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The Centre for Business Law at Lund University (**ACLU**) invite you to the seminar

## Surviving Technological Change: Towards More Coherent Regulation of Digital Creativity Through EU Copyright and Design Law

A wave of disruptive technologies, in the form of technologies such as 3D printing technologies, 3D modeling and scanning technologies, and AI technology, are changing the playing field for the creative industries, creators, and right holders. Underlying these technologies, there are two fundamental transformations, whose effects are important for the creative industry and the legal community– namely, the digitalization of physical objects and designs, and the digitalization of human creativity. These two technological shifts are increasingly blurring the line between the physical and digital world. For the proper function of IP law, the law should be able to regulate both worlds. The problem is: How we can fit digital designs and digital creativity into our current regulative framework, which is still in some cases built on the assumption that creation is done by a human being using physical tools and that protected objects exist only in the physical world. This raises the question whether current intellectual property law in the EU, especially copyright and design law, can adequately regulate digital designs as well as properly incentivize and protect digital creativity. The presentation is based in the dissertation which provides an in-depth analysis of some of the major challenges that the digitalization of design and design process creates, mainly within the European copyright and design law system. The examination focuses on three specific technologies: 3D printing, AI technologies, and video games.

### Speaker

**Mikko Antikainen** a University Teacher at the Jyväskylä University School of Business and Economics and holds a DSc (Econ and Bus Admin) from Hanken School of Economics. Before he studied commercial law at Lappeenranta University of Technology where he graduated as a M.Sc. (Econ). His research interest is especially in the area of intellectual property and technological change. He recently defended his doctoral thesis about protecting digital designs and digital creativity through EU design and copyright law. Since 2012 he has taught in the areas of intellectual property law, contract law and tort law at the Jyväskylä University.

**Date:** Monday February 28th 2022 at 12.00-1.00 PM

**Location:** Zoom

**Registration:** [www.aclu.lu.se](http://www.aclu.lu.se)

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