



Fraud

## Save the date: 6 September 2024

### Good AI, bad AI: tackling counterfeiting and piracy in the era of artificial intelligence

How does AI impact the production and distribution of counterfeit goods? Is AI used to circumvent protection measures and intellectual property rights? How can AI help us to combat counterfeiting and piracy? In recent years, AI has been developed intensively, and its scope of application has expanded considerably. This raises crucial questions about how we can ensure that we have a fair, equitable commercial environment. While AI offers innovative options, it also poses challenges in terms of security and ethics. It is therefore essential to hold in-depth, collaborative discussions to steer the responsible use of this technology. By exploring these issues in a colloquium, the STOP PIRACY association, the Intellectual Property and Innovation Research Centre [PI]<sup>2</sup>, and the Institute of Economic Crime Investigation aim to promote a better understanding of the implications of AI for counterfeiting and piracy, and to identify sustainable ways to protect intellectual property rights in our rapidly changing society. This event will take place on Friday, 6 September 2024 after the STOP PIRACY association's annual general

meeting at the Haute école de gestion Arc in Neuchâtel.

The afternoon will be dedicated to topical issues and success stories, especially from experts in the field from London's Police.

Save the date now!

The programme and the registration form will be available at [www.ilce.ch](http://www.ilce.ch) and [www.stop-piracy.ch](http://www.stop-piracy.ch) from now until the end of May 2024.

We look forward to welcoming you to the event.

Kind regards

Jürg Herren, Vice President of STOP PIRACY

Daniel Kraus, ordinary professor, Attorney at law, director of the Center for intellectual property and innovation, University of Neuchâtel

Olivier Beaudet-Labrecque, Dean of the Institute of Economic Crime Investigation