

Insights: Events

Augmented Reality and the IP Insights Behind it All

IP Watchdog Webinar

Friday, March 24, 2017 -

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"Augmented Reality and the IP Insights Behind it All," Speaker, IP Watchdog Webinar, March 2017.

Augmented Reality (AR) is a new and upcoming technology segment seeing steadily increasing patent filings. Generally, patent portfolios are distributed between high-tech companies like Microsoft, Samsung, Qualcomm and Alphabet, in addition to entertainment, consumer and electronics oriented companies like Sony, Nintendo and Disney. The differences in the focus of their AR portfolios can be quite subtle.

Speakers Gene Quinn, Patent Attorney and President of IP Watchdog, [Kate Gaudry Ph.D.](#), Kilpatrick Townsend Patent Attorney, and a panel of experts cover a wide-ranging conversation including:

- Patent challenges and strategies for building AR technologies in the post-Alice US
- The top global companies in the AR space and their patent portfolios
- Differences in the portfolio focus of competing organizations and industries

Did you know: The US has been the primary filing jurisdiction for AR and related technologies, but the application to grant ratio is less than 5%? This webinar teaches what to look for and what it all means for this exciting segment.

Event Details

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Related People



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