

Third Episode of the “Luxury Digital Law Series” at the Digital Law Center

On 19 November 2020, the DLC hosted the third webinar of the “**Luxury Digital Law Series**”: “**Securing Intellectual Property with Blockchain: A Case Study.**” The webinar featured Ms **Olivia Dhordain** (Deputy Chief Intellectual Property Counsel, Richemont), Mr. **William Fauchoux** (Chief Executive, BlockchainyourIP), and Mr. **Vincent Fauchoux** (Managing Partner, DDG, Deprez Guignot & Associés) as panelists. Professor **Irene Calboli** (Academic Fellow, University of Geneva; Professor, Texas A&M University) and Ms **Hélène Bruderer** (IP/IT Law PhD Candidate, Digital Law Center, University of Geneva) moderated the event.

Ms. **Olivia Dhordain** opened the session explaining that the traditional approach of securing evidence for the industry is the physical stamp of a notary or bailiff. The process is time consuming, however, and does not necessarily comply with the rhythm of modern collections. In addition, the time to market between an initial stamp and the actual piece can take up to 5 years, and it is precisely during that time that the creations are the most vulnerable. Mr. **William Fauchoux** explained that blockchain is a registry that gathers events that occur on a decentralized network. He also explained how this registry is secure, simple, and effective. Ms. **Olivia Dhordain** mentioned that the Richemont Group has partnered with BlockchainyourIP to record their new creations and inventions on blockchain. Mr. **Vincent Fauchoux** discussed the basic principles of proof of the existence of a creation or innovation in litigation, the traditional proofs that could be brought in front of Court in several countries and the advantages of the blockchain-based proof (e.g. transparency, worldwide effect, cost-effectivity). He also claimed that blockchain-based proofs were increasingly admitted as admissible evidence by Courts. The panel concluded by discussing how COVID has been a game changer and an accelerator in the adoption of blockchain across the industry.

Several fascinating questions were asked by the participants, which led to a vibrant and interactive discussions. Questions included the confidentiality of the blockchain and the adoption of the recent blockchain certification system also by WIPO—the WIPO Proof system.

The webinar was attended by over 45 participants. Next webinar will take place on 3 December 2020 and will focus on “**Artificial Intelligence, Data and Privacy: What Impact for the Luxury Industry?**” For information and registration see: <http://luxurydigitallaw.ch>

