

Top Three Things to Consider for Your IP in 2024

By Russ Dunlap

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1) Emerging Technologies: AI, Machine Learning, and VR

- Can you use these technologies to generate IP?
 - Maybe???
- Inventorship/Authorship and AI
 - AI Art
 - ChatGPT-generated content
 - Inventions developed by AI and machine learning
- Jurisdictional and ownership problems with VR
- AI as a crutch vs. AI as an additional tool

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2) Going Green

- Rapid growth in “green” technologies across the board
 - Battery technology
 - Renewal energy production (solar, wind, nuclear, geothermal, etc.)
 - Recyclable materials
 - Water conservation and reclamation
 - What else?
- **BUT: innovations do not have to be big to have value!**
 - What are you doing to “go green?”
 - How are you identifying and protecting those efforts and innovations

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3) 2024 Goals for Your Company: Beef up your IP tracking!

- How is your company currently collecting and cataloguing IP?
- How can that process be improved?
 - IP Disclosure Forms
 - Employee IP Training
 - Employee Incentive Programs
- IP Audits to ID underutilized IP assets and potential licensing opportunities (maybe with AI-driven data analytics?)
- How are you monitoring the market for IP infringement?

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Questions?

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Russell Dunlap is a partner of Taylor English's Intellectual Property Department, where he assists in patent, trademark, and copyright preparation, prosecution, and litigation. Mr. Dunlap has drafted and prosecuted numerous patent applications in a wide range of technologies in the mechanical arts, including water infrastructure components, construction equipment, cosmetics, clothing and other textiles, architectural products, medical devices, corrugated cardboard products and packaging, venting and drying technology, equestrian and pet equipment, and many varieties of consumer goods. His expertise includes reviewing his clients' products and processes to provide advice on best strategies for protecting their intellectual property through a combination of patentability and noninfringement searches, utility and/or design patents, trade secrets, copyrights, or trademarks. Mr. Dunlap's experience also includes assisting with post grant procedures against competitor patents, having prepared and prosecuted several successful reexaminations before the Central Reexamination Unit.

