



Academic Perspectives

IPR INDUSTRY AND THE CYBER WORLD. HOW DO WE BEST AJUST

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Prospective

IP LAW & TECHNOLOGY & SOCIETY

Pillars

INNOVATION

SUSTAINABILITY

WELFARE

Opportunities (& challenges)



DIGITAL TECHNOLOGIES



BUSINESS




ENVIRONMENT



FOCUSED GROUPS, MINORITIES, USERS

Methods



Multidisciplinary: dogmatic, empirical, law & tech

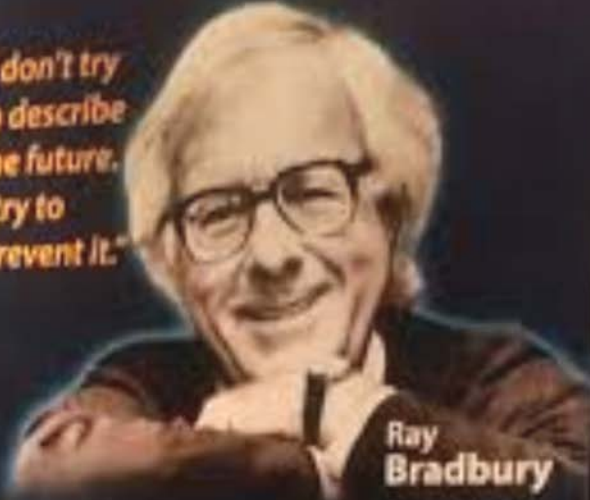


Interaction and co-creation with national and international stakeholders



Design thinking; Legal design

*"I don't try
to describe
the future.
I try to
prevent it."*



Ray
Bradbury

Among Ray Bradbury's
predictions:

- Earbuds
- Bluetooth headsets
- Facebook-style social interaction
- Self-driving cars
- Electronic surveillance
- ATMs
- News media sensationalizing events



THANK YOU!