

*Presented by*  
**Falconbury**

# Artificial Intelligence (AI) and Immersive Virtual Worlds: Intellectual Property (IP) and standards and policies

**20 May 2026**  
**+ 5 November 2026**

This intense one-day event covers the concepts of artificial intelligence (AI) and immersive virtual worlds, the policies and regulations that cover them, and the importance of intellectual property issues that arise from using them. It will bring you right up to date with the areas you need to know about to operate in today's world.



**Format:**  
Live online



**CPD:**  
6 hours for your records



Certificate of  
completion

# Course overview

**In the midst of the 21st century, familiarity with the concepts of artificial intelligence, immersive worlds and the principles around them should be commonplace for all companies.**

This course not only explains what these are but also explains the intellectual property issues that arise from using AI and immersive worlds; and the principles that are driving AI standards, and the role of those standards in the development of policies and regulations. Also, all the areas you need to know about to operate in today's (and tomorrow's) world!

This course will ensure you are informed about the latest technological developments in AI and immersive worlds and how they work – which is an essential prerequisite to understanding the intellectual property issues that arise from their use – all of which this course covers.

During the first half of the day, AI and immersive worlds are explained as a necessary primer to the many IP and other legal issues arising from them which are then explained and developed.

The second half of this day focusses on AI standards and approaches to policy and regulations. The expert trainer looks at the ever-growing number of organisations/working groups generating more standards, specifications etc. that you should be aware of.

Attending this event also gives you the opportunity to ask questions of the expert presenters.

## Benefits of attending

By attending this course you will:

- **Explore** the principles that are driving AI standards
- **Appreciate** the role of the standards in the development of policies and regulations
- **Understand** the latest developments in AI and immersive worlds
- **Get to grips** with the intellectual property issues that arise from their use
- **Learn** about the implications of using AI-generated content
- **Get up to date** with the latest UK and EU AI legislation, regulation and case law
- **Consider** the commercialisation of immersive worlds for your business

## Who should attend?

This programme has been designed for all those needing to get up to date with this complex area and specifically for:

- In-house lawyers
- Private practice lawyers
- Patent, IP, trademarks or licensing counsel
- Business development managers
- Commercial managers and business executives
- Compliance officers
- Board directors

# Programme

## Artificial Intelligence (AI) - Part 1

- A refresher on what AI is
- AI engines
- How does AI work
  - Types
  - Techniques
- AI technology
- International debate
- Legal implications of using AI to generate content
- IP protection of AI-generated content
- Patent example
- Copyright example
- AI and copyright
- Using other's IP to generate AI-generated content
- Using AI to generate content
- Practical tips – what to do

## Artificial Intelligence (AI) - Part 2

- Concerns
- UK AI legislation, regulation and case law
- EU AI legislation and regulation
- Legal issues in AI projects

## Immersive technology

- Immersive technology and worlds – evolution
- What is an immersive world?
- Commercialisation of immersive worlds
- Immersive world issues and possible solutions
- Trade mark issues in immersive worlds
- Copyright issues in immersive worlds
- Patent issues in immersive worlds
- Other issues in immersive worlds

## The principles that are driving AI standards and approaches to policy and regulations

- Trustworthy AI
- Human-centred design
- Safety and security
- Interoperability and compatibility
- Innovation and agility
- Global collaboration
- Transparency and inclusivity

## An overview of the AI standards landscape

- What are standards?
- Different types of standards
- The functions and benefits of standards
- The main stages of standards development
- Participating in standards development
- The AI standards landscape – growth of standards organisations and standards
- Motivations for standards in AI

## An overview of the standards role in the development of policies and regulations

- What are regulations?
- How AI standards and regulations work together
- Benefits of AI standards and regulations
- Challenges and Considerations
- What are corporate AI policies?
- Key components of corporate AI policies
- The relationship between corporate AI policies and standards
- Benefits of implementing corporate AI policies

# Presenters



## Mark Weston

**Mark Weston** has run his own law firm, Weston Legal, since 1 January 2024. He is also a consultant at Hill Dickinson LLP where he joined in February 2016 as a partner and Head of its Commercial, TMT & IP Practice. Before that, he was a partner and Head of the Commercial/IP/IT Team at Matthew Arnold & Baldwin LLP and before that, he spent several years at Baker & McKenzie in London and Chicago and has also previously been seconded to Hewlett Packard and other technology businesses. He changed role to become a consultant in Hill Dickinson's London office in January 2024.

**Expertise:** Mark's practice covers both non-contentious and contentious matters in all areas of commercial law, intellectual property law, information technology law, Internet, electronic commerce and on-line services law. He specialises in commercial and Tech issues. Mark is used as a 'trusted adviser' by many clients in all sorts of businesses and often acts as 'private practice in-house counsel' for many clients. He specialises in tech and internet businesses.

**Clients:** Just some of Mark's more well-known clients include Elstree Film Studios, RTL Group S.A., Sykes Cottages, Retailcorp Brands LLC, The Gulf Marketing Group, Moneytint Limited and the BBC.

**Some detail:** Mark has extensive experience in advising clients on all manner of commercial matters (such as business planning and solutions, franchising, distribution, agency and marketing) through branding and intellectual property exploitation and licensing, to advice and documentation regarding hardware and software issues (such as development, licensing, maintenance and distribution, SaaS and cloud, Internet transactional solutioning, B2B, B2C and B2G electronic commerce, S-commerce and M-Commerce, social media, outsourcing, facilities management, procurement, IT policies, data protection (privacy), GDPR and freedom of information issues as well as artificial intelligence (AI)). He has a particular expertise in new digital business and revenue streams. He is also experienced in dealing with software disputes and IT litigation. The increasingly extensive media side of his practice relates primarily to publishing (both real world and digital content), to games and gaming platforms (and particularly transmedia technologies), advising companies about their advertising onscreen, online and in print and managing their public communications strategies generally (dealing with the CMA and ASA in the process) – and also a smattering of television, film and music exploitation. Recently he has been very active in AI advice.

### More unusual:

Mark has previously spent several months on secondment to Hewlett Packard and he has also been seconded to assist in the legal problems arising in new technology companies such as Symbian. From 2000 to 2001, Mark was resident in the Chicago office of Baker & McKenzie advising US clients on European and UK aspects of IT and electronic commerce law and practice.

Mark is the author of the *Legal Practice Companion*, a parallel text book used at several law schools, the editor of the *IP and Media Law Companion* as well as the rest of the Companion series of books published by Bloomsbury Professional, Tottels, Cavendish Publishing and Oxford University Press. He has noted numerous reports for the *IT Law Reports* and is widely published in *Computing*, *Computers & Law*, *Computer Law & Security Report*, *IT Law Today*, *Intellectual Property World*, *Solicitors Journal* and many other journals both online and offline. Mark has also authored articles syndicated in the national and trade press and is regularly quoted in national newspapers and is heard on radio as an expert in his fields. Mark is the author of the *Business Names on the Internet* chapter in the *PLC Ecommerce Manual* as well as numerous other articles on various Commercial & IT law topics.

Mark lectures regularly on all Commercial, IP and IT law topics, including at the IBC IT 'Summer School' Programme in Cambridge, England; the Falconbury and MBL two-day and three-day Commercial Contracts seminars (run several times a year) and IT Contracts seminars (run three times a year) in London; and he has previously lectured at the Annual On-line & Internet Commerce Law Institute seminar in Chicago and tutored at University College London. He also runs a programme of bespoke training schemes on commercial law, IP law, IT law, AI law and data law as well as soft skills programmes such as negotiation skills and presentation skills.

Finally, you may have seen that Mark likes blogging and writing books, which are available at all good bookshops! He also appears regularly on BBC1 (usually providing advice on-screen to BBC Watchdog) and also on Sky News as a legal commentator, as well as trying to avoid the huge quantity of pink powder the TV make-up girls want to apply to his increasingly receding hairline.

# Presenters



**Henry Rivero**


**Henry Rivero**, founder of Riveroconsult has 20+ years extensive experience in the TV & digital media industries having worked within the publisher and technology provider spaces.

Across his senior leadership roles at RTL Group, Clypd, HbbTV Association and as a Consultant working within commercial, standards, strategy, technology and M&A initiatives with major media groups, broadcasters and technology providers, he has gained valuable insight into the majority of major media organisations as well as the technology players that help them deliver on the promise of Advanced TV in all its various forms.


# Course dates


20 May 2026	<b>Live online</b> 09:30-17:00 <b>UK (London)</b> (UTC+01) <i>Course code 15899</i>	GBP <b>599</b> <del>699</del> EUR <b>839</b> <del>979</del> USD <b>963</b> <del>1,119</del> <b>Until 15 Apr</b>
5 November 2026	<b>Live online</b> 09:30-17:00 <b>UK (London)</b> (UTC+00) <i>Course code 16514</i>	GBP <b>599</b> <del>699</del> EUR <b>839</b> <del>979</del> USD <b>963</b> <del>1,119</del> <b>Until 01 Oct</b>

## How to book

 **Online:**  
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Alternatively contact us to book, or if you have any queries:

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[info@ipiacademy.com](mailto:info@ipiacademy.com)

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## Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

**Fee**  
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

**Please note**  
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# Reviews



**I was looking forward to the introduction to the topic and then insights. I was able to get an [overall] idea. The content on slides was well structured. [Speaker] was really good and provided good examples or gave multiple case studies to support his content [with a] good flow.**



**Kritika Chhokra**

Senior Patent Searcher  
British American Tobacco UK  
Mar 11 2025

## Run this programme in-house for your whole team

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