# Unlocking Evolving Patent Pool Opportunities: Justin Philpott Presents at IAM Live Auto IP USA

Banner Witcoff's Justin Philpott will speak about unlocking evolving patent pool opportunities at IAM's Auto IP USA in Detroit on May 1, 2025.

The talk will explore patent pools, their early history in the auto industry, and a resurgence brought on by the evolution of the smart/multimedia vehicle. With technologies such as 5G, Advanced Video Coding, and WiFi finding their way into modern vehicles, the auto industry faces new obstacles in a rapidly expanding patent landscape. The talk will raise different options, from patent pools and defensive aggregators to deterrence networks, and discuss whether the road ahead will see a diversified approach with increased involvement in standard-setting organizations and related R&D by the auto industry.

Read more about IAM's Auto IP USA conference by clicking here.