

# "The Business of Artificial Intelligence: Practical Applications in the IP Ecosystem," International Trademark Association

Conference  
March 20-21, 2024  
New York City

Lawyers in Foster Garvey's Artificial Intelligence practice will join 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.

Visit [INTA's website](#) to view a full conference agenda and to register.

## Contact

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