- AI and data privacy issues
- AI and copyrights
- AI and IP infringement
- AI licensing
- AI and legal personhood
- AI as a legal tool

RECOMMENDED READING

Other

1. ["Artificial Intelligence Collides with Patent Law,"](#) World Economic Forum, Apr. 2018
2. [WIPO Technology Trends 2019 – Artificial Intelligence,](#) World Intellectual Property Organization, Jan. 2019
3. ["Passing the AI Test,"](#) Intellectual Property Magazine, Feb. 2019
4. ["Autonomous Vehicles in the World of Intellectual Property Rights,"](#) Bloomberg Law, Oct. 2018
5. ["Rethinking the Metal Steps Doctrine and Other Barriers to Patentability of Artificial Intelligence,"](#) 19 Colum. Sci. & Tech. L. Rev. 314
6. ["10 Best Practices for Trade Secrets Protection,"](#) Baker McKenzie, Apr. 2019

About Baker McKenzie's IP Practice

Chambers Global

- Ranked Band 1 Globally for IP (2009 to 2019)
- Global Law Firm of the Year (2013 and 2014)

Managing IP – Global Awards

- Global Firm of the Year (2015, 2017)
- Europe Copyright Firm of the Year (2015, 2016)
- Thailand Firm of the Year (2015, 2016, 2017*)
- Indonesia Firm of the Year (2015)
- Malaysia Firm of the Year (2017)
- Poland IP Firm of the Year (2015)
- China IP Transactional Work (2014, 2015)
- Russia Firm of the Year (2017)
- IP Transactional & Advisory – Asia (2017)



Heavyweight global practice in the IP sector with significant experience on all manner of trade mark matters, such as registration, enforcement and brand management. Offers additional expertise in patent litigation and prosecution, as well as in IP transactions. Has further expertise in anti-counterfeiting programmes, as well as trade secrets and rebranding projects. Represents clients in a wide range of sectors including pharmaceuticals, media and technology. Strong market presence in Europe, with revered positions in the Asia-Pacific region and USA.

– Chambers Global 2019