

WIPO Conversation on IP and Frontier Technologies

# Training the Machines - Bytes, Rights and the Copyright Conundrum



## Written statement for open floor interventions

Hi, I am Onkar Chinmalli. I work at Clarivate as a strategy manager within the Intellectual Property group that has a strong legacy of over 60 years within the IP industry and consists of over 5000 IP business colleagues.

First of all, many thanks to WIPO's Frontier Technologies Division for choosing this important topic. There is much needed attention and consideration here as it impacts all stakeholders within the wider IP and innovation ecosystem.

AI has been used to support IP and R&D professionals for many years. However, recent AI advancements have accelerated its adoption and significantly expanded the boundaries of how we could leverage it across the IP & innovation workflow.

AI can help navigate complex IP data, and help make quicker, more informed decisions across the IP process. A testament to an important role of AI in IP protection and management is the increased focus of Patent & Trademark Offices on AI and related technologies.

Some of the IP specific use-cases where the new generation of AI could add tremendous value are:

- IP portfolio management and optimization
- Patent preparation and prosecution
- Enhanced patent and trademark search
- Automated trademark office actions
- Brand clearance and protection
- Investment decisions for R&Ds

From an AI training perspective, we believe there is a need to focus on Three fundamental elements:

1. High quality data.
2. Use-case specific training (i.e. preparing it for the context).
3. Leveraging deep industry expertise for training the models.

With the growing volume of IP data and limited resources, these three elements are key to provide enough confidence to IP and R&D professionals for making better business-critical decisions, faster.

Most of you are likely familiar with the phrase 'garbage in, garbage out'. Imagine the output of an AI tool which does not consider those Three elements. There are chances that you may spend more time changing/correcting the output or keep giving multiple prompts to achieve a desired outcome. Even worse, wrong decision can be made based on such output.

To avoid such scenarios, it is crucial to choose the right AI solution that follows those three fundamental training elements. DATA QUALITY, CONTEXT, & EXPERTISE.

For those who wish to continue the conversation on this interesting topic, please feel free to contact me at [onkar.chinmalli@clarivate.com](mailto:onkar.chinmalli@clarivate.com) or our experts at [Clarivate Center for IP and Innovation Research](#).

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