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**Twelfth Session
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SPEAKERS PROFILES

prepared by the International Bureau of WIPO

PRESENTATION 1: "IT'S ME, HI, I'M THE PROBLEM, IT'S ME". IS IT ME THOUGH?

SPEAKER



Mr. Anderson Rocha

Anderson Rocha is Full-Professor of Artificial Intelligence and Digital Forensics at the Institute of Computing, University of Campinas (Unicamp), Brazil. He is an IEEE Fellow and an IEEE Biometrics Council Distinguished Lecturer. He is the Head of the Artificial Intelligence Lab., Recod.ai, at Unicamp. He is an elected affiliate of the Brazilian Academy of Sciences (ABC) and the Brazilian Academy of Forensic Sciences (ABC). He is a three-term elected member of the IEEE Information Forensics and Security Technical Committee (IFS-TC) and a two-term chair of such committee. He has actively been an editor of important international journals and the chair of key conferences in AI and digital forensics. He is a Microsoft Research and a Google Research Faculty Fellow, important academic recognitions given to researchers by Microsoft Research and Google. In addition, in 2016, he was awarded the Tan Chin Tuan (TCT) Fellowship, a recognition promoted by the Tan Chin Tuan Foundation in Singapore. Since 2023, he is also an Asia Pacific Artificial Intelligence Association Fellow. He has been the principal investigator of several research projects in partnership with public funding agencies in Brazil and abroad and national and multi-national companies, having already filed and licensed several patents. He is ranked among the Top 2% of research scientists worldwide, according to PlosOne/Stanford and Research.com studies. Finally, he is now a LinkedIn Top Voice in Artificial Intelligence for continuously raising awareness of AI and its potential impacts on society at large.

STORIES IN ACTION: MAN IN THE MIRROR - THE TWO FACES OF SYNTHETIC MEDIA

MODERATOR



Mr. Daryl Lim

Daryl Lim is the H. Laddie Montague Jr. Chair in Law at Penn State Dickinson Law. He is also the Associate Dean for Research and Strategic Partnerships and Founding Director of the Intellectual Property (IP) Law and Innovation Initiative. At the university level, he is a co-hire at the Institute of Computational and Data Sciences and was appointed to its Research Council in 2025. He is also an affiliate at the Center for Socially Responsible Artificial Intelligence.

SPEAKERS



Ms. Thethiwe Nomalanga Mashinini

Dr. Nomalanga Mashinini is a Senior Lecturer in Cyber Law at the University of the Witwatersrand, School of Law. Her research focus is on the interplay and conflict between artificial intelligence and social media regulation, and their influence on the misappropriation, falsification, and commercial exploitation of individuals' identities. Nomalanga hosts the podcast, 'Image Rights by N Mashinini' - the only podcast in the world with a sole focus on image rights - downloaded in 64 countries and 258 cities in the world. In 2025,

she established the Wits Image Rights Engagement (WiRE) while supported by the Carnegie Diversifying the Academy Grant to engage her publics and research community affected by AI, social media, and image rights laws. She is a member of the South African Artificial Intelligence Association; a member of the African Digital Rights Network; and the chair of the African Cyber Law Conference.



Mr. Jung Michael

Michael Jung is the Head of Global Business at DeepBrain AI, where he also leads investor relations. He is driving the company's international expansion through strategic partnerships with global technology leaders including Microsoft, Intel, Lenovo, and AWS. He played a key role in launching DeepBrain AI's AI Anchor solution, starting with Korean broadcasting networks and expanding into the U.S. and Japan. Through this experience, he has witnessed firsthand how synthetic media solutions can reshape the media industry—both in terms of opportunity and challenge. He has also developed a deep understanding of the critical importance of DeepFake detection solutions alongside the growth of AI video synthesis technologies. Before joining DeepBrain AI, Michael held roles at major corporations including LG and SK, where he was involved in M&A, investment planning, and corporate strategy.



Mr. Alexandru Voica

Alexandru Voica is the head of corporate affairs and policy at Synthesia, the UK's largest generative AI company and the world's leading AI video platform, with over 65,000 customers. He has worked in the technology industry for over 15 years, and held public affairs and engineering roles at companies such as Meta, NetEase, Ocado or Arm. Alexandru has a MSc. in computer science from the Sant'Anna School of Advanced Studies in Pisa and is an advisor for MBZUAI, the world's first AI university based in Abu Dhabi.

Mr. Alberto Bellan

Alberto Bellan graduated from the University of Trieste and hold an LLM at Queen Mary and a Phd at University of Milan. He is a partner in the Law and New Technologies department at the Hogan Lovells law firm, where he focuses on the regulation and litigation of online platforms. He has taught several courses at the University of Trieste and Bocconi University on IP, copyright law and technology law.



Mr. Rayan Sadri

Rayan Sadri is the Co-founder and Chief Executive Officer of Carez AI, a company pioneering the use of synthetic data to advance innovation in medical imaging and healthcare artificial intelligence. Before founding Carez AI, he conducted research at McGill University focused on natural language processing (NLP) and text modeling, exploring how AI can understand and generate complex human data. His work lies at the intersection of artificial intelligence, imaging, and data privacy, enabling the development of safe and scalable AI systems for healthcare. He has participated in several prestigious science and

innovation programs, including the Creative Destruction Lab (CDL) and NEXT36, where he was selected as one of 36 students across Canada to build the next generation of promising technology companies. Mr. Sadri is also an alumnus of the Entrepreneur Roundtable Accelerator (ERA) in New York and has led collaborations with major hospitals and imaging centers across North America and Europe.

PRESENTATION 2: BACK TO BASICS: INTRODUCTION TO CONCEPTS OF LEGAL RIGHTS AND WHAT ARE THEY GOOD FOR

SPEAKER



Mr. Marco Bassini

Marco Bassini is an Assistant Professor of Fundamental Rights and Artificial Intelligence at the Tilburg Institute for Law, Technology, and Society (TILT), Tilburg University. He teaches, among other courses, *Regulation and Governance of AI* in the Law and Technology master's program and *Law, Technology, and Society* in the Global Law bachelor program. He is also the Principal Investigator of the Dutch-government funded research grant "RetrAIIn – Enforcing Constitutional Rights in the Age of Generative Artificial Intelligence" and one of the experts selected by the European AI Office for the drawing-up of the General Purpose AI Code of Practice. He previously served as Adjunct Professor of Constitutional Law and Internet Law at Bocconi University, where he was also the Coordinator of the LLM in Law of Internet Technology from 2020 to 2023. He obtained his PhD in Constitutional Law and European Law from the University of Verona in 2016. A qualified lawyer with the Bar of Milan (Italy) since 2013, Dr. Bassini has over a decade of experience combining academic research with legal practice. He has worked as data protection counsel at international law firms in Milan and Rome, and served as Data Protection Officer for a leading Italian company. In addition, he has advised the Italian Communications Authority and the Italian Ministry for Technological Innovation. His expertise spans data protection law, AI regulation, and media law.

PANEL 1: PAINTING THE FULL PICTURE: EXISTING BROAD LEGAL FRAMEWORKS FOR SYNTHETIC MEDIA

MODERATOR



Ms. Caroline B Ncube

Dr. Caroline B Ncube is a Full Professor at the Faculty of Law at the University of Cape Town (UCT) where she holds the Department of Science, Technology and Innovation (DSTI) – National Research Foundation Research (NRF) South African Research Chair in Intellectual Property, Innovation and Development. She holds a NRF B2 rating and is a Member of the Academy of Science of South Africa (ASSAf). In 2024, she received the South African Women in Science Awards (SAWISA) Distinguished Woman Researcher (Humanities and Social Sciences) award and in 2023 received a UCT Excellence Award for Professors. She lectured on the WIPO-ARIPO-Africa University Masters Degree in IP (2012 – 2022) and is an Associate Member of the Centre for Law, Technology and Society, University of Ottawa. She has an extensive postgraduate research supervision record which includes 7 post-doctoral

research fellows, 14 PhDs and 32 masters' students who have graduated thus far. She is a member of the African Continental Free Trade Area Trade and Industrial Development Advisory Council, African Union Scientific Technical Research Commission Taskforce on IP Protection in Joint Research and Collaboration During Outbreaks and of the African Policy, Research & Advisory Group on Science, Technology and Innovation. She is a co-leader of the Open African Innovation Research (OpenAIR) partnership and participates in several other research projects. She has published extensively on various aspects of Intellectual Property and Cyberlaw and is a co-editor of *Artificial Intelligence and the Law in Africa* (2023) LexisNexis.

SPEAKERS



Mr. Paolo Catalozzi

Hon. Paolo Catalozzi is currently a judge at the Supreme Court of Italy, assigned to the first civil chamber, and ordinarily deals with cases in the field of intellectual property and competition law, as well as banking, corporate and bankruptcy law.

Paolo has been appointed as legally qualified judge of Unified Patent Court, assigned to the Paris central division. Previously he has been a judge at the Enterprise Court of First Instance of Rome, where he dealt with intellectual property and competition law proceedings, as well as with other business law cases, and, earlier, at other district courts where he primarily dealt with civil law proceedings; he also had a stint at legislative offices of Italian ministries (Cabinet of ministers) where he cooperated in government activities. Paolo has been a member of Enlarged Board of Appeal of the European Patent Office from 2021 to 2023. He regularly cooperates with Italian School of Magistrates, ERA, EJTN and European Commission on judicial training programs. Paolo has been a teacher at post graduated law schools, has several publications on intellectual property and enterprise law and has been a speaker at many conferences on those subjects, in Italy and abroad. He is a regular participant at judges' forums organized by World Intellectual Property Office (WIPO), European Union Intellectual Property Office (EUIPO) and European Patent Office (EPO). He is a member of the Circle of European Trademark Judges and of the Association of European Competition Law Judges.



Mr. Jonathan Faber

Mr. Faber is the Founder, Managing Partner and General Counsel of Luminary Group LLC, the exclusive worldwide licensing representative of icons such as Babe Ruth, Jesse Owens, Vince Lombardi, Major Taylor and others. Mr. Faber is also of counsel with McNeely Law LLP, and the professor of *The Right of Publicity* at Indiana University's McKinney School of Law. Mr. Faber has represented hundreds of living and deceased actors, athletes, and civil rights leaders through the companies he has been part of. Mr. Faber's work has led to thousands of licensing partnerships including with worldwide brands and advertising agencies. Mr. Faber has been consulted by *Billboard*, Thomson Reuters, *Forbes*, *Variety*, HBO's *Vice News*, CNN, *Jazz Times*, *Hollywood Reporter*, *Atlantic Monthly*, and *USA Today* among others. He is cited on Legal Zoom's Right of Publicity entry and quoted in the ABA's book *Right of Publicity: Analysis, Valuation, and the Law*. Mr. Faber has been published in textbooks, business publications, law reviews, and newsletters such as *The Licensing Journal*, *Total Licensing*, *License!* magazine, *The Licensing Desk Book*, Licensing International publications, and the ABA's *Entertainment and Sports Journal*. He has been a featured speaker at various state bar programs and the annual conferences of American Intellectual Property Law Association (AIPLA), California CPA Foundation's Entertainment

Industry Conference, Fordham University's International Intellectual Property conference, Licensing International's *Licensing University*, and *AdWeek's* NYC conference. In 2012, Mr. Faber drafted and secured passage of the current Indiana Right of Publicity amended statute. Mr. Faber was a speaker at Columbia University's 2017 roundtable on New York's pending right of privacy statutory amendment, and he has joined SAG-AFTRA briefs in litigation and legislative efforts concerning the Right of Publicity. Mr. Faber frequently serves as an expert in high-profile landmark litigation throughout the US involving celebrities. Mr. Faber was tasked with valuing the rights pertaining to the name and image of Prince in estate proceedings with the US taxation authority. Mr. Faber's expert valuation testimony in 2024 led to the largest jury award ever for infringement of a deceased personality. Mr. Faber has been a Recording Academy Grammy Awards Voting Member for almost three decades. He is the administrator of the leading online Right of Publicity resource, www.RightOfPublicity.com.

Ms. Diao Yunyun

Diao Yunyun, currently serves as Vice President of the Legal Department at Tencent Group. She holds a Ph.D. in Competition Law from Shanghai University of Finance and Economics and is the Deputy Director-General of the China Copyright Association. Additionally, she is a Practical Advisor for Juris Master students at the Peking University Law School, a Part-time Mentor at the China University of Political Science and Law (CUPL) Juris Master College, a Researcher at the CUPL Intellectual Property Innovation and Competition Research Center, and a Researcher at the Zhongguancun Intellectual Property Strategy Institute. She also holds several key positions, including Director of the Internet Platform Professional Committee of the Beijing Judicial Protection Research Society for Intellectual Property, Deputy Director of the Performing Arts and Brokerage Law Professional Committee of the Beijing Film, Television and Entertainment Law Society, and Arbitrator at the Hainan International Arbitration Court. With nearly 20 years of experience in intellectual property legal practice, she has worked in the Intellectual Property Division of the Beijing Haidian District Court and the Beijing First Intermediate People's Court. She has published multiple academic articles in journals such as Law Science Magazine, China Publishing Journal, and Intellectual Property.



Mr. Oliver Fairhust

Oliver Fairhust advises clients on contentious and non-contentious issues relating to intellectual property and advertising. His clients are from a wide range of industry sectors most commonly in the fashion, beauty, technology, advertising & marketing and media & entertainment sectors. Oliver is part of the IPKat team as a GuestKat.



Mr. Javier Berdaguer Mosca

Javier Berdaguer Mosca is an Adjunct Professor of Private Law at the Faculty of Law, University of the Republic (UDELAR), Uruguay, and a partner at Guyer & Regules, one of the country's leading law firms. He is currently a doctoral candidate in Law at UDELAR, focusing his thesis on unjust enrichment in Uruguayan civil law, and holds a Master's degree in Intellectual Property from Universidad Carlos III de Madrid. With over 20 years of experience in civil law, intellectual property, and corporate law, Javier has authored several books and articles, including the award-winning "*Protección de la imagen en el derecho civil de Uruguay*." He is an active member of various academic and editorial boards and has

been recognized by international publications such as Chambers Latin America and The Legal 500 for his work in intellectual property and corporate law.



Ms. Natalie Corthésy

Dr. Natalie Corthésy is a visiting research fellow at the Centre for Commercial Law Studies, Queen Mary University of London and the British Institute of International Commercial Law. She is a graduate of The UWI Faculty of Law Cave Hill Barbados and the Norman Manley Law School Jamaica. She obtained an LLM from University College London, read for a PhD at CCLS Queen Mary University of London, and is qualified to practice as an attorney-at-law in Jamaica. She served as the Associate Dean of Outreach and Continuing Legal Education at The UWI Faculty of Law Mona for 4 years. As former Programme Coordinator of the faculty's LLM in IP and the Cultural and Creative Industries, she was instrumental in its conceptualization and launch with the assistance of the World Intellectual Property Organisation. In 2022, she received the Principal's Award for the research project with the Greatest Business / Economic Development Impact for *Country Name Designation and International IP Protection of National Competitive Identities*, and also in 2019 for *International Intellectual Property Protection of Country Names - Balancing Nation Brands and Geographic Commons in a Competitive Marketplace*. She is the recipient of the 2017 International Trademark Association's Ladas Memorial Award for her paper *Trademarks, Country Names and Misappropriation of National Identity*.

Natalie has authored four academic books: *Intellectual Property and Cannabis* [2025] co-edited by Corthésy, N, Bonadio, E and Williams, Y; *International Intellectual Property Protection of Country Names - Balancing Nation Brands and Geographic Commons In a Competitive Global Marketplace* [2023] by Corthésy, N; *Commonwealth Caribbean Tort Law 6th Edition* [2022] co-authored by Kodilinye, G. and Corthésy, N; *Commonwealth Caribbean Employment and Labour Law* [2014] co-authored by Corthésy, N and Harris-Roper, CA. Her affiliations include the Association for Teaching and Research in Intellectual Property, The IP Unit-The UWI Cave Hill, Jamaica Bar Association's IP Law Committee and the Jamaica Copyright Licensing Agency. She has served as a Member of the Advisory Board of the Jamaica Intellectual Property Office, the Jamaica Cultural Development Commission, and is a member of the National Technical Working Group on Brand Jamaica. Prior to academia, Natalie served in Jamaica's civil service for 10 years as Legal Officer at Ministry of Labour, Director of Copyright and Related Rights at the Jamaica Intellectual Property Office, and Director of Entertainment Policy at the Ministry of Tourism and Culture.

PANEL 2: IP LANDSCAPE UNVEILED: IP FRAMEWORKS FOR SYNTHETIC MEDIA

MODERATOR

Ms. Emma Perot

Dr. Emma Perot is a Lecturer in Law at the University of the West Indies, St Augustine, and Co-Director of Clover Consultancy where she provided IP management services. Her expertise is in the field of Intellectual Property (IP) Law with a focus on the protection of persona. She has over 15 peer reviewed publications on a variety of IP topics including the deepfakes, music copyright, and green technology transfer. Her first book, 'Commercialising Celebrity Persona – Intellectual Property Law and Practice' was published by Hart Publishing in 2023. She was awarded 'Most Outstanding Faculty Researcher – Faculty of Law' at the Principal's Research Awards 2023. Emma has translated her research into policy making as a member of the National Steering Committee for Digital Innovations for Sustainable Environmental and Economic Recovery in

Trinidad and Tobago. She was consulted on the regulation of deepfake technology for a report for the government of the Netherlands, as well as the role of patent law in climate change for 'Justice is Green' NGO. She provided feedback on Trinidad and Tobago's National Innovation Policy 2024 and is an advocate for proactive IP management. Emma spent 8 years in the UK before returning home to Trinidad. She received her PhD in Intellectual Property from King's College London where she was a Dickson Poon Scholar. Prior to this, she obtained her LLM in Intellectual Property with Distinction from University College London. She was a Kennedy Scholar at Lincoln's Inn where she was called to the Bar in 2016. She achieved her LLB with First Class Honours from the University of Kent where as a Chancellor's Scholar for Trinidad and Tobago.

SPEAKERS



Ms. Chang Yeyoung

Yeoung CHANG is a Professor of Intellectual Property Law at Dokkyo University, where she has served since 2015, and also an Adjunct Professor of Law at Waseda University in Japan. She earned her B.A. in Law from Yonsei University (Korea) and her Ph.D. in Law from Waseda University (Japan), and was a Visiting Scholar at the University of Trieste (Italy) from 2021 to 2022. Her research explores the intersection of emerging technologies and intellectual property law across multiple jurisdictions. She has published extensively and presented numerous talks on these subjects—as well as on more traditional intellectual property issues—and continues to contribute actively to scholarship in the field.



Ms. Mathilde Pavis

Dr. Mathilde Pavis is a legal and policy adviser specialising in the protection of people's face, voice, and body in digital media. With over a decade of experience, she helps business leaders, professional advisers, and policymakers to shape responsible industry standards for the use of digital replicas and deepfakes. Mathilde served as expert consultant on AI for the United Nations (UNESCO) and was Associate Professor in Law at the Universities of Exeter and Reading. Her work has informed government consultations for law reform on these issues, and she has appeared as expert witness before the UK Parliament. She is a recognized voice in AI policy and ethics, frequently appearing in *The Times*, *The Financial Times*, and on *BBC Radio 4* and *Channel 4 News*. Now, Mathilde brings her expertise to her advisory firm *Replique* to equip leaders and advisers with the knowledge they need to integrate AI and digital replicas responsibly across industries.



Mr. Nedim Malovic

Nedim Malovic is Trademark/IP Counsel at ASSA ABLOY in Sweden and serves on the board of the Swedish Anti-Counterfeiting Group (SACG). He has developed an extensive experience as IP commentator, having contributed for several years to the well-known IPKat blog, where he covered developments in copyright and trade mark law. Nedim has also published extensively in leading journals, including the *Journal of Intellectual Property Law and Practice* (Oxford University Press). In addition, he has shared his expertise as a speaker, for example during the 2024 EUIPO Case Law Conference, where he discussed case law on non-conventional EU trade marks.

PANEL 3: HOW DO THINGS PLAY OUT IN PRACTICE? A *TOUR D'HORIZON* OF CONTRACTS, CONTENT MODERATION AND LITIGATION

MODERATOR



Mr. Philippe Sundfeld

Philippe Sundfeld is a solicitor (England and Wales) with experience advising technology and entertainment companies on product and content issues both in-house and in private practice. He currently serves as Senior Legal Manager at Wildlife Studios, a leading mobile gaming developer and publisher, leading privacy, product and intellectual property counselling. Previously, he worked at Baker McKenzie and served as secondee counsel at Apple. He holds an LLM from King's College London, where he was a recipient of the Dickson Poon Prize.

SPEAKERS



Ms. María Balsa Cadenas

Dr. María Balsa Cadenas holds a Doctorate in Law and Social Sciences from the University of the Republic in Montevideo, Uruguay. She also holds a Master's degree in Artificial Intelligence from the Institute of Artificial Intelligence in Barcelona, Spain. She completed an intensive course in Artificial Intelligence Governance (AI Governance, 2024) and pursued postgraduate studies in Intellectual Property at the University of the Republic and University of California, Berkeley, USA. She is a senior Lawyer consultant specializing in artificial intelligence, image rights, personal data protection, and copyright law at *Cervieri Monsuarez*. She also serves as a Consultant for UNESCO, where she is currently leading an educational program on artificial intelligence literacy with the organization's support. In addition, she is an Accredited Mediator by WIPO (World Intellectual Property Organization). Notable Achievements : She has been the founder of innovative platforms in the field of Intellectual Property and contracts as *Contratos Digitales* and *IP Facilis*. She was awarded the AEI International Award for Best Senior Entrepreneurial Project for the platform *CREANEXUS*.

Publications:

- *El impacto de los nuevos estándares de protección de datos personales en los derechos de los jugadores de fútbol* María Balsa Cadenas *La Justicia Uruguaya* (2024)
- *Data Protection New Standards Impact on Football Players' Rights - Football Legal* (*football-legal.com*) (2023)
- *Nuevos estándares en protección de datos personales* (2021) – Thomson Reuters Uruguay.
- *Industrias creativas y propiedad intelectual* (2011)
- *Principios y normas relativas al derecho de los servicios y contenidos de las comunicaciones* (2003)
- *Algunas cuestiones sobre el derecho a la propia imagen* (2001)



Mr. Sebastian Felix Schwemer

Sebastian Schwemer is Professor of Law and Technology at the Department of Law and Governance, BI Norwegian Business School. He is also Associate Professor of Law at the Faculty of Law, University of Copenhagen, where he previously served as director of the Centre for Information and Innovation Law. Sebastian has advised national lawmakers and the European Commission in relation to technology regulation. He has experience from various legal and interdisciplinary research projects.

Mr. Dipak G. Parmar

Prof. (Adv.) Dipak G. Parmar is an accomplished specialist in Intellectual Property Rights and Cyber Law, with over 24 years of leadership experience spanning academia, government advisory, and corporate practice. He served as the DPIIT IPR Chair Professor at Saurashtra University, has been a Visiting Faculty at Mumbai University and the Asian School of Cyber Laws, and was a waitlisted candidate for Technical Member (Trade Marks) at the Intellectual Property Appellate Board (IPAB). He is featured in the *IAM Strategy 300: The World's Leading IP Strategists 2025* and has served as a Subject Matter Expert to Ernst & Young LLP for DPIIT's Geographical Indication Scheme & Promotion Project. Prof. Parmar is empanelled as a Mediator with WIPO (including the IGET list), AALCO-HKRAC, Gujarat International Maritime Arbitration Centre, IAMC Hyderabad, the Bombay High Court, City Civil Court Mumbai, and Family Court Bandra, among others. He has mediated over 75 civil, commercial, and family matters, and previously served as an Arbitrator with NIXI and Panelist with ADNDRC, where he delivered 29 domain name dispute awards. He has been invited to speak at leading national forums, including a presentation on *Digital Piracy* at the All India Seminar on Judicial Reform (2010)—inaugurated by the President of India and the Chief Justice of India—and on *Cyber Crime and Laws* at the Judicial Academy, Assam (2025). He authored the first chapter, "Unlocking Digital Doors: The Crucial Role of Domain Names in Online Success," in *Unlocking Innovation: IPR Insights for MSMEs & Startups*, published by the DPIIT-IPR Chair, NLUJAA, and released in the presence of Hon'ble Judges of the Supreme Court of India and the Hon'ble Chief Minister of Assam. A Trade Mark Attorney, Qualified Independent Director, WIPO Neutral, MCPC-trained Mediator, Techno-Legal Consultant, Public Notary, and Author, Prof. Parmar is also the Founder of Cyber-IPR. His academic qualifications include LL.M. (International Law & Human Rights), B.Com., CS (Inter), and an Advanced Diploma in Cyber Law, complemented by corporate experience at Hindustan Unilever, NSE IT, and Hutchison 3 Global. He is currently pursuing the WIPO-Harvard Law School (HLS) joint certificate course on Patent Law and Global Public Health (PatentX), which explores the intersection of intellectual property, innovation, and access to medicines, with a focus on equitable global health solutions.



Mr. Benoit Van Asbroeck

Benoit Van Asbroeck is a (soft) IP/IT specialist, at the Brussels office of Bird & Bird, he leads the Belgian Media, Data Protection and Tech & Comms practices. His practice is both transactional and litigation. He is a member of the Brussels and Paris bars. Advising on contentious matters in front of arbitral tribunals and national and EU courts, he has successfully conducted landmark matters with the Court of Justice of the European Union (CJEU) (in Copyright/Trademark and E-commerce) in particular the recent Brompton case and currently in the pending Art. 15 EUDSM Belgian referral. In the context of the Public Affairs practice he lobbies public authorities in relation to the EU and national legislative processes. He is an assistant professor in soft IP and data at the law

faculty of the Université Libre de Bruxelles (ULB). He is one of the twelve expert members of the Belgian Council of Intellectual Property which advises the Government on new IP legislation. He studied law at ULB, Cambridge UK and at the University of Tübingen.



Mr. Scott Martin

Scott Martin is a consultant and advisor with Aspen IP on intellectual property, artificial intelligence, and related challenges. Scott served as Executive Vice President of Intellectual Property & Deputy General Counsel at Paramount Pictures for 33 years from 1992-2025, where he was responsible for intellectual property and artificial intelligence policy, rights acquisitions, copyrights and trademarks, production clearances, chain-of-title & rights issues, content protection strategy, film preservation, artificial intelligence, and WIPO negotiations. Prior to joining Paramount Scott practiced law in New York, specializing in stage, music, and direct-to-video transactions and litigation. Scott served with the U.S. State Department as a copyright law consultant in Estonia, Indonesia, Kazakhstan, Latvia and Lithuania.

PRESENTATION 3: CATALYZING GROWTH AND DEVELOPMENT: HARNESSING SYNTHETIC MEDIA WHILE MANAGING RISKS

SPEAKER



Ms. Oghomwen Rita Ohiro

Dr. Oghomwen Rita Ohiro is a Senior Lecturer in the Department of Public Law at the University of Benin, Nigeria. Her research focuses on the intersection of law and technology, with a particular emphasis on data governance, privacy, and digital rights in Africa. She holds a Ph.D. in Law from the University of Benin, where her doctoral dissertation investigated the balance between national security and data protection in Nigeria. This work laid the foundation for her deep understanding of the legal frameworks needed to facilitate this evolving field. With a deep understanding of the legal frameworks surrounding emerging technologies, Oghomwen's work is highly relevant to the challenges and opportunities presented by synthetic media. She has published several articles and has a strong interest in how intellectual property rights, particularly in the context of rapidly advancing AI, can be managed to foster innovation while safeguarding individual and public interests. Oghomwen has written a number of publications on data governance, privacy, and emerging technologies. Her publications include *Striking a Balance: AI, National Security, And Privacy Rights in Nigeria*, *Privacy, Freedom of Expression and Surveillance in Nigeria: Navigating the Murky Waters*, and *When Lies Get Real: Deepfakes and the Battle for Reputation in Nigeria*.

PRESENTATION 4: SUPERPOWERED BY AI: DETECTION, LABELING, AND THE INFRASTRUCTURE CHALLENGE

SPEAKER



Ms. Chijioke Okorie

Prof. Chijioke Okorie is an associate professor in the Department of Private Law at the University of Pretoria, South Africa, where she leads the Data Science Law Lab, a research group that deploys research in law and produces evidence and policy advice to support the growth of all aspects of data science research and application across Africa. An established researcher rated C2 by South Africa's National Research Foundation, Chijioke's work explores the intersection of intellectual property (IP) law, digital technologies, and innovation policy in Africa. Chijioke is also a barrister and solicitor of the supreme court of Nigeria. Chijioke is associate editor of South African Intellectual Property Law Journal, and the author of several articles and resources on intellectual property and information justice issues in Africa including the NOODL Licence [Nwulite Obodo Open Data Licence] designed for equitable open licensing of African datasets. More information about Chijioke can be found at www.chijiokeo.com

PANEL 4: THROUGH THE CRYSTAL BALL: IS IP THE FUTURE WAY TO GO?

MODERATOR



Mr. Paul Jurcys

Dr. Paul Jurcys is a technology lawyer and an attorney-at-law licensed in California and Lithuania (EU) specializing in IP/copyright, data privacy and AI. He is a Co-Founder and CLO at Prifina, a personal data tech company in San Francisco. Paul is a visiting scholar at UC Berkeley Law School. He is also an affiliate fellow at CopyrightX, a course offered by Harvard Berkman Klein Center for Internet & Society and a senior lecturer at Vilnius University Law Faculty) where he teaches courses on data privacy and copyright law. Paul Jurcys holds a Ph.D. Degree (Kyushu University) and LL.M. Degree (Harvard).

SPEAKERS



Ms. Stina Teilmann-Lock

Stina Teilmann-Lock is Associate Professor in the Department of Business Humanities and Law at Copenhagen Business School in Denmark. She is research director of the Governance, Culture and Learning Unit in her department. Her research focuses on intersections of copyright law, design business and digital transformations. From 2020 to 2024 she was PI and Co-PI of the interdisciplinary research projects 'ArTechLaw' and 'Hacking Copyright in the 21st Century' funded by the Danish and Australian research councils. In 2025-2029 she is part of the research project 'CreAlte: Transformative Technologies, Creativity, and Value Creation in the Cultural Sector' funded by the Norwegian Research Council.



Mr. William Patry

William Patry is Of Counsel at Quinn Emanuel in New York City. Mr. Patry founded the copyright team at Google in October 2006 and was employed at Google until January 2023 where he worked closely with the Litigation Department, senior executives including Kent Walker (Chief Legal Officer and President of Global Affairs), product managers and counsel, as well as the Policy teams. He worked on all the major copyright policy and legal issues, including testifying before foreign governments and submitting numerous policy statements to the U.S. and foreign governments. He worked on the largest copyright litigation the company had, including the 10 year Oracle v., Google case at the trial, court of appeals, and Supreme Court levels. He worked on many other landmark copyright cases at Google. Prior to joining Google, he was copyright counsel to the U.S. House of Representatives, where he drafted many important sections of the copyright act in formulating copyright policy. Before becoming copyright counsel to the House, he was Policy Planning Advisor to the Register of Copyrights, U.S. Copyright Office, he was the Register's principal policy advisor, on both domestic and international issues. In this role he was part of numerous government delegations to negotiate with foreign governments. He has published intensively on copyright law, he has two legal treatises, one a general treatise, Patry on Copyright, published by Thomson Reuters. The other is Patry on Fair Use, also published by Thomson Reuters. He has written around 50 law review articles (including one with Judge Posner), and has written two general audience books on copyright, published by Oxford University Press, "*Moral Panics in the Copyright Wars*," and "*How to Fix Copyright*." He lectures frequently on professional panels, most recently (and not surprisingly) on copyright and AI.

Mr. Shen Yang

Shen Yang is a dual-appointed professor at the School of Journalism and Communication and the School of Artificial Intelligence at Tsinghua University, a Ph.D. supervisor, and the Director of the New Media Research Center at the School of Journalism and Communication, Tsinghua University. His main research areas include AIGC, new media, big data, online public opinion, and the metaverse. Currently, he serves as an expert on specialized committees of nearly ten ministries and commissions, as well as the vice president or secretary-general of multiple secondary academic societies. He has been selected for the Ministry of Education's New Century Excellent Talents Support Program. As one of China's foremost experts in internet research, known for integrating theoretical and practical approaches, he was exceptionally promoted to professor and Ph.D. supervisor at the age of 34. He is the lead expert of a major social science fund project on internet governance, and his team regularly submits reference materials to relevant government departments on a weekly basis. He has made significant contributions to the theoretical exploration of the metaverse, and his team has achieved first-place or gold awards in numerous domestic and international AI and big data competitions. He has published over 100 academic papers and holds dozens of software copyrights and patents. The big data platform he designed processes over 100 million data entries daily. His team has released dozens of research reports, including the highly influential "DeepSeek from Beginner to Master," which has garnered tens of millions of reads.



Mr. Ben Sheffner

Ben Sheffner is Senior Vice President & Associate General Counsel, Law & Policy, at the Motion Picture Association, where he specializes in copyright, First Amendment, and other legal and policy issues of importance to the MPA's member studios. With dual appointments in the MPA's Legal and Government Affairs departments, Ben works closely

with attorneys and policy advocates internally and at the MPA's member studios to formulate and implement strategies to create a favorable environment for the industry to thrive, both economically and creatively. Among his several roles, Ben frequently represents MPA before federal and state government officials and entities; manages the MPA's amicus brief program; and serves as counsel to the Title Registration Bureau. Prior to joining the MPA in 2011, Ben held in-house legal positions at NBCUniversal and Twentieth Century Fox, and worked as an associate in the Century City office of O'Melveny & Myers LLP, where he litigated copyright and other cases for major movie studios, television networks, and record labels. In 2008, Ben served as Special Counsel on Senator John McCain's presidential campaign, where, among other responsibilities, he handled the campaign's copyright, trademark, and other intellectual property issues. Ben served as a law clerk for the Hon. M. Margaret McKeown on the US Court of Appeals for the Ninth Circuit from 2000-2001. Ben serves as an Adviser to the American Law Institute's Restatement of the Law, Copyright project and has previously held positions as a Trustee of the Copyright Society of the USA as well as the Los Angeles Copyright Society, and as a participant on the Uniform Law Commission committee that drafted a uniform anti-SLAPP statute. Prior to attending law school, Ben worked as a political reporter in Washington, DC for the Cook Political Report and Roll Call newspaper, where he covered congressional elections, the term limits movement, campaign finance reform, and various other issues related to Congress' internal politics and administration. Ben received an A.B. from Harvard College and a J.D. from the University of California, Berkeley School of Law (Boalt Hall).



Ms. Oyinkansola Fawehinmi

Oyinkansola "Foza" Fawehinmi is the Founder and Managing Partner of Zaeda Oracle, an entertainment and legal advisory firm building the legal, commercial, and operational plumbing of Africa's creative economy. A lawyer and hands-on operator, she turns ideas and IP into enterprise—mapping ownership, negotiating fair contracts, and installing governance, royalty, and compliance systems that keep value transparent and flowing to creators. Foza convenes the Global Creative Legal Summit (GCLS), a working forum where practitioners and stakeholders raise standards through shared knowledge, training, and implementable frameworks. A renowned international speaker, she has delivered keynotes and workshops across jurisdictions, and she mentors a wide network of young lawyers, helping them develop market-ready, ethically grounded practice. Her portfolio spans catalogue valuation, cross-border transactions, rapid rights clearance, and preventative dispute resolution—moving projects forward while preserving relationships. Policy-aware and market-driven, she advocates for frameworks that modernize IP enforcement, improve financing pathways, and professionalize creative-industry practice. Foza is a member of the Recording Academy (GRAMMYS) and the recipient of The Future Awards Africa Young Lawyer of the Year (2022). Her north star is constant: build usable law so creativity can grow, investors can back it confidently, and culture is fairly rewarded.



Mr. Alexander Cuntz

Alexander Cuntz heads the Creative Economy Section at the World Intellectual Property Organization (WIPO) in Geneva. Before joining WIPO, he worked as a senior consultant at the German Federal Expert Commission for Research and Innovation (EFI) and as a research fellow at the Joint Research Centre (JRC) of the European Commission in Seville. His economic research focuses on creativity, the role of intellectual property rights, and the impact of new technology on creative industries.

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