

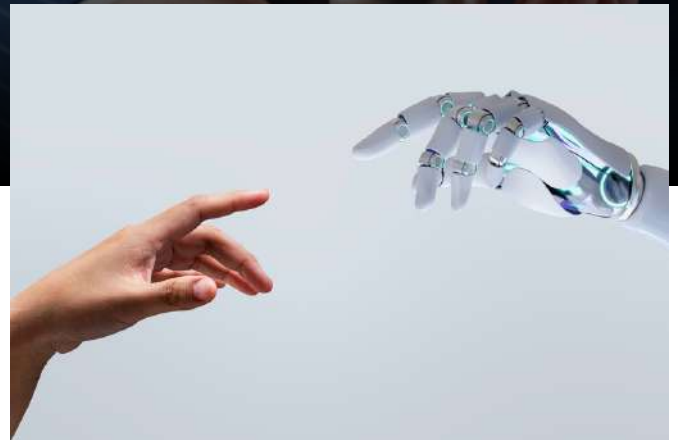
January' 2026

NEWSEFFECT

INNOVATION FRONTIER

CONTENTS

- AI ADVANCEMENTS
- DISRUPTIVE TECHNOLOGIES
- IP INSIGHTS
- IP NEWS
- TECHNOLOGY THEMES



Our Company's Growth &

SUCCESS IN 2025

Our beloved leader - **Dr. Amit Goel** has been recognized & included in the renowned **WIPR - World IP Review** Leaders 2025 Directory, which is a testament to our expertise in the field of IP.



AI ADVANCEMENTS

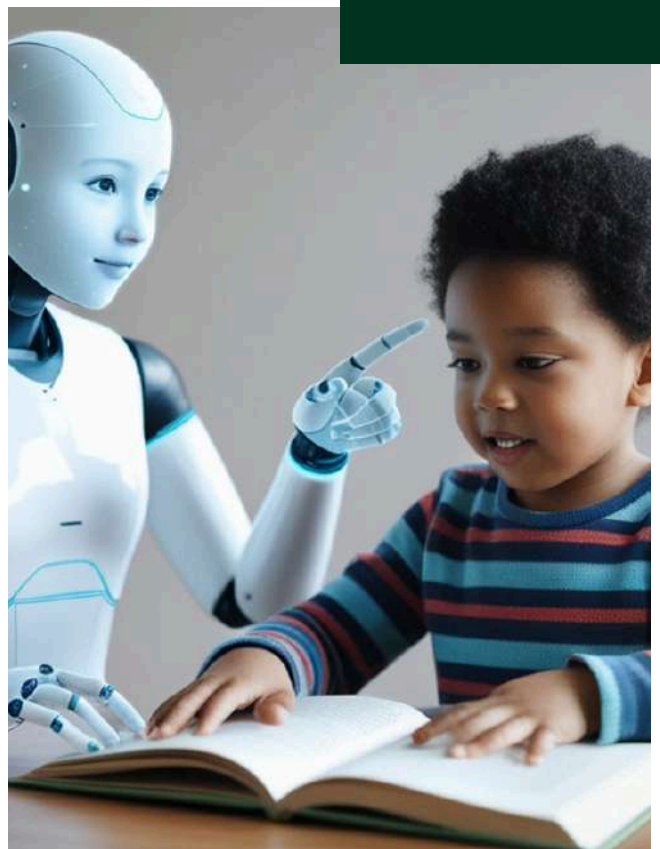


STREET MEDICINE AND AI

- Akido Labs to roll out Scope AI for homeless and housing-insecure patients in the Bay Area
- AI supports outreach workers by generating questions and suggesting diagnoses, tests, and medications
- Doctors review and approve recommendations remotely
- Aim is to save time and help clinicians see more patients
- Addresses a shortage of doctors in shelters and encampments
- Targets a population with poorer health outcomes and shorter life expectancy

WHAT THE RESEARCH SHOWS ABOUT GENERATIVE AI IN TUTORING

- Generative AI is boosting interest in technology-based tutoring
- Traditional tutoring systems relied on rule-based and symbolic AI
- Generative AI overcomes key limitations of these systems
- It replaces rule-based dialogue, feedback, and content creation
- This shift is reshaping tutoring system design and deployment
- AI-enhanced platforms deliver greater value and flexibility



AI ADVANCEMENTS

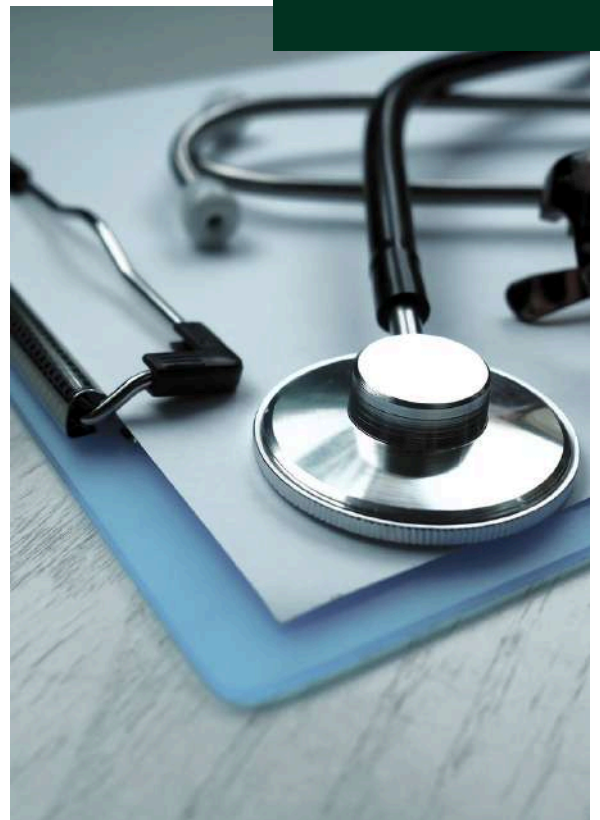


AI, CLIMATE AND RENEWABLES: FROM FORECAST TO ACTION

- AI is reshaping the design and operation of renewable energy infrastructure
- Predictive analytics identify optimal sites for renewable projects
- AI forecasts maintenance needs and reduces asset downtime
- These uses improve system reliability as renewables expand
- AI is becoming an essential technology, not an experimental add-on
- It strengthens the foundation for large-scale clean energy deployment

ADVANCING CARE THROUGH INTELLIGENCE

- AI is driving a major global transformation in healthcare
- It improves care delivery, patient experience, and system management
- AI supports clinical decision-making and personalized wellness guidance
- It enhances rather than replaces human expertise
- AI can analyse large volumes of medical data in seconds
- Data includes images, lab results, and patient histories



AI ADVANCEMENTS



CROPIN UNVEILS AI AGRICULTURE PLATFORM TO REWIRE GLOBAL FOOD SUPPLY CHAINS

- Cropin is launching an AI-first agriculture platform with partners: Google, BCG, Wipro, The Weather Company, Planet Labs
- Goal: unify fragmented food systems using cloud, consulting, satellite, and weather intelligence
- Helps CPG companies, retailers, traders, and food processors manage agricultural and procurement risks
- Builds predictable and resilient supply chains
- Platform offers a plug-and-play AI and Digital Ag-Food Ecosystem
- Addresses data fragmentation, climate risk, supply chain disruptions, and geopolitical uncertainty

INDUSTRY REPORT EXAMINES AI USE ACROSS THE PACKAGING LIFECYCLE

A new industry report from The Consumer Goods Forum's Plastic Waste Coalition of Action finds that artificial intelligence (AI) could play a significant role in advancing packaging circularity across global supply chains.



OPENAI AND ANTHROPIC INTRODUCE HEALTHCARE-FOCUSED AI PLATFORMS

OpenAI launched OpenAI for Healthcare, a HIPAA-compliant platform giving organizations secure, controlled access to ChatGPT, with customer-managed data not used for model training.

DISRUPTIVE TECHNOLOGIES



XHEME INC. DEMONSTRATES BREAKTHROUGH IN BIOPROCESSING INNOVATION, DRIVING HIGHER CELL DENSITY AND BIOLOGICS YIELDS

- Xheme Inc. announces a breakthrough in biopharmaceutical manufacturing
- Uses single-use bioprocessing solutions to improve efficiency
- 1L bioreactor and cell culture media enhance CHO cell density and monoclonal antibody yields
- Products neutralize ROS, protect lipids, and reduce oxidative stress, promoting cellular longevity and protein synthesis
- Offers a pathway to lower biologics manufacturing costs

SONGJI BIOTECH LAUNCHES 1,000-DALTON MARINE PEPTIDES BACKED BY HUALIEN TZU CHI HOSPITAL RESEARCH COLLABORATION

Songji Biotech Enterprise Co., Ltd. (SGBE) has announced the commercial launch of standardized 1,000-Dalton marine collagen peptides, scientifically validated for anti-aging efficacy through a collaborative study with Hualien Tzu Chi Hospital. Derived from sustainable milkfish scales using proprietary enzymatic hydrolysis technology, these low-molecular-weight peptides are engineered to overcome transdermal absorption barriers. SGBE supports the global market through its proprietary brand, Fishelton, and provides comprehensive OEM/ODM services from its ISO 22716 and GMP-certified facilities.



DISRUPTIVE TECHNOLOGIES

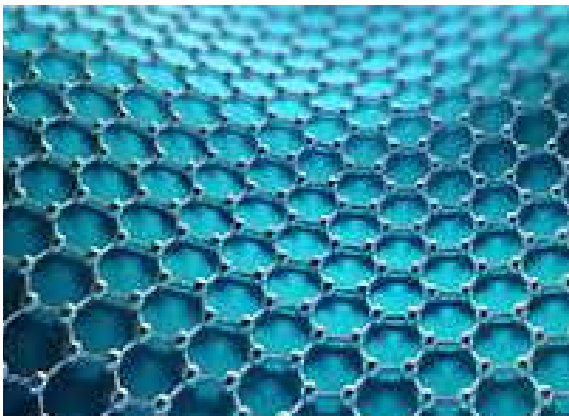
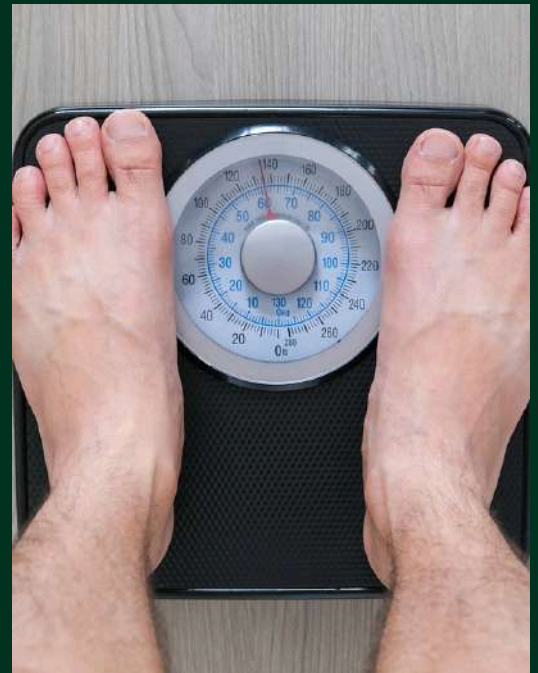


SUB-Q DARATUMUMAB/VRD WINS APPROVAL IN NEWLY DIAGNOSED MULTIPLE MYELOMA

- FDA approves Darzalex Faspro + VRd for newly diagnosed multiple myeloma patients ineligible for stem cell transplant
- Based on CEPHEUS trial
- Efficacy measured by MRD negativity and progression-free survival

ROCHE OBESITY DRUG SHOWS 22.5% WEIGHT LOSS AS IT SEEKS TO CATCH UP WITH LILLY, NOVO

- Roche announces experimental obesity drug CT-388, similar to Eli Lilly's Zepbound
- Phase-II trial showed up to 22.5% weight loss over 48 weeks for full-treatment participants
- Aims to compete with Lilly and Novo Nordisk in the obesity market
- Market projected to reach \$150 billion annually by early 2030s
- Analysts say CT-388's efficacy is comparable to Zepbound



PLAID TECHNOLOGIES LAUNCH STRATEGIC ASSESSMENT OF HIGH-PERFORMANCE GRAPHENE WATER-SHEDDING COATINGS

Plaid Technologies partners with Graphene Nanoworks to develop graphene-based water-shedding coatings for glass and metal, aiming to enhance durability and performance while exploring commercial opportunities in global industrial markets.

DISRUPTIVE TECHNOLOGIES

MANNKIND ANNOUNCES FDA APPROVAL OF UPDATED AFREZZA® LABEL PROVIDING STARTING DOSE GUIDANCE WHEN SWITCHING FROM MULTIPLE DAILY INJECTIONS (MDI) OR INSULIN PUMP MEALTIME THERAPY

The MannKind logo is displayed in a bold, lowercase, magenta-colored sans-serif font.

- MannKind Corporation announces FDA update to Afrezza® prescribing information
- Revises starting mealtime dosage for patients switching from subcutaneous insulin
- Afrezza® is the only ultra rapid-acting inhaled insulin approved for adults with diabetes
- Administered at mealtime via a small inhaler using Technosphere® technology
- Provides ultra-rapid absorption, fast onset, and short duration, mimicking natural insulin response

IP INSIGHTS

ON PHYSICAL AI & ROBOT

WHAT IS PHYSICAL AI & ITS IMPORTANT?

Physical AI lets autonomous systems like cameras, robots, and self-driving cars perceive, understand, reason and perform or orchestrate complex actions in the physical world. To build physical AI, teams need powerful, physics-based simulations that provide a safe, controlled environment for training autonomous machines. This not only enhances the efficiency and accuracy of robots in performing complex tasks but also facilitates more natural interactions between humans and machines, improving accessibility and functionality in real-world applications.

WHAT IS PHYSICAL AI ROBOTS?

Physical AI elevates robots from rigid automation to true autonomy. Enabling them to sense, reason and act in real time helps them perform with greater safety, precision, and adaptability in any environment.



HOW DOES PHYSICAL AI WORK?

Generative AI like GPT and Llama excels at language, visuals, and abstract concepts but lacks understanding of the physical world. Physical AI extends this by interpreting multimodal inputs—images, video, text, speech, or sensor data—to understand spatial relationships and 3D physical behavior, enabling autonomous machines to act on real-world environments.

APPLICATION OF PHYSICAL AI ROBOTS?

- **Autonomous Mobile Robots (AMRs)** in warehouses can navigate complex environments and avoid obstacles, including humans, by using direct feedback from onboard sensors.
- **Manipulators, or robot arms,** can adjust their grasping strength and position based on the pose of objects on a conveyor belt, showcasing both fine and gross motor skills tailored to the object type.
- **Surgical robots** benefit from this technology by learning intricate tasks such as threading needles and performing stitches, highlighting the precision and adaptability of physical AI in training robots for specialized tasks.
- **Humanoid robots**—or general-purpose robots—need both gross and fine motor skills, as well as the ability to perceive, understand, reason, and interact with the physical world, no matter what the given task is.

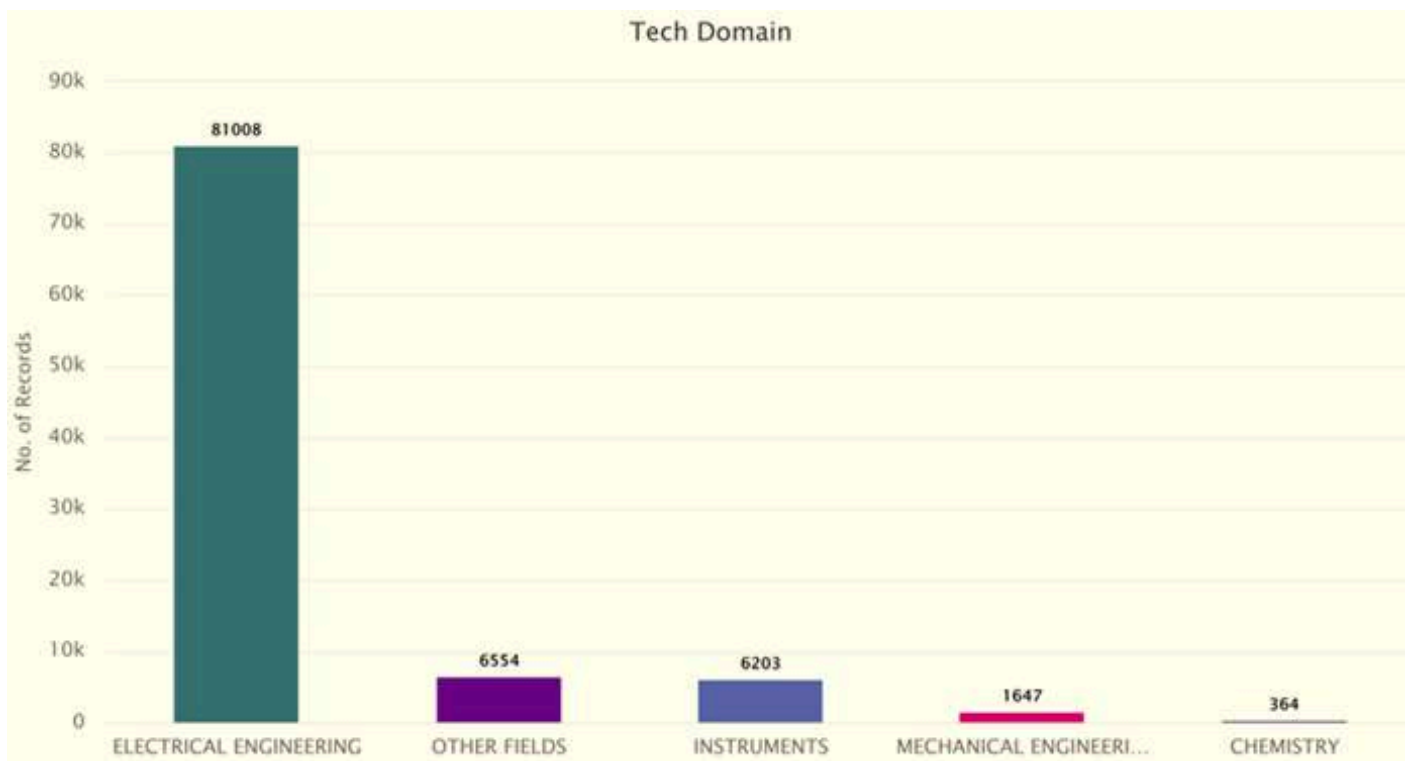
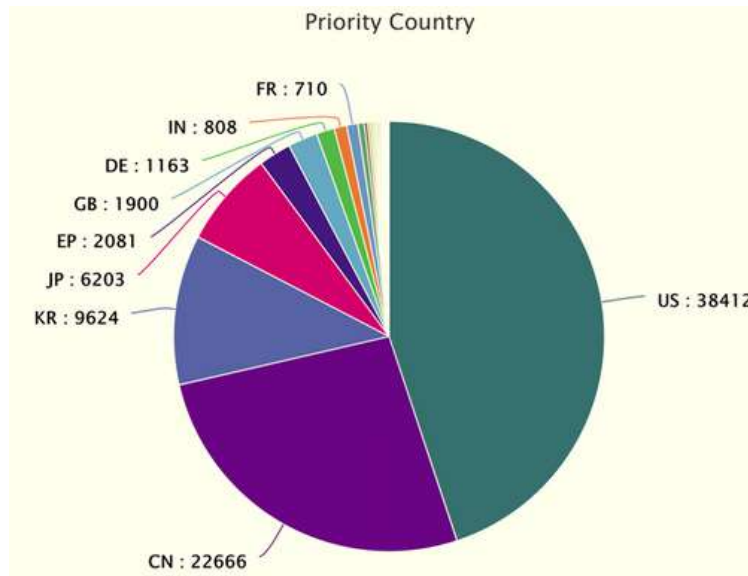
WHAT'S THE ROLE OF REINFORCEMENT LEARNING IN PHYSICAL AI?

Reinforcement learning trains autonomous machines in simulated environments, letting them learn safely through trial and error. By rewarding successful actions, the AI continuously adapts, eventually handling new situations and developing fine motor skills needed for real-world tasks like packing, assembling, or navigating independently.

IP INSIGHTS

ON PHYSICAL AI & ROBOT

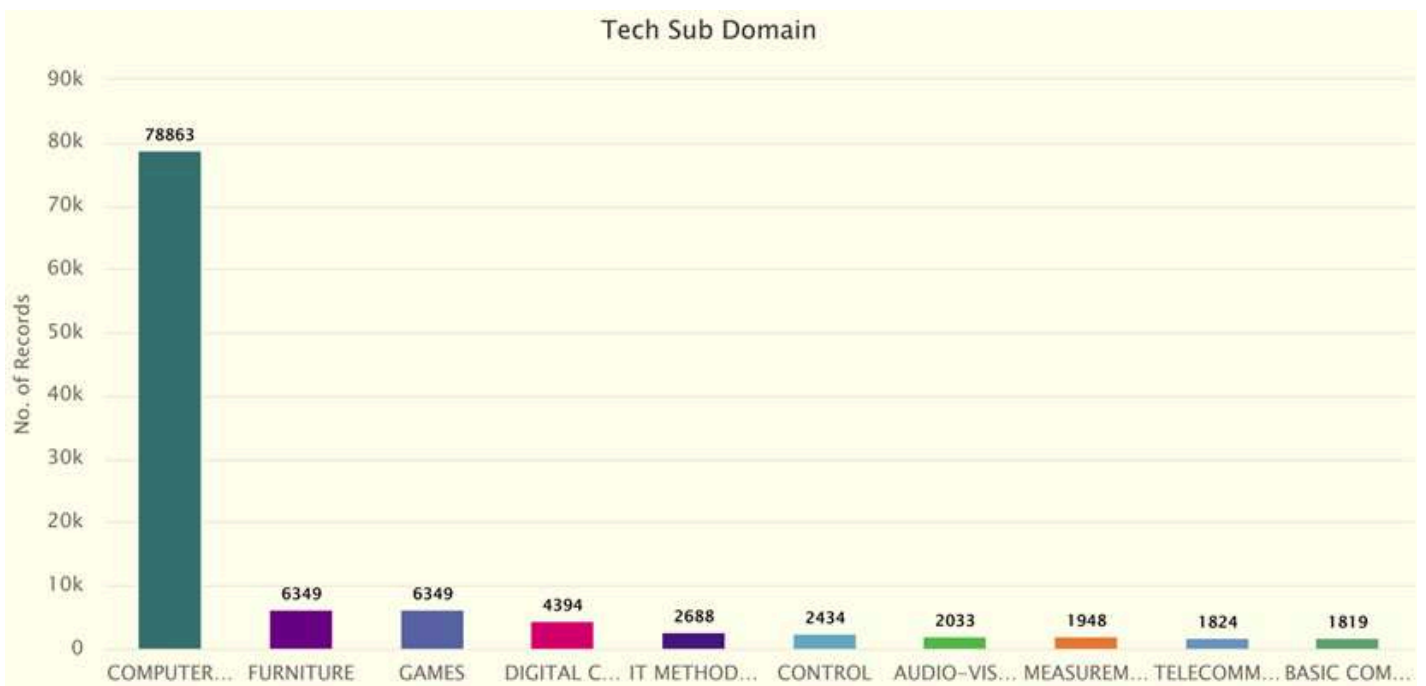
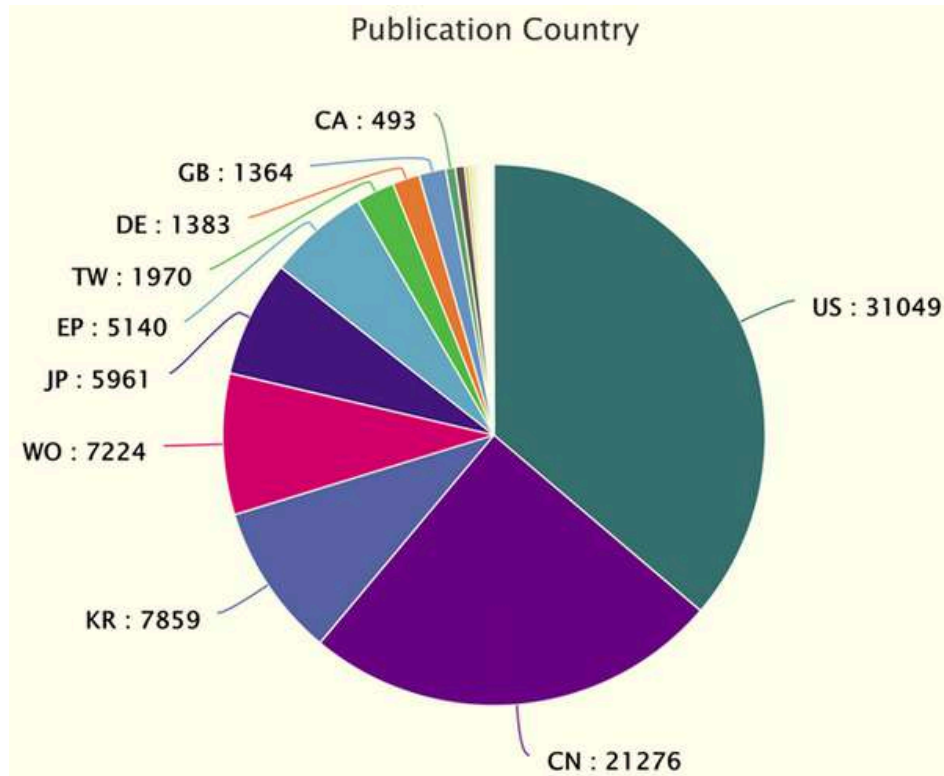
PATENT TRENDS ON PHYSICAL AI & ROBOT



IP INSIGHTS

ON PHYSICAL AI & ROBOT

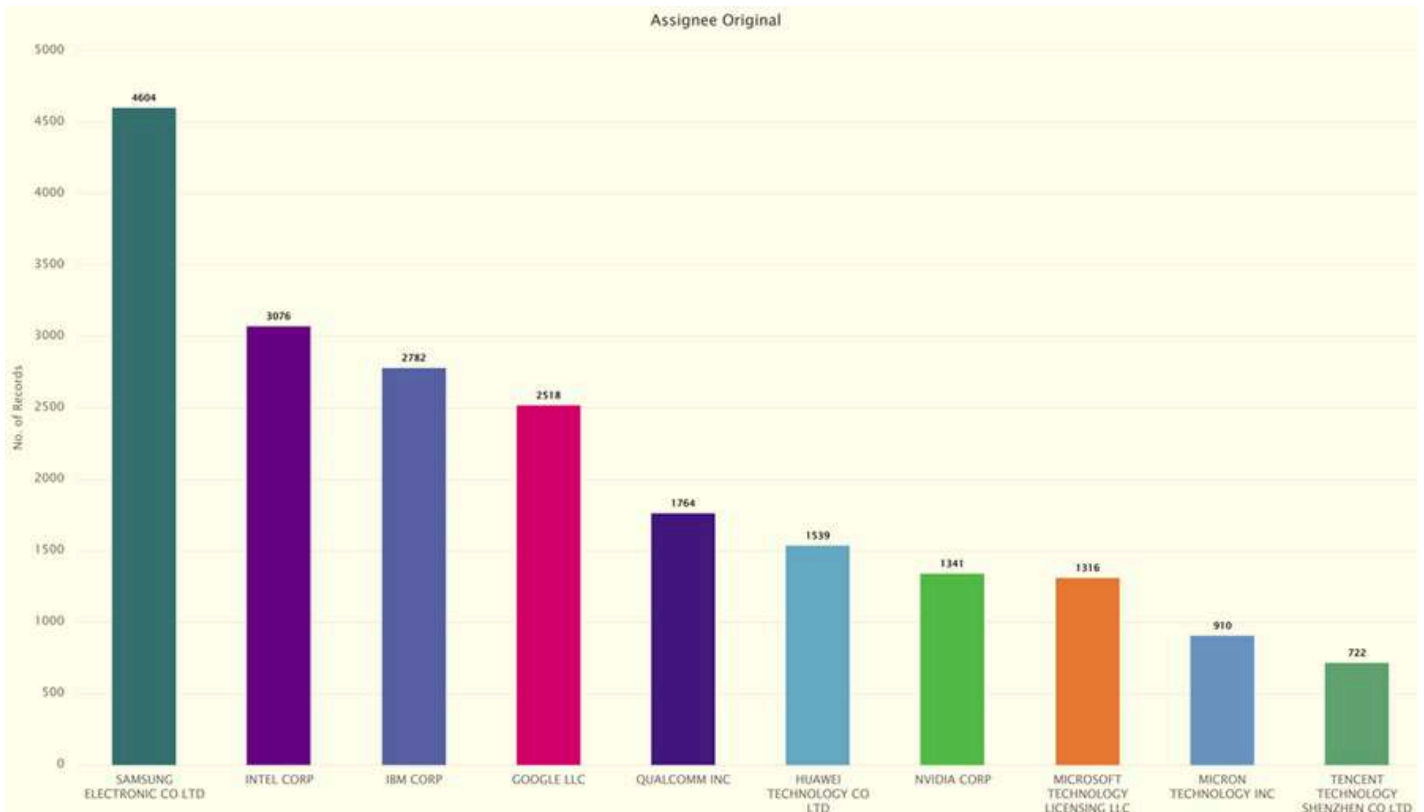
PATENT TRENDS ON PHYSICAL AI & ROBOT



IP INSIGHTS

ON PHYSICAL AI & ROBOT

PATENT TRENDS ON PHYSICAL AI & ROBOT



- SAMSUNG ELECTRONICS & SEOUL NAT UNIV R&DB FOUNDATION, discloses method includes reordering a plurality of filters, then based on a result of the reordering, compressing weights, among a plurality of weights of the plurality of filters, resulting in some of the plurality of weights being uncompressed weights, generating a plurality of operation unit maps by mapping the uncompressed weights to respective operation units according to a predetermined bulk unit, and mapping the plurality of operation unit maps to an array.
- INTEL CORP, discloses a graphics processor comprising a memory device and a graphics processing cluster coupled with the memory device. The graphics processing cluster includes a plurality of graphics multiprocessors interconnected via a data interconnect. A graphics multiprocessor includes circuitry configured to load a modular neural network including a plurality of subnetworks, each of the plurality of subnetworks trained to perform a computer vision operation on a separate subject.

IP NEWS

USPTO TO LAUNCH SPARK PILOT PROGRAM TO STRENGTHEN U.S. STANDARDS DEVELOPMENT LEADERSHIP

UNITED STATES
PATENT AND TRADEMARK OFFICE



- USPTO launches the SPARK Pilot Program to boost participation of U.S. small businesses, universities, and non-profits in standards development organizations (SDOs)
- Technical standards impact telecom, AI, manufacturing, and cybersecurity, but smaller entities often lack resources to participate
- SPARK offers acceleration certificates to eligible entities contributing to SDO activities
- Certificates can expedite patent application or PTAB appeal examination, offsetting time and resource investments
- First initiative under the SEP Working Group, aimed at strengthening the U.S. patent system and fostering innovation
- Eligibility and application details to be announced at pilot launch

META, ESSILORLUXOTTICA SUED OVER SMARTGLASSES TECHNOLOGY



- Meta Platforms and EssilorLuxottica sued by Solos Technology in U.S. court for alleged smartglasses patent infringement
- Lawsuit claims Meta and EssilorLuxottica copied Solos' audio, sensing, processing, and other smartglasses technologies
- Meta's collaborations with Ray-Ban and Oakley allegedly infringe five patents
- Solos seeks billions in damages and court orders to block the products
- Solos, based in Cambridge, MA, spun off from Kopin Corp in 2019
- Lawsuit alleges Meta studied Solos' products and patents before launching its smartglasses in 2021

LEGAL TECH FIRM CLIO HIT WITH COUNTERSUIT IN ALEXI TRADE SECRETS CASE



- Alexi files counterclaims against Fastcase and parent Clio, accusing them of a baseless trade secrets lawsuit to eliminate AI-legal research competition
- Alexi alleges Clio's acquisition of Fastcase was used to dominate the market and breach a contract giving Alexi rights to Fastcase's legal research library
- Claims lawsuit caused customer cancellations, investor hesitation and layoffs of two-thirds of staff
- Alexi seeks damages and a court order requiring Clio to license Fastcase database on non-discriminatory terms
- Clio denies allegations, calling them baseless and asserting Alexi misused Fastcase data

IP NEWS

US PATENT OFFICE UPHOLDS FIRST SOLAR'S PATENTS AGAINST THIRD-PARTY CHALLENGES



- USPTO director rejected three challenges to First Solar's solar cell patents
- Challenges were filed in 2025 by JinkoSolar, Mundra Solar, and Canadian Solar and denied on Nov 20, Dec 11, and Dec 18
- First Solar has ongoing U.S. patent infringement lawsuits against all three companies
- TOPCon technology surpasses crystalline silicon in efficiency
- First Solar obtained U.S. and international TOPCon patents via its 2013 TetraSun acquisition

IP NEWS

BECKHAM FAMILY TENSIONS PUT SPOTLIGHT ON CELEBRITY TRADEMARK DISPUTES



- Brooklyn Beckham sparked attention with an Instagram outburst against David and Victoria Beckham, highlighting celebrity trademark protections
- The Beckham children's names are registered trademarks in the UK, owned by Victoria as parent/guardian
- Brooklyn's trademark (2016, age 17) covers beauty, cosmetics, clothing, toys, entertainment, and expires this December
- The Beckhams' family business stems from David's football career and Victoria's music and fashion ventures
- Victoria launched her fashion label (2008) and beauty brand (2019), with both parents licensing their names for multiple products
- Children—Brooklyn, Romeo, Cruz, Harper Seven—appear in fashion shows and brand collaborations, with Brooklyn and Romeo already partnering with brands

IP NEWS

PATAGONIA SUES DRAG QUEEN PATTIE GONIA FOR TRADEMARK INFRINGEMENT



- Patagonia sued drag queen and environmental activist Pattie Gonia (Wyn Wiley) for trademark infringement in California federal court
- Claim: the Pattie Gonia name on clothing and services could confuse consumers with Patagonia's brand
- Alleged overlaps include motivational speaking on environmental sustainability and organizing hiking events
- Wiley previously agreed in 2022 not to use Pattie Gonia on products or mimic Patagonia branding
- Patagonia emphasized support for Wiley's career if it respects their intellectual property
- Wiley has partnered with outdoor brands like REI, The North Face, and Backcountry

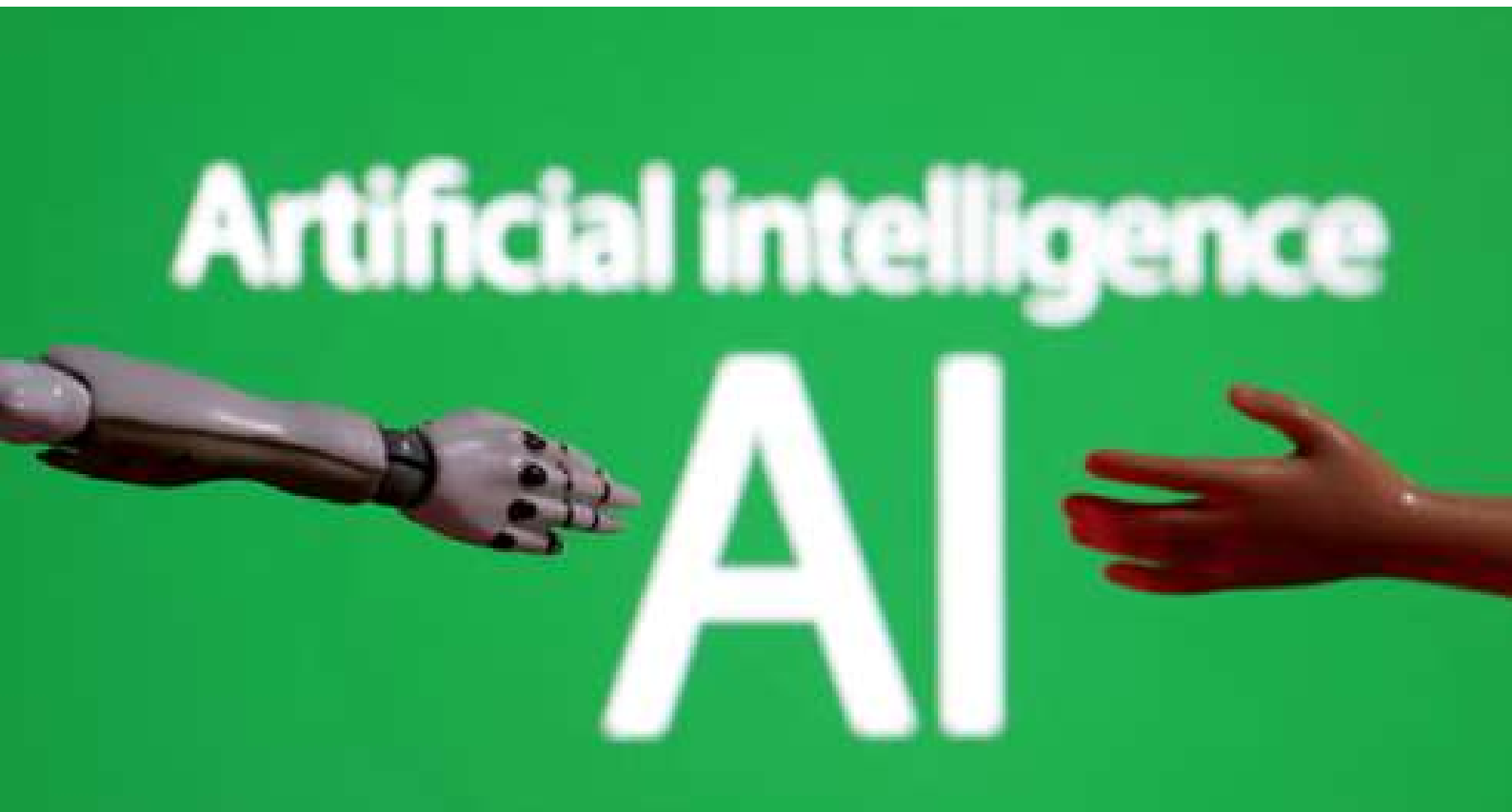
US SUPREME COURT TO HEAR 'SKINNY LABEL' PATENT FIGHT INVOLVING AMARIN



- U.S. Supreme Court will hear a patent dispute over Amarin Pharma's Vascepa and its impact on generic drug "skinny labels"
- Case involves Hikma, appealing a lower court ruling allowing Amarin to sue for encouraging generic use that infringed patents
- Vascepa, derived from fish oil, lowers bad cholesterol and cardiovascular risk; it's Amarin's only product, earning \$228.6M in 2024
- FDA initially approved Vascepa for severe hypertriglyceridemia (2012), later expanding uses in 2019
- Skinny labels let generics omit patented uses to avoid lawsuits; Hikma's generic was approved only for hypertriglyceridemia

IP NEWS

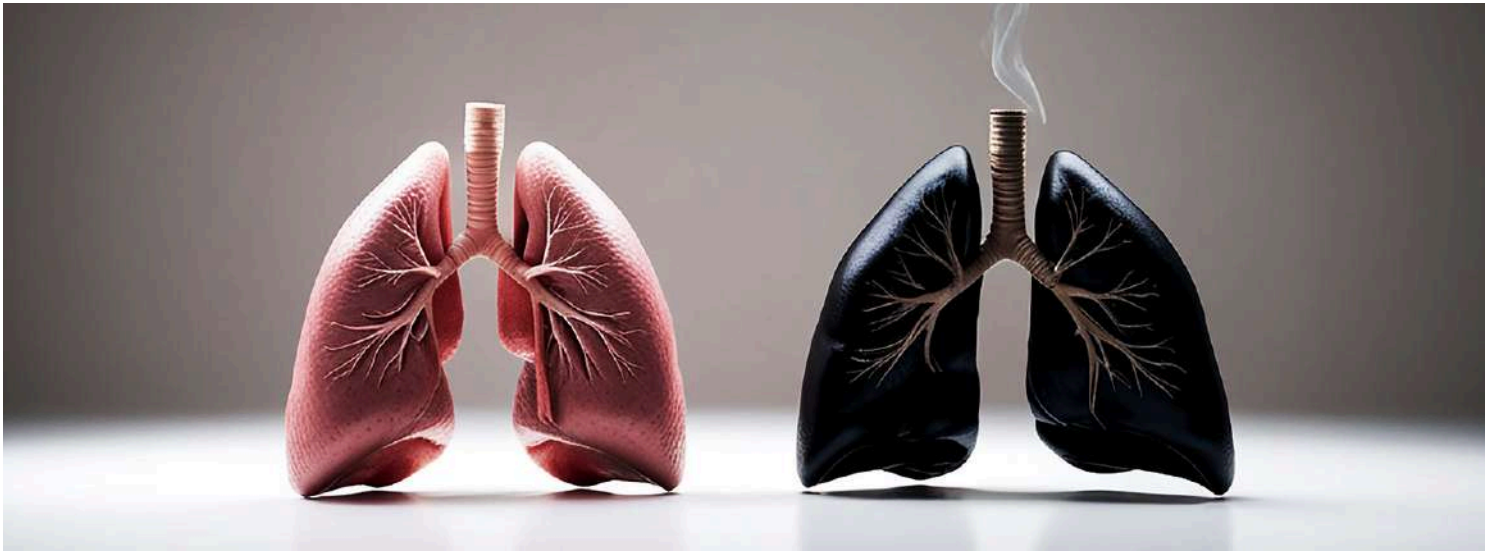
THE EVOLVING AND EXPANDING ROLE OF AI IN US PATENT LITIGATION



- Artificial intelligence (AI) is transforming patent litigation in the U.S. by boosting efficiency, accuracy, and strategic decision-making.
- Discovery and legal research: AI accelerates e-discovery, scanning millions of documents in hours, streamlining privilege reviews, and identifying key facts and evidence beyond simple keyword searches, significantly reducing attorney workload and costs.
- Prior art searches and invalidity contentions: AI rapidly searches global repositories, including non-patent literature and foreign-language documents, uncovering conceptually similar materials that humans might miss.
- By handling labor-intensive tasks under attorney oversight, AI frees legal professionals to focus on higher-value work while reducing errors and costs.

TECHNOLOGY THEMES

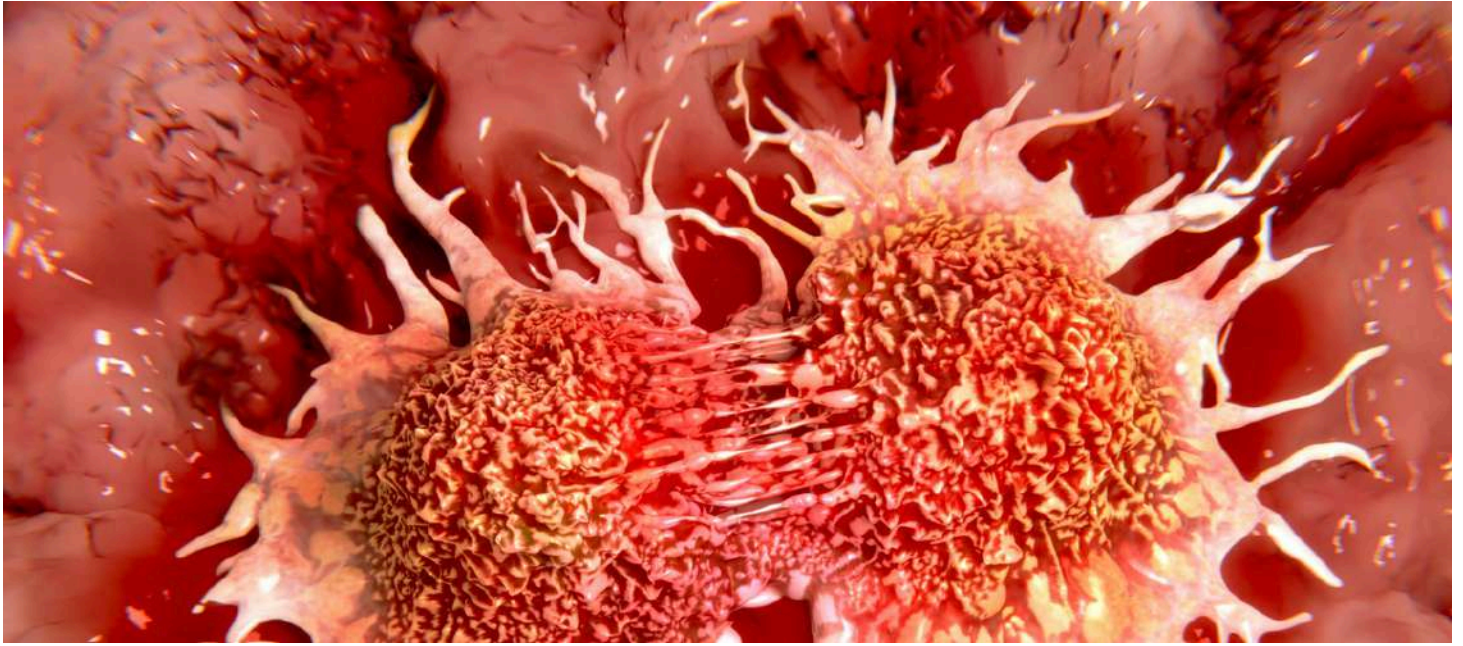
AI AND ROBOTIC TOOLS TO DETECT AND DIAGNOSE LUNG CANCER



NHS ENGLAND TO TRIAL AI AND ROBOTIC TOOLS TO DETECT AND DIAGNOSE LUNG CANCER

- NHS England to trial AI and robot-assisted care to speed up lung cancer detection and diagnosis
- Focus on lung cancer, the UK's deadliest cancer
- Trial taking place at Guy's and St Thomas' NHS Trust, London
- AI software analyses lung scans to flag tiny nodules (as small as 6mm) likely to be cancerous
- Robotic camera and tools guide precise biopsies deep inside the lung
- Enables earlier diagnosis, faster treatment and improved survival chances
- May replace weeks of repeat scans with a single 30-minute biopsy

TECHNOLOGY THEMES



NEW NHS CANCER TEST USING AI AND ROBOTS OFFERS 'GLIMPSE OF THE FUTURE'

- NHS launches a pilot combining AI and robotic technology to speed up lung cancer diagnosis
- Project described as “a glimpse of the future of cancer detection”
- Led by Guy’s and St Thomas’ NHS Foundation Trust
- AI software analyses lung scans to flag suspicious areas
- Robotic catheter inserted via the throat to take biopsies of lung nodules
- Technology can reach nodules as small as 6mm, often hidden deep in the lung
- Aims to detect nodules that may otherwise go unnoticed during screening
- Could replace weeks of repeat scans and invasive tests with one targeted procedure
- Health Secretary Wes Streeting says it will help catch cancer earlier
- Prof Peter Johnson says the pilot will reduce patient stress and deliver faster, more accurate biopsies
- Expected to improve early diagnosis of one of the UK’s deadliest cancers

GLANCE @EFFECTUAL



A Proud Moment for Effectual Services

We are delighted to share that our esteemed leader, **Dr. Amit Goel, has been recognized in the IAM 300 – 2026 listing**, a prestigious global acknowledgment reserved for the world's leading IP strategists. This accomplishment reflects not only Dr. Goel's exceptional vision and dedication but also underscores the depth of expertise and innovation that defines our organization in the field of Intellectual Property.

Dr. Amit Goel's recognition is a testament to his unwavering commitment to excellence, his strategic leadership and the transformative impact he continues to create within the IP landscape. His guidance has played a pivotal role in strengthening our capabilities, elevating our global presence and consistently driving high-value outcomes for our clients and partners.

Congratulations, Dr. Amit Goel, on this well-deserved achievement. We extend our heartfelt appreciation for the brilliant work you do and for inspiring all of us to pursue the highest standards of professional excellence. Your recognition brings pride to the entire team at Effectual and reinforces our collective pursuit of leadership in the IP domain.


GLANCE @EFFECTUAL



9TH

GLA

GLOBAL ARBITRATION & LITIGATION CONFERENCE **BANGKOK, THAILAND 2026**

 23rd – 24th April' 2026

 Asawin Grand Convention Hotel

We are very happy to announce our upcoming flagship event, the 9th GLA Global Arbitration & Litigation Conference 2026 Bangkok, Thailand Edition, scheduled for **23rd – 24th April, 2026**. This conference is expected to bring together 275+ IP professionals, including:

- Head of IP
- IP Counsels
- Head of Litigation
- General Counsels
- Litigation Managers
- Arbitration Heads
- ADR Professionals
- Chief Dispute Resolution Officers
- Risk & Compliance Professionals
- Data Privacy Managers
- Legal Attorneys
- Directors/Partners of Law Firms and other key service providers.



275+
ATTENDEES



70+
SPEAKERS



15+
EXHIBITORS



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