
EBU5608 – TUTORIAL 3 (LECTURE 13)

- Consider how Intellectual Property protects the different creative and innovative assets and features of the AI-powered platform you developed
- For instance, any input into the system (information, data, content, algorithms and instructions), the infrastructure (code, databases and data, user interface), and the output (new treatments, personalized treatment), the company name and brand image
- Consider whether you will need to use assets or inputs belonging to others that may be protected by Intellectual Property rights
- These points and considerations, together with how you aim to commercialise these assets will form your IP strategy