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2026 IP Outlook Research

# From Risk to Reward: AI and the IP Profession

An industry benchmarking report on  
AI adoption in the IP sector, limits,  
opportunities, and emerging trends

# A New Chapter for Intellectual Property



**The latest edition of our Industry Research reveals that AI is providing a powerful catalyst for change in our sector as IP professionals embrace its potential in ever greater numbers. However, AI for the sake of AI will not suffice.**

As innovation accelerates, complexity increases, and expectations rise, IP professionals are looking to emerging technologies to boost productivity, enhance efficiency, and enable better decisions, faster execution, and greater impact. Yet too often, the tools designed to support IP professionals are fragmented, opaque, and difficult to use.

## Rethinking IP Technology

At Questel, we believe IP solutions must fundamentally change to make IP management effortless for companies and law firms. This means breaking down silos between data, software, and services. It means replacing complexity with clarity. And it means developing secure and human-centered AI solutions for IP that augment, not replace, professional expertise.

In our vision for a unified IP ecosystem, superior IP data, AI-powered workflows, and human expertise come together seamlessly to give our clients control, efficiency, and confidence. We have long been recognized for the quality of our data and the depth of our expertise. Today, we are going further—strengthening our customer-first approach and focusing our innovation where it creates the greatest value—to shape the next generation of IP solutions.

To find out more about our research or our plans to harness the potential of AI, get in touch at [questel.com/contact](https://questel.com/contact).

**Frederic Beylier**

Chief Executive Officer

Questel

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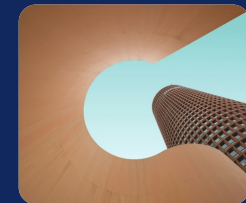
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# Research Highlights and Major Talking Points

## Part 1: The Role of the IP Professional

—Roles and responsibilities have evolved dramatically in the past 3-5 years:

- **51%** agree the IP profession has changed fundamentally (see [page 5](#));
- **63%** say evolution in IP tech (e.g., SaaS, AI tools for IP) had the biggest impact;
- **73%** believe AI will forever transform their roles—up from 64% last year.

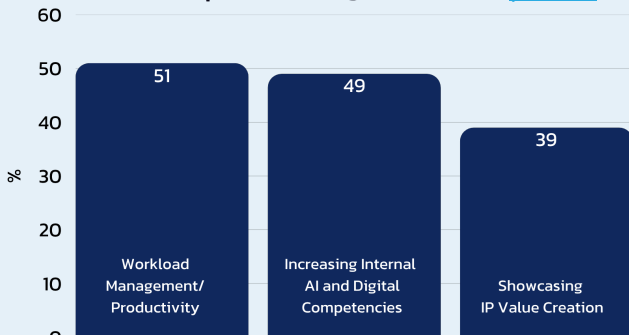
—The **top 5 most valuable IP skills and experience** are (see [page 7](#)):

- 
1. Legal knowledge & advice
  2. Commercial/strategic acumen
  3. Drafting/research/support functions
  4. IP search platform expertise
  5. IP task/workflow coordination

**88%**

spend **up to half their time** reviewing work by a trainee, AI agent, or external supplier (see [page 6](#))

—Their **top 3 challenges** are (see [page 7](#)):



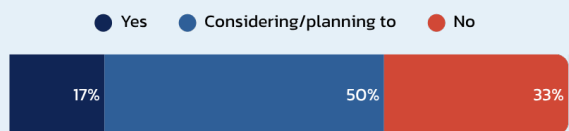
—Respondents rely on multiple technologies to manage IP (see [page 9](#)):

- **58%** use an IP management system (IPMS) daily;
- **49%** use a generic AI tool (such as ChatGPT) at least once a day;
- **48%** use an IP search/analytics tool every day.

**59%**

plan to **increase their spending on IP technology** in 2026 (see [page 9](#))

—67% are considering, planning, or have already **reduced legal spend** due to AI technologies (see [page 12](#)):



—However, training and access to IP tech are falling behind demand (see [page 8](#)).

- **Only 26%** say they have been fully onboarded onto all available tools;
- **36%** are still tracking, communicating, and collaborating on IP tasks by email;
- **43%** struggle to recruit IP professionals with experience or competency in their IP management technologies.

## Part 2: AI Adoption

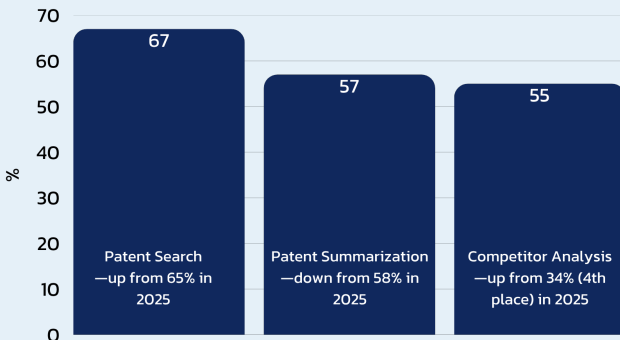
—As satisfaction with AI rises, so too are levels of adoption/demand (see [page 10](#)):

- **65%** use AI tools in-house, and they have a positive impact on their work (up from 58% in 2025);
- **82%** plan to increase use of AI for IP in 2026; 51% say the increase will be significant;
- **85%** would prefer their IP service providers to embrace AI solutions.

**83%**

are using AI to **save time and costs**—up from 77% last year (see [page 11](#))

—The **top 3 areas for AI adoption** across all respondents are (see [page 11](#)):



—When considering trademark respondents only, the top three tasks are office action management (41%), search (32%), and reporting (30%).

## Performance & Features

- Patent translation (58%) and trademark watch (42%) are ranked “**highest quality**” (see [page 13](#)).
- **42%** estimate AI solutions for IP deliver time savings of at least 25%; **33%** record budget savings of +25% (see [page 14](#)).

—The **top 5 most-valued features** are:

1. Summarization (56%)
2. Search assistants in natural language (54%)
3. Translation (51%)
4. Chatbots/Q&A (40%)
5. Task automation (30%)

—**42%** prefer a ‘human-expert-in-the-loop’ model (complete automation supervised at checkpoints) and **39%** favor ‘AI assistance’ (working together to accomplish tasks, see [page 12](#)).

## Part 3: Looking Forward

—Demand for **integrated software and services** (47%), system flexibility (31%), and connected analytics and enforcement (27%) is rising (see [page 18](#)).

—Innovation in IP management technology is improving but calls for system integration are not being answered by all suppliers (see [page 19](#)).

—IP professionals desire rapid access to portfolio insights and budget reporting, easy renewal workflows, and role-specific experiences (see [page 20](#)).

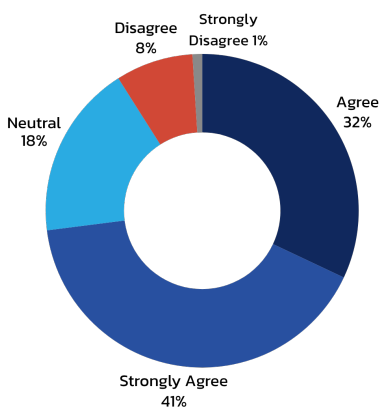


## Part 1: The Changing Role of the IP Professional

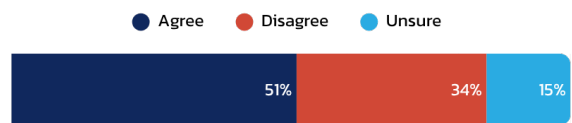
**IP technology is evolving rapidly, with powerful new solutions entering the marketplace, from software-as-a-service to agentic AI. Our 2026 research reveals these technologies are radically restructuring the duties of IP professionals, with just over half reporting a positive, long-term impact on daily roles and responsibilities.**

This year's Industry Outlook Research finds that 73% of IP professionals agree or strongly agree that emerging technologies, such as AI, will transform their roles forever (up from 64% in last year's research), with 51% believing that the IP profession has already undergone a seismic transformation and 63% pinpointing evolution in IP technology as the driving force behind professional change in the past 3-5 years.

**—AI will forever transform the role of the IP professional:**

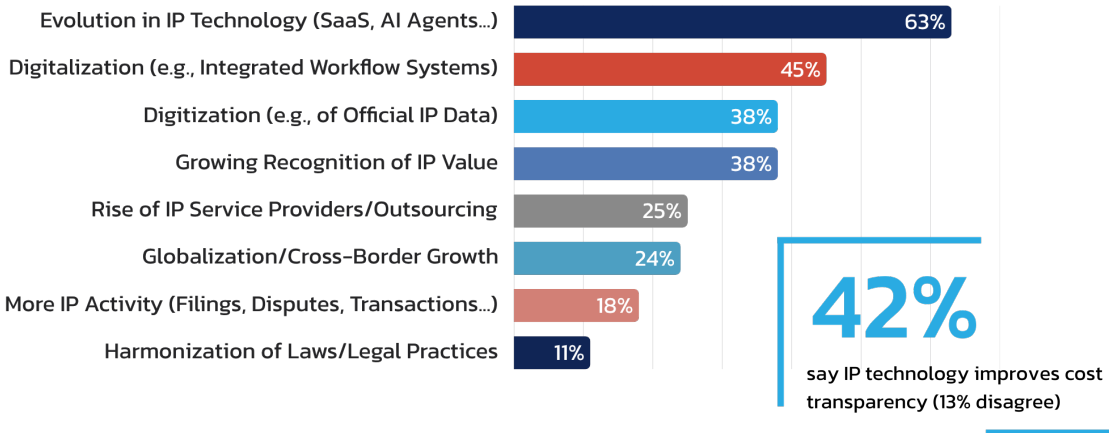


**—My role and responsibilities have changed fundamentally:**



In fact, the three main factors that have impacted the IP profession over this period are technology-related, alongside a growing recognition of the value of IP. →

**—Factors with the biggest impact on the IP profession in the past 3–5 years (top 8):**



Despite—or because of—the speed of technological change, legal and consulting expertise is considered the most valuable for IP professionals at present (see [page 7](#)), with legal knowledge and advice, commercial/strategic acumen, and drafting, search, and support functions the most vital skills, according to participants, followed by search platform expertise and IP task/workflow coordination.

**“** *The knowledge, experience, and intuition needed to assess AI output for accuracy is increasingly valued*

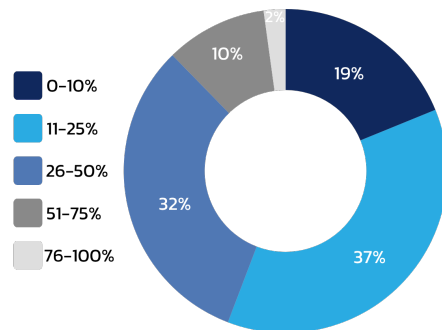
While some respondents feel “tools are prioritized over people,” others reference “a rise in appreciation for the human element.” As one senior patent attorney in North America explains: “There is a greater understanding of the importance of strategic guidance and advice, now that the ‘grunt work’ can be accelerated by AI.” Notwithstanding the perception that “AI could replace IP professionals in certain

roles,” most respondents believe it is more likely that “IP professionals will transition to a supervising position to check AI output for accuracy.”

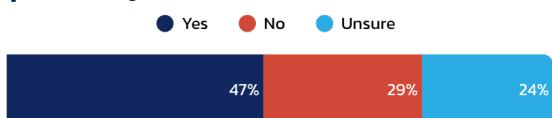
**From Expert Creation to Expert Review**

Already, the focus has shifted from creation to review, with 88% now spending up to half their time reviewing trainee, AI agent, or external supplier work, and nearly half (47%) saying this time has increased.

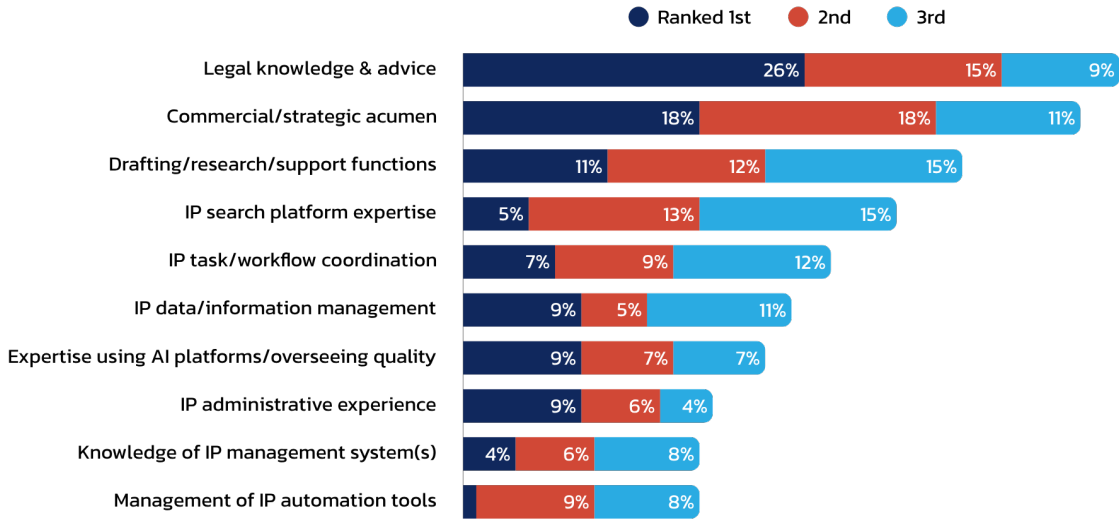
**—How much of your time is spent reviewing work?**



**—Has this percentage increased in the past 3–5 years?**



—Which skills and experience are most valued in your organization today?



A “marked shift” in awareness of IP value is also leading to a change in the profession, as “companies now see IP as a strategic business asset rather than a purely legal ‘cost center’.”

“*IP is increasingly expected to demonstrate value, not just compliance.*”

The challenge is that this comes “at a time of increased pressure on efficiency,” explains a patent support professional in the semiconductor industry in Asia Pacific: “With AI now optimizing many ‘routine’ functions, expectations have shifted toward faster delivery, information accuracy, resource orchestration, and clearer return on investment.”

“The role of IP professionals is becoming increasingly polarized,” agrees an IP strategy leader in the wireless technology

sector: “IP professionals are now faced with a straightforward choice: Either risk being replaced by AI or evolve the skills needed to connect and translate technology, legal rights, and strategic business decision-making.”

—What are your biggest IP management challenges currently?

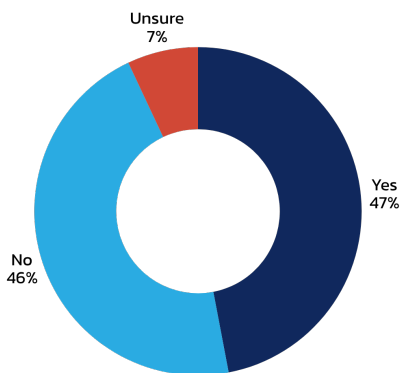


# Is Access to Training and Tools Falling Behind?

While the improving capabilities of IP software and systems, the rise of AI, and the growth of IP outsourcing have the capacity to drive progress for day-to-day task management, many of the IP professionals we surveyed believe that access to training, tools, and support is behind the pace of change.

When asked if their organizations actively recruit, onboard, and train IP professionals on the use of available technology, participants are divided.

## —Have you been trained in how to use AI solutions?



Remarkably:

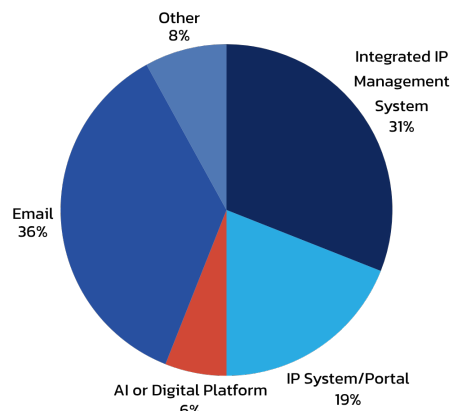
- Only 26% believe they have a clear digital strategy and have been fully onboarded onto all available tools;

**36%**  
are still tracking, communicating, and collaborating on IP by email

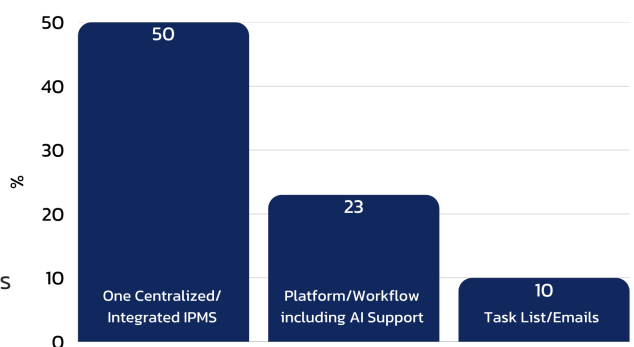
- 43% struggle to recruit IP professionals competent in their IP technologies;

- 69% believe they do not have the AI or digital skills to leverage their existing IP technologies; and
- 71% have yet to hire any AI-specific roles for IP.

## —How do you track, communicate, and collaborate on tasks?



## —What would be your preferred method?



To create a snapshot of priorities and responsibilities, we asked IP professionals how they manage core administrative functions, who oversees each task, and their spending plans in 2026 (see right).

**51%**  
agree their IP technologies reduce administrative time (11% disagree)

The findings reveal that internal specialists are most likely to be responsible for IP analytics, monitoring, domain names, anti-counterfeiting, trademark clearance, recordals, and renewals, with or without external support (see right).

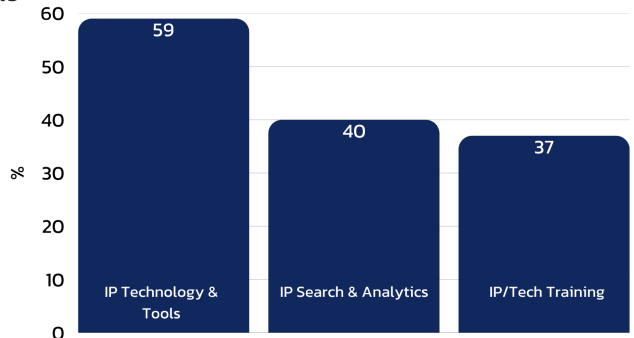
**The Role of Technology**

IP management systems are the most frequently used IP technologies (see right), with the majority (58%) reporting they use an IPMS every day.

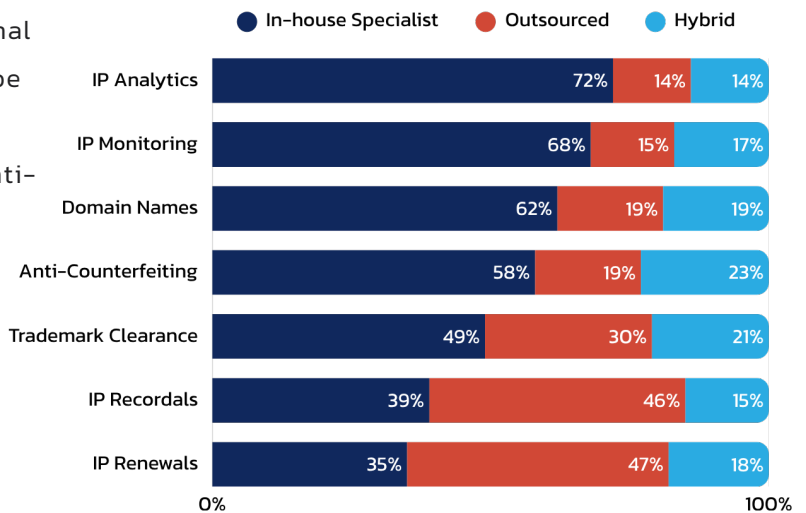
Despite concern that they have not been actively trained in AI (see [page 8](#)), nearly half (49%) also use a generic AI tool (such as ChatGPT) for IP at least once a day. IP search and analytics platforms (for patents or trademarks) round out the top three.

IP professionals are least likely to use generic agentic AI platforms, AI platforms for legal or R&D, or enterprise workflows to manage IP work (bottom right). ■

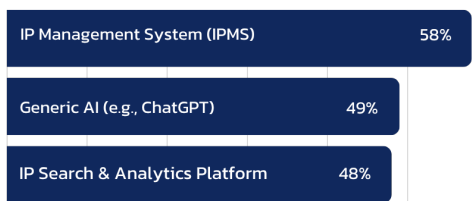
**—Top areas for budget increases in 2026:**



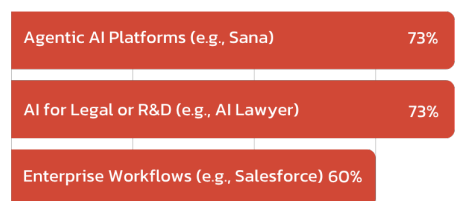
**—Who manages routine IP tasks?**



**—Top 3 IP technologies used by IP professionals daily:**



**—Three tools IP professionals never use:**



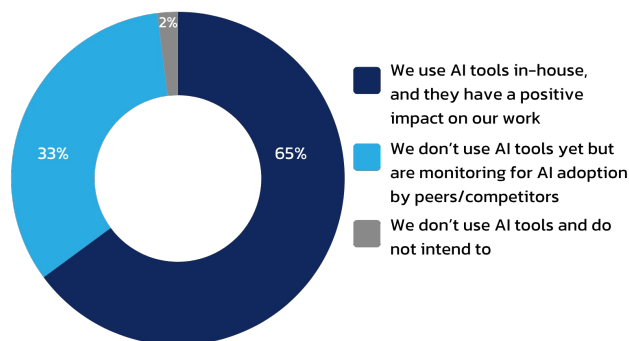


## Part 2: Trends in AI Adoption—The Only Way is Up?

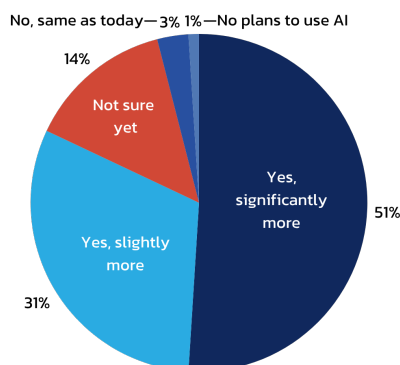
**Our research last year identified an uptick in AI use and growing positivity about its potential to boost productivity across patents and trademarks. That upward trajectory is showing no signs of slowing, with this year’s research revealing increased satisfaction with the capabilities and performance of AI technologies for IP, as well as higher levels of adoption and demand.**

The majority (65%) of respondents use AI tools in-house, citing a positive impact on their work (up from 58% in last year), and over four-fifths (82%) plan to increase use of AI for IP in 2026, with approximately half (51%) saying the increase will be significant.

**—Which statement best describes your approach to AI for IP?**

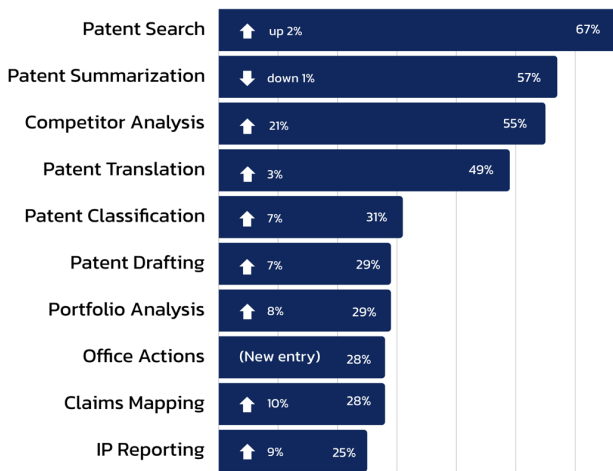


**—Will you use AI more in 2026 for patent and trademark workflows?**



Across all respondents, the top 10 areas for AI adoption build on last year’s findings, with patent search/analytics remaining in top position, and competitor analysis/landscapes jumping over patent translation to take third place.

**—Where do you currently use or plan to use AI-based solutions for IP?**



**—For which trademark tasks?**

As most of our respondents are from the patent field (see [page 23](#)), we considered the responses for trademark professionals only, finding their top five to be:

- 1. Office Action Management (41%)
- 2. Trademark Search (32%)
- 3. IP Reporting (30%)
- 4. Drafting Goods & Services (27%)
- 5. IP Docketing (27%)

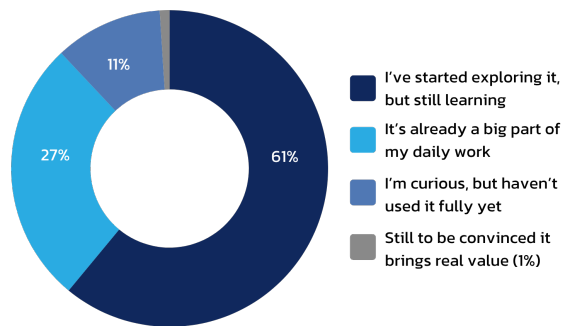
**—Why these specific solutions?**

When asked why they chose these solutions, 83% say they are “actively looking to save time/costs” (up from

“*Humans hold the **knowledge and must retain control**; AI should be only a tool providing assistance*”

77% in 2025), 58% believe “AI-based tools are an inevitable progression” (up from 45% last year), 41% are “interested in any technology that can add new efficiencies,” 35% “out of curiosity to measure quality and potential benefit,” and 10% because “our peers/competitors are using them” (up from 4% last year).

**—How would you describe your use of AI?**



The majority (85%) want their IP service providers to also use AI solutions, with 29% indicating that AI use should be mandatory (up from 12% in 2025).

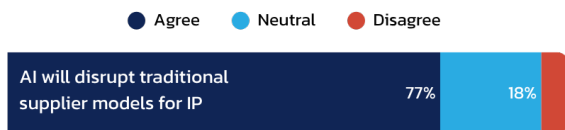
**—Would you prefer your suppliers to use AI tools for IP?**



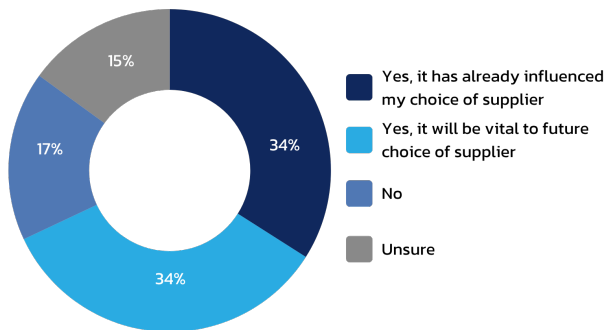
# How AI is Disrupting Supplier Models for IP

From the risk of data breaches to the concern that confidential IP rights will be used to train AI programs, most respondents emphasize the need to choose a responsible and trustworthy partner to ensure security, quality, and ongoing innovation.

Not only do 77% believe that AI will disrupt traditional supplier models for IP (up from 65% in 2025), but 68% say it has already influenced or will be vital to their future choice of supplier (up from 55% last year). A further 67% report a direct impact on their current or future external legal spend.



## —Has the emergence of AI solutions impacted your choice of IP provider?



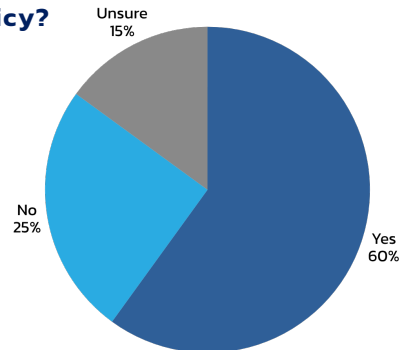
## —If yes, for which IP services or software?

1. IP Search & Watch (67%)
2. IP Landscape Analysis (47%)
3. Patent Translation (43%)
4. IP Management Software (38%)
5. IP Filing & Prosecution (38%)
6. IP Renewals/Recordals (19%)

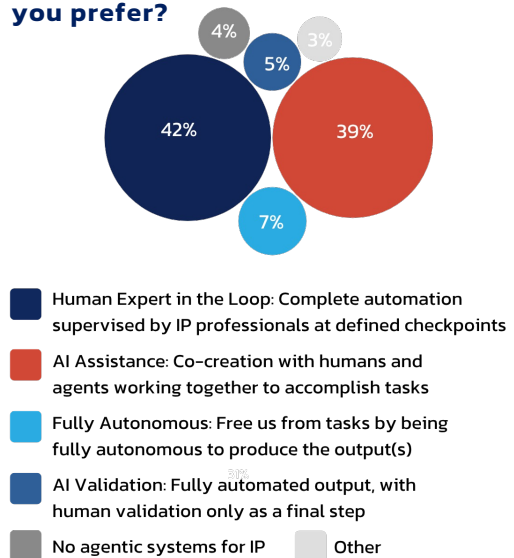
## —Have you reduced your legal spend due to the adoption of AI technologies?



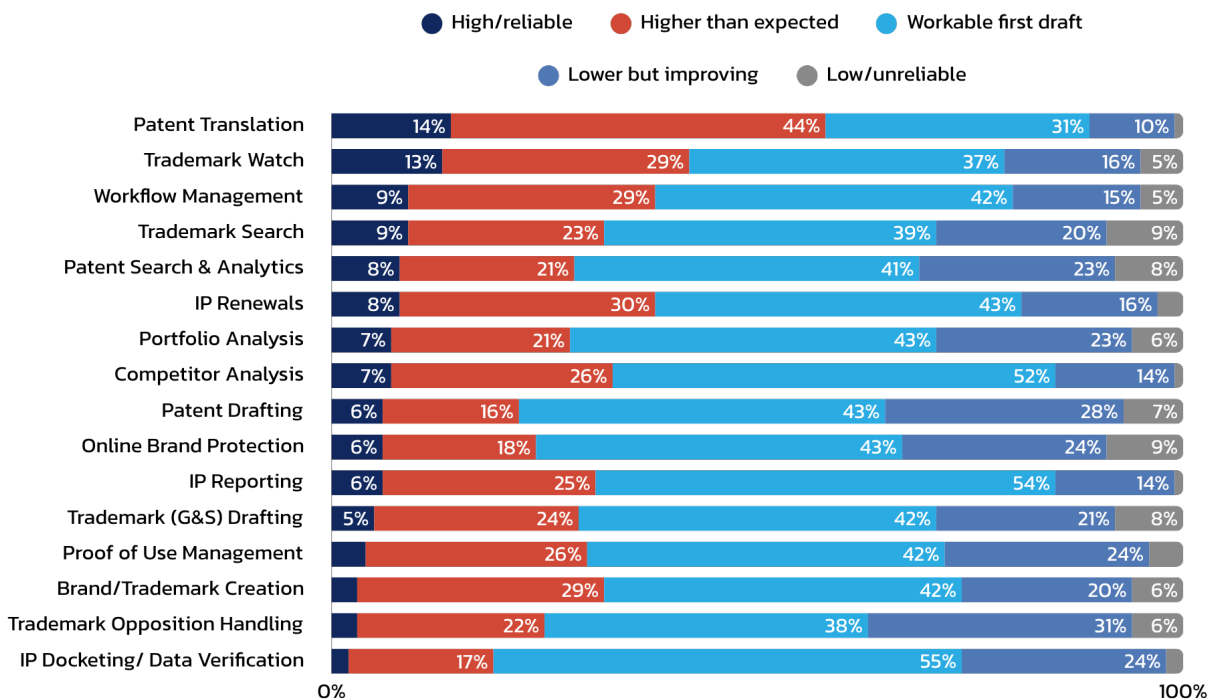
## —Does your organization have an AI policy?



## —What type(s) of agentic AI behavior do you prefer?



—How does the quality of AI output compare to manual or non-AI solutions?



**An Increase in Quality and Performance**

Trust in the performance of AI solutions has stabilized in the past year. When asked how the quality of AI output compared to manual or non-AI tools, respondents report ‘high/reliable’ or ‘higher than expected’ results for patent translation (58%), trademark watch (42%), workflow management (38%), and IP renewals (38%).

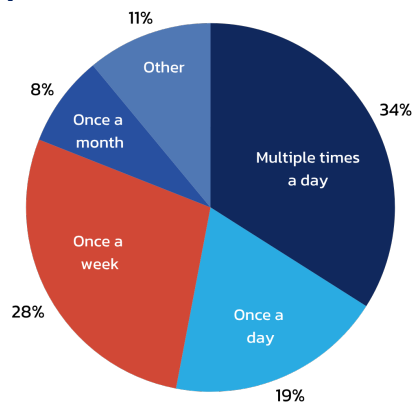
‘workable first drafts,’ followed by patent drafting, portfolio analysis, online brand protection, and IP renewals (all at 43%).

In addition, our research respondents are using AI-based solutions for IP not occasionally, but at least once per day, with many estimating considerable time and cost savings.

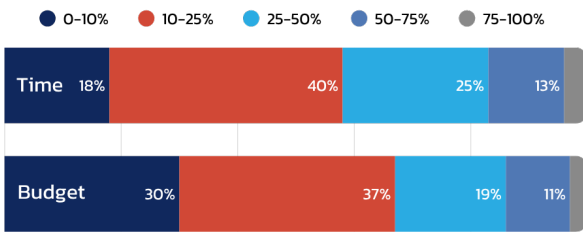
**53%**  
use an AI solution for IP at least once a day (up from 46% in 2025)

IP docketing/data verification (55%), IP reporting (54%), and competitor analysis (52%) are the solutions most relied on for

—How often do you use AI solutions for IP?



### —How much time/cost do they save you?



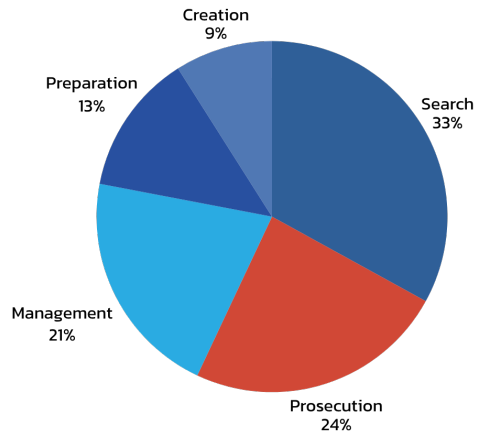
When surveyed about the key drivers for AI adoption, the opportunity to reduce time and cost and build efficiency through task automation were cited most frequently, followed by use of AI to summarize vast datasets and deliver access to information more rapidly. As one IP specialist in the technology sector explains: “AI enables us to do more with the same resources: more search, filing, translation, wider coverage...”

“**Tools that combine legal accuracy with commercial intelligence would be especially valuable**”

We asked our respondents which AI features and capabilities they valued most in their current solutions and where they would like to see innovation in the future:

1. Summarization (56%)
2. Search assistants in natural language (54%)
3. Translation (51%)
4. Chatbots/Q&A (40%)
5. Task automation (30%)
6. Predictions—grant/cost/date (30%)
7. Image search (25%)
8. Classification (24%)

### —At which stage would AI be most beneficial?



### Key areas for Innovation

Moving forward, IP professionals are most interested in AI-based innovations that can deliver:

- **Explainable AI** to support decision-making (cf. black-box automation);
- **Enhanced accuracy** by checking and guaranteeing AI results;
- **Agentic workflows** for automating the development and filing of IP rights;
- **End-to-end IP data integration**, portfolio-to-product mapping, predictive analytics for risk and value;
- **Management-level insights**, translating technical and legal information;
- **Prior art searches** for non-expert users;
- **Reliable IP portfolio valuation**;
- **Claim charting** with supporting references and improved drafting;
- **End-to-end workflows** to automate **worldwide IP filing**;

- Practical figure generation tools;
- Outside counsel data flow/organization;
- Chatbots to support queries in client/collaborative portals;
- Research tools that are easy for non-native English users.

### An Opportunity to Work Smarter

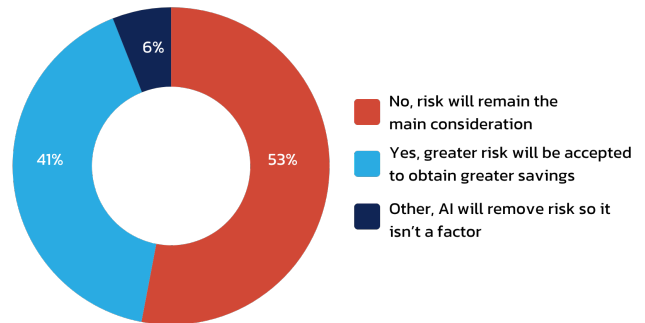
The potential of AI to level the playing field is welcomed by many. “By abstracting complexity, AI provides support for tasks where in-house expertise is lacking,” explains an in-house counsel in the manufacturing sector.

Others feel the potential risks of AI adoption still need to be addressed. Here, IP practitioners highlight lingering doubts about data security, privacy, and confidentiality; concerns about dips in accuracy, quality, and reliability; and the dangers of hallucinations and wrong assumptions, especially in situations where “mistakes are unacceptable,” such as litigation.

“**AI could lead to loss of in-house skills due to over-reliance on AI and industry-wide information overload**

“Relying too heavily on AI is the biggest risk,” comments an in-house counsel in the life sciences sector. “Professional judgment will be eroded if AI is used without adequate governance.”

### —Do you think AI will change the perception of IP risk vs. cost?



“IP professionals must not ‘check out’ and become simply AI prompters,” agrees the founder of an IP law firm in the Americas.

### Keeping Up with the Pace of Change

However, most IP professionals we spoke to for this report emphasize the importance of adapting to, rather than resisting, AI evolution. Instead, IP leaders must “carefully consider which AI tools to embrace” and work with trusted suppliers to integrate AI securely and responsibly in their operations.

“It’s important to choose a supplier with a long history in IP, a proven track record globally, and advanced development capabilities,” advises an IP team leader from Asia Pacific.

“AI solutions must be transparent, explainable, and allow human experts to validate assumptions and reasoning,” agrees the chief IP officer of a technology start-up, adding: “IP requires accountable judgment and contextual understanding, so domain expertise is critical.” ■

# Patent Data and the Future of AI Innovation

AI is radically transforming all business sectors, bringing innovative solutions and opening new horizons, but there is more to come. Our latest patent landscape analysis of AI-related patent filings in the deep learning sector reveals a recent rise in innovation related to multimodal AI, intelligent agents, and digital humans.

Our latest study on deep learning and large language models (LLMs) focuses on three fast-growing and increasingly connected areas: multimodal AI, intelligent agents, and digital humans.

These technologies go beyond text-based AI to enable systems that can see, listen, reason, act, and interact in more human-like ways:

- **Multimodal AI (approx. 15,000 patent families):** AI systems that can understand and generate more than one type of data at the same time, such as text, images, audio, and video.
- **Digital Humans (approx. 8,000):** AI-powered virtual characters that can speak, show facial expressions, and interact with users in a human-like way.
- **Intelligent Agents (around 6,000):** AI systems designed to pursue goals autonomously by reasoning, planning, using tools, and taking actions.

## Predicting the Future of AI

By studying global patent filing trends, innovators, and the strategies shaping the move toward more interactive, autonomous, and embodied AI systems,

we can track how AI is being developed and applied across many industries.

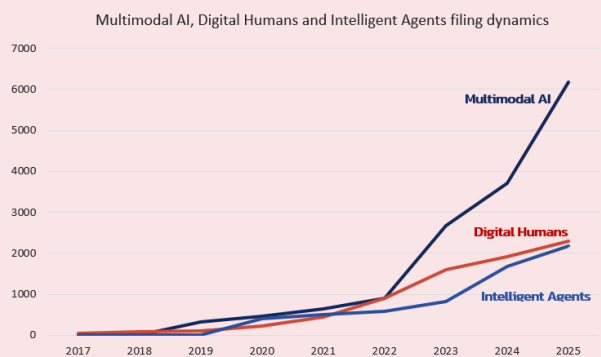


Figure 6 - Multimodal, Digital Humans and intelligent Agents filing dynamics, 2017-2024

Our latest study explores the key drivers behind recent AI innovation, finding:

- The convergence of scaling laws, architectural innovation, and massive computational resources is driving LLMs at unprecedented scales.
- A small number of global technology leaders, including Google, Baidu, NVIDIA, Microsoft, and IBM, are combining foundation models, agentic capabilities, and human-like interfaces into coherent innovation strategies.
- 2025 marked a turning point for multimodal AI, with major launches by leading players in the field. While some companies dominate public visibility

and market adoption, others are positioning themselves through intensive patent-filing strategies.

- The intelligent agent patent landscape is already highly concentrated, with a few global tech giants controlling both volume and international presence.
- This field for digital humans has gained momentum recently because generative AI now enables realistic dialogue, expressive voices, and consistent personalities at scale.
- Technology giants have built extensive internationalized patent portfolios, emphasizing broad global protection and platform-centric innovation.

### From Models to Applications

Our analysis of patent filing dynamics shows that multimodal AI, intelligent agents, and digital humans have entered a phase of rapid and sustained expansion. Multimodal AI shows the most pronounced surge, while intelligent agents and digital humans demonstrate steady and increasingly strong growth trajectories.

This reflects the transition of generative AI from exploratory research into scalable, commercially deployable systems across multiple modalities and application layers.

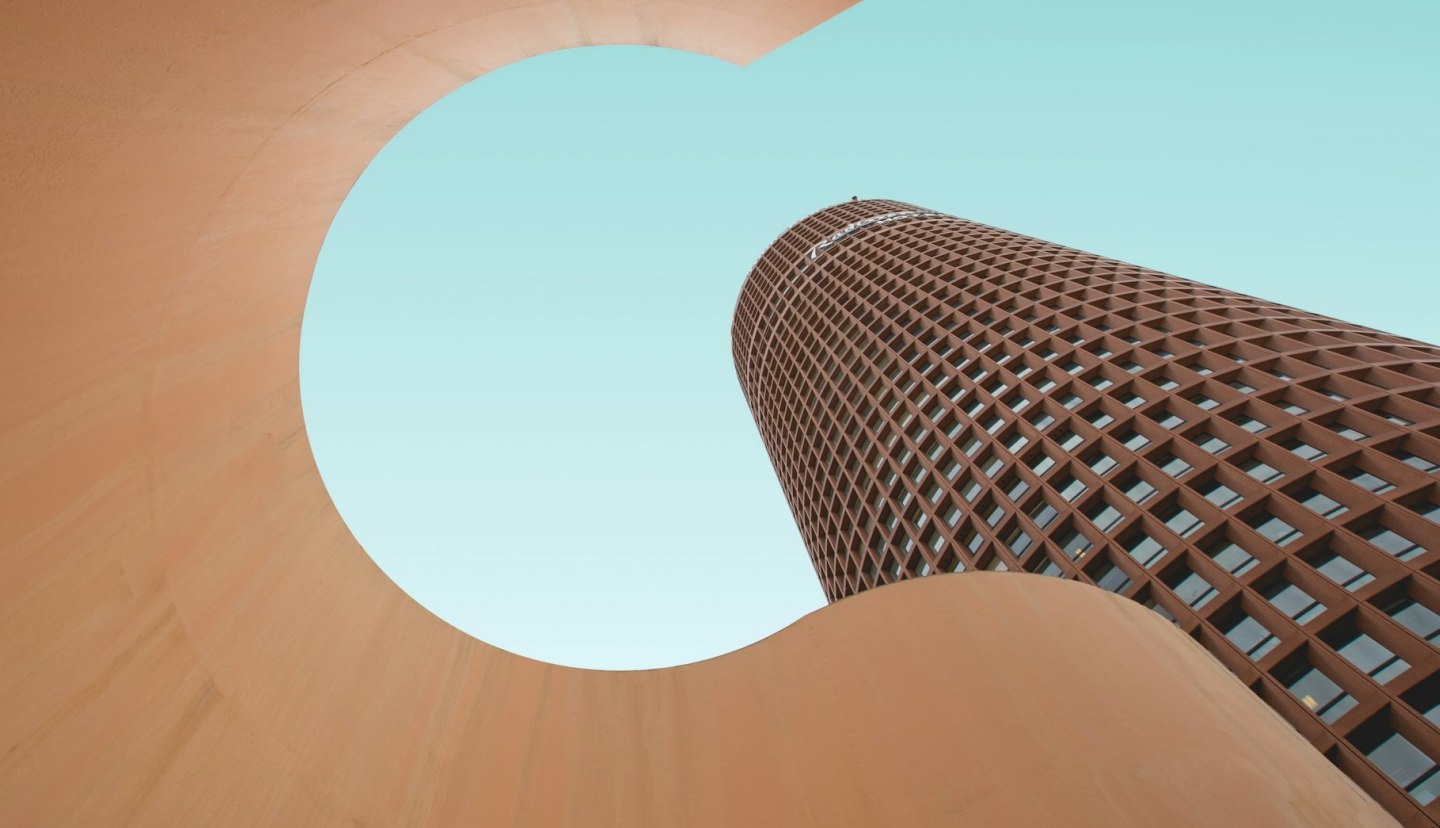
Key areas for application include:

- **Content generation:** Articles, product descriptions, marketing materials, etc.
- **Translation and localization:** Real-time translation of spoken or written content.
- **Chatbots/virtual assistants:** Answers to complex questions drawing from knowledge bases.
- **Search engine enhancement:** Natural language queries, delivering more direct, human-like answers.
- **Healthcare/medical research:** Medical data analysis, drug discovery, diagnosis prediction, and personalized treatment.
- **Legal applications:** Paraphrasing, scribing, and searching.
- **Education and training:** Personalized education for individual learner needs.
- **Sentiment analysis:** Analysis of public perception and trends from feedback, reviews, and social media mentions.

The year 2025 marks a pivotal moment for LLMs with the rise of multimodal AI, intelligent agents, and digital humans. Patent dynamics clearly show that the technological race is accelerating. Building strong patent portfolios in this space will be a key strategic asset for AI players in the future. ■



To find out more about innovation in these sectors, [contact us](#) to receive a copy of our LLM patent landscape report.

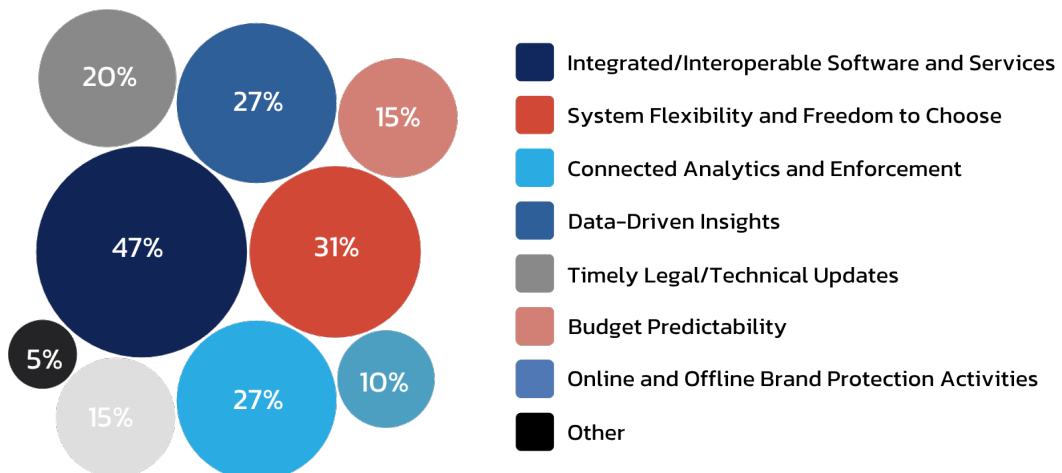


## Part 3: From Software Silos to Seamless Ecosystem

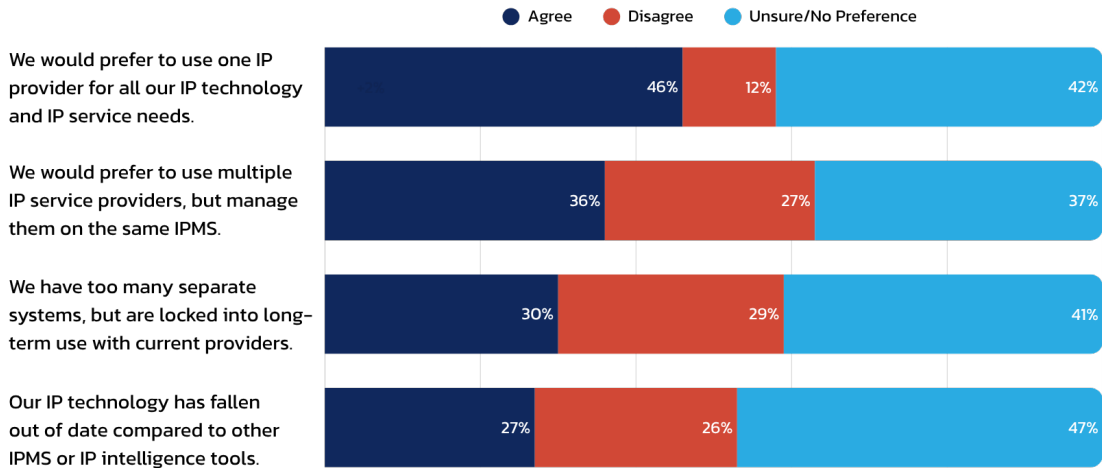
AI was not the only topic or technology covered in our IP Outlook Research. As was the case in previous years, we also surveyed IP professionals to identify other areas where they would like to see greater investment from current partners.

Demand for integrated software and services (47%), system flexibility (31%), and connected analytics and enforcement (27%) is rising among IP practitioners, as is the desire for faster access to portfolio insights, more streamlined workflows, and role-specific user experiences (see [page 20](#)).

### —Where else would you like to see greater investment from current partners?



—What are your views on your current IP technologies?



Innovation in IP management technology remains a topic of contention:

- 46% would **prefer one IP provider** for all their IP technology/service needs (up from 34% in 2005);
- 36% would prefer to use multiple providers but **manage them on the same IPMS** (down from 48%);
- 30% say their IP technology has **fallen out of date** compared to rival systems or is too slow or complex to use (up from 23%); and
- 27% have **too many separate IP systems** but are locked into long-term use with current software or service providers (25% in 2025).

While 29% of research participants are satisfied with their current IP technologies, most IP professionals we spoke to were searching for more sophisticated solutions to help them manage their IP portfolios “more seamlessly,” “reduce time, costs, and

risks,” and “deliver strategic insights for all stakeholders.”

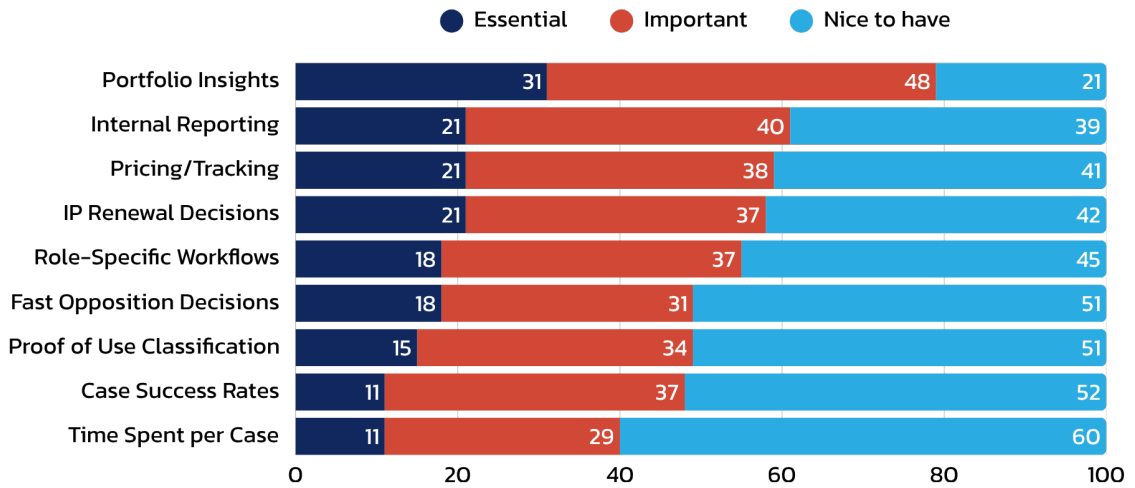
Alongside their calls for greater innovation, IP professionals most want to see improved patent and trademark analytics from suppliers; in particular, portfolio insights and summarizations, enhanced reporting, pricing, and tracking, streamlined workflows to facilitate IP renewal decisions, and role-specific tasks.

**Access to Information is a Priority**

The top seven ‘essential’ or ‘important’ analytics are:

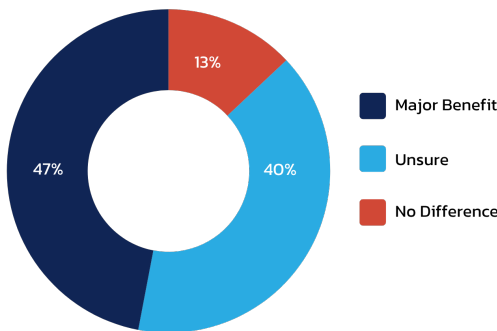
1. Rapid portfolio insights/ summarizations (79%)
2. Internal reporting, incl. costs (61%)
3. Pricing/tracking (59%)
4. Insights for renewal decisions (58%)
5. Role-specific experiences/ workflows (55%)
6. Fast opposition decisions (49%)
7. Proof of use classification (49%)

**—What types of analytics would you value most?**



Many emphasize the need to improve current systems, as opposed to launching new platforms, however powerful: “Suppliers should focus on integrating tools and services into existing solutions,” argues one IP manager in Europe, adding that connected tools “assist humans to make strategic decisions, whereas new platforms add further complexity by creating data or information silos.”

**—How important is integration in your IP management system?**



“Solutions that integrate data across the IP lifecycle and AI that provides transparency and explainability, rather than task

automation, will be in demand,” comments the IP counsel of a life sciences company. “My preference is for tools that enable collaboration with human experts, scaling insights without sacrificing control.”

“An IP management system that combines IP data, search, analytics, and AI assistance would be my choice,” says the founder of an IP law firm in Asia-Pacific. This would “improve efficiency and accuracy, allowing room for professional judgment and strategic decision making.”

Whatever their individual preferences, however, nearly all the IP professionals we spoke to were united by the need to choose technology—and providers—wisely. “Knowing what tools to use and when and where to apply AI is our biggest challenge and our biggest opportunity,” says a partner at a US law firm. The right solution should bring “efficiency and measurable improvements in work. Choosing the wrong platform could result in the opposite.” ■

## Conclusion: AI and IP—The Time to Act is Now

**As technology advances, the tools provided to IP professionals have become more impressive, but also more complex, fragmented, and challenging to navigate. By understanding the capacities and limits of current solutions and working with suppliers that prioritize a human-centered approach, IP teams can establish a culture of “effortless AI” that reinforces, rather than diminishes, human expertise.**

As the results of our 2026 IP Outlook Research reveal, IP professionals are increasingly looking to technology to provide them with smarter and more efficient ways of working, with a high percentage of our participants embracing AI solutions and features to boost day-to-day productivity. However, with so many AI tools on the market and capabilities constantly evolving, the next challenge lies in finding suppliers and solutions that support—rather than complicate or replace—their preferred working practices.

### **Navigating the Implications for IP Professionals**

Whether you are looking to implement new solutions or improve current technologies, it is essential to assess the opportunities and shortfalls of systems and suppliers, from set-up costs and ease of use to accuracy, security, and governance. Working with a provider that has a proven track record of investing in solutions that facilitate specific IP tasks and workflows will be crucial here, as will ensuring you have the resources to manage systems day-to-day, including overseeing and validating AI training/output. ➡

### —Key considerations:

- **Cost and ROI:** Do you have the budget to invest, and what should be the return?
- **Need analysis:** Will the solutions resolve a specific issue—if so, how?
- **Time and governance:** Who will manage the solution day-to-day, provide training, and validate output?
- **Accuracy and security:** How will you mitigate the risks of hallucinations/bias, and uphold privacy, quality, etc.?
- **Ethics and confidentiality:** How will you maximize the benefits of AI while upholding ethical responsibilities?

### Building a Culture of AI

Understanding the limits and possibilities of AI solutions is central to ensuring human responsibility. While AI will inevitably replace humans in some roles, keeping human experts firmly at the center will remain critical for the IP sector, where oversight is necessary to uphold strict professional and ethical standards.

### —Questions to consider:

- For which tasks do you trust AI?
- Is your team trained in the use of relevant AI solutions?
- Are *all* your practices/teams/resources using AI tools, or only some?
- How much are you spending on tech? Is it part of the IT budget or headcount?

- Do you have dedicated committees and internal champions/evangelists to maximize use and knowledge?
- How is the use of AI adding value internally or to clients?
- What is your data culture?
- How are you upholding privacy and quality? Do you have an AI policy controlling which tools you use?
- How is it impacting your choice of suppliers; for example, are you working with providers who share your culture and ethos for AI in IP?

### How Questel is Integrating AI and IP

As a tech leader in the IP industry, Questel is committed to delivering seamless access to data, software, and expertise that enable IP practitioners to work efficiently in an increasingly complex environment.

That is why we are building an integrated IP suite of modular solutions that combine our superior data and secure, transparent, and intuitive software—including powerful IP-specific AI solutions and agentic AI workflows—with dedicated services to support and enhance their implementation, training, and daily use.

**Discover our roadmap for AI in the IP sector, our vision for the next generation of IP solutions, or get in touch about any of the topics covered in this report at [questel.com/contact](https://questel.com/contact). ■**

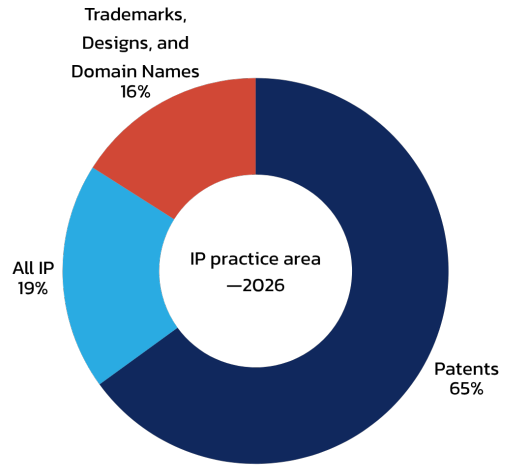
## About this Research

To create this report, Questel surveyed more than 500 IP professionals across the globe between January and March 2026 via an online questionnaire, webinar polls, and email interviews.

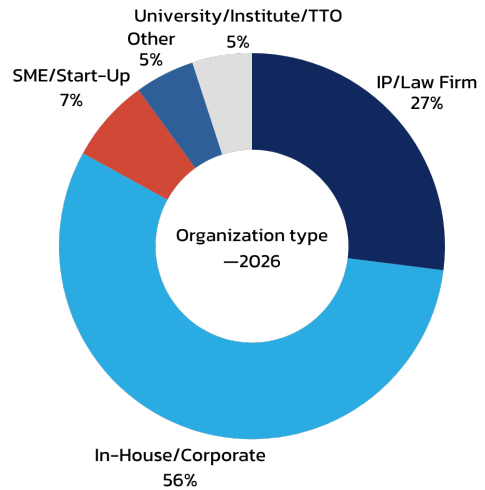
Participants represented a variety of industries and disciplines, with 61% holding a senior position of Chief IP Officer, Head of IP/Legal, General Counsel, Law Firm Partner, or Company Director, and 22% working in IP research, analysis, or administrative support roles.

To find out more about our Industry Outlook Research, visit [questel.com](http://questel.com).

### —Practice Area/Specialism

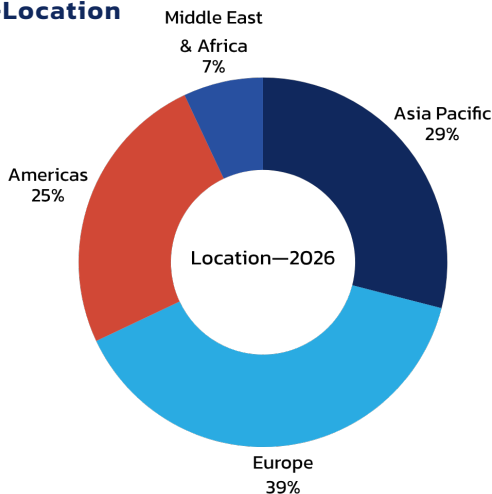


### —Company Type

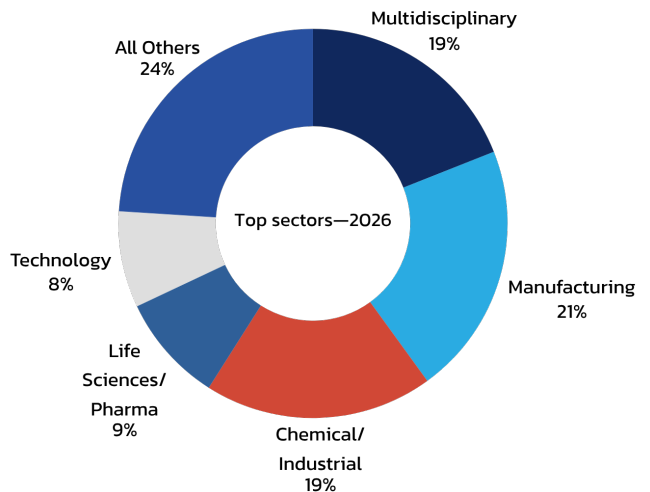


## About Our Contributors

### —Location



### —Industries



# Questel

More than 20,000 clients and 1.5M users across 30 countries rely on Questel's integrated IP suite of market-leading software and expert-led services to deliver superior search, analysis, and management of IP rights. Our comprehensive software platforms harness best-in-class IP data and cutting-edge agentic AI workflows to boost productivity and efficiency across inventions, patents, design, trademarks and domain names. Questel also provides modular services supporting the IP lifecycle, including searching, watching, international filing, translation, online brand protection, renewals, recordals, and administrative support. These solutions, when combined with our IP cost management platform, deliver clients significant savings across the entire IP lifecycle.

[www.questel.com](http://www.questel.com)