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The Hybrid Advantage AI and Human Expertise in The Trademark Industry

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The New IP Landscape

- **The Progress of Change:**
From static, manual workflows to adaptive, AI-native integration
- **What's Driving This Change?**
Exponential tech improvements, large global portfolios and demand for instant answers
- **The Goal:**
Scale any practice without compromising quality



The Complexities & Risks of AI

01

Hallucinations & Bias

The dangers of relying on generic AI for legal decisions

02

Emerging IP Crime

AI-driven threats are on the rise - fight fire with fire

03

The Solution

Specialised, legal-focused intelligence is required

Smarter Workflows

Legal-Focused Tech

- Next-generation AI tools like TrademarkNow for instant trademark clearance, monitoring and analysis
- Designed specifically with legal professionals in mind
- More AI integration into early-phase screening and monitoring
- Increased importance of legal tech literacy

Compressing Time

Smart AI use, combined with human expertise creates a clear road to more efficient work, without compromising on quality

The ROI of Legal-Focused AI



Better Resource Allocation

- Spend more time where expertise is most impactful
- Drive client-focused changes



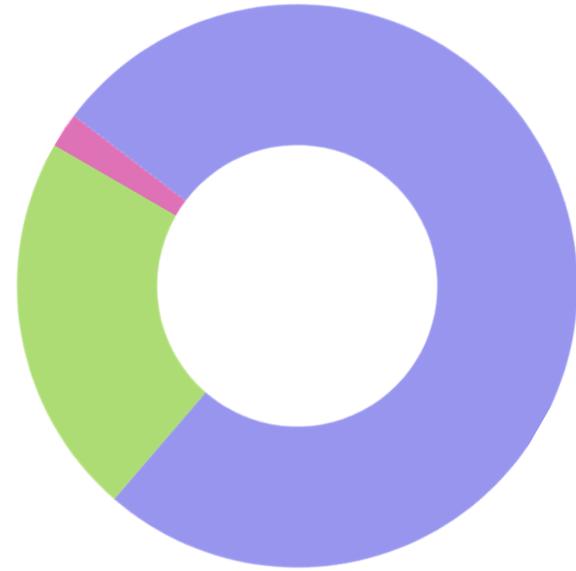
Journey From Cost-Centre to Value-Driver

- The structure of future billing
- Where are we on this journey?

The Hybrid Advantage

- **76% of practitioners*** prefer combining predictive AI with human expertise
- **AI** delivers scale, speed, and continuous real-time vigilance
- **Human Expertise** Delivers strategy, nuance, risk assessment, and legal oversight
- **Looking Ahead to 2027**, AI will amplify the expert; it will not replace them

** From the Corsearch State of Trademarks survey with 75 leading in-house and law firm-based IP practitioners*



● **76%**
Balanced mix of automation and human oversight

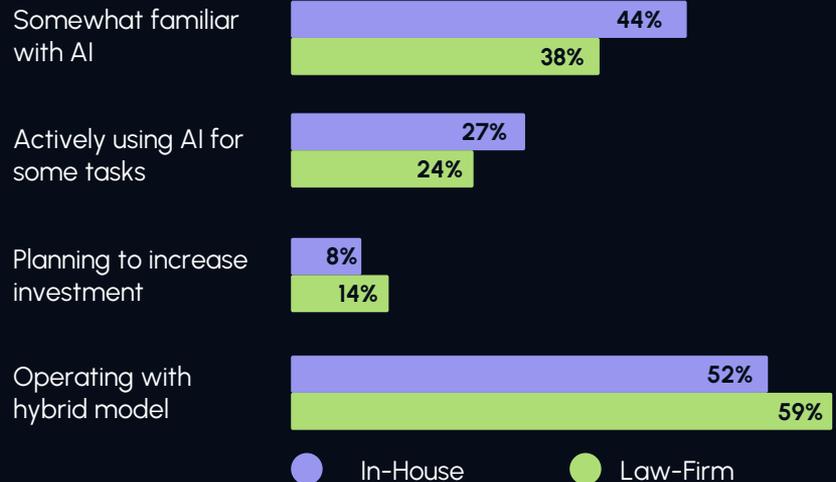
● **22%**
Primarily human-driven, minimal AI

● **2%**
Primarily automated, minimal human involvement

Where Do We Go From Here?

- **Continuous Vigilance:** Thoughtful adoption of the right AI tools
- **Contextualise Risk:** Value and risk vary by industry and strategy - AI matters, but human connection remains key
 - **In-House vs Law Firm:** Early adopters vs growth leaders
 - **Pharma:** Greater reliance on human diligence, with AI in a supporting role
 - **Fashion & Beauty:** Strong interest in AI for clearance and name development
 - **Tech / Consumer Goods:** Advanced adoption of AI for clearance and protection
- **The Bottom Line:** Rising volumes, global complexity, and tighter budgets make automation essential

Operational goals & challenges



Source: Corsearch State of Trademarks survey 2025



Thank you!

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