

# 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](#).