



CHICAGOLAND

# January 2019 Chapter Meeting



## Applying AI to IP

**Sue Hallen**

*Manager, IP Management Solutions  
Technology & Intellectual Property, CHQ*

**Thursday, January 17**

6:00 – 6:30 pm – Dinner & Networking

6:30 – 6:45 pm – Intros & Announcements

6:45 – 8:00 pm – Presentation and Q&A

### Abstract

- The proliferation of data, resource constraints and internal bias are forcing changes in the way we search for and use IP information. IBM Watson speeds the data understanding, increases the accuracy of the analysis, and increases the number and quality of insights to IP questions for Evidence of Use, Prior Art, Maintenance, Office Actions and Landscaping.
- We will discuss the many use cases for applying AI to Intellectual Property and when in the design cycle this should happen.

### About Our Speaker

**Sue Hallen** manages the IP Portfolio Management and Client Solutions team in IBM's IP and Licensing practice. IP Portfolio Management is internally focused on IBM's portfolio. Client solutions are externally focused leading practice offerings in end-to-end IP management and IP tools based on IBM Watson.

Her expertise ranges from Innovation/Product Development to Geographic Information Systems to Intellectual Property across industries.

Ms. Hallen has a broad 35+ year background based in engineering and design, and for the past 6 years has been focused on IP Licensing and Management. She is a member of the IBM Industry Academy. She holds a Bachelor of Science degree in Structural (Civil) Engineering and a Masters in Business Administration in addition to being a Licensed Professional Engineer in the US.

For more information, visit [incose.org/chicagoland](http://incose.org/chicagoland)



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## Attend & Network Onsite or Online

### **IBM**

10 N Martindale Rd  
Schaumburg, IL 60173  
*3<sup>rd</sup> Floor Conference Room*

### **bb7**

5407 Fen Oak Dr  
Madison, WI 53718  
*Mendota Conference Room*

### **AbbVie Inc.**

1 N Waukegan Rd  
North Chicago, IL 60064  
*Building AP31*  
*(Limited to AbbVie Employees)*

### **Oshkosh Corp.**

370 W Waukau Ave  
Oshkosh, WI 54902  
*(Limited to Oshkosh Employees)*

### **Online**

Meeting begins at 6:30 pm

<https://incose.pgimeet.com/GlobalmeetTwelve>

Phone: (719) 457-1414

Passcode: 944 440 9838

**Presenter Location: Schaumburg**

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