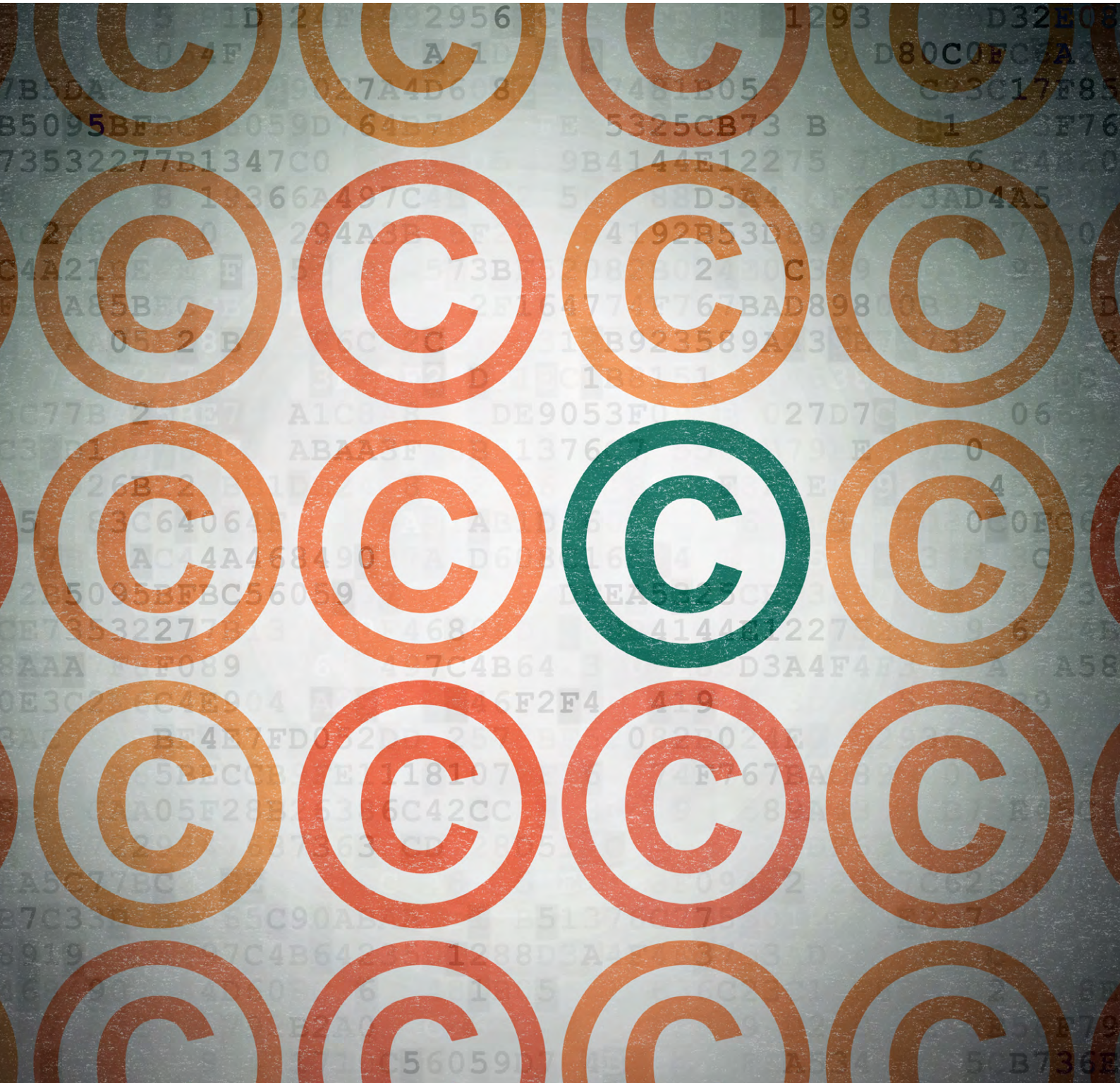


INTELLECTUAL PROPERTY 2019 EXPERT GUIDE

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Is digitalisation a force in IP?

By Dennemeyer Group

Dennemeyer Group teamed up with CTC Legal Media to set up IP Trend Monitor, an online expert panel including professionals from all areas of Intellectual Property management and conducted a wide-ranging survey focusing on the impact of digitalisation on the management of IP. Between June and September 2018, over 400 members of the IP Trend Monitor, from 74 countries, have participated in the survey, helping to analyse the impact of this potentially game-changing topic on the industry. The results painted a fascinating picture of the IP industry, with few frictions among respondents and overall positive attitudes toward digitalisation. But, how exactly do the most important players expect the IP industry to change? And, how do they feel about it? Is digitalisation seen as a threat or an opportunity?

Digitalisation is overarching everything

Diving straight into the burning issues of the industry, the first question concerns the expenditures for IP rights during the next 12 months. Despite uncertainty surrounding the impact of digitalisation, most respondents believe the industry to be on an ascending trajectory. A promising global business development result shows that 52% of respondents predict an increase in expenditure and only 32% think it will remain the same. However, when broken down into answers from law firms and corporations, we begin to see some divergence in opinions. A more significant number of law firm representatives, 54% respectively, have calculated an increase in the spending on IP protection as opposed to 42% of their corporations' counterparts. The more optimistic attitude of the participants from law firms is evident, 30% believing the spending to remain the same and only two percent thinking it will decrease. Corporations (at a neat 50%) lean toward the expenditures remaining firmly in place, with just eight percent predicting a decrease.



China is leading the way, closely followed by Europe

The first surprise of this survey came when it was time to rank the countries for which respondents expect the most significant growth in demand for external IP services. It seems that having made substantial efforts in the past few years to strengthen their IP legislation, China has added enough confidence to make it the top choice for respondents who believe they will be in need of external IP services. The EU and USA/Canada, rank in second and third place, with Great Britain placing very low at eighth-place.

Further comparing the answers between law firms and large corporations, we discover no significant difference in perspective. Both groups voted quite similarly regarding the rankings of each



country, with law firms being unanimous in their decisions and corporations' opinions a bit more spread. One thought to ponder on is the fact that Europe, together with Scandinavia, ranked before the USA and Canada when it comes to the most significant growth rates in demand for external IP services per region. Not only in the opinion of those working for large corporations or law firms but for all respondents.

Top trends in IP management for 2019

Similar to the business development by regions question, IP Trend Monitor asked respondents to rank the three most important trends in IP management during the next 12 months. With 71%, digitalisation was by far the most prevalent answer, followed by blockchain technology (39%), and then outsourcing of IP services at 34%. Alternative means to protect IP scored the fourth position with 30% followed by globalisation (28%) and Brexit (25%).

Law firms were the ones who voted in the highest numbers for the top three ranked. This is most likely because digitalisation has already affected them, so they appreciate and understand the impact of the trends. Corporations followed suit by still placing the onus on digitalisation; however, they also voted highly for alternative means to protect IP and globalisation. It seems that the use of blockchain for corporations, although may be utilised during outsourcing, is not yet thoroughly embraced by them. With blockchain being one of the overall voted megatrends, the dichotomy in answers of law firms and corporations were stark.

Top digital technologies for digitalising IP

The most relevant aspects of digitalisation panned out as many might already have expected. When asked which are the top digital technologies, in a ranking question, all respondents voted Artificial Intelligence (AI) as number one. Surprisingly, blockchain did not score as high as some might have imagined, ranking only on fourth, while big data and holistic IP software platforms fared much better by hitting the second and third position, respectively.





Impact of digitalisation on managing IP

40% of the IP experts see digitalisation as a huge opportunity and 32% as a game changer for the industry. It is evident that industry professionals are open to replacing administrative tasks such as monitoring, research and filing annuity payments with holistic IP software platforms, artificial intelligence and blockchain technology. Out of all answers, only six percent see this trend as potentially disruptive but interesting to watch, nonetheless.

Feelings are split between corporations and law firms. The first group openly embraces the change, 45% seeing it as a vast opportunity for IP management, while the other refrains its excitement giving the option only 37% of its votes. Digitalisation is a game changer, for sure, but in smaller degrees for corporations, with 21%. Law firms, on the other hand, are more flexible with the tools of the trade and their versatility, with 38% leaning towards this option. 13% of the survey respondents carefully assess the disruptive potential of digitalisation from large corporations while only two percent of law firms consider this option.

In the end, IP Trend Monitor's first study demonstrates that IP management is being affected by digitalisation in a significant way and that all players are up to the challenge, fully embracing it. And the initial answer is fully answered. But it shows something else, too: that law firms are more open about outsourcing IP services, while corporations tread cautiously around this area.

You can download the full study at: <http://iptrendmonitor.com>

The Dennemeyer Group is a global full-service provider for the protection and management of Intellectual Property rights with over 55 years of experience. With 20+ offices on all continents, the group manages nearly three million Intellectual property rights of more than 3,000 clients. The service portfolio comprises legal services (Dennemeyer & Associates), IP management software and payment services (Dennemeyer IP Solutions), IP consulting (Dennemeyer Consulting) as well as automated semantic patent search and analysis services (Dennemeyer octimine).

