

3D Printing and Additive Manufacturing New Commercial Reality, New IP Reality?

Workshop for in-house counsel

Date: 30 June 2015

Time: 2.30pm for 3.00pm start

Location: Keltie, No. 1 London Bridge, London SE1 9BA

Agenda:

3.00pm **Welcome and introduction**

Richard Lawrence, Partner, Keltie

3.10pm **Commercial opportunities and issues**

Additive Manufacturing and 3D printing – principles, possibilities and transformation of R&D and manufacturing practice

Bob Bradley, rjbradley consulting, Authentise

Bob Bradley has been working in the field of Additive Manufacturing (AM) for over ten years - from research and development in the lab through to industrial R&D in both the automotive and aerospace sectors. He now advises a number of businesses on a range of issues relating to AM. Bob will introduce the different types of AM and explain how their use can disrupt and transform conventional R&D and manufacture.

Bob co-invented the 3D printed functional material 'carbomorph' and has led teams designing printed aircraft and automotive engine components. Bob's extensive industrial R&D experience and passion for the subject have established him as a leading global expert on the subject.

3.35pm **3D printing service provision and the growth of a 3D printing start-up**

Rob Smith, Chief Technical Officer, Digital Forming

Rob will be speaking about his experiences in starting and growing a 3D printing business and the effect of 3D printing in creating new commercial models and disrupting older ones. Rob will explore the vision of commercialising 3D printing for unique personalised production and its consequences.

Digital Forming is at the forefront of 3D printing and mass customization, operating a B2B software-as-a-service business. The platform offers clients access to over 200 different 3D print materials and finishes from manufacturers in more than 6 countries worldwide. Clients include a wide spectrum of design-led businesses, from independent designers to international retailers.

4.00pm **Tea/coffee break**

4:15pm **Legal challenges and opportunities**

Introduction to legal issues in 3D printing

Dr. Dinusha Mendis, Bournemouth University

Dr. Dinusha Mendis is an Associate Professor in Law and Co-Director of the Centre for Intellectual Property Policy and Management (CIPPM). Dinusha specialises in Intellectual Property Law, in particular copyright law, and has published widely in this area.

Dinusha's research focuses on the digital aspects of copyright, copyright licensing and digital copyright policy. Dinusha's research includes considering the challenges to Intellectual Property Rights as a result of Emerging Technologies. In this context, her recent research has focused on the Intellectual Property implications of 3D Printing. Dinusha has conducted both independent and funded research in the areas of copyright, digital copyright and IP Implications of Emerging Technologies.

4.40pm **Open forum discussion**

The open forum discussion will explore further the legal and IP issues raised by the new commercial and development models resulting from use of AM and 3D printing, and will consider in particular the consequences of this new environment for in-house IP practitioners. Are there new IP issues to address, or existing issues to consider in new contexts? This discussion will be moderated by Richard Lawrence and is to be held under the Chatham House Rule to encourage all participants to share their own experience.

5.15pm **Networking and refreshments**

To attend this event, please RSVP to emily.hay@keltie.com.