



BUSINESSWORLD LEGAL AWARDS 2019: IMPACT OF DIGITISATION ON INTELLECTUAL PROPERTY

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Businessworld recently published an article on a conversation held at the Businessworld Legal Awards 2019 with [Safir Anand](#) and Sumes Dewan, Managing Partner, Lex Favios, on the Impact of Digitisation on IP. Safir made an interesting remark on how digitisation has made its impact on IP in contrasting ways. He stated, "Digitisation has made it increasingly easier to violate IP. Piracy and plagiarism is a problem that has surfaced post digitalisation. There is a difference in the way IP has been treated on the digital side."

Commenting on the IP laws in India, Safir said, "The courts are coping up with the changes and amendments and the liability issues will not only be limited to the manufacture of goods but to intellectual property as well."

He also highlighted that in the age of digitalisation it has become easier for IP to get recognised and has its cognizance beyond geographical barriers, and how jurisdictions have become easy, facilitating the increase in the overall brand value. Commenting on the role of lawyers vis-à-vis Artificial Intelligence, he said that AI has empowered lawyers with more accuracy in data analysis.

Read more

at: <http://bwlegalworld.businessworld.in/article/Geographical-Barriers-Have-Been-Broken-Jurisdictions-Have-Become-Easy-Safir-Anand/13-12-2019-180388/>



