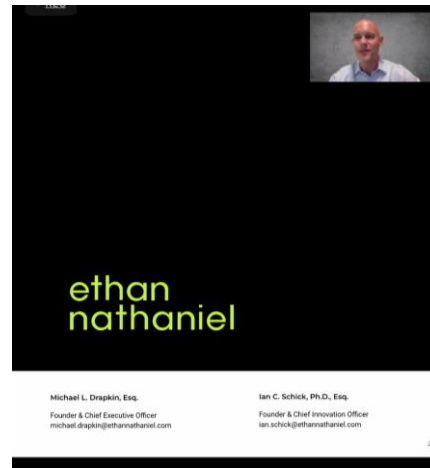
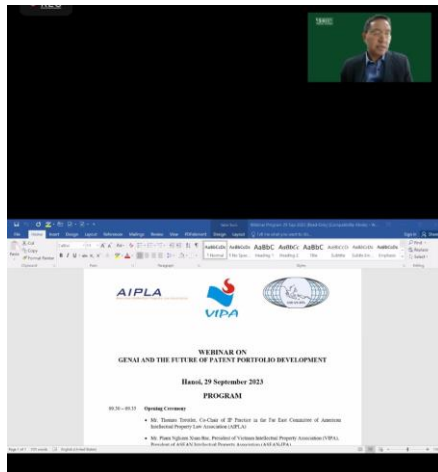


GenAI and the Future of Patent Portfolio Development

On the morning of September 29, 2023, a webinar titled “**GenAI and the Future of Patent Portfolio Development**” was successfully organized by the ASEAN Intellectual Property Association (ASEAN IPA) in collaboration with the American Intellectual Property Law Association (AIPLA) and the Vietnam Intellectual Property Association (VIPA). The event attracted about 110 participants.



The webinar was organized with the purpose of providing attendees with very specific and useful information regarding issues related to GenAI (Generative Artificial Intelligence) and how to effectively apply GenAI in the patent protection system.

GenAI offers unparalleled potential to revolutionize how patent professionals approach patent strategy and portfolio development. Until now, patent document preparation has been anchored in traditional, manual methods. But as we stand on the brink of a technological renaissance, GenAI-powered legal technology can redefine our patenting trajectory. This is not just about adopting a new technology; it is about a fundamental change to empower patent professionals to achieve more and add new value while lowering costs. We need to recognize that the time is right for a solution that brings unmatched efficiency, cost-effectiveness, and precision. For the patent ecosystem, the future beckons a world where technology and strategic acumen merge seamlessly. To harness this future, we must be ready to rethink our strategies, embrace the capabilities of GenAI, and commit to innovation at every step of our patenting journey.

The ASEAN Intellectual Property Association hopes that the webinar excites and provides valuable insights to IP firms and practitioners, showing how AI can empower us in our patent-related works.