

BLX Berlin

Navigating IP Challenges in the Digital Era

17.11.2023

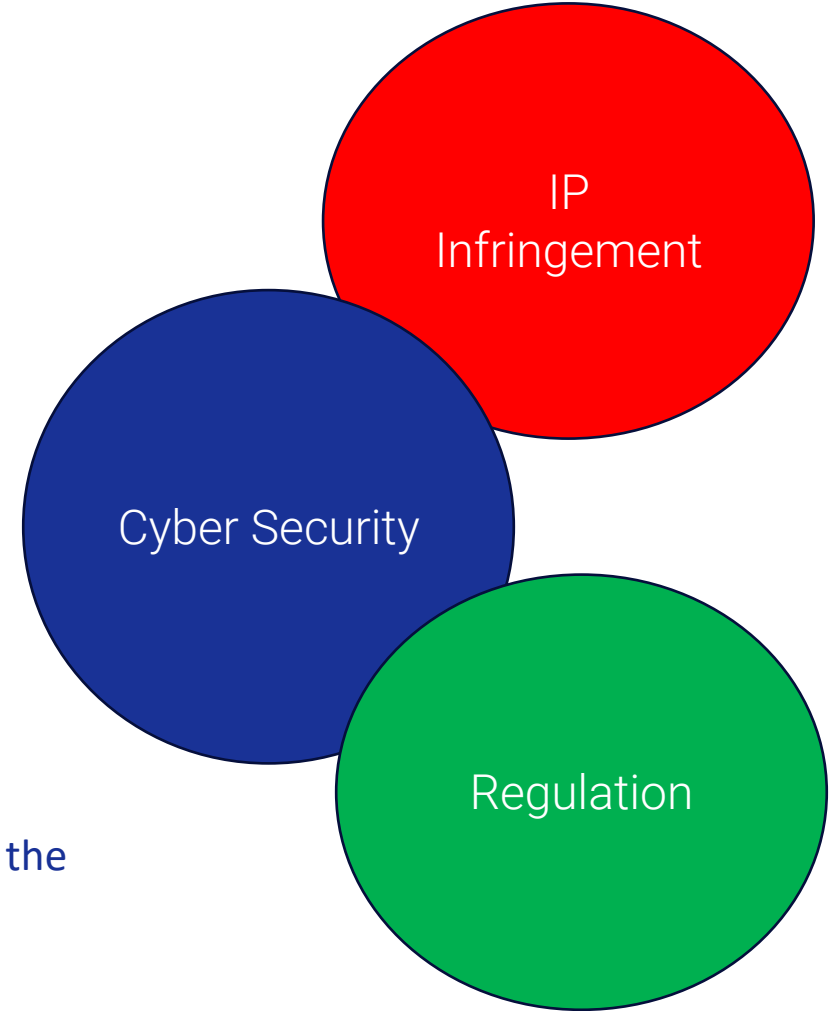


Any **significant** change in

- definition of intellectual property rights,
 - the fundamental problems that we have been facing,
 - applied laws and criminal sanctions
- over time?



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- The concept of intellectual property rights has evolved with time.
- **BUT**, definition and scope of intellectual property rights have still not been adapted to the continuously evolving technological landscape.

What Has Become MORE Challenging? Why?



Fundamental problems have **shifted** with the **rise** of the internet and globalization.

- ✓ The types and the variety of cyber attacks
- ✓ IP violations

has become more prevalent on a global scale.



TAKE TIME:

To track attacks and infringements
To identify violater/offender
Lawsuits

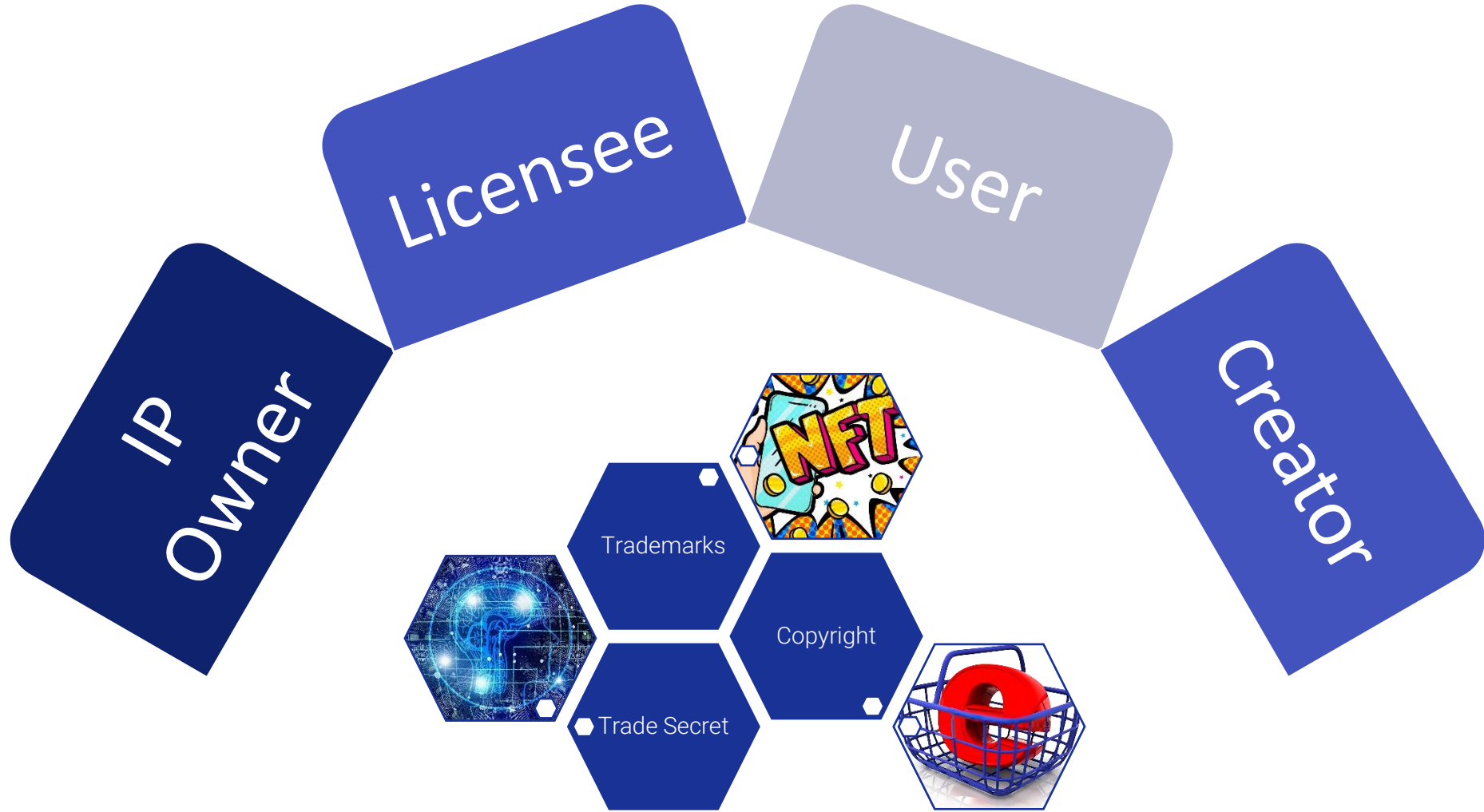


Numerous gray areas within the regulations that are subject to debate

Cross-border enforcement barriers

- ✓ Legal developments have never been able to catch up with technological advancements
- ✓ Legal barriers in the lengthy process and resolution of cross-border issues are not at a level that would prevent victimization.

Who Are Impacted by Challenges?



As Sabancı Holding, How We Deal with These Challenges?



- Sabancı Holding, Turkey's leading conglomerate
- Operating in **14 countries** and supplying their products to regions throughout Europe, the Middle East, Asia, North Africa and North and South America
- Performing mainly in **6 sectors** such as banking&finance, automotive, retail, technology, energy
- supplying their products to regions throughout Europe, the Middle East, Asia, North Africa and North and South America

Sabancı Group IPR Protection

- Protecting Holding's IPR
- Protecting Sabancı Group companies' more than **1353 IPR**
- Protecting 3rd parties' IPR

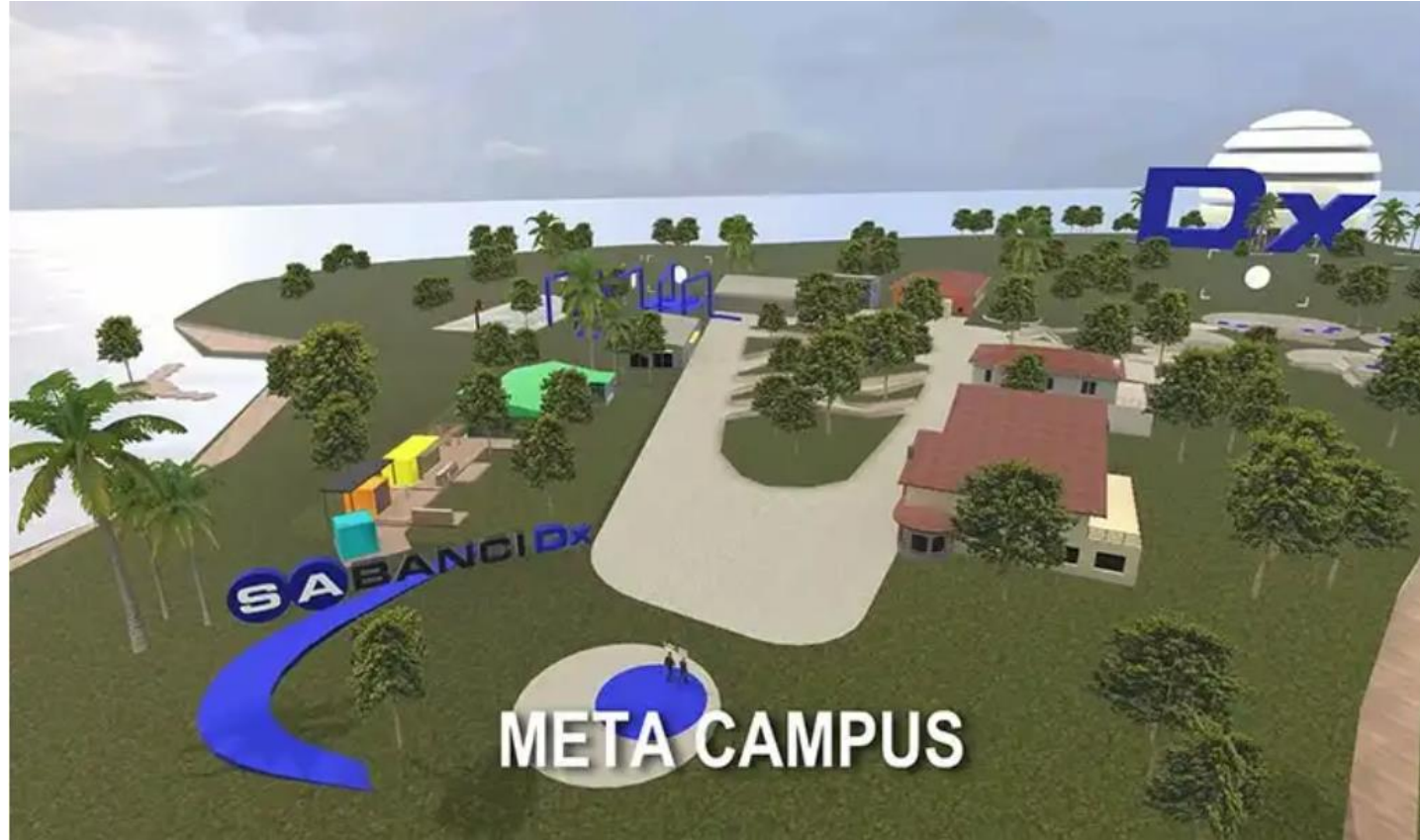


AI Based Challenges



[\(195\) En Büyük Armağan - Teknosa 100. Yıl Projesi - YouTube](#)

Metaverse Based Challenges



Thank You

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