

HERBERT SMITH FREEHILLS PARTNER ALEXANDRA NERI APPOINTED CHAIR OF THE IBA'S INTELLECTUAL PROPERTY AND ENTERTAINMENT LAW COMMITTEE

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Firm news

Herbert Smith Freehills Partner Alexandra Neri has been appointed Chair of the International Bar Association's (IBA) Intellectual Property and Entertainment Law Committee.

Alexandra, who has been an officer for the IBA for over eight years, will now chair one of the biggest committees in the IBA.

With more than 4000 members, the committee work in collaboration notably with the Technology law, Media & Communications and Space law Committees in order to better address key challenges in innovation.

As Chair of the Committee, Alexandra is responsible for organising the Intellectual Property, Communications and Technology section sessions of the upcoming Global IBA Conference that will be held in Rome from 7 to 12 October.

In this regard and for the first time Alexandra has pushed the relevant committees to collaborate and co-chair their sessions. An "artificial intelligence day" is organised on the topic "The effect of artificial intelligence on the decline of human importance in creativity and industry as a whole" in cooperation with the Art, Cultural Institutions and Heritage, the Media, the Space law committees and the Intellectual Property, Communication and Technology Section while the session "Fashion design and fast fashion: inspiration or imitation? Free ride or fair play?" is co-chaired by the Intellectual Property and Entertainment Law Committee and the International Sales Committee.

The International Bar Association, established in 1947, is the world's leading international organisation of legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world.

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