

**WEBINAR + Q&A**



Rigorous empirical  
research on  
intellectual property

# NAVIGATING INTELLECTUAL PROPERTY IN SUSTAINABLE FASHION

Speakers: Fernanda Donaire Passoni and Ulrika Wennersten

Host: Dr. Claudia Tapia (4iP Council)



# What do we do?



Non-Profit  
Activities



High Quality  
Academic  
Research



Education



Promotion  
Innovative  
SMEs

# Find our free materials at [www.4ipcouncil.eu](http://www.4ipcouncil.eu)

1

Summaries of papers, studies, guides and case law

2

Interactive graphics

3

Podcast "IP Stories"

4

Webinars

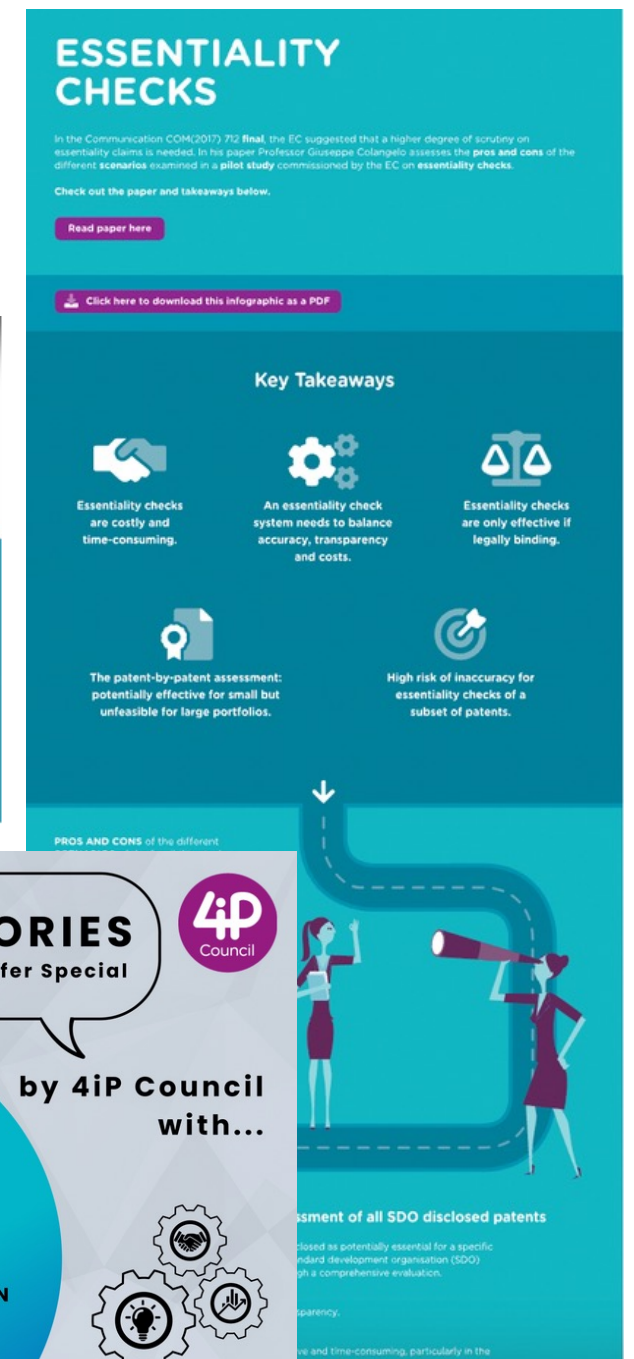
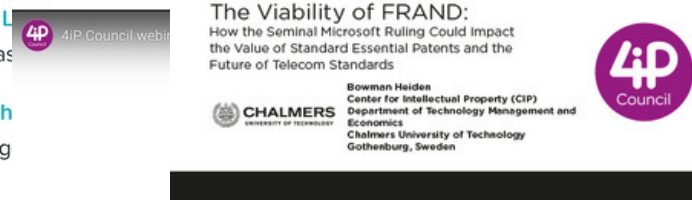


## Essentiality Checks and Standards Essential Patents

- **Why automated patent analysis can be wrong, even when it's right** by Axel Contreras-Alvarez
- **Patent Landscaping Studies And Essentiality Checks: Rigorous (And Less Rigorous) Approaches** by Haris Tsilikas
- **Estimating 5G Patent Leadership: The Importance of Credible Reports** by Ig Nikolic

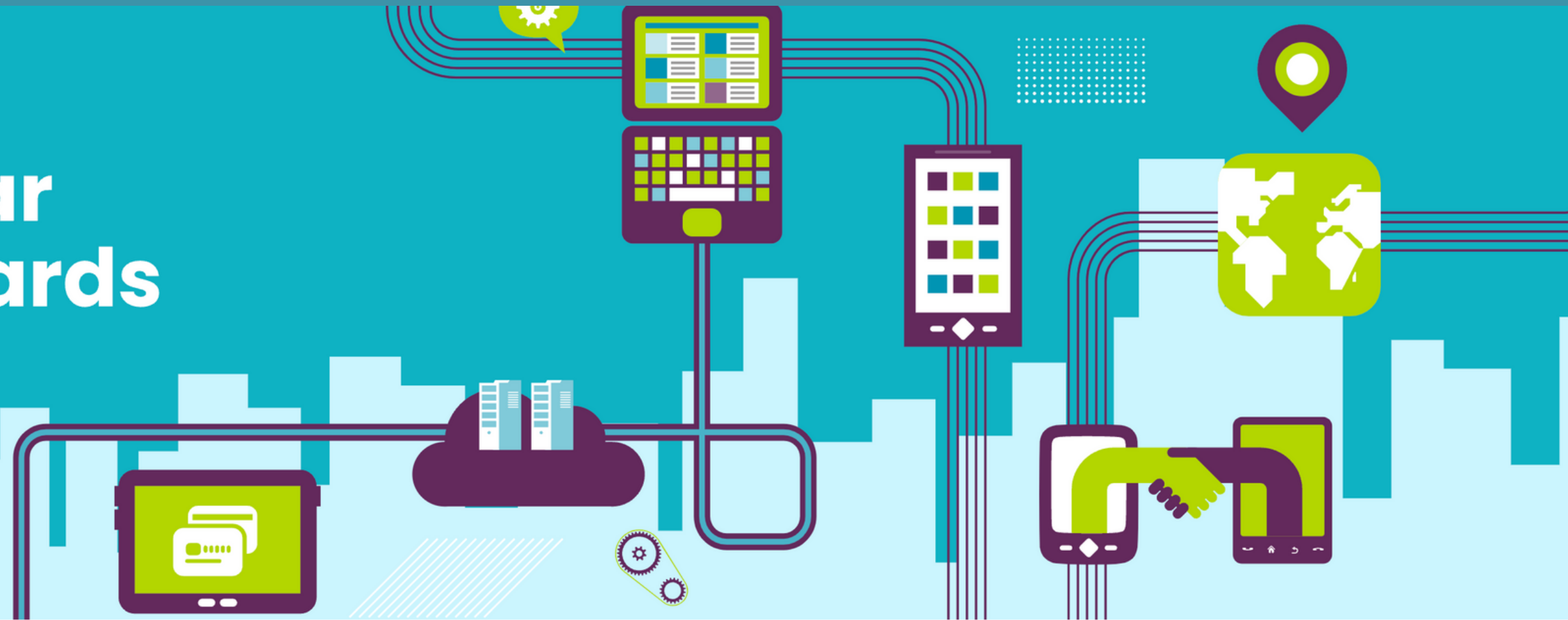
**Why automated patent analysis can be wrong, even when it's right** by Axel Contreras-Alvarez

Axel Contreras-Alvarez, former IPR Commercialization Manager at Ericsson, evaluates the reliability of software and automated patent valuation, considering the factors used in patent algorithms, and with an action plan for those who want to use such platforms.



# IOT & Cellular Standards

*Made simple*



## Explore IoT and Cellular Standards

● **What are IoT and Cellular Standards?**

○ Benefits of cellular standards

○ IoT sectors enhanced by cellular standards

○ FRAND: Cycle of Innovation

○ How are cellular standards developed?


# Follow us!

5




 Follow @4ipcouncil on X >



 Connect with 4iP Council on LinkedIn >



 Subscribe to our YouTube channel >

 Follow @4ipcouncil on Instagram >



# **SMEs and Patent Holdouts: How European SMEs fight back**



**ULRIKA WENNERSTEN**

Vice Dean for Education at School of  
Economics and Management, Lund  
University



**FERNANDA DONAIRE PASSONI**

IP / IT Attorney and Head of Coordination for  
4iP Council



# New Business Models and IP

- Two examples of Reuse of Fashion

---



# Library of things (LoTs)



# Renting and Lending Exhaustion of rights

- Copyright law
- Trademark law
- Design law
- Patent law



## Fashion and upcycling - Infringement?

- Copyright law
- Design law
- Patent law

# Fashion and upcycling

## Possible Infringement and Trademark Law

- Trademark ®
- Degree to which the garment was modified
- Unauthorised or harmful use of fashion brands' trademarks in modified goods
- Serious damage to the reputation of a trademark owner



Clear enough to  
avoid possible  
misunderstandings



Fig. 1: Complaint at ¶ 24, Louis Vuitton Malletier S.A.S. v. Sandra Ling Designs, Inc. (S.D. Tex. Dec. 1, 2022). From The Implications of Upcycled Products for Brand and Trademark Owners', IPWatchdog [2023]

Examples of Chanel's Genuine Costume Jewelry	Examples of Defendants' Button Costume Jewelry
	
	

Fig. 2: Complaint at ¶ 26, Chanel, Inc. v. Shiver and Duke, LLC (S.D.N.Y. Feb 12, 2021). From The Implications of Upcycled Products for Brand and Trademark Owners', IPWatchdog [2023]

# THANK YOU!

**Sign up to our newsletter to find out about our upcoming webinars!**



<https://www.4ipcouncil.com/webinars>

