



# DLA PIPER GLOBAL TECHNOLOGY SUMMIT



**Patrick Giblin**

Founder  
*451 Degrees*

 @patgiblin

 patgiblin

Patrick Giblin is the founder of 451 Degrees, which began as a consulting business for new technologies and business methods revolving around the Internet as they related to media company agendas.

With 451 Degrees, Patrick has partnered with and worked for an array of companies, among them Univision, Telemundo, UPN, Fox, NBC, Cox Media, IBM Watson, IBM Advertising, Advangelist Ad Delivery Network, the San Diego Union Tribune, Hard Rock Hotel and world-leading games and entertainment publisher IGN.

Patrick is the inventor of Graffiti, the patented, GDPR-compliant SaaS of 451 Degrees. Graffiti uses artificial intelligence, machine learning and natural learning processes (AI, ML and NLP) to turn comments and reviews into better search terms, content recommendation, product recommendation and ad tech keywords on any article, product, image, video or music file.

Patrick currently holds five US patents issued protecting intellectual property around Graffiti's innovative technology: US 8,055,688; US 8,126,963; US 8,543,622; US 8,930,414 and US 9,471,677.

[www.dlapipertechsummit.com](http://www.dlapipertechsummit.com)