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2024 IP Outlook Research

Beyond the Hype: How Technology is Transforming IP

An industry benchmarking report on AI in IP, IP management priorities, and emerging trends.



Technology provides IP professionals with crucial opportunities to drive down costs and achieve strategic oversight and control, but what does the rise of artificial intelligence (AI) mean for our sector?

In an increasingly tech-driven field, IP professionals require industry insights and benchmarking data to help inform their IP portfolio management strategies and investments for the years ahead. Questel's IP Outlook Research launched in March 2024 with the objective of helping IP departments, service providers, and industry stakeholders benchmark their approach to evolution in the IP profession. We wanted to understand the impact of emerging technologies on IP owners and law firms, their most pressing challenges, and the support they need to succeed in the coming years.

Benchmarking an Industry

Over two months, we consulted more than 500 IP professionals around the globe about a series of topics, including their views on AI, their IP management priorities for the next five years, where they would like to see industry-wide developments, and how IP service and technology providers can improve their offerings to best serve their needs. The results of our research are captured in this report, which we hope you will find a helpful benchmarking tool. If you have any questions or would like to discuss any of the findings in this report, please get in touch at questel.com/contact.

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Research Highlights and Major Talking Points

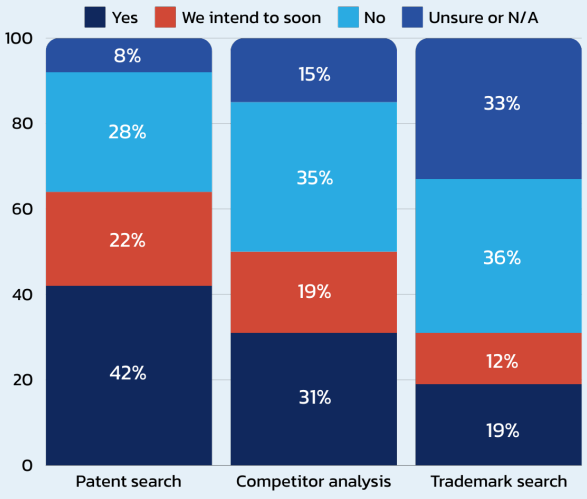
Part 1: AI and IP

62%

of organizations are quite or very **enthusiastic about AI**; only 11% say they are quite or very reluctant or risk-averse (see page 6).

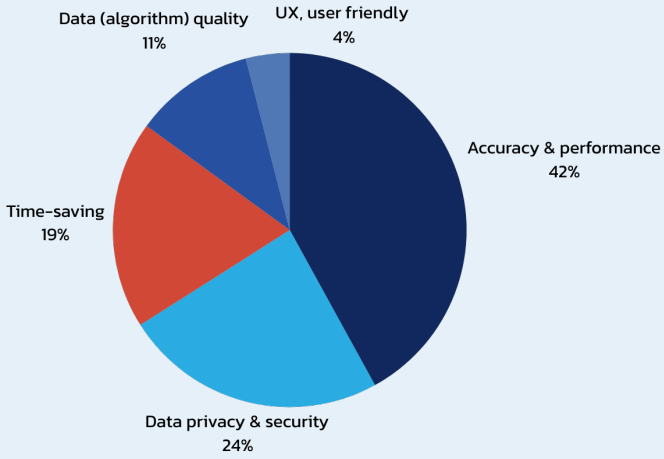
- AI is already influencing **supplier selection** for specific IP services (top 5):
  1. IP Search & Watch (59%)
  2. IP Landscape Analysis (46%)
  3. IP Management Software (31%)
  4. Online Brand Protection (26%)
  5. IP Administrative Services (23%)

- The **top three areas for AI adoption** are:



- **Generative AI** tools are also rising in prominence, with infringement identification (40%), trademark and design search (36%), and patent drafting (32%) considered the three most promising opportunities (see page 8).

- **Accuracy & performance** (42%) is the most important factor informing purchase decisions for AI features:



- Even among those who do not currently consider AI when selecting their partners, the majority (78%) expect they will do so in the next five years (see page 10).

30%

compound annual growth rate (CAGR) in **AI-related patent filings** over the last decade. Turn to page 11 to find out what patent-filing data reveals about the future of innovation in the IP sector.

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Part 2: Current Challenges

Technology

- 38% of respondents are very happy with their current IP technologies, but this satisfaction is not shared across the board:

  32% are frustrated that their IP technology is **not integrated** with other business tools, 22% say their IP technology has **fallen out of date** compared to rival systems or is simply **too slow or complex to use**, and 21% say they have **too many separate IP tools** but are locked into long-term use with their current service/software provider.

Pressing Concerns

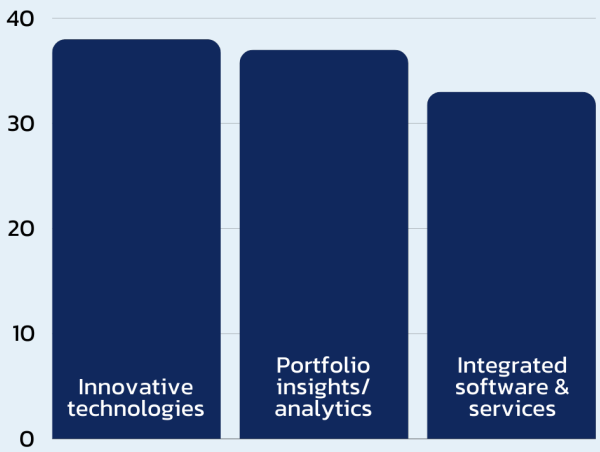
- 63% of respondents highlighted the **total cost of IP management and ownership** as their most pressing challenge, followed by **global portfolio control and oversight** (49%) and **budget** pressures (48%).

- When asked what internal support they needed to overcome these challenges, **investment in IP technology** (including business intelligence tools) and **improved IP awareness** emerged top (see page 17).

51%

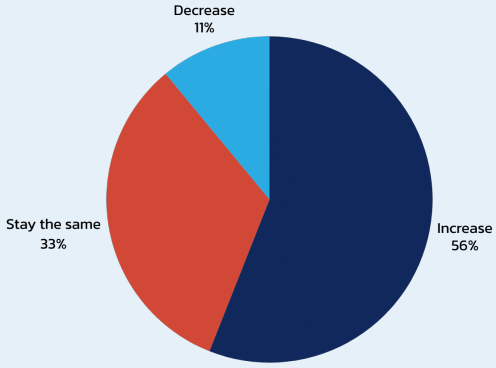
of in-house IP professionals struggle to communicate the value of IP internally.

- Externally, their top three needs from IP service providers are:



Part 3: Looking Forward

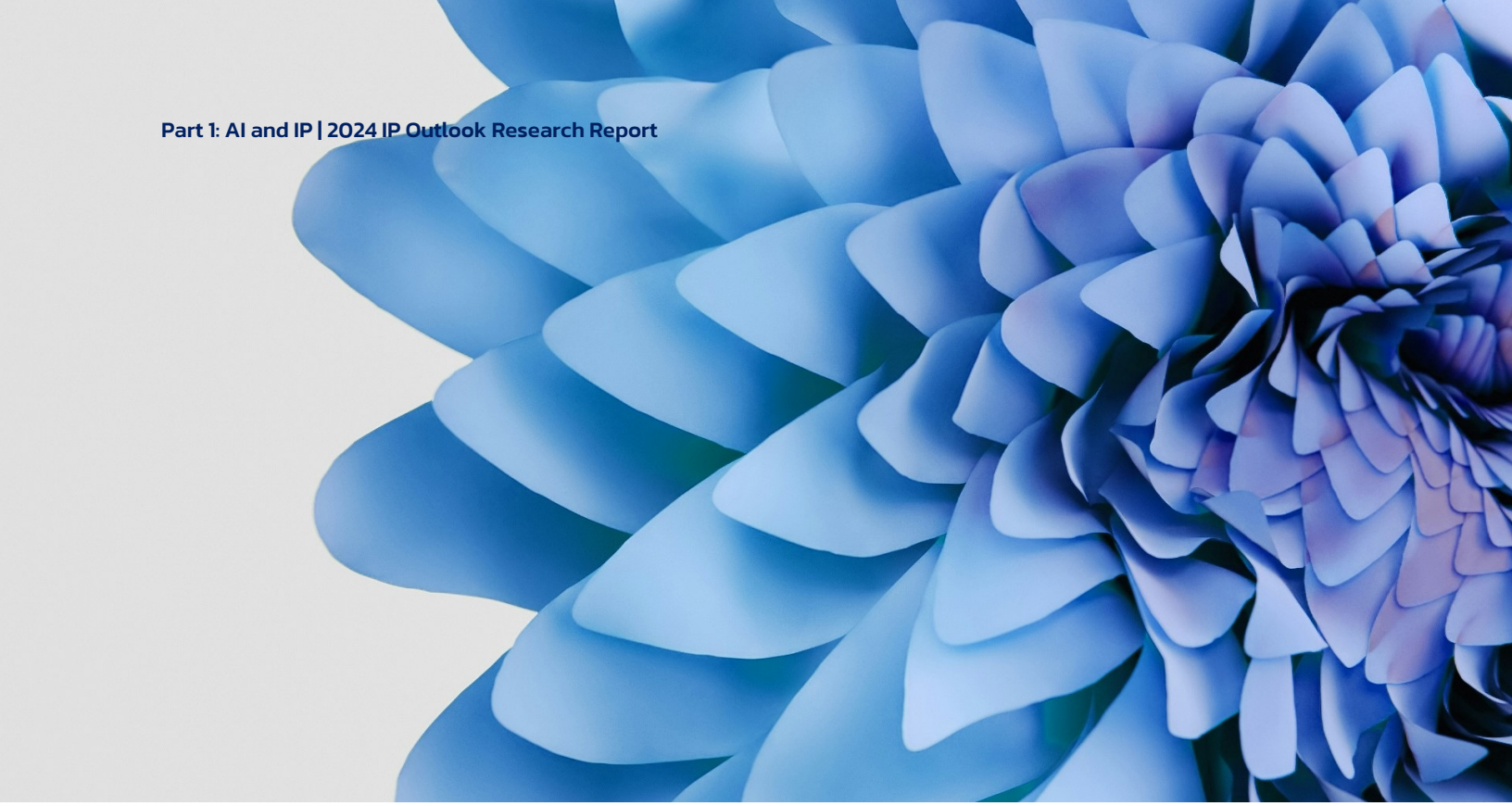
- 56% expect their IP budget to **increase** in the next five years.



- Competitor intelligence, IP portfolio consolidation, licensing/monetization, and IP filings are rising up strategic agendas (see page 19).

- Alongside their calls for innovation, IP professionals most want to see **increased efficiency** in IP administrative processes and **cost reductions** from suppliers (see page 20).

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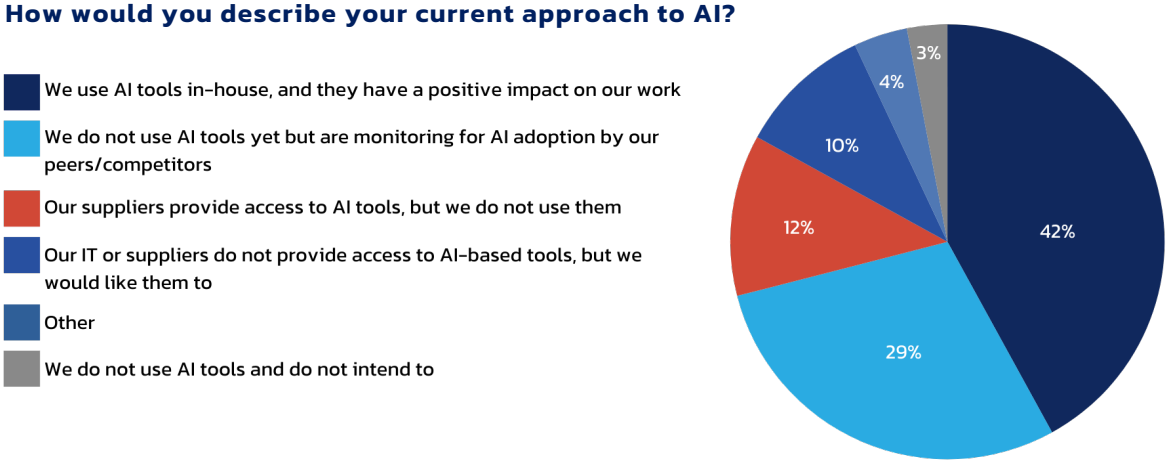
Part 1: AI and IP

An Industry on the Cusp of Change?

Our research reveals that the IP and legal sector is not only enthusiastic about the potential of artificial intelligence (AI) to streamline routine tasks but is also becoming impatient for new and more sophisticated AI-driven tools.

While a small percentage (3%) of participants in our 2024 IP Industry Outlook Research indicated a long-term resistance to using AI tools for IP (see page 6), the vast majority (42%) have already embraced some AI capabilities in their IP departments or practices or would ideally like to do so (10%). A further 29% are preparing by monitoring for AI adoption by their peers or competitors first.

How would you describe your current approach to AI?



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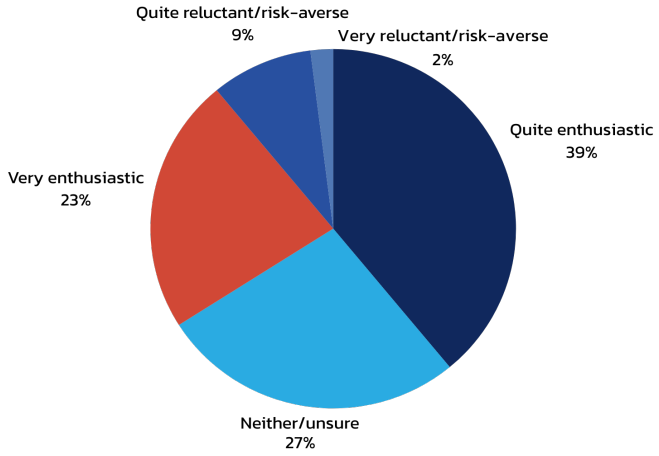
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Our findings suggest that IP professionals have been broadly won over by the ability of AI-based technologies to streamline and enhance highly administrative IP tasks. Now, they are attracted to the potential of the next generation of AI—in particular, "Generative" AI (GenAI)—to optimize data-intensive IP tasks, from information gathering to the creation of reports, analysis, and even first drafts of patent applications (see page 8).

Laying the Groundwork

Those most enthusiastic about AI-based tools also reported a high level of enthusiasm acros their organizations, with many of the senior IP professionals we interviewed individually for this report all sharing one common characteristic. Their companies had set up internal AI taskforces or nominated "AI champions" 12, 18, or even 24 months before we spoke to them in April 2024.

How would you describe your organization's appetite for AI?



Most large organizations already have internal policies related to the use of AI, including ring-fenced versions of ChatGPT to uphold privacy, confidentiality, and data control. For many, the very process of investigating and then installing such policies and systems within their organizations has turned the "hype" of AI into a day-to-day reality.

> ***"It's important to be on top of what is happening, especially on cross-departmental issues, such as AI.***
> **Nigar Kirimova**
> **Trademark Attorney, Essity**

As Nigar Kirimova, Trademark Attorney at leading global hygiene and health company Essity, shares: "It's important to be on top of what is happening, especially on cross-departmental issues, such as AI. For example, we have several initiatives in parallel with the marketing department right now looking at potential uses of Generative AI and what they mean from a legal, IP, and security standpoint. Our role is to understand the opportunities, not to be a showstopper."

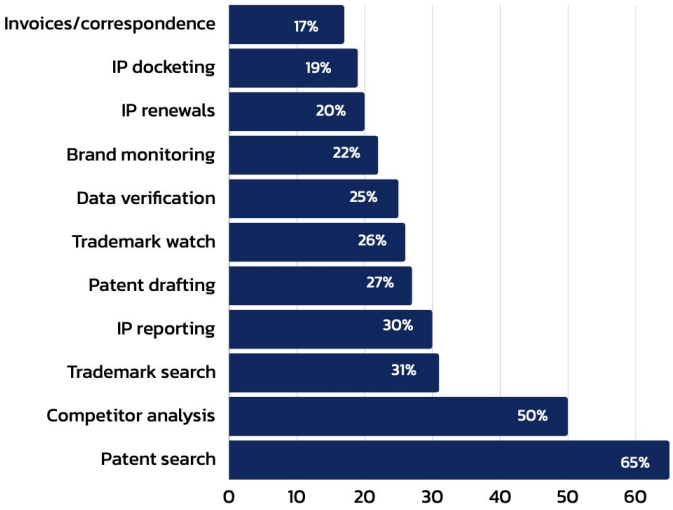
Embracing AI for IP

Driven by the need to "adapt to the market to stay ahead of the competition," both law firms and in-house IP departments shared that they are currently testing or actively using AI in

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various IP settings, from patent search (65%) to invoice/correspondence management (17%).

Where do you use AI-based tools today or plan to use them in the near future?



- Due to financial pressures and a shortage of trained resources (see Part 2), many IP professionals we spoke to are looking to AI to "intelligently automate some of the tasks that will remove our dependency on people."
- Some are optimistic about the ability of GenAI to take the "technique" out of existing IP tools so that you can simply "ask" an interface or AI assistant to "provide information about your portfolio, case law, or search conflicts in the way that you might "Google" a more general topic in daily life.
- Many are excited about the potential of AI to revolutionize how in-house departments manage their IP portfolios and suppliers, including by enabling them to take some of the work—and "responsibility"—they currently outsource to external legal advisors back in-house.
- A subset of respondents feared being left behind the technology curve due to a lack of IT resources in their organizations or little management support.
- Others shared that while they were willing to explore AI tools for IP, the costs associated with AI capabilities today "are a dampener" and "IP-related AI products are not there yet in terms of accuracy."

> "IP is a sweet spot for AI, with real efficiency gains to be achieved. Moving forward, we expect AI to deliver incredible support for complex and repetitive IP docketing tasks, help safeguard and analyze assets, and create reports and drafts with GenAI."
>
> ***Benoit Chevalier, Patent Product Strategy Director, Questel***

Understanding AI's Potential

However, even those who said they were skeptical about the potential of AI to deliver benefits today say they expect the role of AI to increase in the next 3-5 years, as AI tools become more sophisticated and a new, more "AI-savvy" generation enters the profession.

"I think the real game changer will be when third parties are able to provide safe, secure, easy-to-use GenAI systems for IP," says Alessandro Cimaschi, Senior Legal Counsel at telecommunications company Orange.

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From Data Analysis to Generative Algorithms

The IP professionals we interviewed for this report distinguished between the AI algorithms used for data and workflow automation and "more sophisticated" forms of GenAI that could harness machine learning to generate data, images, and first drafts of legal advice.

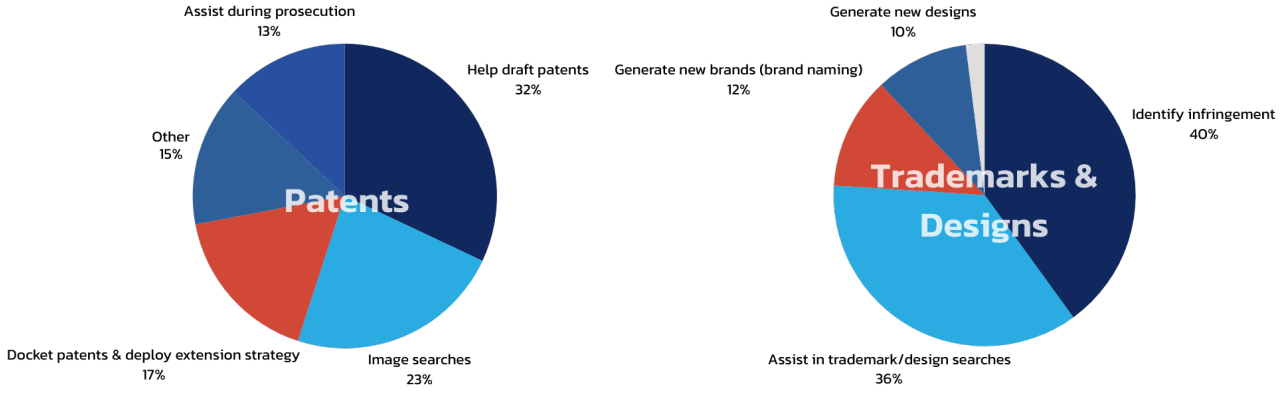
While the first types of AI algorithms remain vital for helping IP professionals perform specific tasks efficiently—whether risk assessments, data verification, or task automation—they rely on pattern recognition and predefined rules. In comparison, generative models utilize more complex techniques—such as neural networks, genetic algorithms, and natural language processing—to autonomously create realistic and novel content, offering significant "productivity improvements" to IP professionals, including by mimicking the style and tone of "human" interactions to create a first draft of letters, applications, and even legal advice.

> ***Once GenAI solutions for IP gain trust, they will quickly become the norm.***
> **Alessandro Cimaschi**
> **Senior Legal Counsel, Orange**

AI-powered Assistance

What if you could ask an "AI assistant" to generate a ready-to-file description from your patent claims? How about a tool that could quickly check (or create) brand names and logos by searching Registry databases and considering actual use, meaning, and case law in the process? What if you could retrieve all relevant prior art or evidence of trademark use simply by "asking" your IP system? GenAI-powered systems are already pushing the boundaries of AI in IP, opening up new possibilities and applications in various fields—and many IP professionals are eager for more.

Where would you most like to use GenAI tools?



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"The space is there for transformation," adds Cimaschi. "There probably needs to be a kind of a shift, perhaps generational, to see significant changes in the way AI is adopted."

By preparing, including upskilling now, IP professionals felt they would be in a better place to maximize the effectiveness of AI in IP.

Keeping the "Human" in AI

Most IP professionals we spoke to emphasized the importance of human oversight even as AI becomes more sophisticated. As the trademark counsel at a multinational chemical company explains: "We are open to the use of AI but for specific tasks only for the time being. AI will never replace attorneys; however, AI could be of good assistance in the attorney's job."

> ***AI won't replace IP professionals but will provide IP professionals who know how to use it with distinct advantages.***
> **Etienne Sanz de Acedo**
> **CEO, INTA—The Business of IP**

"As people with legal backgrounds, we are very reluctant to 100% trust what the machine does," agrees Essity's Kirimova. "A lot of cool things are happening with machine learning, and I would like to use AI more to simplify, let's say, repetitive work. But, if a machine sends me a report, I will 100% still doublecheck the results."

For many, there are ethical as well as accuracy concerns to overcome. "We need to be careful and systematically check the results for privacy, safety, and respect for others' IP rights, as well as accuracy," cautions the IP counsel at the multinational chemical company.

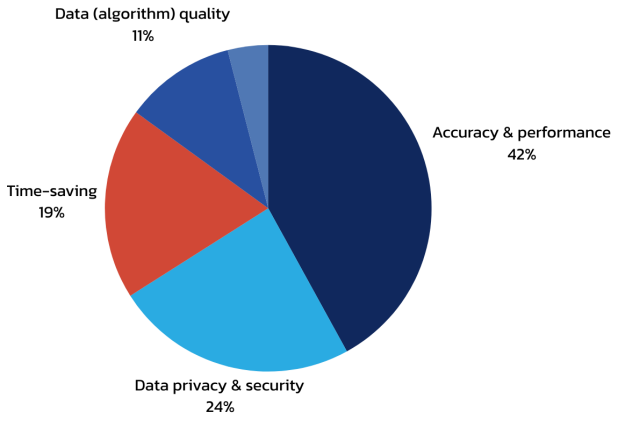
Preparing for an AI-Elevated Future

However, while human intervention is expected to remain central to the efficacy of AI-based tools, our research suggests not only a cautious optimism that AI will be transformational for the IP profession but also an eagerness to apply these technologies across a wide variety of IP tasks.

Many IP professionals are already selecting suppliers based on investment into AI-related research and development, including for the following services (top 6):

1. IP Search & Watch (59%)
2. IP Landscape Analysis (46%)
3. IP Management Software (31%)
4. Online Brand Protection (26%)
5. IP Administrative Services (23%)
6. External Legal Support (23%).

What drives your decision to purchase an AI-based tool?

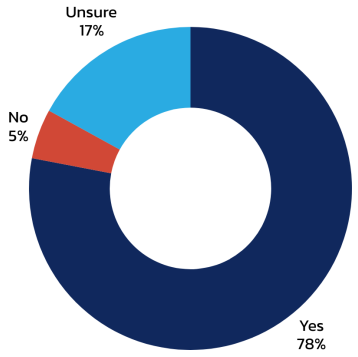


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When deciding which AI feature to buy, accuracy & performance (42%) is by far the most important factor for IP professionals, followed by data privacy & security (25%) and the ability to save IP professionals time (19%).

Even among those who do not currently consider AI when selecting their partners, the majority (78%) expect that they will do so in the next five years:

:



Future regulation to control the use of AI is already on IP professionals' minds, with many referencing the regulatory frameworks and patent and trademark office guidance emerging in the EU, US, and elsewhere. As Essity's Kirimova explains: "This field will change quickly, and our IP rights will need to be aligned with the legislation and AI regulations that emerge in the coming years."

Others discussed the need to protect the human creativity behind their companies, even as AI becomes more widely adopted. "Design creativity is central to the value of our brand", mentions Simone Ortmans, Senior Legal Counsel at heritage fashion textiles company Vlisco. "But it may be interesting to consider opportunities to use AI tools in brand protection activities, for example."

However, not all AI tools are created equal, with many voicing the need for "some sort of regulation about what you can actually advertise as an AI-based tool" to distinguish between tools based on simple algorithms and those with more sophisticated machine-learning capabilities.

> ***Another big challenge for AI adoption in IP is finding tools with AI policies that consider ethical and legal implications.***

"Another big challenge for AI adoption in IP is finding tools with AI policies that consider ethical and legal implications," agrees a senior IP professional we interviewed for this report.

Entering the Mainstream

However, irrespective of how satisfied IP professionals are with AI-based tools today, our research suggests that AI has moved from hype to mainstream within both IP departments and law firms. The question for organizations of all types—from SMEs and start-ups to large corporates, law firms, and technology and service providers—to consider is when and how to embrace its potential, and how to do so securely and effectively.

To find out more about Questel's responsible and ethical approach to AI in IP, visit questel.ai.

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A Revolution in Progress

What Patent Data Reveals about AI Innovation in IP

AI is radically transforming all business sectors, bringing innovative solutions and opening new horizons, and the field of IP is no exception to this trend, as evidenced by our analysis of AI-related patent filings.

In February 2024, the Questel IP Consulting team created a patent landscape analysis of AI innovation in the IP sector. It revealed a compound annual growth rate (CAGR) for such inventions of 30% for the period 2013–2023, with the data showing that AI is being deployed through various applications in the IP field. For this report, we took a closer look at nine promising technologies identified by that analysis:

30%

The CAGR for AI-based innovation in the IP sector between 2013 and 2023

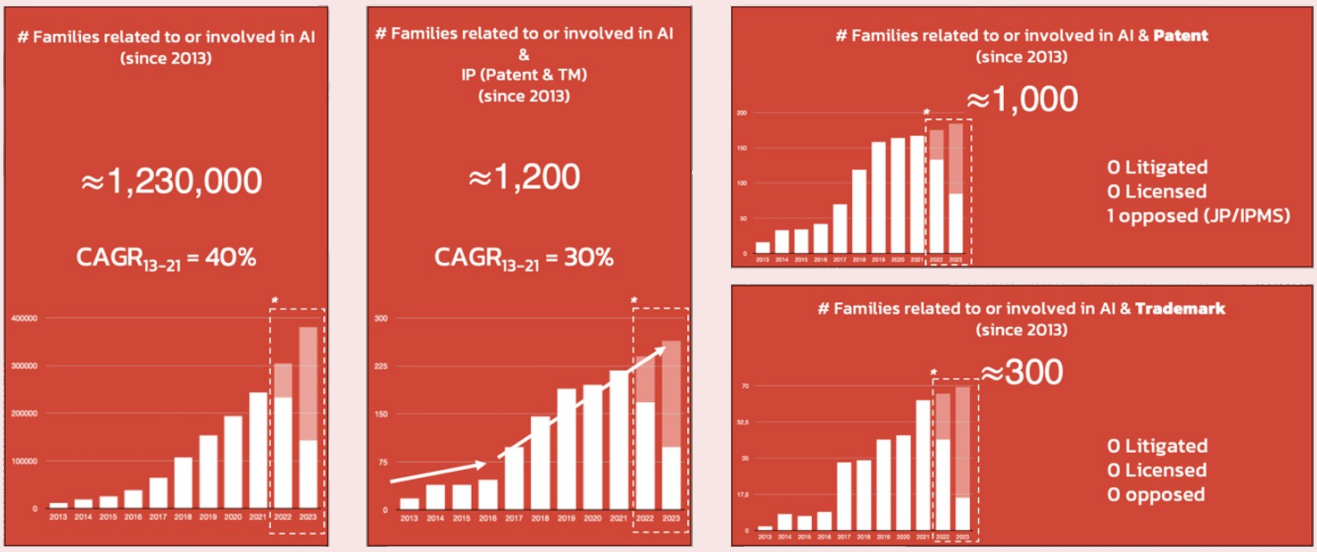
- **1. Interactions with patent and trademark offices (PTOs):** GenAI applications that assist in patent and trademark prosecution, e.g., submitting documents and responding to office actions.
- **2. Landscape, patentability, clearance, and invalidity search:** AI tools designed to automate patent, trademark, and design searches, including for patent landscape analysis.
- **3. Report drafting:** AI-driven solutions that compile and draft comprehensive reports, such as patent landscapes, to provide insights into the state of the art in a particular technology domain.
- **4. Patent drafting:** GenAI systems that assist in drafting patent applications, including claims, detailed descriptions, and embodiments of the invention.
- **5. Identifying licensing opportunities:** AI technologies that analyze patent portfolios and market data to identify potential licensing opportunities.
- **6. Patent database improvement and categorization:** AI algorithms that enhance current patent search capabilities, allowing for more efficient identification and categorization of patents.
- **7. Advice chatbots**: Interactive AI-powered chatbots that provide guidance and answers to common questions in the patent and trademark fields.
- **8. Image search (patent, trademarks & designs):** AI-enhanced image search technologies tailored for identifying and analyzing visual elements in trademarks, patents, and designs.
- **9. Patent translation:** AI systems specialized in translating patent documents across multiple languages, maintaining the precise and technical nature of the language used in patents.

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On the Rise: Patent Families for AI in IP

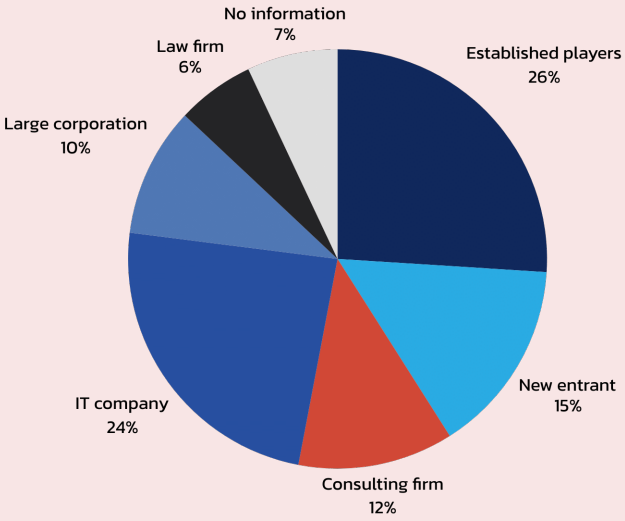
The number of patents filed since 2013 is increasing exponentially:



**: incomplete data due to patent publication delay*

– Who Are the Leading Innovators?

This boom in patent filing activity is the result of a multitude of players from different backgrounds:



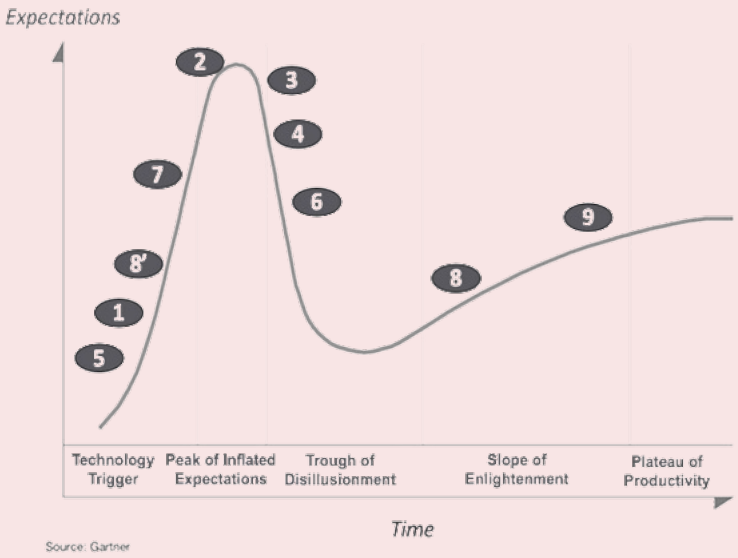
- Specialist IP providers (established players) are responsible for the majority (26%) of AI in IP filings but at a lower level compared to new entrants (15%).
- IT companies (24%) are developing specific systems, such as image recognition, adapted to IP.
- The patents filed by consulting firms (12%) focus on the financial valuation of IP and tools to improve state-of-the-art search productivity.
- Large corporations (10%) and law firms (6%) are protecting methods and solutions, and probably more for defensive purposes than product development.

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AI and Maturity: The Hype Cycle

The Hype Cycle, developed by consultancy firm Gartner, is a way to visualize the process a new technology goes through as it enters the mainstream. It helps businesses to understand where a new technology is in its lifecycle and to make informed decisions about when or if to invest in it.

– Where Does AI for IP Sit On this Hype Cycle?



Stage 1 'Technology Trigger'—A new technology sparks interest and initial media coverage

- **(5) Identifying licensing opportunities**: A niche application of AI with potentially high value focused on identifying the best candidates in an IP portfolio and searching for licensees and/or evidence-of-use on the market. However, likely in a very early stage.

- **(1) Patent and trademark prosecution or other PTO interaction**: This application is emerging, with potential breakthroughs being explored. The use of GenAI for navigating the complexities of patent and trademark prosecution, including interaction with multiple PTOs is still in the early stages. Interest is growing as more proof-of-concept applications are developed.

- **(8=) Image search (Patents):** A very promising way to complement a more traditional search based on keywords, classifications, citations, and semantic analysis... The field remains at the early stage because of the complexity of interpreting images according to the patent description.

Stage 2: The Peak of Inflated Expectations—As stories about the potential of the technology spread, excitement builds

- **(7) Advice chatbots for IP:** While chatbots are being used for customer service, their application in providing legal or search advice is still in development or just on the market for simple tasks.

- **(2) Landscape, patentability, clearance, and invalidity search:** A promising area with technology that is already used to help search and retrieve relevant documents. The ability to handle complex legal issues and to search effectively using simple words is still to be validated.

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Stage 3: The Trough of Disillusionment—When the initial promises aren't met immediately, enthusiasm wanes and the technology faces criticism.

- **(3) Report drafting:** Report writing associated with a patent portfolio or landscape faces difficulties related to legal nuances and complex patent analysis. Likely, it will not entirely replace human expertise.
- **(4) Patent drafting:** Initial enthusiasm around the potential to use GenAI for patent drafting has faded due to difficulties managing complex legal and sector-specific concepts and nuances. Now, the emphasis is on using AI as a tool to enhance and speed up human patent drafting.
- **(6) Patent database improvement and categorization:** Many platforms now offer sophisticated, AI-driven search and categorization tools that enhance productivity, but effectiveness and accuracy are still being challenged depending on the field and precision needed.

Stage 4: The Slope of Enlightenment—As the technology matures and practical applications are developed, interest starts to climb again.

- **(8) Image search (Trademarks & Designs):** AI-powered image search is now a well-established and efficient technology and is already available in a few trademarks and design search tools.
- **(9) Patent Translation:** Machine translation with AI assistance is used frequently. The quality obtained with a 100% machine translation is acceptable for patent databases, while human expertise and review are still needed to translate patent applications for filing.

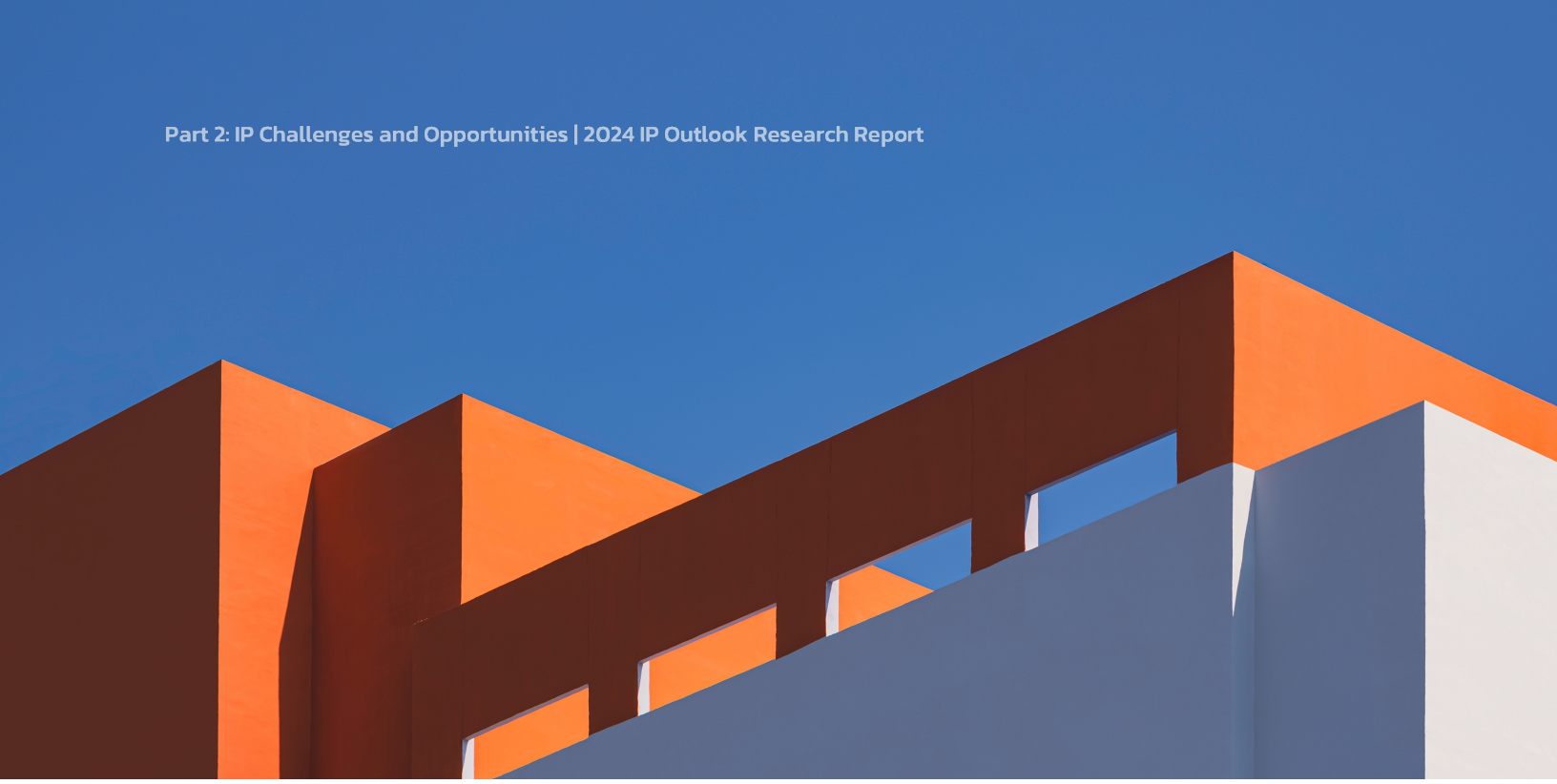
Conclusion: Will AI replace IP expertise?

Over the last few years, the IP sector has begun to explore AI's potential to provide new tools, features, and functionalities across many different fields. As shown by the patenting dynamics in this field, research into new features and improvement of existing ones remains incredibly dynamic.

> ***While it is likely that AI won't replace IP practitioners, those who don't use AI will most likely be replaced by those who do.***

Now the technology has been unleashed, this enthusiasm will not stop; however, we expect greater investigation, knowledge, and application to build a general understanding that AI-enabled technologies for IP are progressive but not magical tools. In other words, AI will serve to improve and accelerate human work, rather than replace human expertise. But while it is likely that AI won't replace IP practitioners, those who don't use AI will most likely be replaced by those who do.

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Part 2: IP Challenges and Opportunities

Finding New Solutions for Old Frustrations

Despite advancements in technology, IP professionals face increasing pressure on budgets and resources, with the need to "achieve more with less" remaining a perennial concern.

Of the respondents surveyed for our research, 63% identify the total cost of IP management and ownership as their most pressing challenge, while 48% highlight budget cuts/the need to do more with less in their top three concerns (see page 16).

When filtered by type of organization, those numbers increase for in-house professionals, with 67% selecting the cost of IP management, 54% global portfolio control/oversight, and 49% cost concerns. "Budget cuts is by far the current buzzword, even more so than AI," says one senior trademark professional, noting: "it is a constant challenge to deliver an IP portfolio in line with our business strategy while also cutting costs."

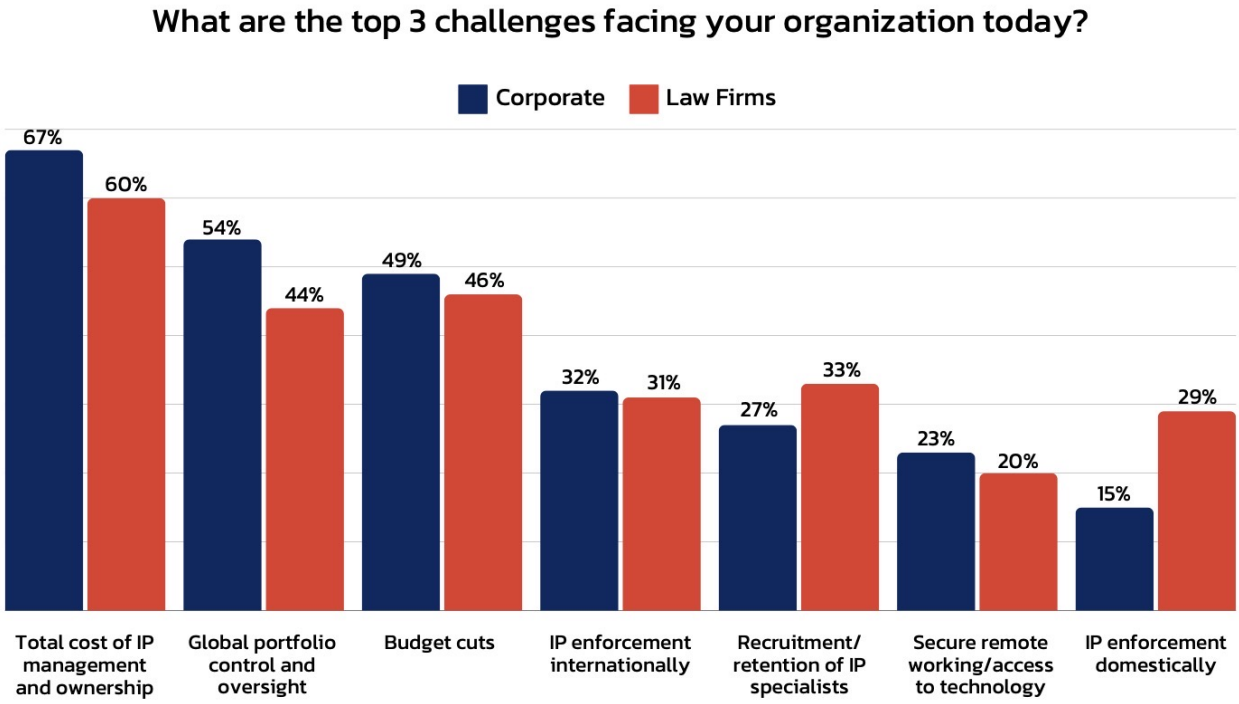
> *Budget cuts is by far the current buzzword, even more so than AI.*

From Cost Management to Human Resources

However, cost management is not only a concern for in-house professionals. Of IP law firm respondents, 46% ranked budget as their second most pressing concern (after the total cost of IP management and ownership—60%), with global portfolio control and oversight in third (44%), recruitment/retention of IP specialists in fourth (33%), and international IP enforcement in fifth (31%).

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Many in-house IP professionals we spoke to as part of our research attributed their cost and control challenges to the differences in IP approaches and systems worldwide. "Lack of harmonization, bureaucracy, and inconsistency, as well as the unpredictability of certain jurisdictions" can cause IP owners headaches, notes Orange's Cimaschi. "Without oversight and control, we remain reliant on external law firms, driving up costs."

Vlisco's Ortmans agrees, adding that "IP activities are also impacted by economic stability and inflation in core markets, so it is important to be agile."

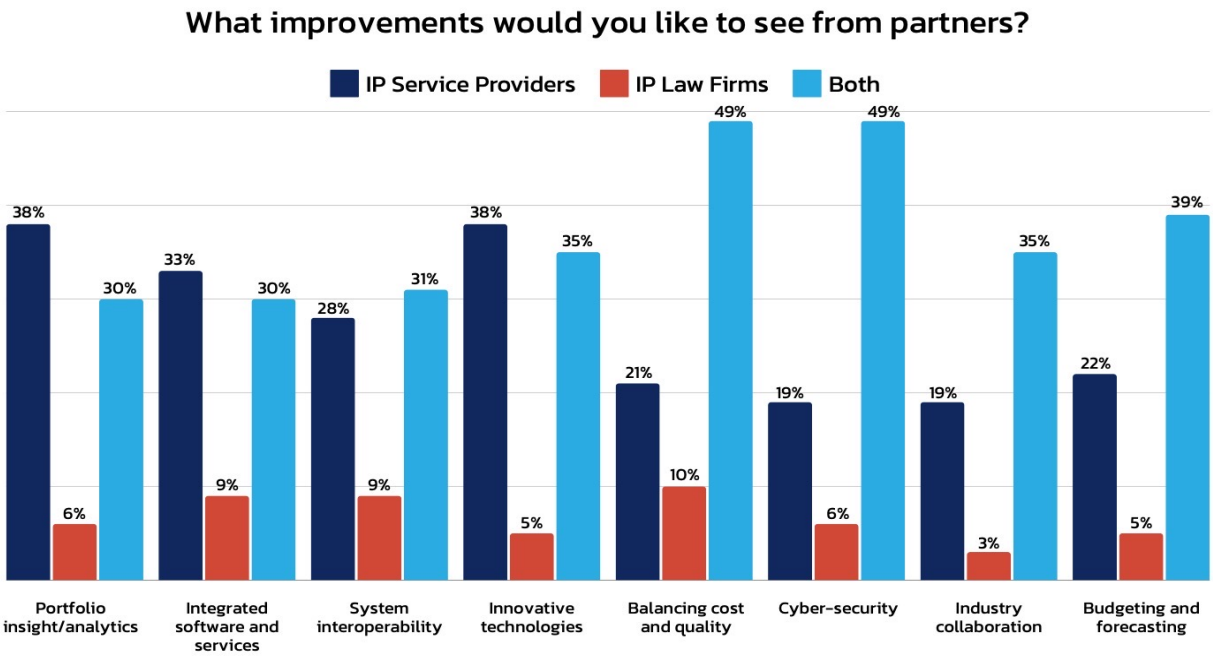
In-house, Outsource, or Hybrid Approach?

We asked our survey respondents how they currently structure their IP portfolio management and maintenance tasks, with the results revealing the high volume of work and weight of responsibility on their teams:

- 66% manage invoices internally
- 63% patent and/or trademark watch
- 57% IP search
- 52% IP docketing/admin
- 52% defensive publication
- 39% domain name management
- 38% IP maintenance (renewals/recordals)
- 35% IP prosecution
- 34% IP filing
- 32% online brand protection

Of the tasks outsourced to an IP law firm/agent, the most common were IP filing (38%), IP prosecution (37%), and online brand protection (22%). Of those most outsourced to an IP services provider, domain names (27%), IP maintenance (21%), IP watch (14.3%), and online brand

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protection (14.3%) topped the list. Those most managed in a "hybrid approach" included online brand protection (31%), domain names (29%), and IP search (27%).

Room for Improvement

When asked how satisfied they were with their current IP partners, the majority responded positively (75% satisfaction with IP/law firms; 73% with IP service providers). However, our respondents also identified several key areas for improvement.

Their top three demands for external legal advisors are a better balance of cost and quality (11%), system interoperability (10%), and integrated software and services (8.5%). From IP service providers, IP professionals want more innovative technologies (38%), portfolio insights/ analytics (37.5%), and integrated software and services (33%). Balancing cost and quality emerged highest in their demands for all IP suppliers, followed by cyber-security (49%), and budgeting/forecasting (39%).

When it came to internal support, 48% highlighted the need to invest in available IP technologies, 47% in business intelligence tools, and 41% in improved IP awareness.

Of the total respondents, 43% said they struggled to communicate the value of IP internally. However, this rose to 51% when asking corporate in-house IP professionals only.

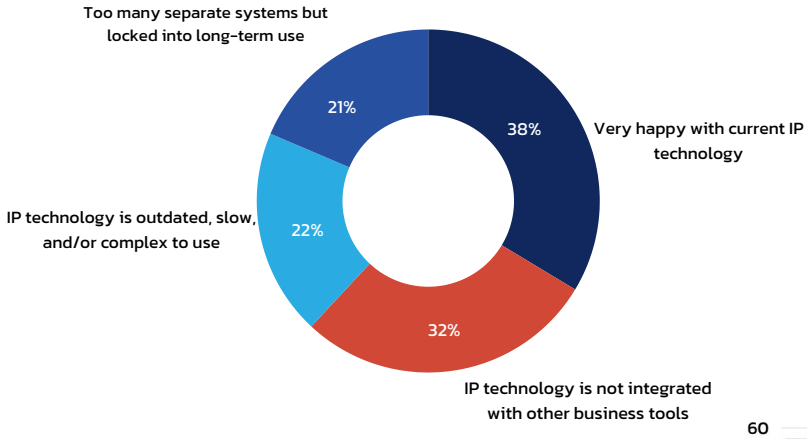
"Legal is a supporting function to the business, but it's important we are not just seen as a business prevention unit otherwise we can be involved too late," comments Vlisco's Ortmans, adding that IP awareness and the value thereof wasn't only an internal challenge but also extends to customs authorities, customers, and other stakeholders.

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What's Next for IP Management Software?

IP Professionals Require Integration, Interoperability, and Innovation

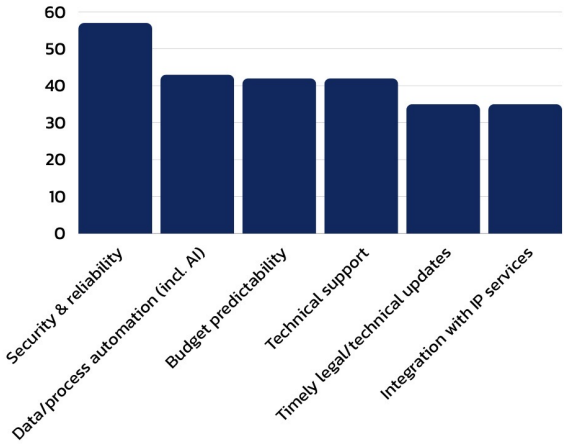
While 38% of research participants say they are very happy with their current IP technologies, this satisfaction is not shared across the board: 32% are frustrated that their IP technology is not integrated with other business tools, 22% say their IP technology has fallen out of date compared to rival systems or are simply too slow or complex to use, and 21% say they have too many separate systems but are locked into long-term use with their current service or software provider.



Ideally, they would prefer to use one IP provider for all their IP technology and IP service needs (55%) or be able to use multiple IP service providers but manage them all on the same IP management system (45%).

Security and Automation Are Top Priorities

When asked what they valued most from their IP technology provider, 57% said security & reliability, 43% said data/process automation, including the use of AI (another 13% said data/process automation without AI), 42% said budget predictability and technical support, and 35% said timely legal/ technical updates and integration with IP services.



Our own investigations into IP management technology trends echo many of these findings, with data integration, process automation, and system interoperability, sitting alongside integrated software and services and AI as key priorities for clients. **Find out more about the trends and technologies we predict will impact IP management software in the next 12 months by downloading our eBook 'Three Critical Trends in IP Management Technology' at questel.com.**

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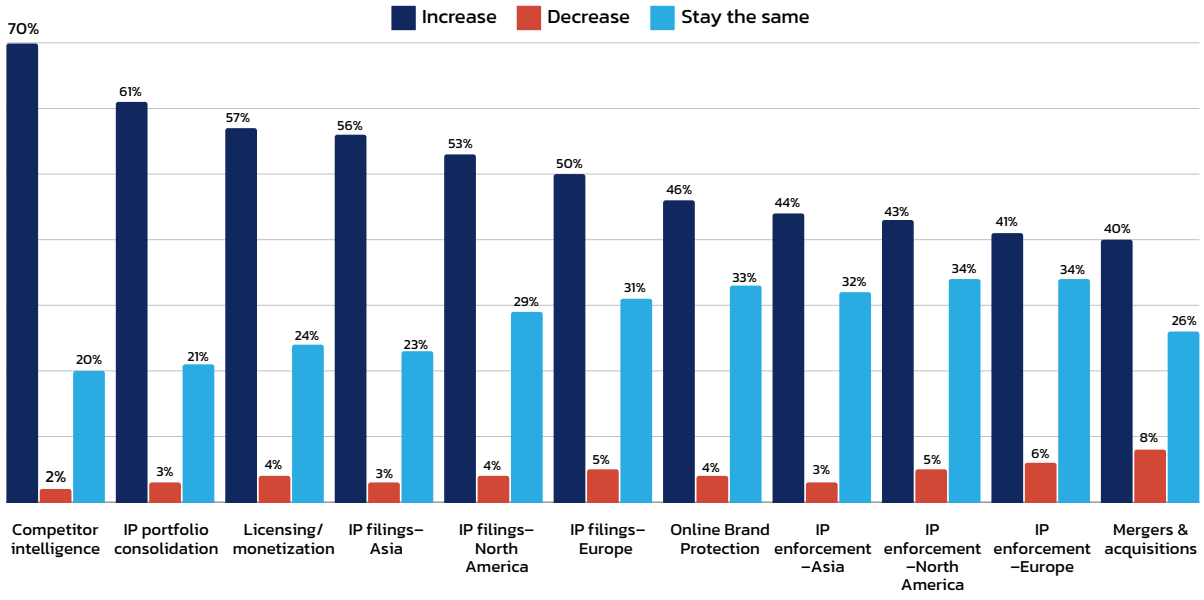


Part 3: Future Gazing

Industry Predictions for the Next Five Years

Competitor intelligence (70%), IP portfolio consolidation (61%), licensing/monetization (57%), and IP filings in Asia (56%), North America (53%), and Europe (49%) are rising up the strategic agendas of the IP professionals who participated in our research. Online brand protection and IP enforcement across those territories also remain hot topics.

How do you expect the following strategic tasks to evolve in the next 5 years?

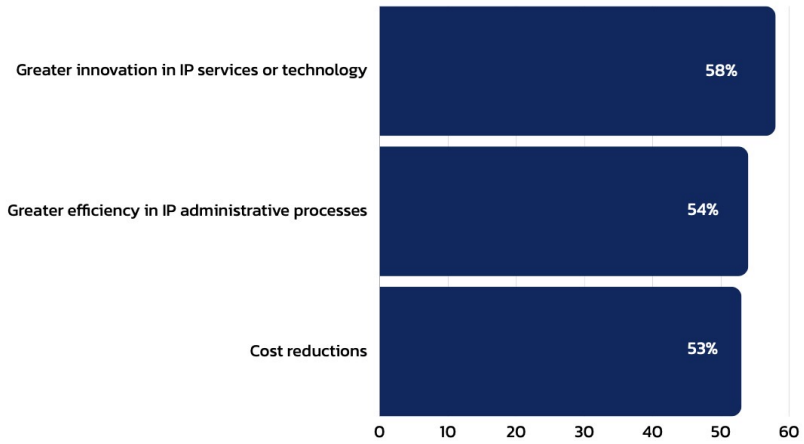


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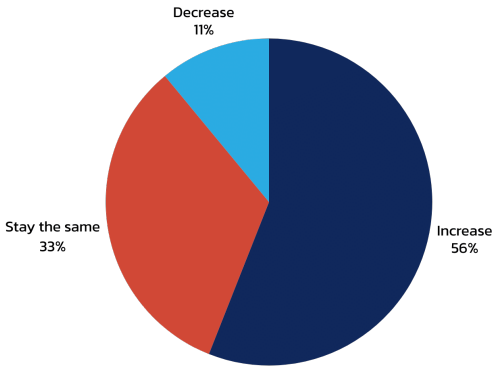
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To support them, IP professionals most want to see greater innovation in IP services or technology, increased efficiency in IP administrative processes, and cost reductions.

Top three developments requested by IP professionals in the next five years:



Despite pressure to cut costs, however, 56% expect their IP budget to increase in the next five years.



"We believe service integration is the next big milestone for IP management technology. By enabling IP professionals to access their services through their chosen IPMS, they will be able to order, track, and administer their IP portfolio from one single place, thereby centralizing and consolidating IP data and service delivery and simplifying and streamlining IP management."

Tom Parish, Commercial Director at Equinox, part of the Questel group

Emerging technologies, including AI, are expected to play a crucial role in driving the advances in innovation that most IP professionals believe are necessary to enable them to "achieve more with less."

The Augmented IP Professional

Some, such as Orange's Cimaschi, see a future where technology leads to a substantial shift in the way IP professionals work, "so the traditional way of providing legal or technology-based services separately, rather than complementing each other, will become more mixed [and we interact] with 'aggregators' of all types of legal services." In this scenario, the in-house practitioner would become more independent, "with a platform where everything related to my IP portfolio lives and I can shape it as I want."

"The technology is coming, it's already here, and it's here to stay," believes the trademark counsel at a leading sportswear brand. "Not using these tools is a missed opportunity. It could help business and the way we live overall. But a conscious approach is needed. It's up to us to decide how, when, and where we use them."

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Five Challenges on the Horizon

Our research identified five pressing tasks for IP professionals in the coming five years:

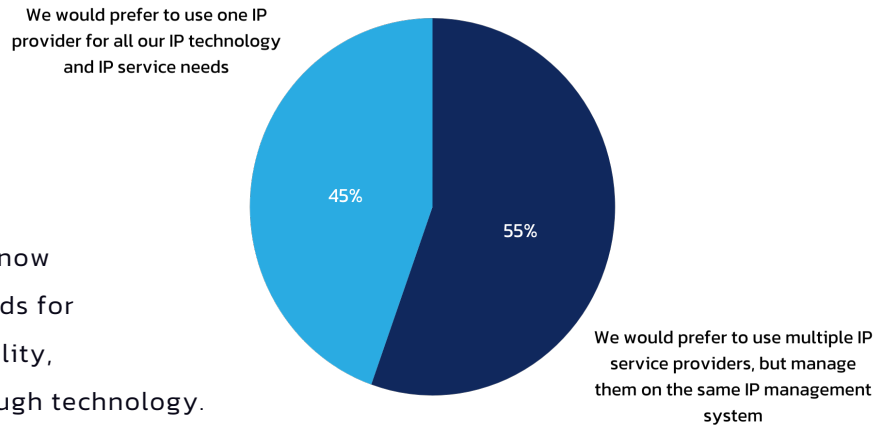
1. Preparing for the Rise of AI

AI is already having a considerable impact on the IP profession, as we covered in part 1 of this report. Not only does the technology have major implications for how in-house IP departments and law firms do their jobs, but it will also have a direct effect on how IP is created. With questions surrounding ownership and confidentiality of AI-generated works, including datasets, still to be answered, IP professionals are united in their need to maintain their focus on this fast-evolving field of technology. IP professionals should start familiarizing themselves with the technology today to prepare effectively for an AI-enabled future, recommends Orange's Cimaschi, sharing: "The more you familiarize yourself with AI's capabilities, the more use cases emerge." At the very least, the current tools "can provide a first draft for many tasks," adds Essity's Kirimova, "much as a junior or paralegal would do."

2. Converting information into oversight

With multiple data points to consider, many IP professionals who participated in our research felt overloaded by the volume of data, documents, and emails they need to analyze and process in their day-to-day roles. While existing tools provided some insightful IP analyses and reports, most IP professionals we surveyed for our research are eager for providers of IP services and tools to deliver more innovative solutions that will help them showcase IP value, realize greater efficiencies, and drive down the total costs of IP management.

In particular, IP professionals are frustrated they must use so many different channels to manage their IP portfolios and are looking to their suppliers to enable them to manage all their needs via a single platform. IP service and technology providers must now respond to their growing demands for greater innovation, interoperability, and integration of services through technology.



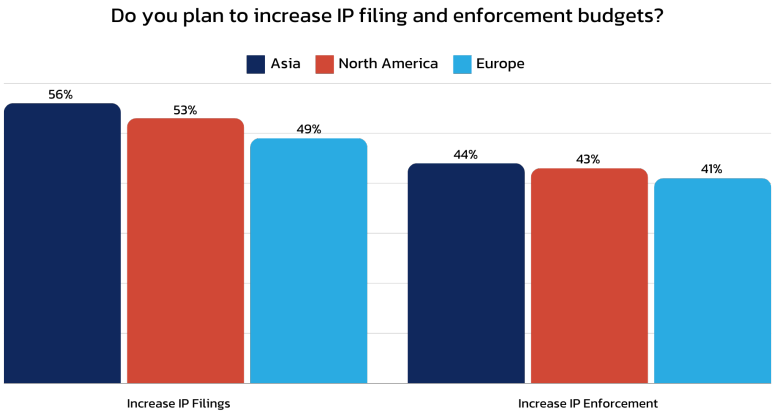
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3. Showcasing IP value

Despite the vital role of IP rights in business success, our research indicates that IP awareness remains a challenge for IP professionals, with many citing the need to convince stakeholders of IP value, even at senior boardroom levels. "So long as the perception of IP as a cost, rather than an investment, continues, it will remain challenging for us to justify our budget, including investment in new IP management technologies," comments one senior IP professional. Improving access to data-driven insights is only one part of the solution, with IP education/training emerging as a priority for many.

4. Achieving cost and efficiency gains



With IP filings and enforcement budgets projected to rise in the next five years (see right), finding cost and efficiency gains will become even more crucial, so it's little surprise that "greater efficiency in IP administrative processes" is one of the top three developments requested by IP professionals in the next five years (see page 20). This is another area where IP professionals are looking to technology to provide the answer; for example, through the "aggregation" of IP services and data through a single platform, as well as greater digitalization of official data, documents, and processes. By embracing new ways of working driven by technology today, "IP professionals will become more independent, managing IP portfolios would become cheaper, and that would probably encourage more filings," explains Orange's Cimaschi.

5. Aligning IP with business strategy in turbulent economic times

The challenge to align IP with business strategy and the need for greater competitor intelligence and business intelligence tools also featured highly in our 2024 Outlook Research, with IP professionals sharing how the difficulties they faced optimizing their portfolios in highly competitive markets had been exacerbated by rising inflation and economic and geopolitical uncertainty worldwide. "Developing an 'IP strategy' that is aligned with the business dynamics is necessary," shares Vlisco's Ortmans, "but that strategy must be under constant scrutiny by all stakeholders as the business adapts to market realities."

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Priorities for 2024 and Beyond

With budgets under pressure, IP professionals are increasingly tasked with justifying costs and demonstrating IP value—could IP management technologies, including AI, provide the answer?

As the results of our 2024 IP Outlook Research reinforce, IP professionals are increasingly looking for technology to provide them with smarter and more efficient ways of working, with a high percentage of our participants not only embracing AI features in their day-to-day working lives already, but also asking for more sophisticated AI-based IP tools.

Rising to the Challenge

As a tech leader in the IP industry, Questel is committed to providing the best of AI to all IP practitioners. We believe we can deliver tangible benefits for IP professionals by harnessing the potential of AI and automation to provide IP owners and their legal advisors with the tools they need to overcome their budget, oversight, and portfolio management challenges, maximize their IP assets, and improve IP awareness among key stakeholders. In our vision for the future of IP services, AI technology will optimize administrative processes, improve data quality, and help IP owners streamline time-consuming IP management tasks through easy access to comprehensive, efficient, and integrated 'end-to-end' services. **Discover our roadmap for AI and IP at questel.ai or get in touch about any of the topics covered in this report at questel.com/contact.**

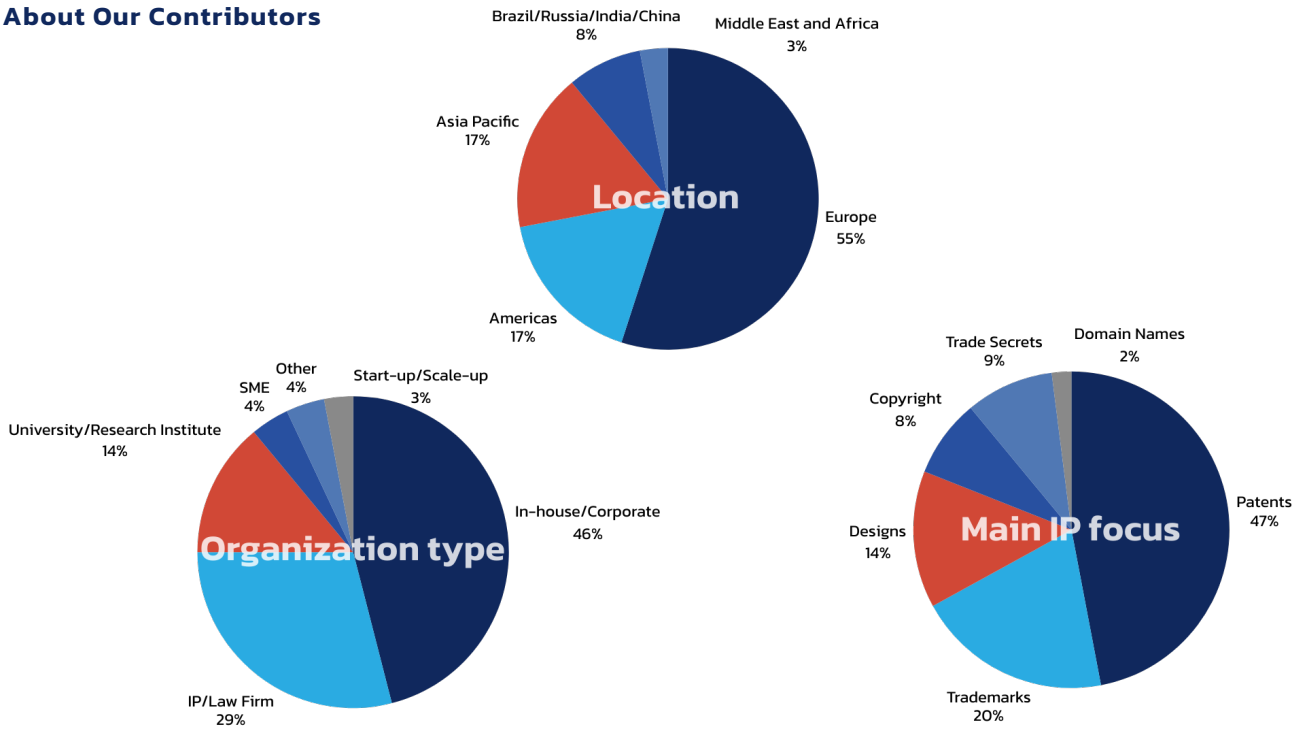
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About this Research

To create this research, Questel surveyed more than 500 IP professionals across the globe in March and April 2024 via an online questionnaire, webinar polls, and email interviews. Participants represented a variety of industries and disciplines, with 55% holding a senior position of Chief IP Officer, Head of IP/Legal, General Counsel, Law Firm Partner, or Company Director, and 23% working in IP research, analysis, or administrative support roles. Their insights were supplemented by interviews with 10 key opinion leaders, some of whom kindly agreed to be named in this report.

About Our Contributors



Questel is an end-to-end IP solutions provider to more than 20,000 clients and 1.5 million users across 30 countries. Alongside our comprehensive software suite for searching, analyzing, and managing inventions, patents, designs, trademarks, and domain names, Questel also provides services supporting the IP lifecycle, including searching, watching, international filing, translation, renewals, and recordals. These solutions, when combined with our IP cost management platform, deliver clients an average savings of 30-60% across the entire prosecution budget.

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