

# AI: FRIEND OR FOE?

Panel discussion on the use of AI in IP

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- Daan Wijnobel - Trademark and Design attorney at Bird & Bird; Member of the BMM AI Committee; Lego and board games fan.
- Miguel Gusmão - Director of the Business Operations Department at the EUIPO; EUIPO's Strategic Plan 2030; passion for history, and for motorised and winter sports.
- Diter Wuytens - Head of Operations BOIP; Sci-Fi, manga, and can spend hours trying to tinker with something technical or IT-related.
- Nienke de Bruijn – Founder and attorney at Aligamé Law; founder Op Komst; Boardmember; Political and sports nerd.

**AI makes trademark and design  
practice better — not just faster.**

**Large law firms and IP offices  
benefit most from AI, for smaller or  
unrepresented users, it's more risk  
than opportunity.**

**A lawyer who doesn't understand  
AI will not be employable in  
trademark and design practice  
within ten years.**

**AI bias in trademark searches is a  
bigger legal risk than most  
practitioners realize.**

**IP offices using AI to support  
examiners are inadvertently  
undermining the development of  
trademark law.**

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Questions?