

In the United States, artificial intelligence and machine learning systems may comprise the types of information that can be protected as a trade secret, but that is only the start of the analysis.

Aaron – when confronted with protecting the intellectual property investments for Trimble, what are the challenges that you face in establishing a successful protection plan when addressing AI and ML?

How do you address those challenges and what tactics do you use to protect identified IP?

Is your planning at all driven by geography and state law (as opposed to federal law) as it relates to the scope and limitation of your protection plan?

Chris – in the retail space, how is AI/ML applied to improve the retail experience?

What is the innovation that you try to protect and how do you go about implementing that protection?

How do you draw the line on choosing what information to protect and why.

Brad – in view of your experience in developing and protecting AI IP, should the approach be broader than just looking at tangible assets, in other words, how does human capital factor into protecting AI IP?

What and how does the employment market drive considerations for IP protection?

Antony – interested in the UK/EU perspective, what are the considerations and do they differentiate from the United States framework to protecting AI assets

From a US company perspective seeking to protect or enforce rights in the UK, are there certain easy missteps that can be avoided when establishing protection?

Aaron – while we have been focusing on trade secrets protection of AI/ML assets, are there other avenues for asset protection outside of trade secrets and which do you favor for implementation?

Chris - For several years now there has been increasing scrutiny on patents addressing software. For protecting AI/ML assets, is patent protection an option and what strategies can an applicant adopt to improve a successful prosecution outcome?

Brad – you have achieved some recent success in obtaining patentable claims on AI assets, could you describe that a bit more.

Does variation of claim focus help and how?

Tom – does the standard for obtaining AI patents differ in the UK/EU and what are some strategies for maximizing the chance of success.

Does variation of claim focus help and how?

Each person if there is time – what is the single most important takeaway for implementing AI/ML IP asset protection and why?