



AI, IP AND INTERNATIONAL ECONOMIC LAW

TRADE AND IP CHALLENGES FOR BUSINESS

15 MARCH 2024

2:30-6:00PM

Bocconi University
Deutsche Bank Room
(AS02)
Via Röntgen 1

REGISTRATION REQUIRED

Fill in the
[REGISTRATION FORM](#)
to participate

FOR INFORMATION
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INTRODUCTION

AI FOR OUR COMMON FUTURE?

DOUGLASS BENNING Consul General of the
United States of America in Milan

THE AI REVOLUTION: IS EUROPE PAVING THE WAY?

LAURENT MANDERIEUX Bocconi University

FOREWORD

SO MANY DEFINITIONS OF AI: PROPER DEFINING AI

DAVIDE DONATO Data Scientist, KPMG Italy

1: AI AND TRADE

MODERATOR

LAURENT MANDERIEUX Bocconi University

AI AND THE REGULATORY ENVIRONMENT

LINDA LOURIE Senior Advisor, WestExec
Advisors, WashingtonDC, Former Assistant
Director for Research and Technology Security
in the White House Office of Science and
Technology Policy

THE INTERSECTION OF AI AND IP

GABRIELE GAGLIANI IP Counsel, USPTO,
Mission of the USA to the European Union,
Brussels

THE AI ISSUE IN GLOBAL DIGITAL TRADE: EUROPE IN THE FOREFRONT?

CLAUDIO DORDI Bocconi University

NETWORKING BREAK

2: AI FOR INTERNATIONAL BUSINESS: NEW CHALLENGES TO IP MECHANISMS

MODERATOR

MARINA LANFRANCONI Principal, Legal
services, KPMG Italy

IP LEGAL ISSUES IN THE CREATION AND EXPLOITATION OF AI INPUT AND OUTPUT

MARINA LANFRANCONI Principal, Legal
services, KPMG Italy

AI IMPACT ON THE BUSINESS MODELS: THE VALUE CHAIN AND SHIFTING COMMERCIAL PARADIGMS

CARMELO FONTANA Google and Bocconi
University

3: BUSINESS ROUNDTABLE ON PATENTING AI: RECENT CASE STUDIES

MODERATOR

JUNA SHEHU Director General, INDICAM
PARTICIPANTS

CLAUDIO BERGONZI Director Global IP
Enforcement Alibaba, Milan

LORENZO CABODI GATTI Digital

Transformation Manager, Sparco, Turin

STEFANO DE VITA Responsible Gaming &

Market Intelligence Director, Sisal, Milano

PAOLO REZZAGHI IPR Manager, Brembo,

Bergamo

FLAVIA ZARBA General Legal Counsel,

Sparco, Turin

CONCLUDING REMARKS

LAURENT MANDERIEUX and **VIKTORIIA
LAPA** Bocconi University

IN COLLABORATION WITH