



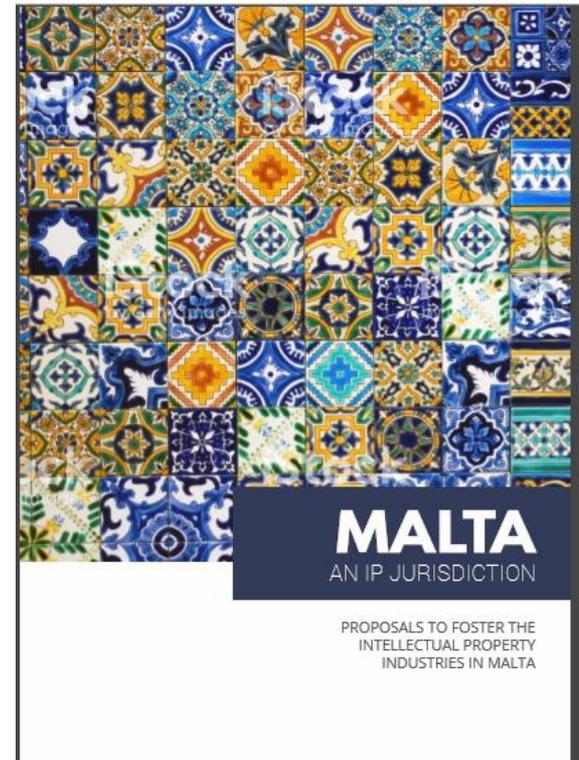
# Intellectual Property and the Blockchain

Max Ganado

29 August 2017

# Proposals on Intellectual Property

- **2014** - We proposed the centralization and digitalization of IP registers and an IP trading platform as part of a larger proposal to update and codify Malta's IP LAWS and its international offering.
- **2017** - We presented a detailed report to the Government prepared by participants across the industry.



# Proposals on Intellectual Property

- *“In proposing a digital platform for IPR Registration, one cannot and should not ignore the possibility of introducing a blockchain solution. This may propel the new Malta system into the future, without wasting time on the intermediate stage.”*
- Why?

# Useful features of Blockchain in IP

- A ledger / register
- Verification of asset ownership and scope through entries which become secure
- Participants and their identification
- Transactional or trading facilities - transfers and security
- Payments
- Protection against Piracy/ evidence / immutable

# Malta and its Agenda

- Small territory Malta becomes irrelevant when it uses global tools like blockchain platforms - disintermediates its limitations.
- We can provide solutions efficiently if we focus and bring expertise to the table.
- Laws can be enacted and amended efficiently.
- Challenges of Costs and Human Resources radically reduced to achieve outcomes on a global scale.

# IP Assets

Redefined, Better Protected and Facilitated

- Current law needs to define assets like trade marks, patents, copyright and so on and then create specific laws to regulate each one and each one has a register for its recordation and transactions.
- A single centralized IP assets platform will take their place ... this is a ledger which has the sophistication of prejudging entry compliance, allowing transactions through smart contracts involving IP assets, permitting secure self enforcement and other benefits.

# IP Assets

Redefined, Better Protected and Facilitated

- Protection of IP assets enhanced through better verification and greater control on access and copying/use.
- Easy payment stem of royalties on a global scale.

# Challenges

- Things are happening very fast and we have been slow to start opening doors and to attract businesses.
- The technology is still in the process of design and expectations are high but solutions might take time to reach the right standards.
- Negative perceptions can cause drag in national adoption of strategies in some areas.

# Challenges

- Change of what we have today is seen by some as a threat .... so there will be obstruction.
- International law, and particularly EU law, will take time to change so where we have harmonized law the challenge may be easier or much more difficult for us to introduce change.
- The role of Government and private industry needs definition as different models will produce different results.

# Our Approach

- We believe in the opportunities posed by blockchain technology and think they are enormous - we and our country need to remain in the game and not be left behind.
- As a country we need to remain sharp, updated and engaged and above all work together.
- As a firm, we have organized ourselves to ensure we keep an angle of sight on developments and opportunities in the blockchain space in all areas of our specialisations, including IP. We have identified at least 12 areas of focus.

# Our Approach

The IP PROJECT we proposed was handled through a cross industry collaboration on our prompting, as we felt it was *too big for one firm*....

GANADO  
ADVOCATES

MAMO TCV  
ADVOCATES

CAMILLERI PREZIOSI  
ADVOCATES

Deloitte.

KPMG

Fenech  
& Fenech  
ADVOCATES

pwc

EY  
Building a better  
working world

BOSTON  
MULTI-MEDIA ATTORNEYS

CSB  
ADVOCATES

Nexia  
BT

wh-partners  
ADVOCATES & ASSOCIATES

Grant Thornton

Michael Grech  
FINANCIAL INVESTMENT SERVICES

CHETCUTI CAUCHI  
ADVOCATES

UNIVERSITY OF MALTA

ACUMUM  
legal & advisory

IURIS

# Our Approach

....blockchain is bigger !

# Thank you

**Max Ganado**

[mganado@ganadoadvocates.com](mailto:mganado@ganadoadvocates.com)

[www.ganadoadvocates.com](http://www.ganadoadvocates.com)



**Important Notice:** This presentation is for informational purposes only and does not contain or convey legal advice. The information contained in these slides should not be used or relied upon in regard to any particular facts or circumstances without first obtaining specific legal advice.

In this presentation 'GANADO Advocates' refers to the law firm Ganado & Associates, Advocates, an association established under the laws of Malta. A full list of members is available upon request at the principal office of the firm at 171, Old Bakery Street, Valletta VLT1455, Malta.