

## AI: Driving the Demand for In-House Chief Intellectual Property Officers 2022

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2022-09-28

- Participants will get an understanding for why a Chief Intellectual Property Counsel ("CIPC") is important to an intangible asset business.
- Participants will be informed about how a CIPC fits into the business and adds value.
- Participants will leave the session equipped with the tools to analyze how their own business model could benefit from hiring a CIPC

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