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generative ai: navigating legal risks and challenges

INTA 2024 Trademark Administrators & Practitioners (TMAP) Meeting
Philadelphia, PA

September 24, 2024

Lucy Plovnick is moderating the panel, "Generative AI: Navigating Legal Risks and Challenges," at the International Trademark Association (INTA) 2024 Trademark Administrators & Practitioners (TMAP) Meeting on September 24, 2024.

About the panel...

From uncertainty about ownership, to infringement, and concerns about privacy rights and data protection, generative AI presents legal risks and challenges. Identifying key areas of high risk and developing effective risk-mitigation strategies can help provide IP owners and IP practitioners with an operative framework to keep pace with evolving technology trends.

Moderator: **Lucy Plovnick, Partner, Mitchell Silberberg & Knupp LLP (USA)**

Speakers:

- Emil J. Ali, Partner, McCabe & Ali, LLP (USA)

- Jimena Cuevas, Associate, Arochi & Lindner, (Mexico)

- Steven Kennedy, Partner, Cassels Brock & Blackwell LLP (Canada)

- Jenna Loadman, Intellectual Property Counsel, QVC (USA)

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