



 **SHAKESPEARE
MARTINEAU**
Legal advice for life and business

In-house Counsel Training Programme

Birmingham

07 March 2024

09:30 - 14:00



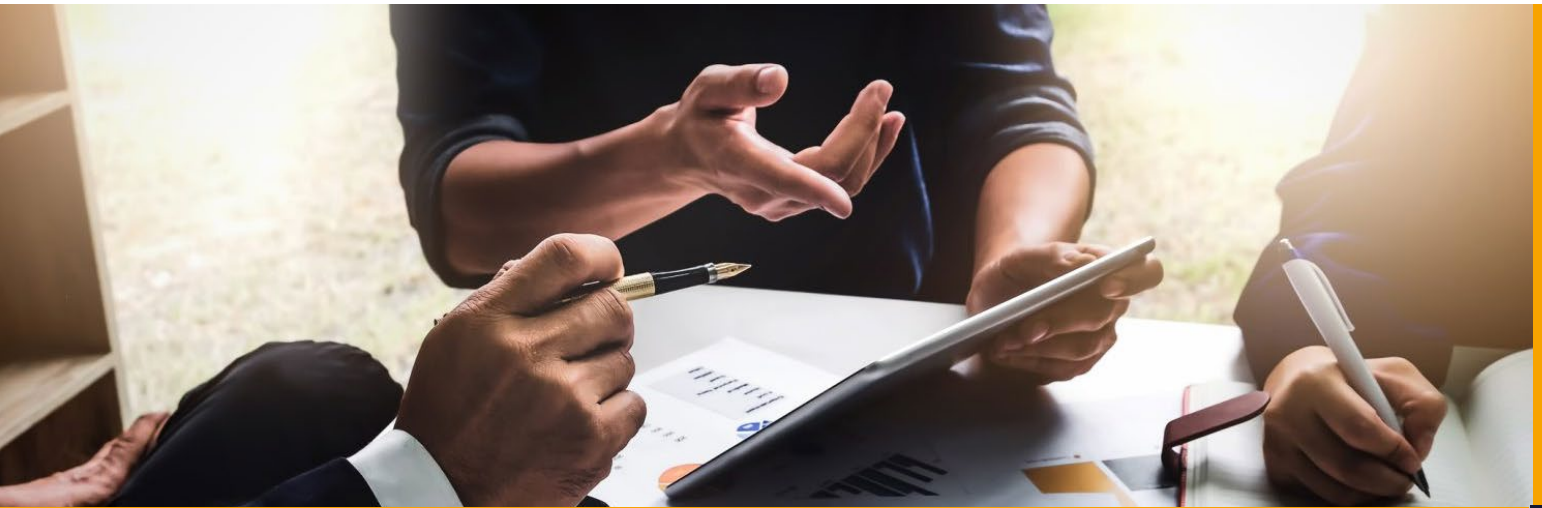
In-house Counsel Training Programme

This training programme is specifically designed for in-house counsel with topics carefully chosen to keep you updated on current legal developments and trends.

Along with soft skills training to support your career and personal development, there are opportunities to meet and share ideas with other in-house counsel working in the UK.

Agenda

- 09:30 Registration and refreshments
- 09:55 Welcome and introduction
- 10:00 Gen-AI: Does IP protect the outputs of Gen-AI?
- 10:45 Drafting commercial contracts
- 11:30 Break
- 11:50 Commercial property disputes
- 12:30 Responsible business and B-Corp
- 13:15 Networking lunch
- 14:00 Close



Gen-AI: Does IP protect the outputs of Gen-AI? If so, who owns the IP? How should you approach the risks from using Gen-AI and protect against them in your contracts?

Generative artificial intelligence (Gen-AI) describes machine learning technologies that have been trained on vast quantities of data and have mapped patterns across the data, enabling content to be generated in response to one or more input prompts. The autonomy with which Gen-AI produces the responses and the rapid rate at which its development and use is increasing are raising novel and difficult questions for IP law about how the outputs of Gen-AI can be protected, if at all.

In addition, as more organisations consider the use of AI technologies we are as lawyers increasingly asked how we can help our clients mitigate the risks inherent in using AI. We consider the types of issues that need to be considered in contracts where AI is involved and what resources are available to help.



Carys Thompson
Partner - Commercial
Shakespeare Martineau

In this session we will cover:

- The current position/approach to copyright and patentability in the UK and other jurisdictions
- Types of issues that should be addressed in contracts for transactions involving AI
- Model AI contract clauses

Carys has particular expertise in manufacturing having held the position of Head of Legal for a number of international manufacturing and engineering business.

She advises major national and international businesses on the preparation, negotiation and conclusion of all types of commercial transactions, arrangements and contracts.



Drafting commercial contracts

A contract is a legally enforceable agreement which gives rise to new rights and duties among those who agree to its terms.

So when does a binding commercial contract arise? A contract is formed when the following key elements coincide: (i) offer; (ii) acceptance; (iii) consideration; (iv) intention to create legal relations; and (v) certainty of terms.

And how does such a contract physically come into being? The basic requirements of any contract are that (a) the parties have reached an agreement, which (b) is intended to be legally binding, (c) is supported by consideration, and (d) is sufficiently certain and complete to be enforceable. In general, the agreement necessary for a contract is reached either by the parties signing a written document containing agreed terms or by one party making an offer which the other accepts. Acceptance may be by words or conduct.



Ed Wright
Partner - Commercial & IP
Shakespeare Martineau

In this session, we will cover:

- The general structure and terms of commercial contracts
- The principal sections of a contract in conventional format to contract law principles and other relevant legal topics

Ed primarily advises on the creation, ownership and exploitation of IP. This includes licensing, R&D/technology transfer and agency, distribution, reselling and franchising arrangements. Ed also specialises in drafting and negotiating agreements governing IP licensing and the supply of goods and/or services. Ed regularly presents and writes on topical contractual, commercial, data protection, IP and IT/software matters.



Commercial property disputes

Even in this age of hybrid and remote working, almost all businesses occupy premises, most often under the terms of a lease.

Whatever the size of your property portfolio, it is crucial to know what you have and ensure it is managed effectively to meet your business needs. Mistakes made in relation to property interests can be costly and hard to remedy and in house lawyers are the first line of defence in ensuring the right decisions are made at the right times.



Justine Ball
Partner - Litigation & Restructuring
Shakespeare Martineau

In this session, we will cover:

- The advantages of a lease with security of tenure under Part II of the Landlord & Tenant Act 1954 and strategies to get the best out of your rent
- Considerations when agreeing and exercising break options
- The pros and cons of assigning or subletting
- Planning to exit a property - considerations and strategy
- Strategies for reducing your dilapidations liability

Justine handles the full range of disputes that can arise in respect of property interests. She has a broad client base ranging from retail tenant clients, developers and corporate landlords/landowners.

Justine has been able to obtain vacant possession of a number of sites to realise clients' redevelopment goals.



Responsible business and B-Corp

In today's global landscape, the concept of responsible business practices has gained paramount importance. With increasing awareness of environmental issues, social inequalities and ethical considerations, companies are under mounting pressure to operate with greater responsibility towards society and the planet. This has led to the emergence of various frameworks and certifications aimed at assessing and promoting corporate sustainability and ethical conduct.

One such notable framework is that of B Corporations, which are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance people, profit and purpose. At Shakespeare Martineau, we recognize the significance of aligning our business with values that prioritize social and environmental responsibility and are proud to have been awarded B Corp status in January 2023.



Helen Hay
Group Culture & Sustainability Director
Ampa Group

In this session, we will cover:

- Understanding the significance of responsible business practices in today's socio-economic context
- Exploring the principles and criteria underlying the B Corporation certification process
- Learn how Shakespeare Martineau authentically incorporates responsible business practices within its culture and operations
- Identifying practical steps for businesses, like ours, to align with responsible practices and achieve B Corp certification



| How to book

Birmingham - 7 March 2024

Shakespeare Martineau
No.1 Colmore Square, Birmingham B4 6AA
[Click here for directions](#)

[BOOK NOW](#)

Who should attend


In-house counsel who wish to develop their technical legal knowledge and personal career development.

Cost

There is no cost for attending this event, but places are limited to two attendees from each organisation and advance booking is required.

For more information about our In-house Counsel Training Programme, please email us at events@shma.co.uk.

shma.co.uk
03300 240 333

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