

Sponsored Events | March 20 - 21, 2024

# INTA: The Business of AI

**One Liberty Plaza**  
**Corlandt Street, between Church and Broadway**  
**New York, NY 10006**

## CONTACTS

[Howard J. Shire](#) | [Karl M. Zielaznicki](#)

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Troutman Pepper is proud to sponsor INTA's The Business of Artificial Intelligence: Practical Applications in the IP Ecosystem conference. Join us to gain a comprehensive understanding of the intersection between Artificial Intelligence (AI), Intellectual Property (IP) rights, and brand management. Get unique insights into the challenges and opportunities presented by AI technologies and how they practically impact the protection, enforcement, and commercialization of intellectual property assets.

Join industry experts, thought leaders, legal professionals, and business executives to explore the profound influence of AI on IP rights, its practical applications, and what every brand legal practitioner needs to know. Key topics to be discussed include:

- The role of AI in IP: understanding how AI technologies are transforming intellectual property rights creation, management, and enforcement.
- AI-driven brand strategies: analyzing the impact of AI on brand development, marketing, and consumer engagement and surveys.
- Legal and ethical considerations: examining the legal and ethical implications of AI in relation to intellectual property rights, including issues of ownership, infringement, data privacy, data reliability, and fair use.
- Industry case studies: showcasing real-world examples of successful AI integration in IP management and brand strategies, highlighting best practices and lessons learned.

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