

SPEAKING ENGAGEMENT

Protecting, Mining, and Monetizing Your Technology and Intellectual Property in the AI Era | Thomas B. Kern

Transportation Intermediaries Association - 2024 Capital Ideas Conference

APRIL 11, 2024

Speakers: [Thomas B. Kern](#)

Phoenix, AZ

This panel will discuss various methodologies by which to protect your own logistic company's technology, and technological process, in a world of lightning fast technological advancement. The panel will discuss and analyze how to maximize technological protection, when negotiating transportation and logistics contracts, from a legal and practical standpoint. The panel will also focus upon intellectual property protections, safeguard and registrations. The panel will feature contractual tips on and analysis on negotiations of technology provisions. The panel will also identify what possible technologies in a business entity could be protected by either trademark or patent laws. The panel will also discuss and update ways in which technological aspects of your business, which you might not recognize, can not only be protected, but monetized on the company's balance sheets for potential M&A transactions.

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