



IP Firms and IP Professionals Who Will Survive by Leveraging AI

Navigating the disruption, managing the risks, and maximizing human expertise.

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Part 1: The Surviving IP Firm

Organizational Strategy &
Leadership



Leadership Mindset

Passive / Fearful



Silence on AI importance
Demands paper files
Refuses new tools

LEADERSHIP MINDSET

Active / Future-Embracing



Articulates strategic importance
“Walks the talk” as active user
Understands potential & limits

Security & Safety

Secure Internal Environment



Isolated, enterprise-grade systems.
Data not used for public
model training.



Client Reassurance



Guarantee zero data leakage.
Explain protection against
“contamination”.

Culture & Coaching



AI Task Force

Dedicated team to experiment & find use cases. Share results & best practices.



Monitor & Coach

Monitor usage statistics (not to punish). Provide targeted guidance for late adopters.

Part 2: The Surviving IP Professional

Practical Tactics & Personal Journey



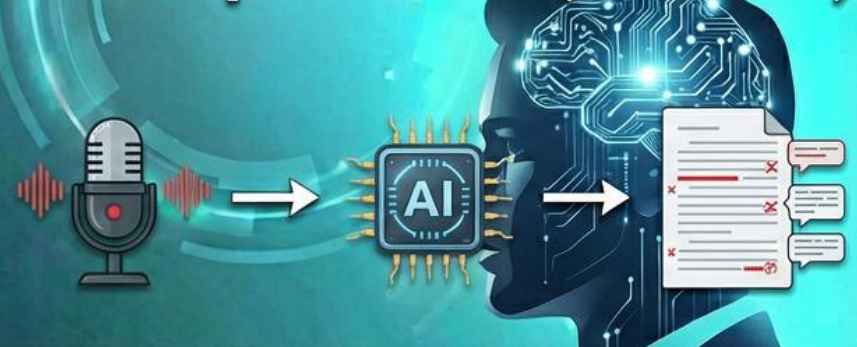
Efficiency & Self-Improvement

High-Volume Analysis



Summarizing 1 year of
trademark decisions.
(Days -> Hours)

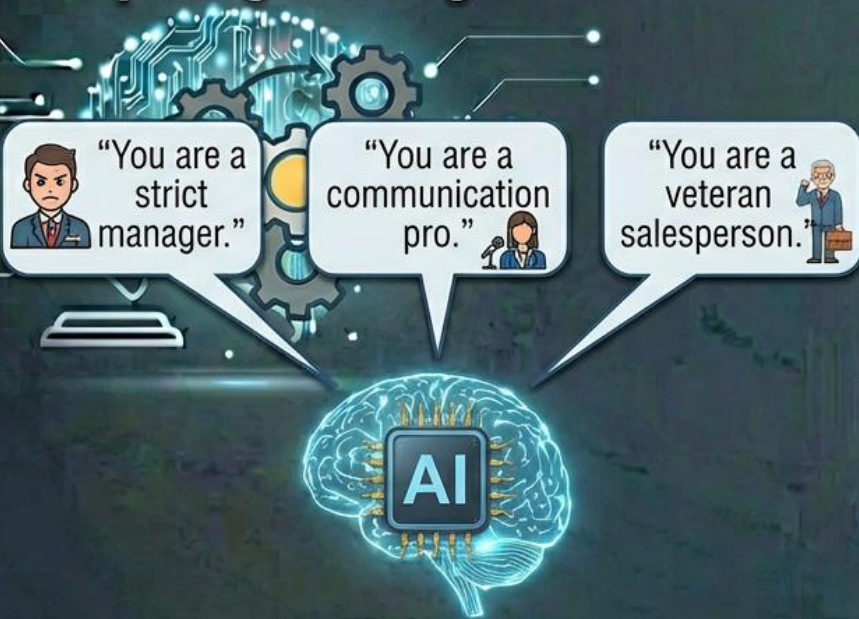
Self-Improvement (AI Mirror)



Transcribing seminars for
critique & improvement
points.

Strategy & Ideation

Prompt Engineering with "Personas"



Strategic Sounding Board



Conclusion

The Future is Human + AI



"You are a strict manager."

"You are a communication professional."

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- Firms need **Leadership & Security**.
 - Professionals need **Curiosity & Adaptability**.

The goal is not to be an AI expert, but an expert assisted by AI.

Thank you for your kind attention!

