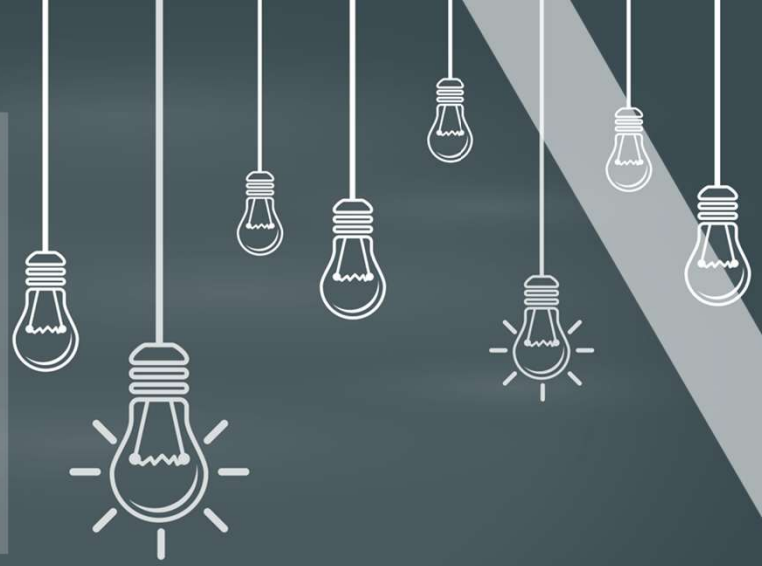


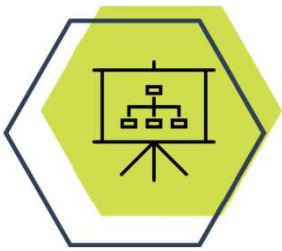


Intellectual[®]
Property
Owners
Association



2024

CORPORATE IP PRACTICE SURVEY



Structure



Budget



Management

These comprehensive survey results offer valuable insights into critical aspects of corporate intellectual property practices and management. From organizational structures to budget allocation and external resource oversight, this report offers an essential benchmarking tool to help you optimize your company's IP strategy and stay competitive in today's innovation-driven landscape.

Prepared with support from

BLACKHILLSAI

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Use of Outside Counsel	31
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Use of AI	48

Background

Over 75 respondents participated in this survey, with responses collected during summer 2024.

Questions were not required and could be skipped. Some had more responses than others.

Industry Breakdown	
Pharmaceutical/biotechnology	23.61%
Electrical/communications/computer hardware	16.67%
Manufacturing/Machinery/Equipment	12.50%
Software/information/financial/business services	12.50%
Chemical/chemical products	9.72%
Medical devices	9.72%
Motor vehicles/transportations	5.56%
Consumer products	4.17%
Oil & gas/energy	4.17%
Food	1.39%

 Count of respondents who answered this question

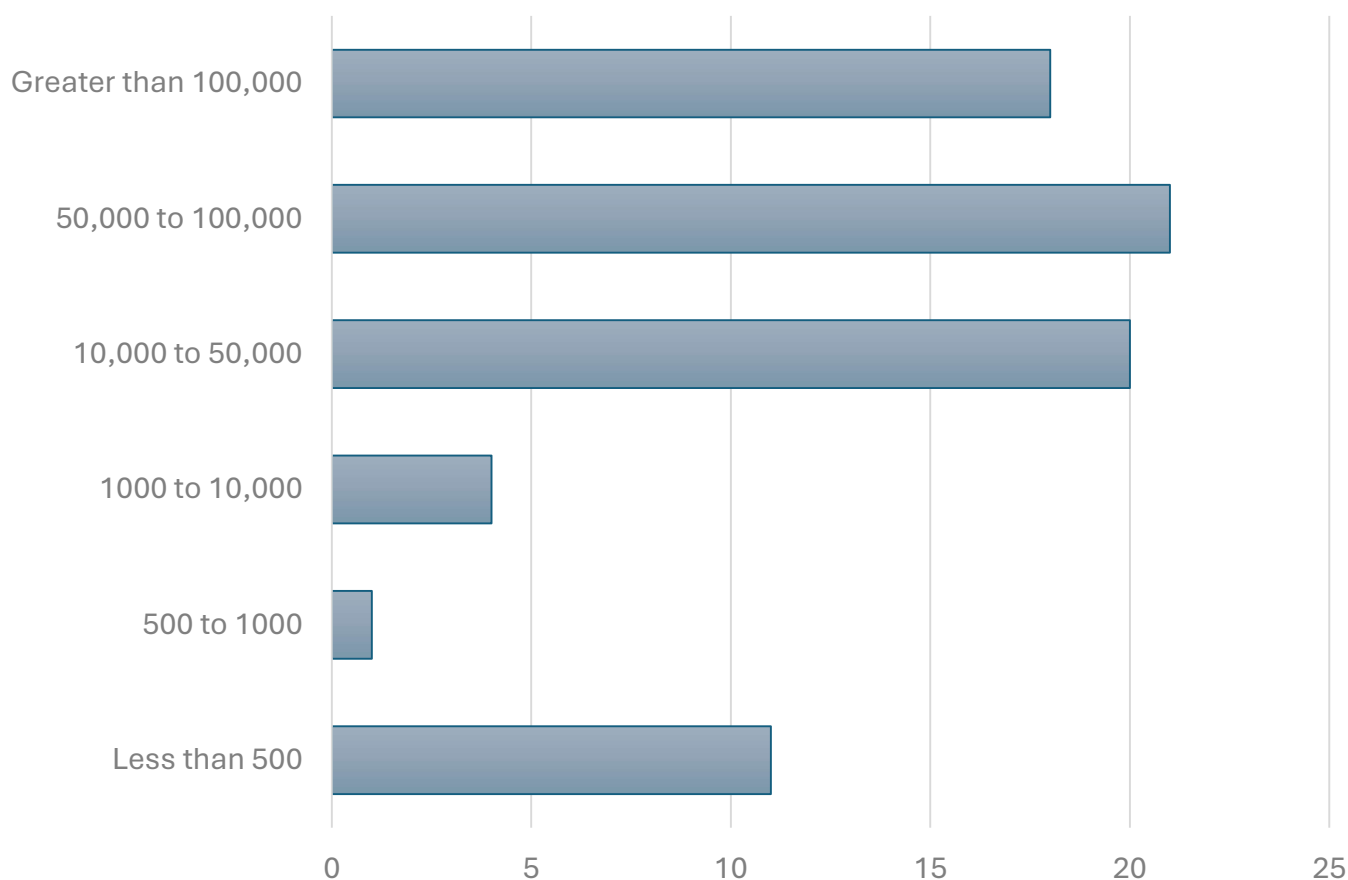
Resp: 75

 Count of respondents who skipped this question

Skip: 4

Background

Company Size (number of employees)

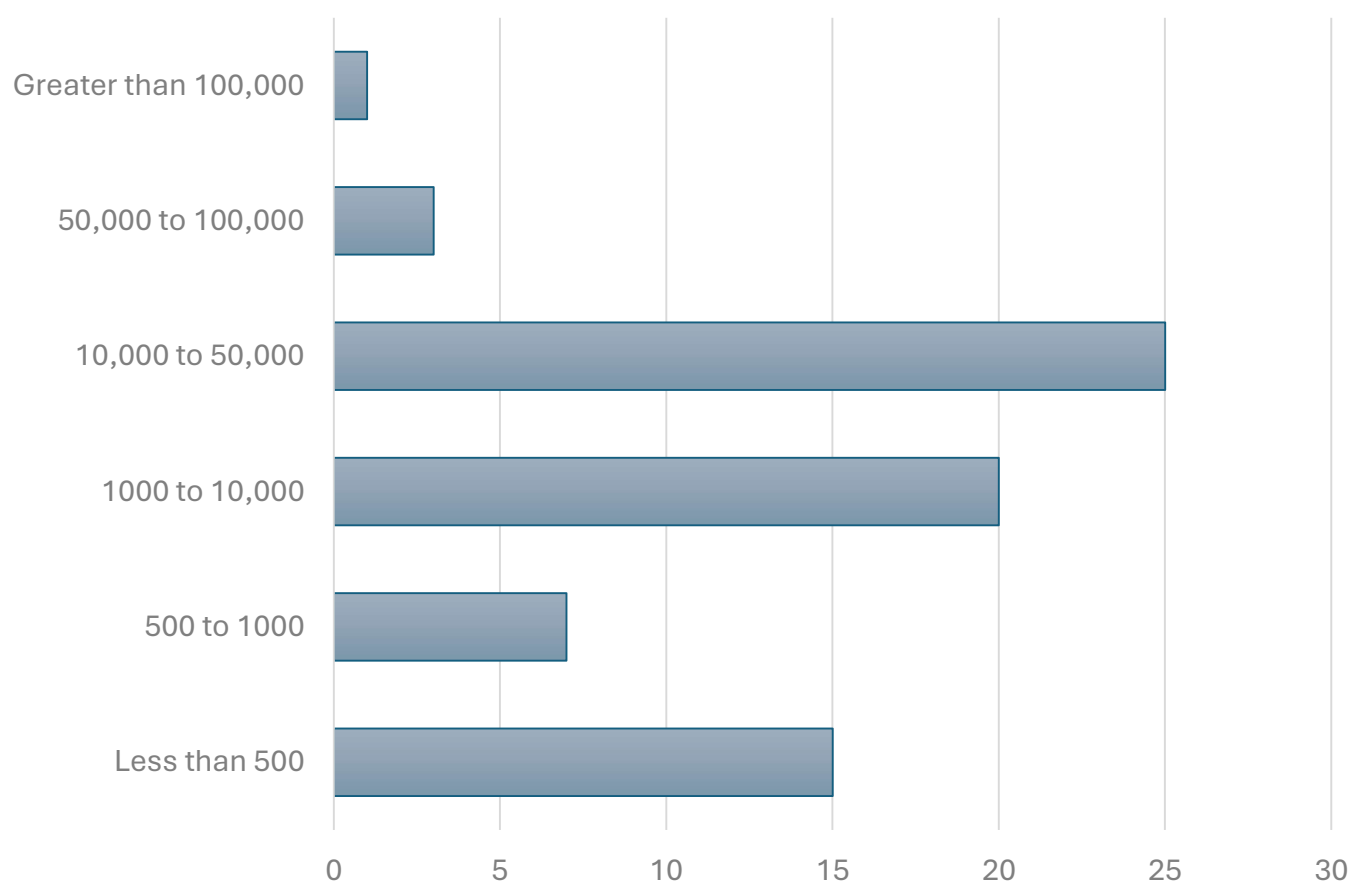


Resp: 75

Skip: 4

Background

How many research and development (R&D) colleagues are employed by your company worldwide?

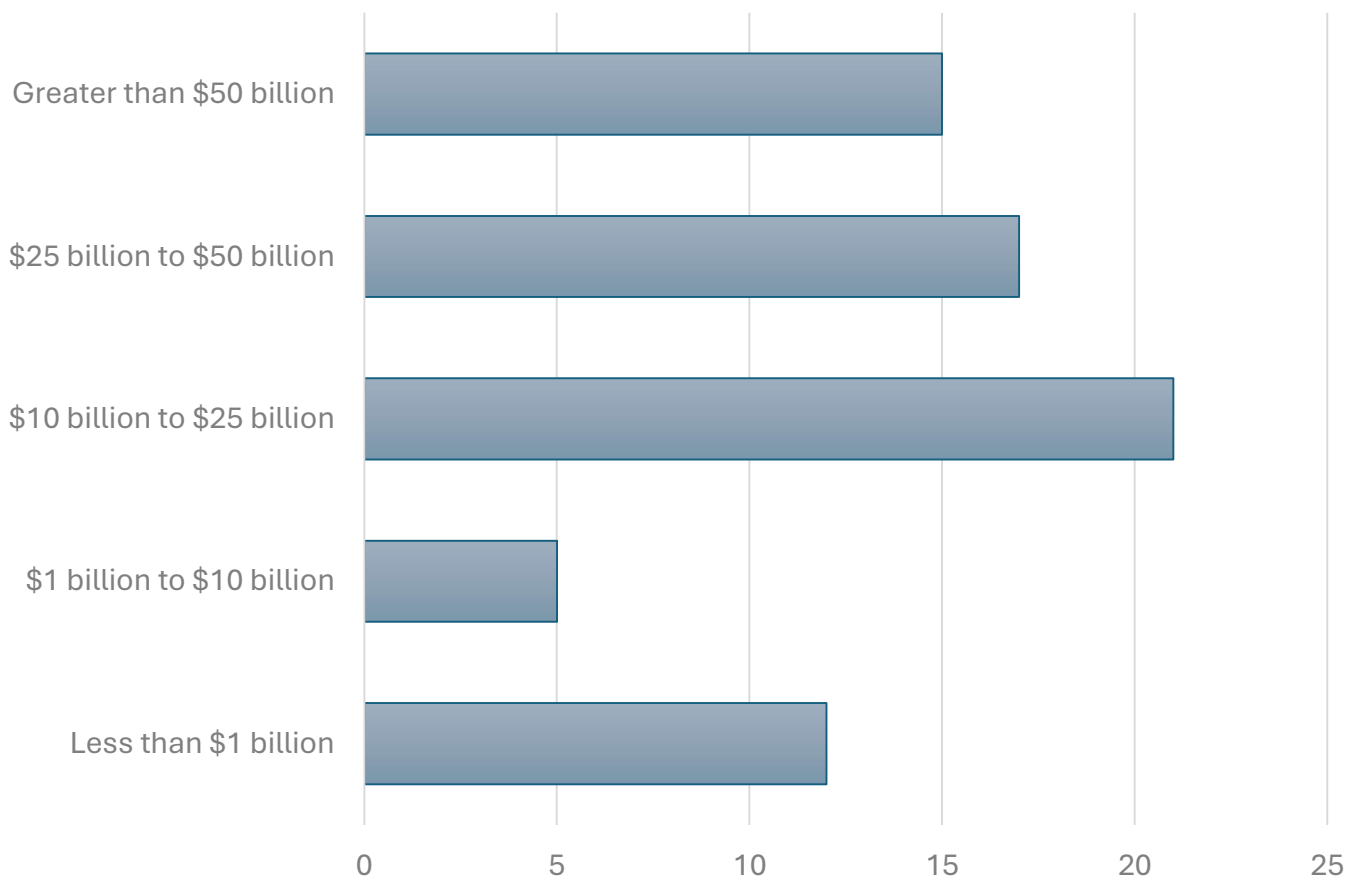


Resp: 71

Skip: 8

Background

What was your company's total revenue in 2023?



Resp: 70

Skip: 9

Inventors & Awards

Which of the following statements describes your company's approach to inventor awards?

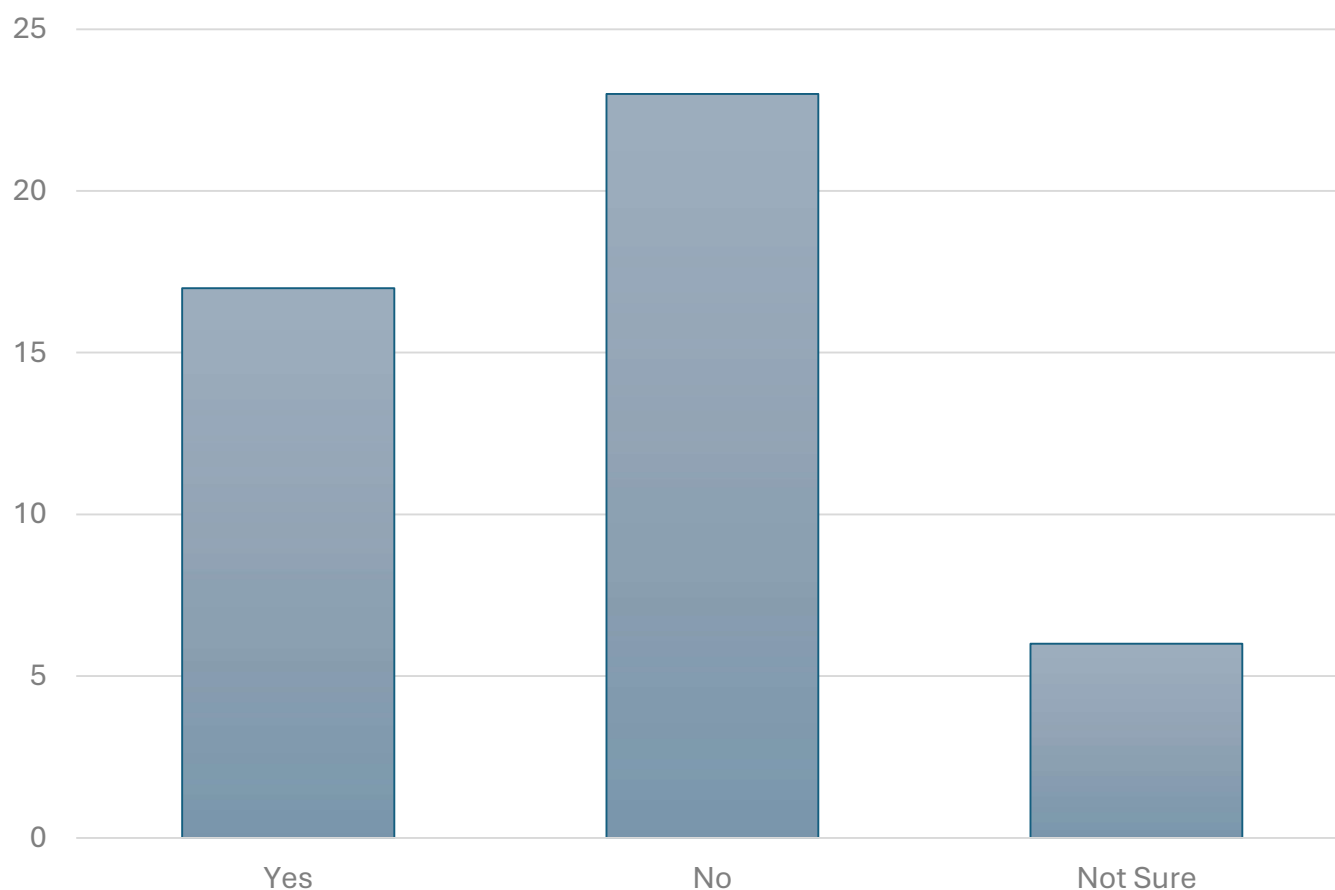
Award Protocol	
A monetary award is paid upon grant of a patent	21%
A monetary award is paid upon decision to pursue a patent application	21%
A non-monetary award is paid upon grant of a patent	18%
A monetary award is paid upon execution of an assignment of patent rights to the company	11%
No monetary or other awards are typically provided for inventing	10%
Other	5%
A non-monetary award is granted upon decision to pursue a patent application	5%
A monetary award is paid upon submission of an invention disclosure	4%
A non-monetary award is granted upon submission of an invention disclosure	3%
A non-monetary award is granted upon execution of an assignment of patent rights to the company	1%

Resp: 48

Skip: 31

Inventors & Awards

Does your organization regularly collect and analyze demographic data on inventors/innovators?

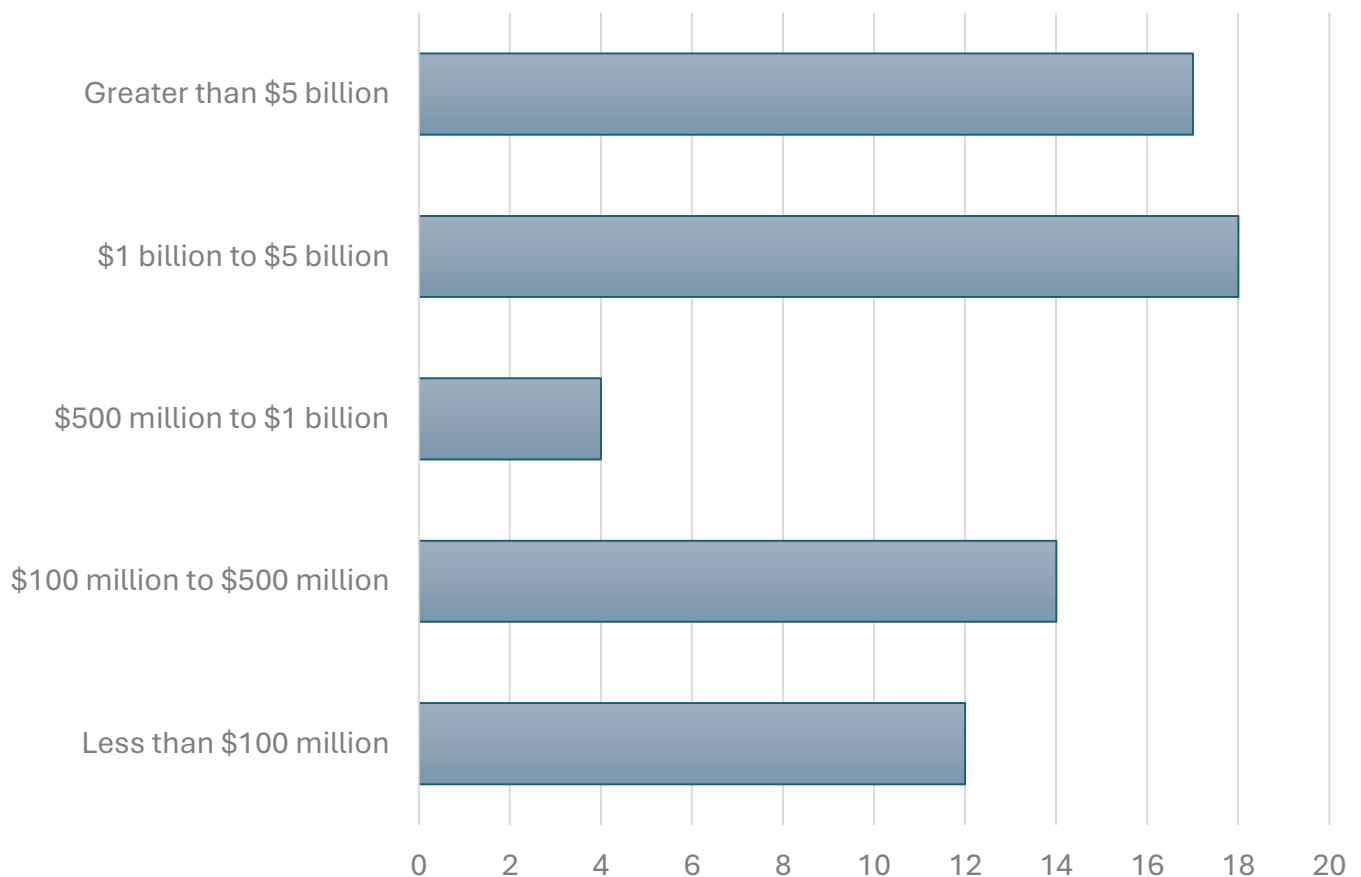


Resp: 46

Skip: 33

Budget

What was your company's total R&D spend in 2023?

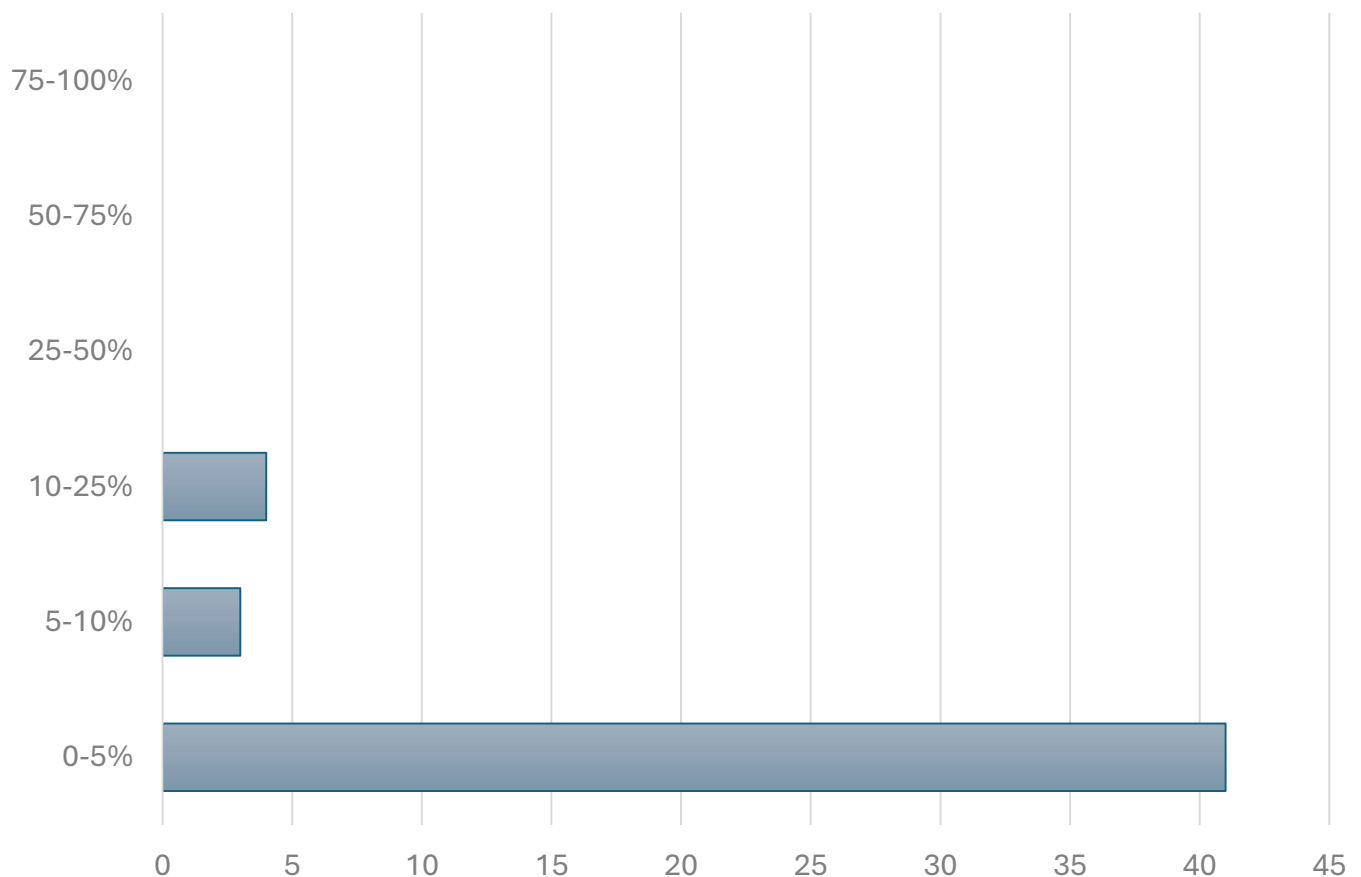


Resp: 65

Skip: 14

Budget

In 2023, what was your company's **IP spend** as a percentage of revenue?

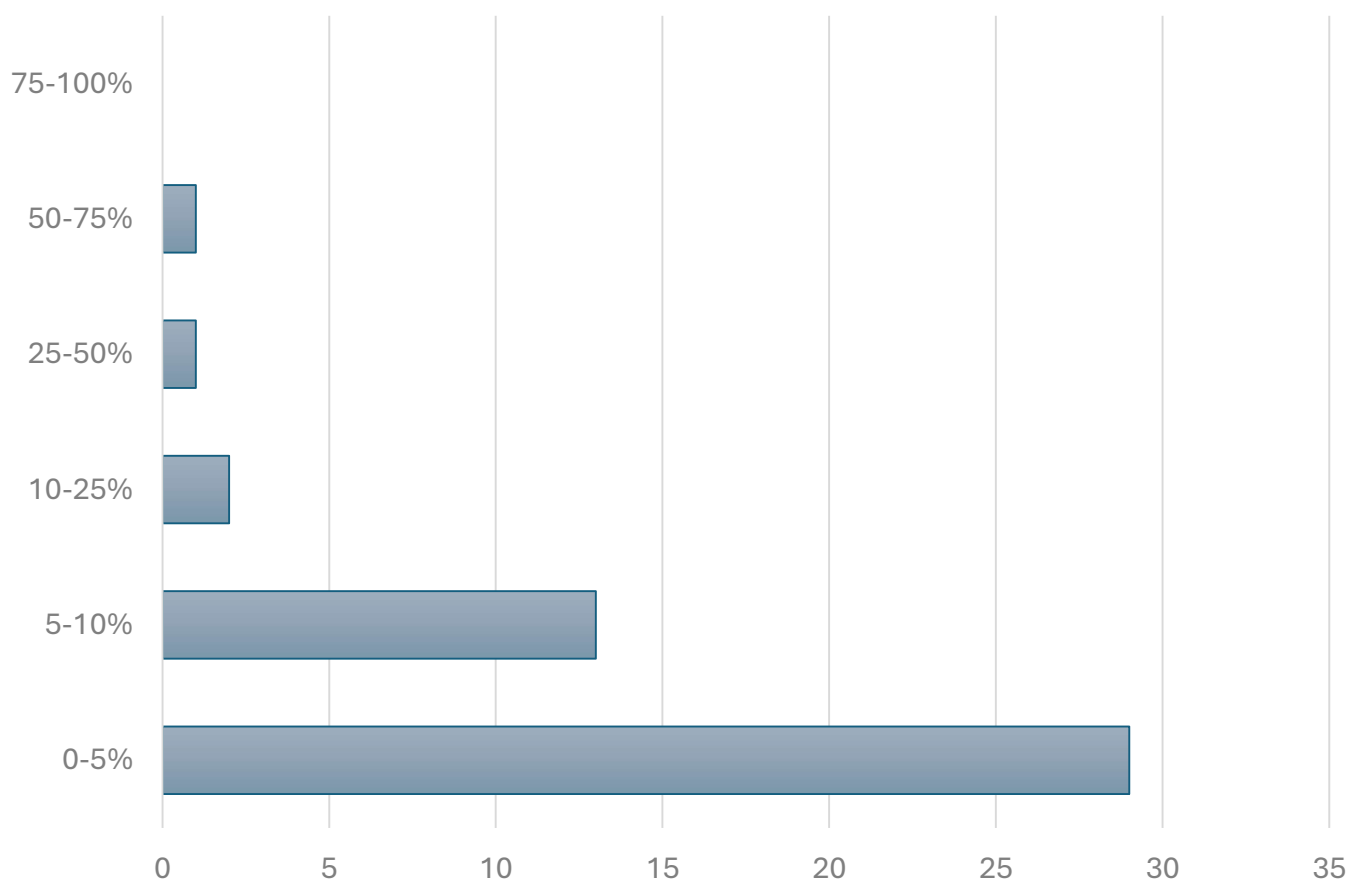


Resp: 48

Skip: 31

Budget

In 2023, what was your company's **IP spend** as a percentage of R&D spend?

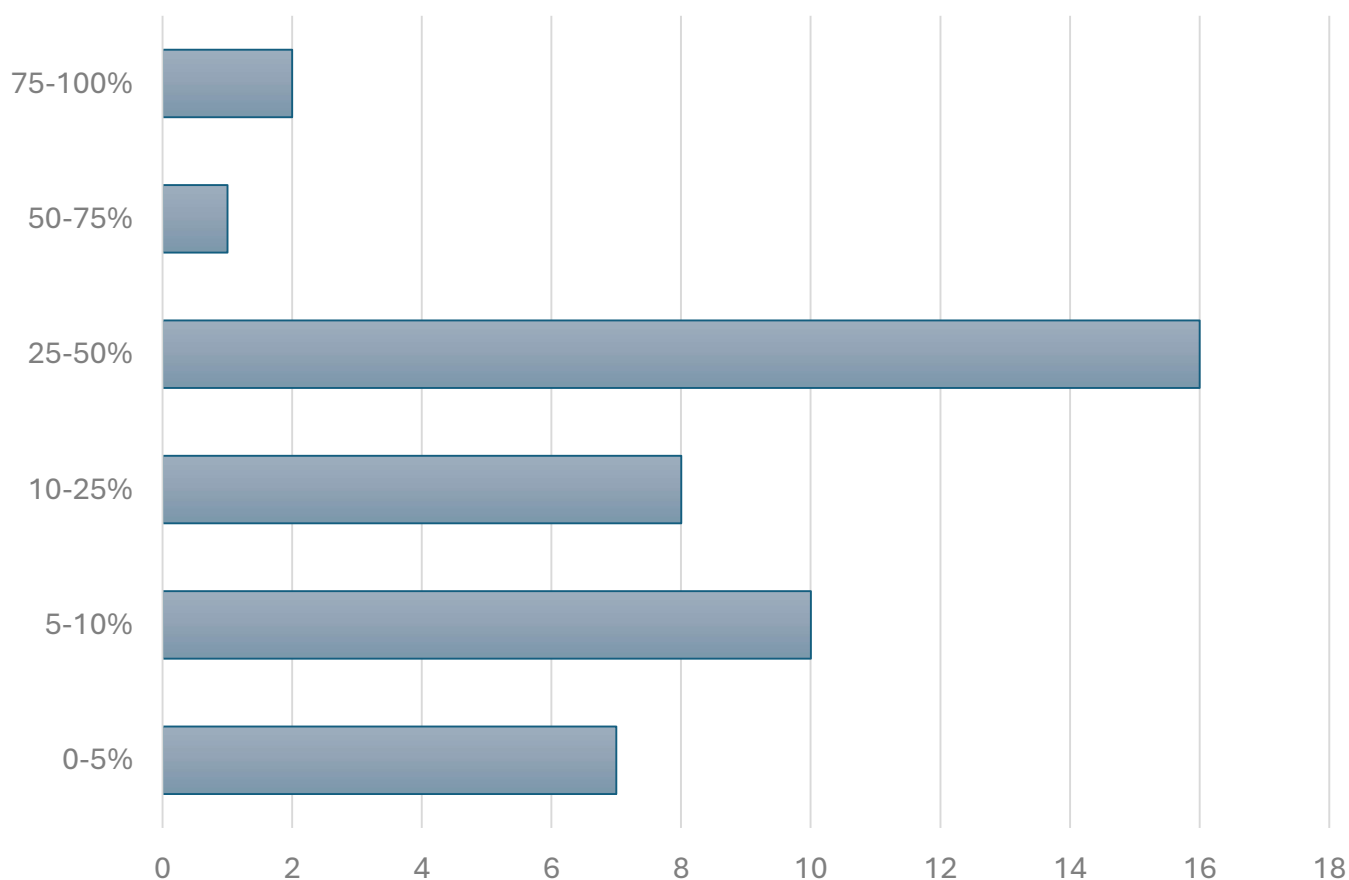


Resp: 46

Skip: 33

Budget

In 2023, what percentage of your company's total external legal spend was IP spend?

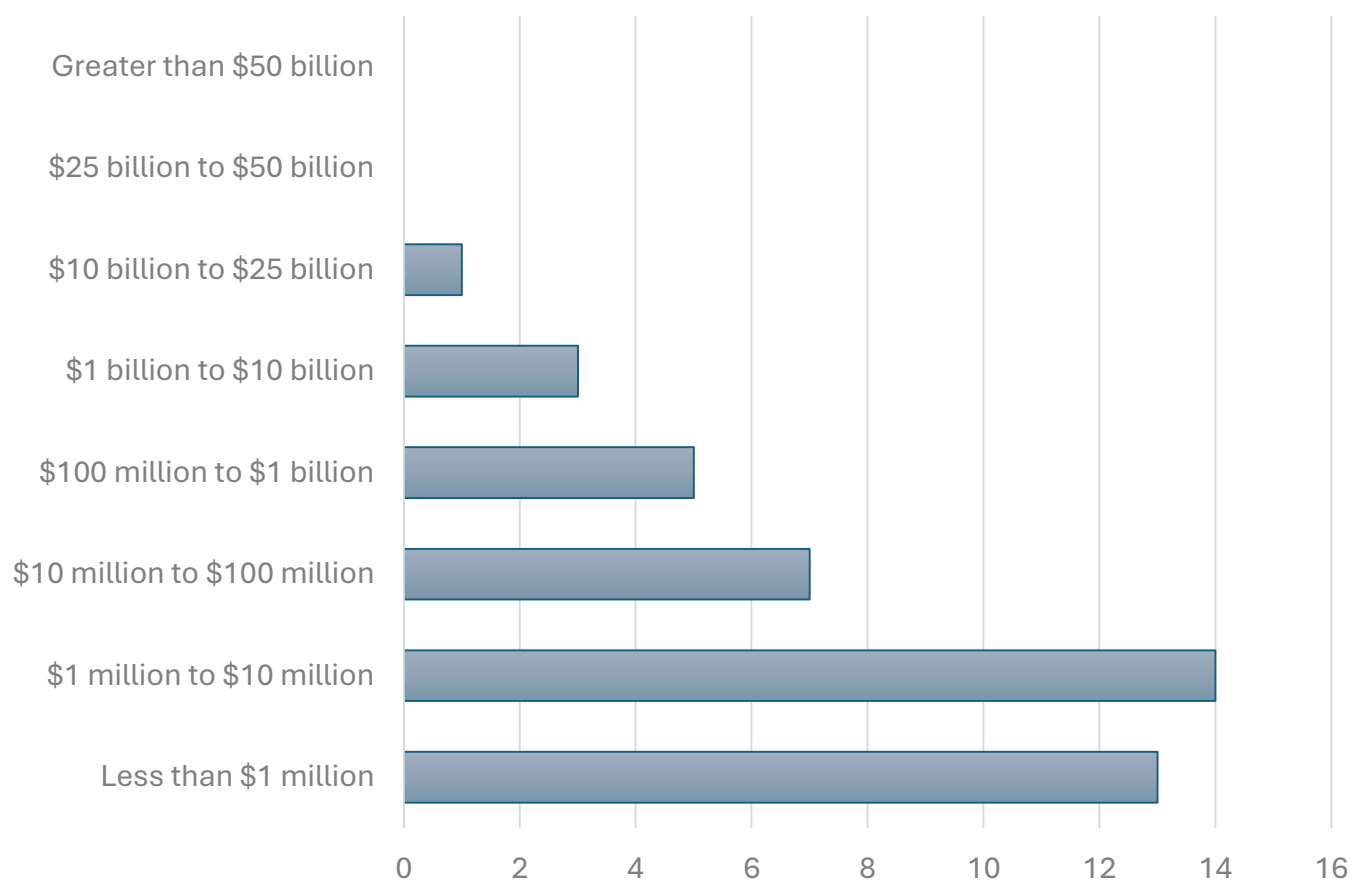


Resp: 44

Skip: 35

Budget

In 2023, what was your company's revenue from IP licensing and IP sales?

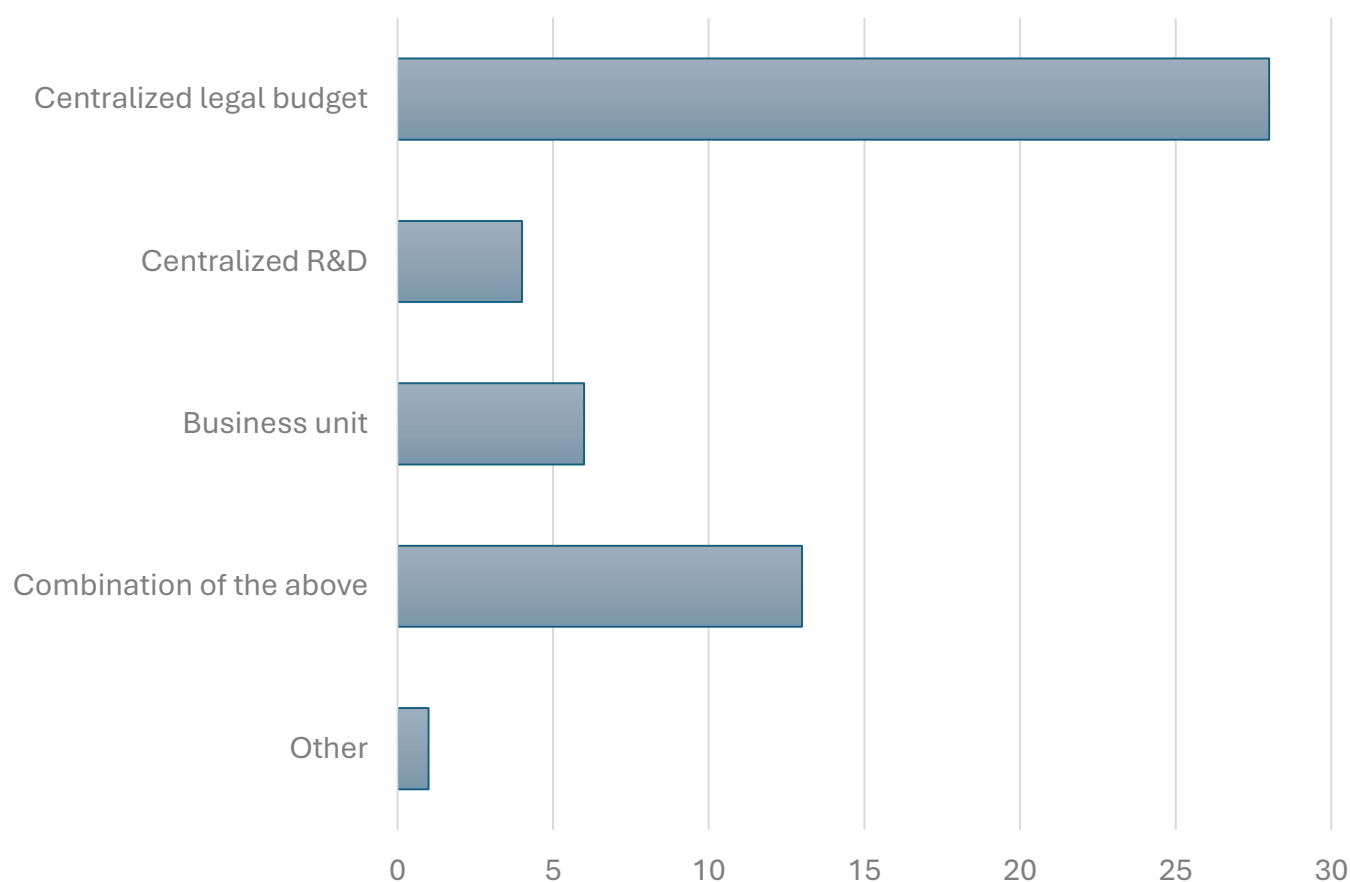


Resp: 43

Skip: 36

Budget

How is your IP budget allocated?

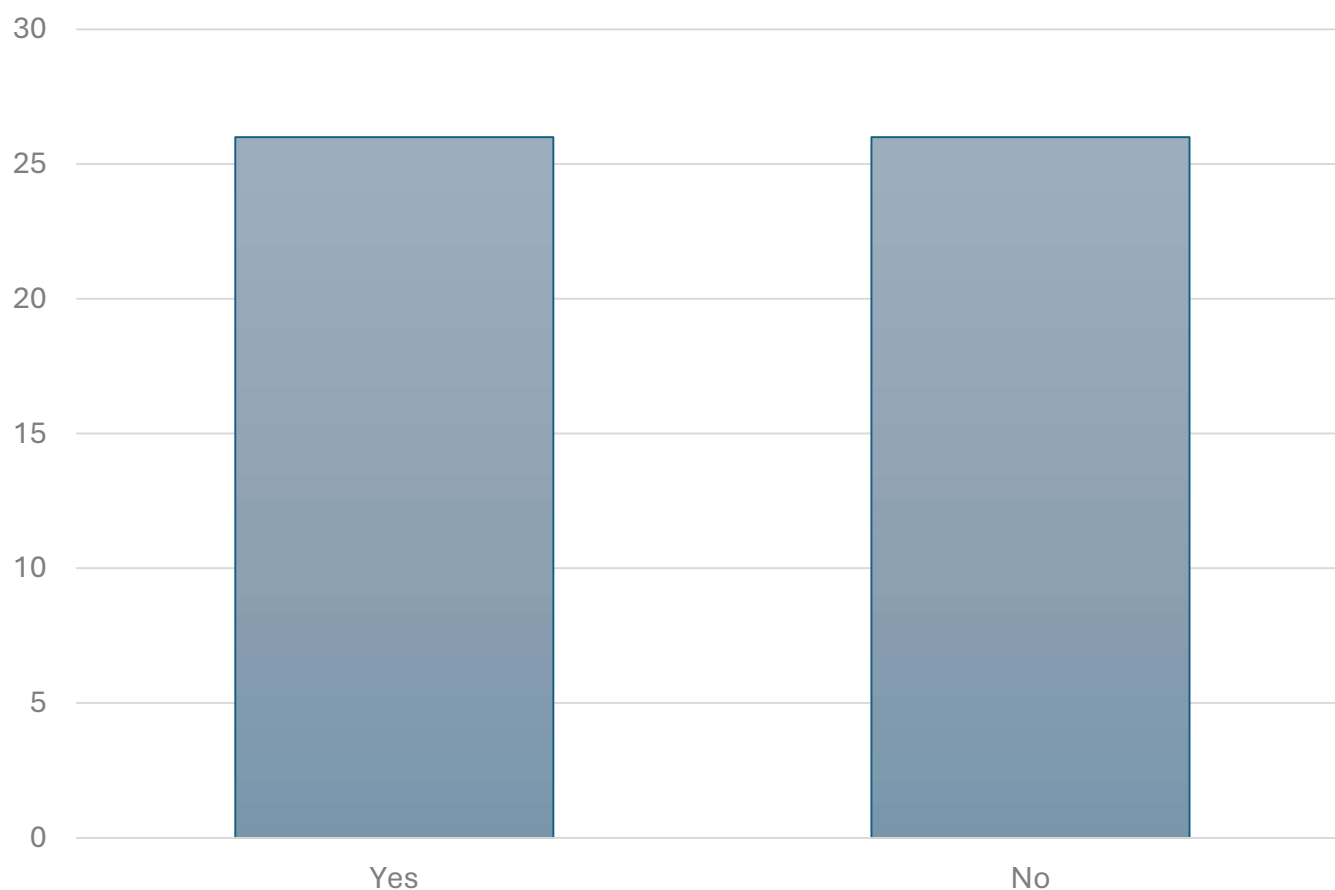


Resp: 52

Skip: 27

Budget

Do you allocate IP expenses to other parts of your organization after the expenses are incurred?

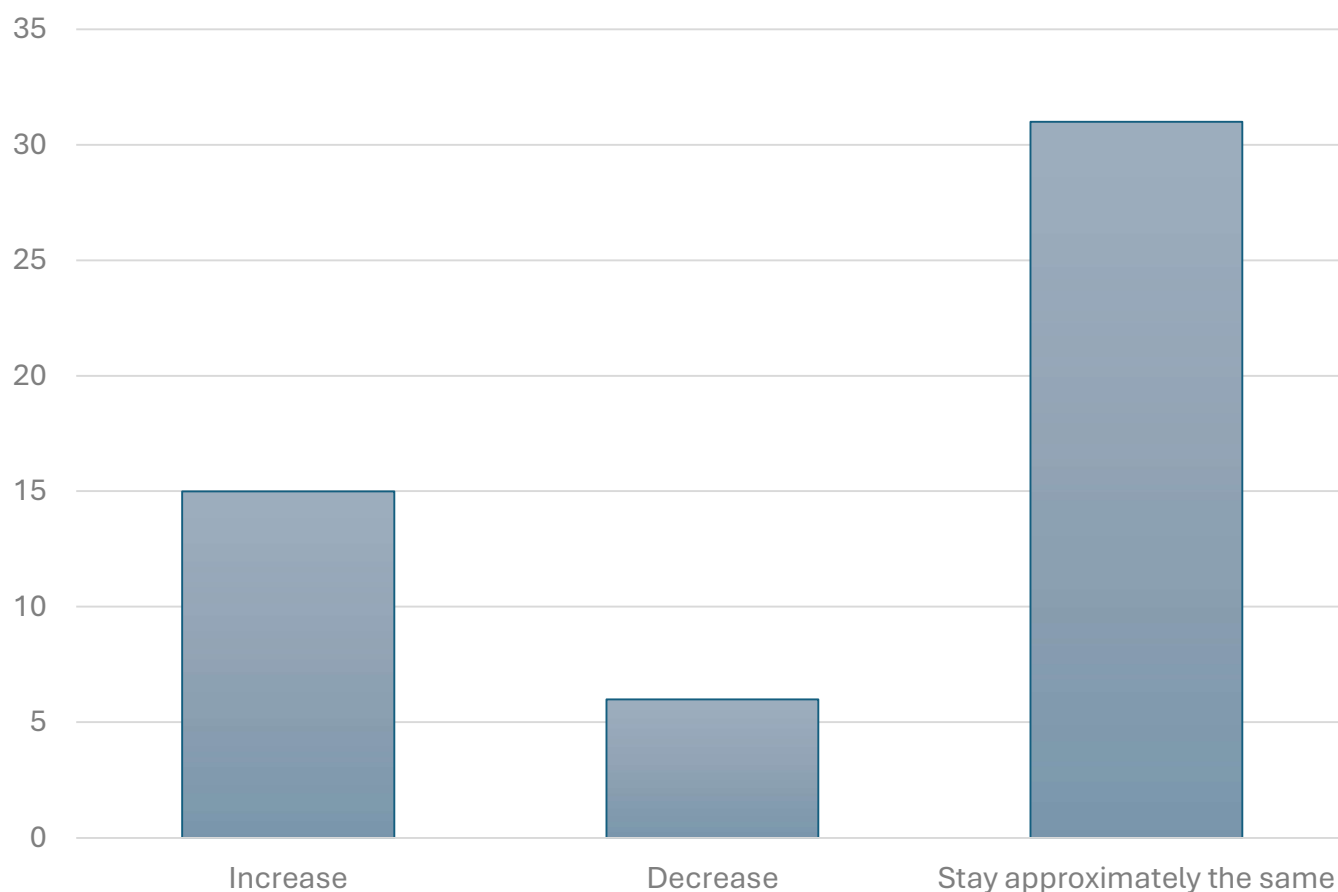


Resp: 52

Skip: 27

Budget

Do you expect that your company's overall IP budget will increase, decrease, or stay approximately the same from 2024 to 2025?



Resp: 52

Skip: 27

Department Structure

To whom does your most senior IP attorney (e.g., Chief IP Counsel) report?

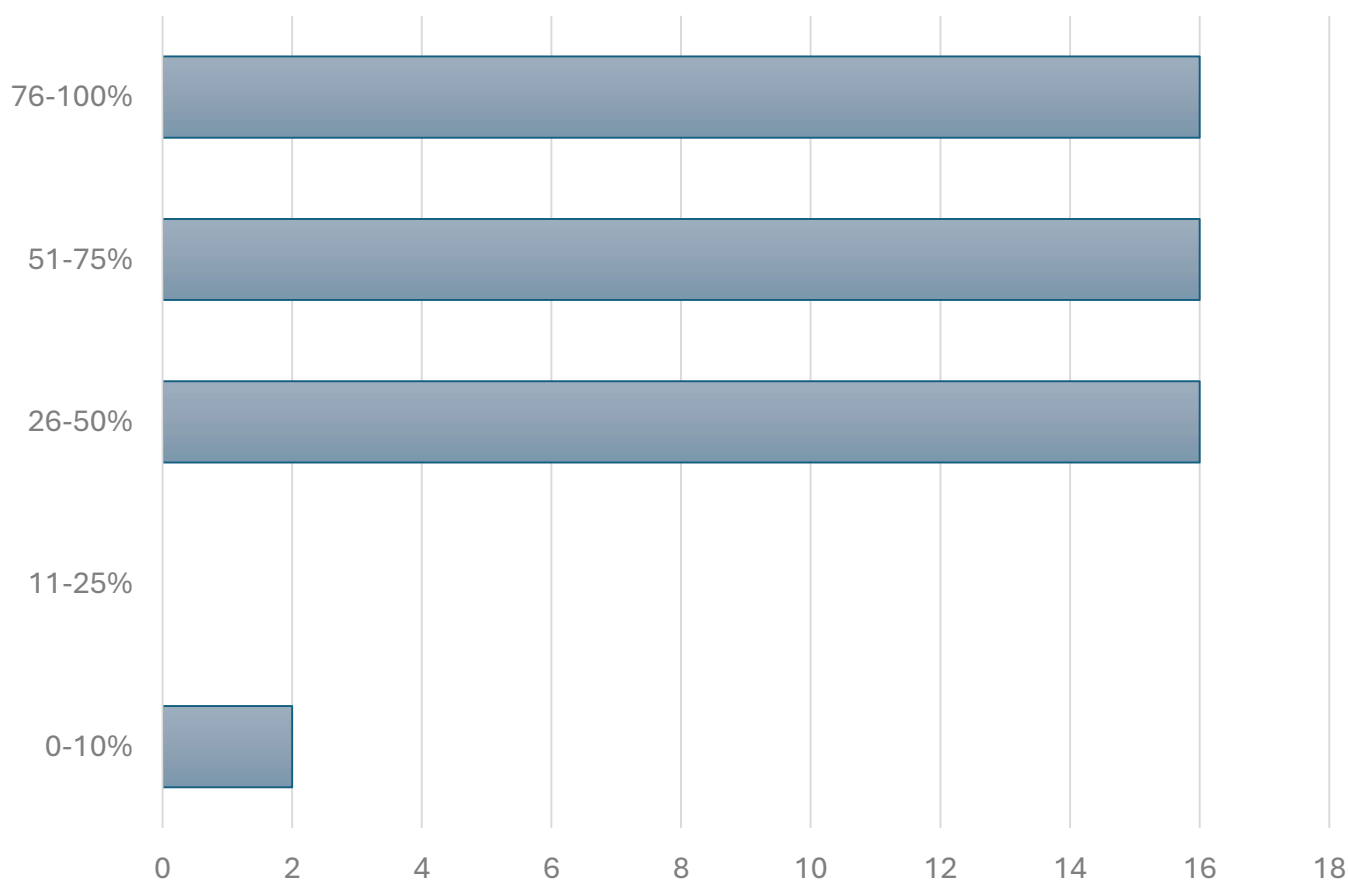
Reporting Manager	
Chief Legal Officer/General Counsel	80.0%
Other Non-IP Attorney	8.0%
Chief Executive Officer/President	6.0%
Engineering or R&D Executive	2.0%
Other: Chief People Officer	2.0%
Other: Corporate Strategy Team	2.0%

Resp: 50

Skip: 29

Department Structure

What percentage of your in-house IP team are licensed IP practitioners (i.e., attorneys and patent agents)?

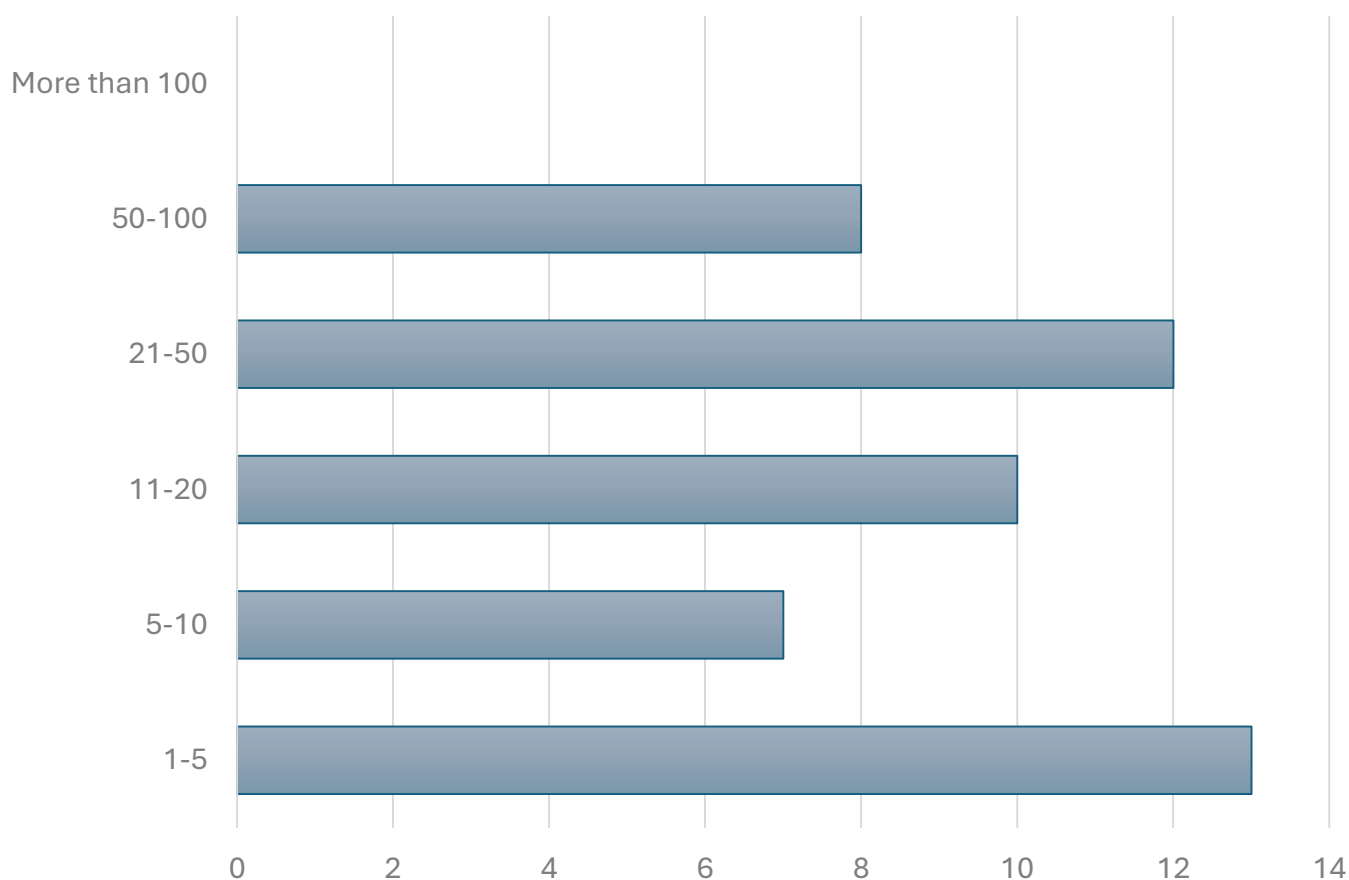


Resp: 50

Skip: 29

Department Structure

How many in-house licensed IP practitioners do you have in your company that regularly support patent preparation and prosecution?

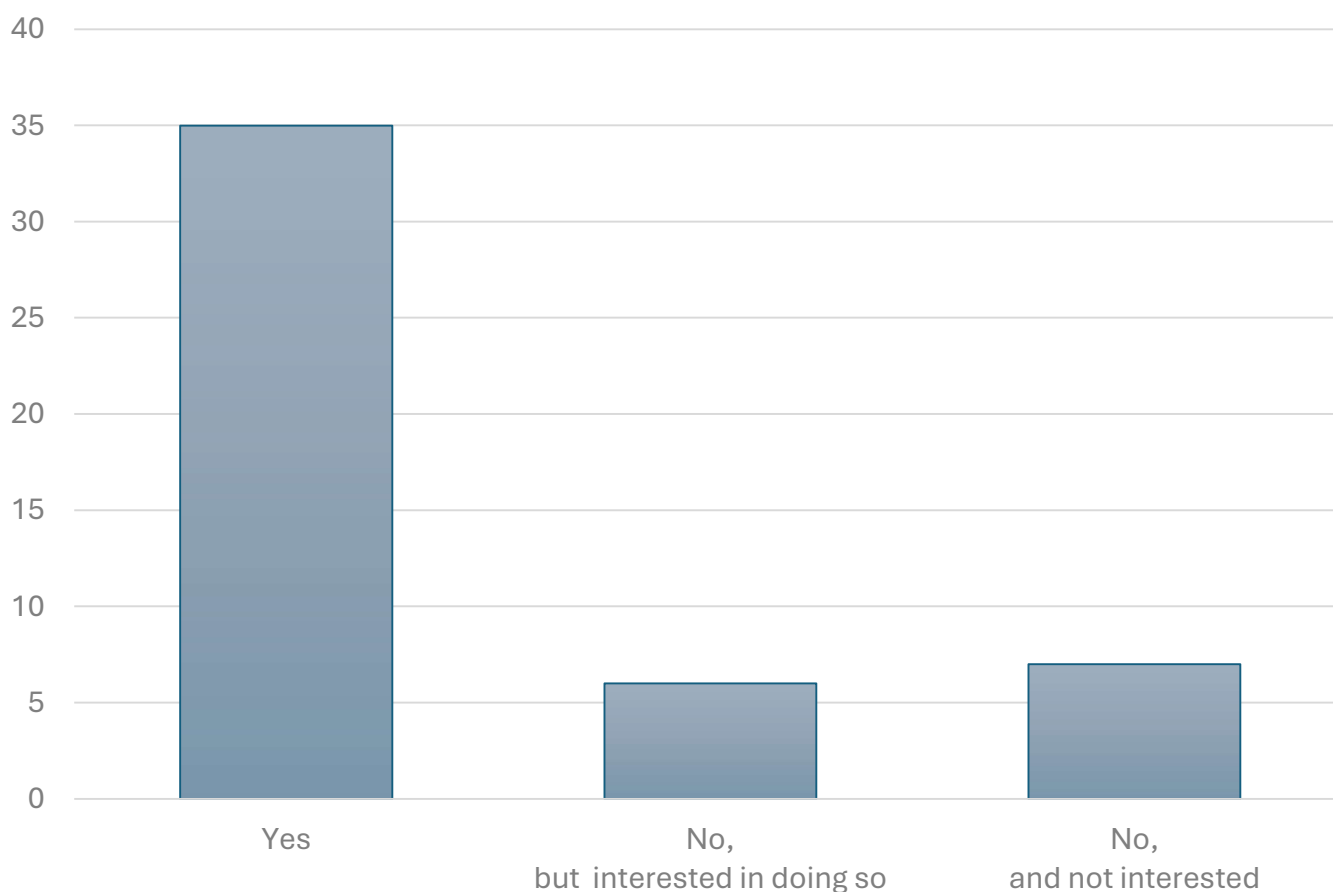


Resp: 50

Skip: 29

Portfolio, Ranking & Evaluation

Does your company use a patent ranking/evaluation methodology?

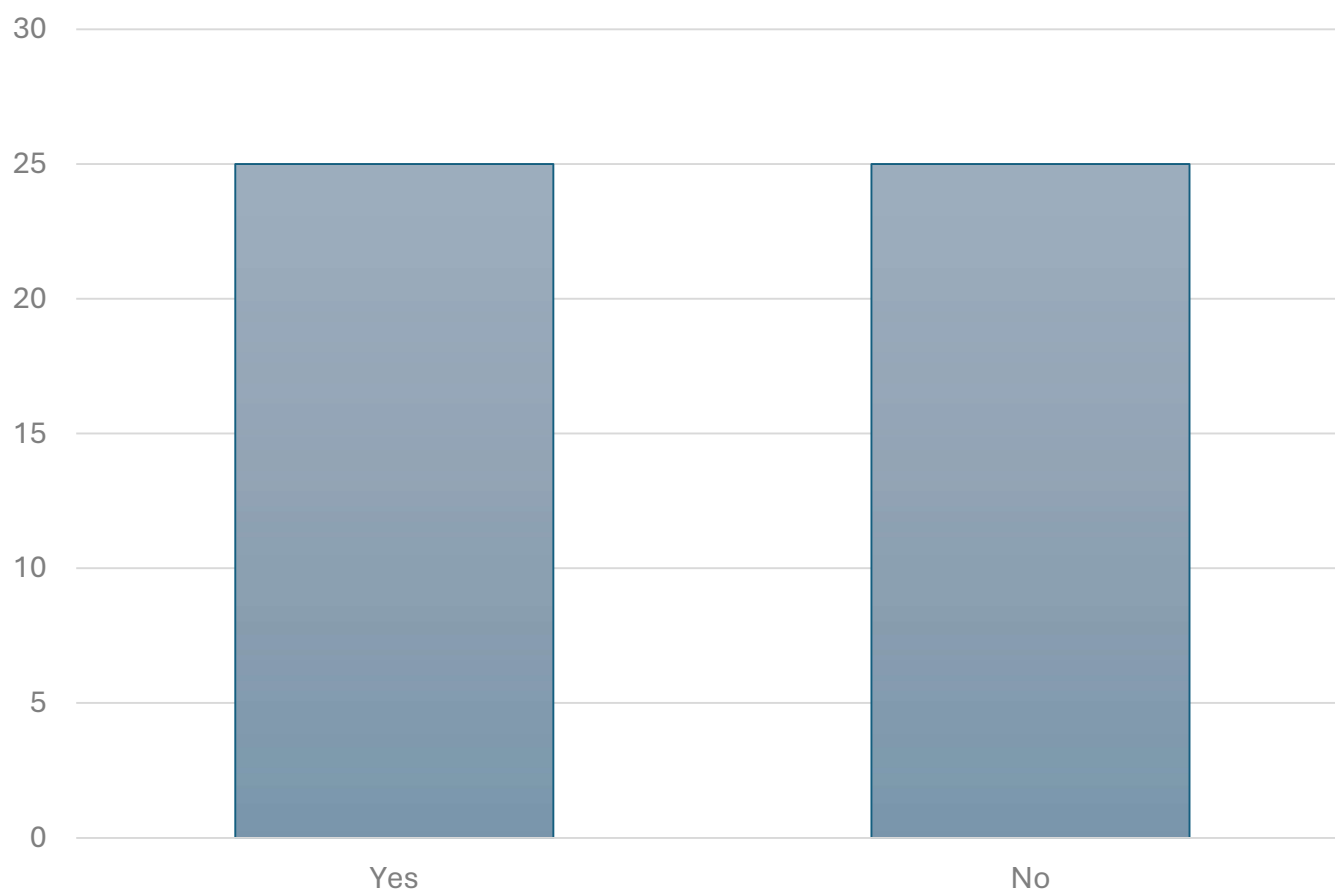


Resp: 48

Skip: 31

Portfolio, Ranking & Evaluation

Do you have an annual goal for the number of priority patent filings?

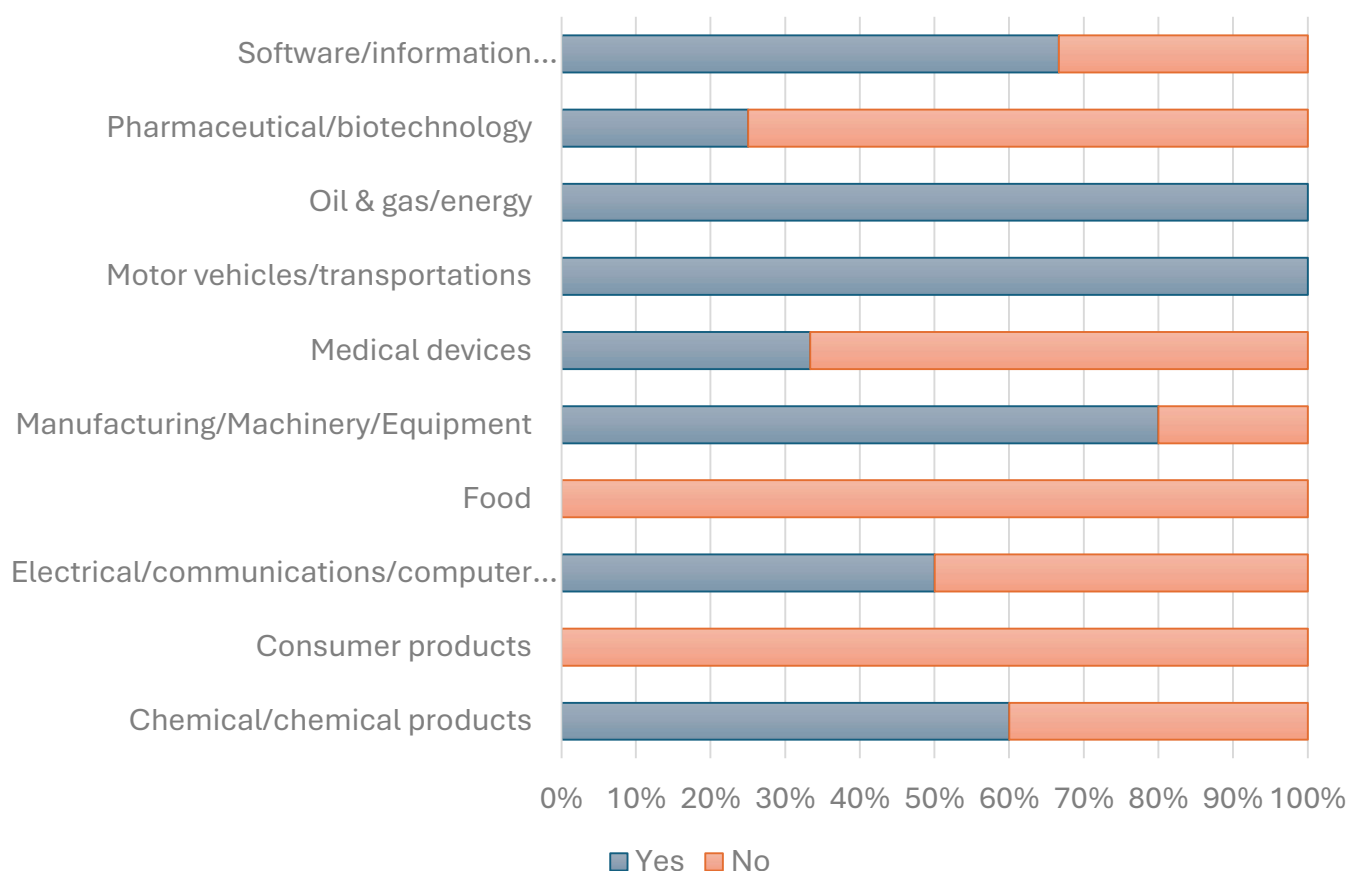


Resp: 50

Skip: 29

Portfolio, Ranking & Evaluation

Industry Breakout: Do you have an annual goal for the number of priority patent filings?



Percentage of respondents answers Yes/No by industry

Portfolio, Ranking & Evaluation

What patent management/docketing system do you use?

Docketing System	
Anaqua	26
CPA Memotech	3
CPI	2
FIP/Foundation IP	3
IP Manager	3
Memotech	4
Symphony	2
IPFolio	4
AppColl	2
Others*	4

*Others include: IPAS, eFilia, and internal solutions

Resp: 49

Skip: 30

Portfolio, Ranking & Evaluation

What trademark management/docketing system do you use?

Docketing System	
Anaqua	18
FIP/Foundation IP	5
CPA Memotech	3
CPI	1
IP Manager	3
Memotech	3
WebTMS	3
IPFolio	3
Appcoll	2
Symphony	2
Other*	7

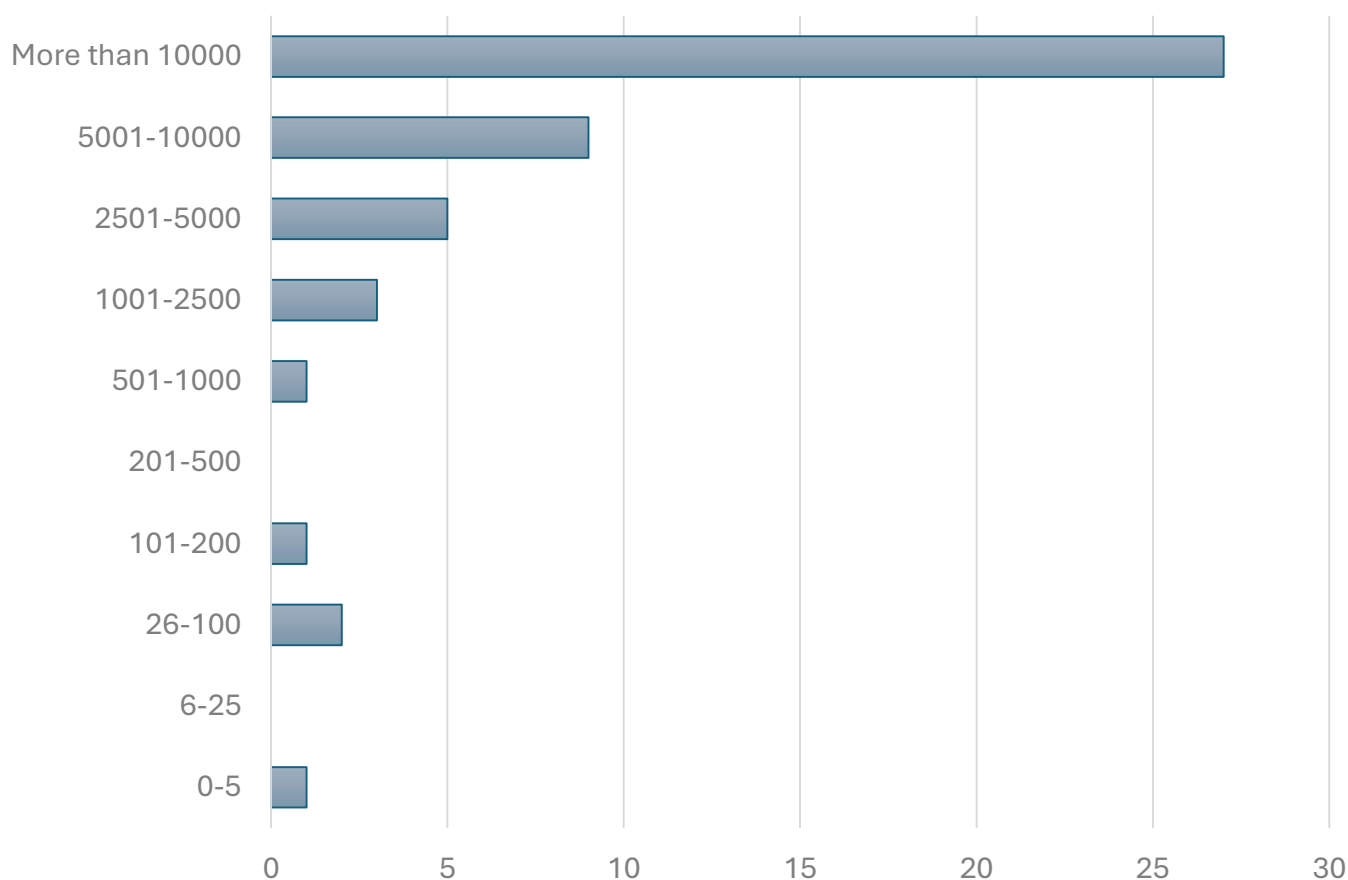
*Others include: IPAS, eFilia, AltLegal, and internal solutions

Resp: 46

Skip: 33

Portfolio, Ranking & Evaluation

How many pending or granted patent assets are in your company's portfolio?

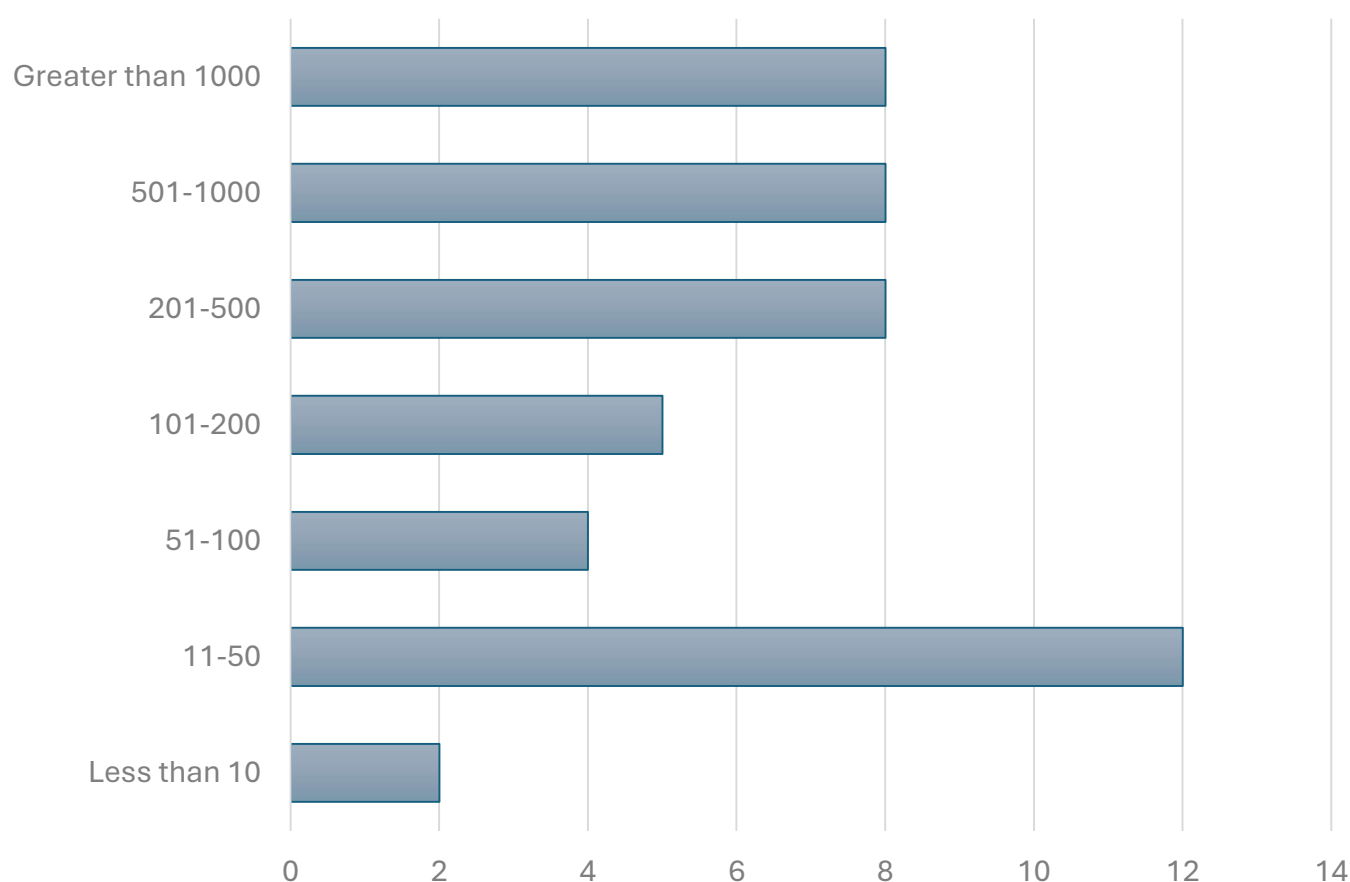


Resp: 49

Skip: 30

Portfolio, Ranking & Evaluation

How many new patent families* did your company file in 2023?



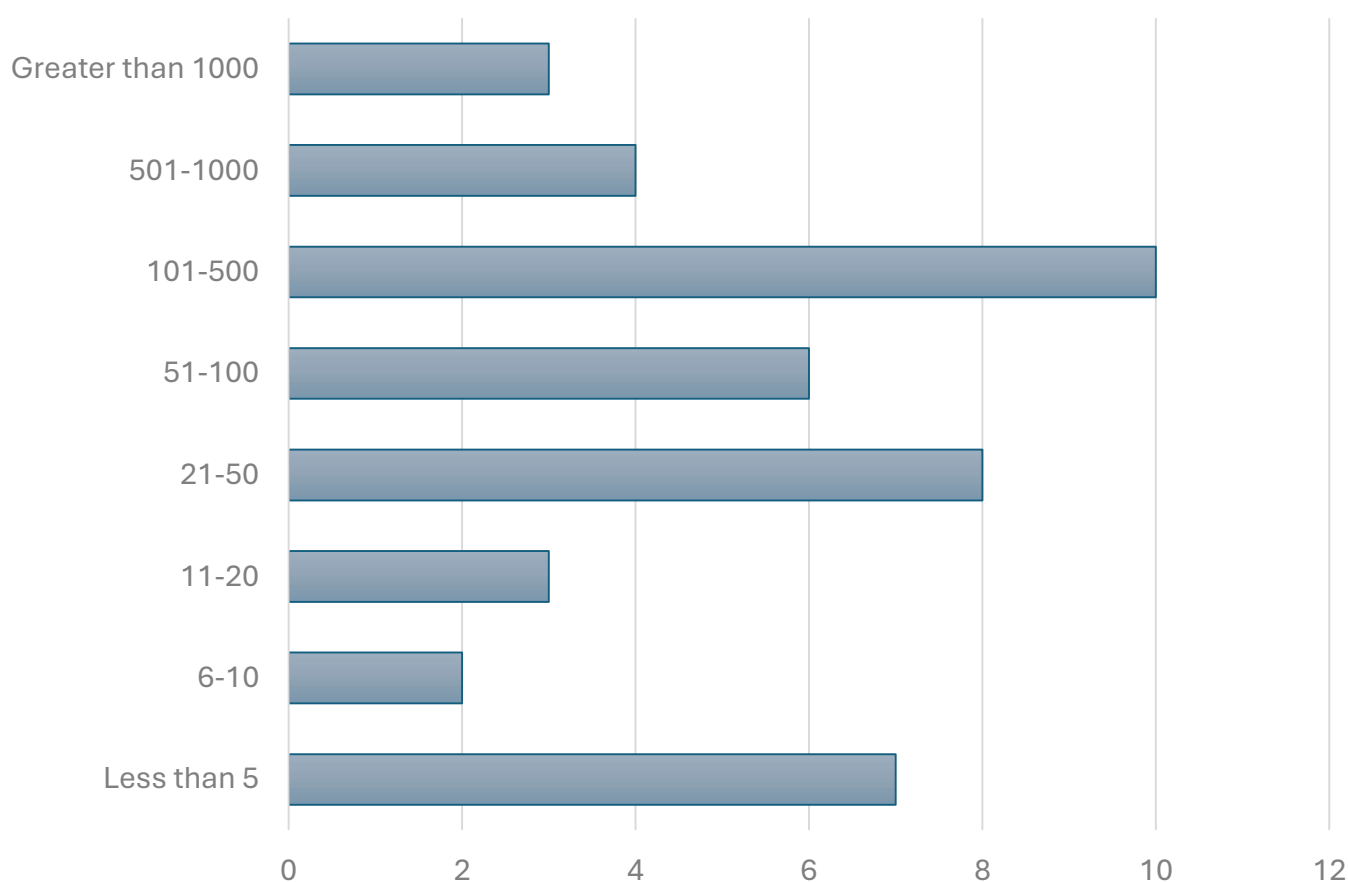
*patent application families in which the earliest member was filed during 2023

Resp: 47

Skip: 32

Portfolio, Ranking & Evaluation

How many new trademark applications did your company file in 2023?

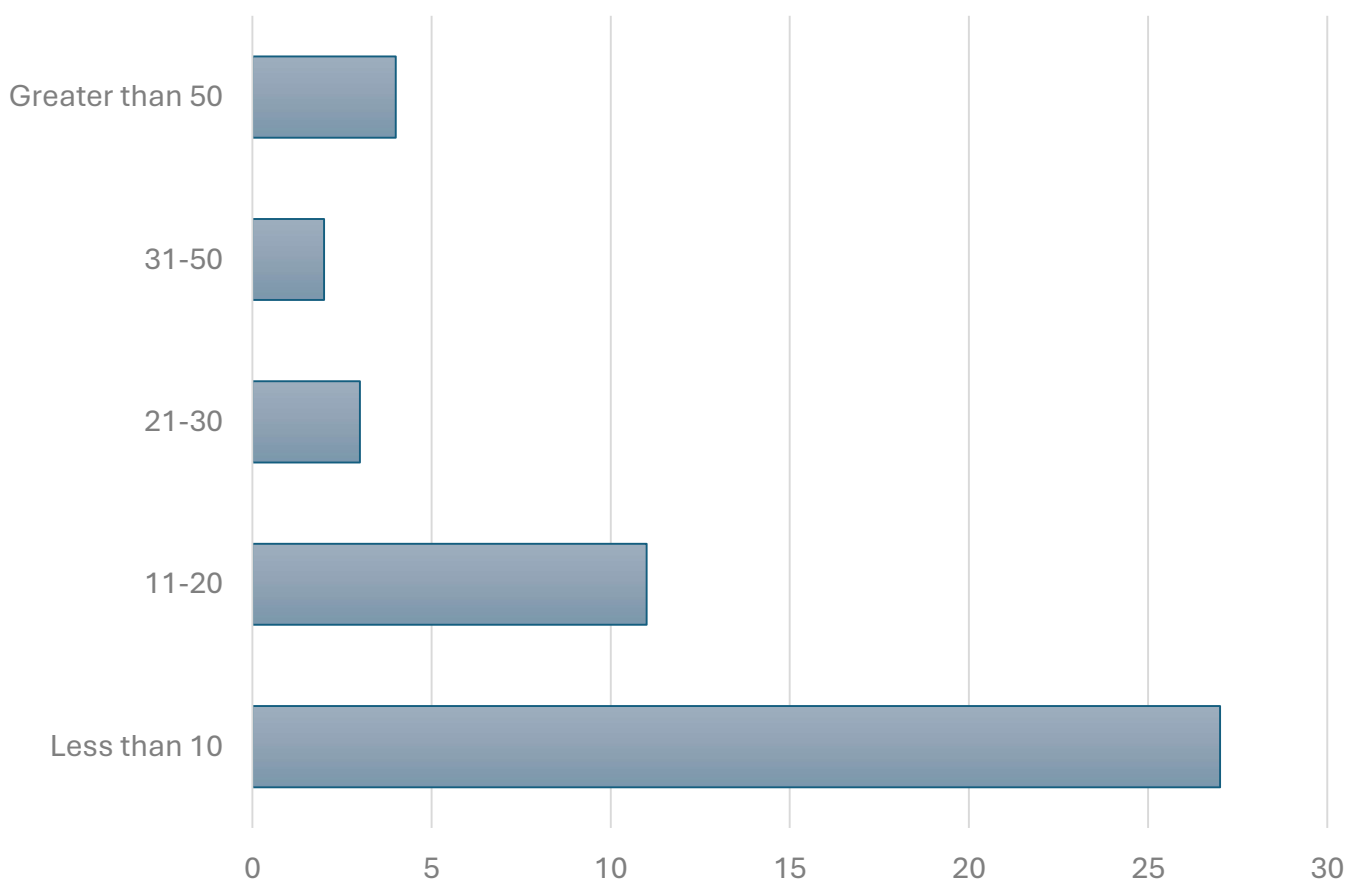


Resp: 43

Skip: 36

Portfolio, Ranking & Evaluation

How many IP litigation matters* are currently active in your company?



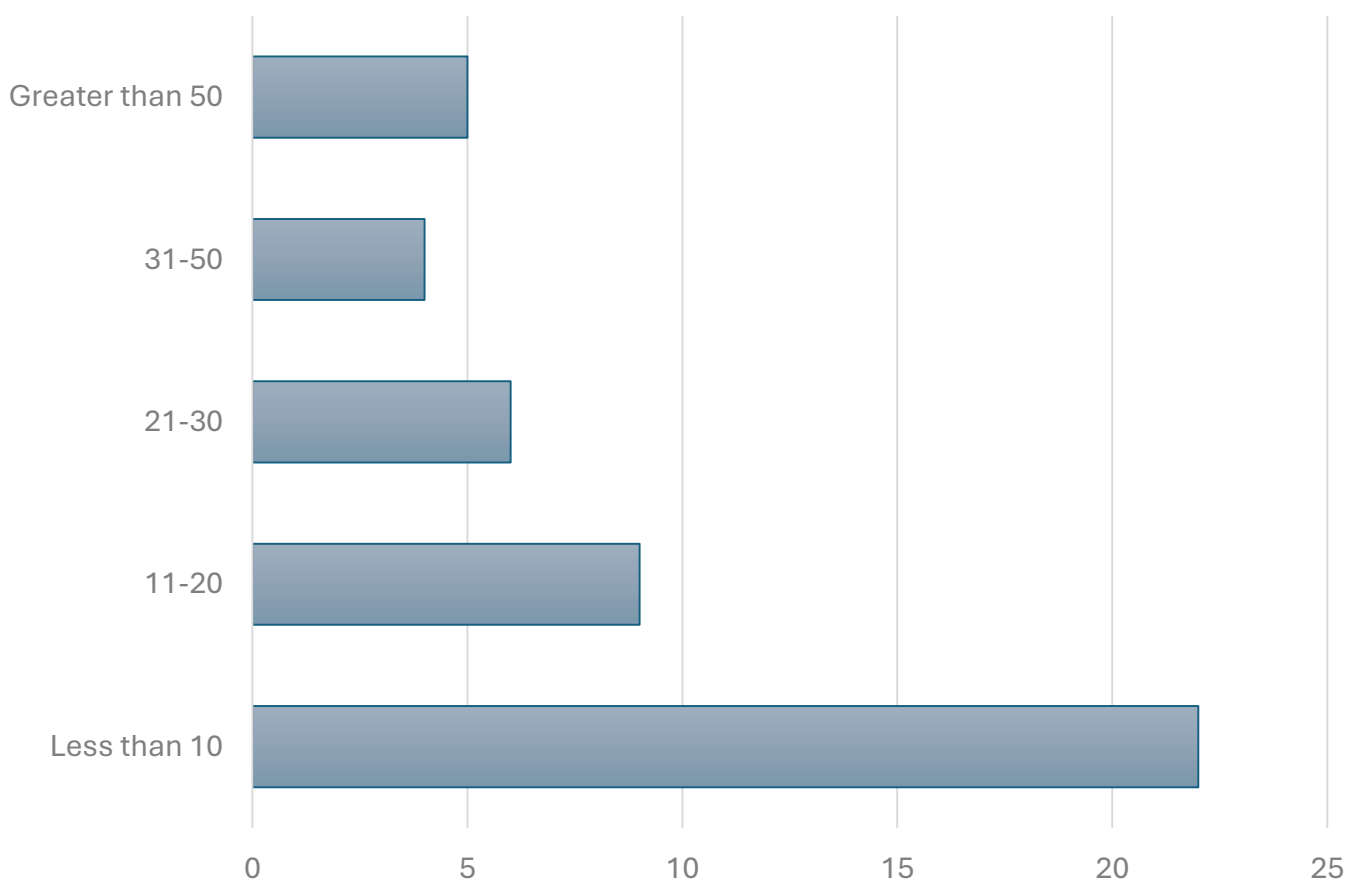
*excluding proceedings before patent or trademark offices (e.g. oppositions).

Resp: 47

Skip: 32

Portfolio, Ranking & Evaluation

How many patent opposition type proceedings are currently active in your company?

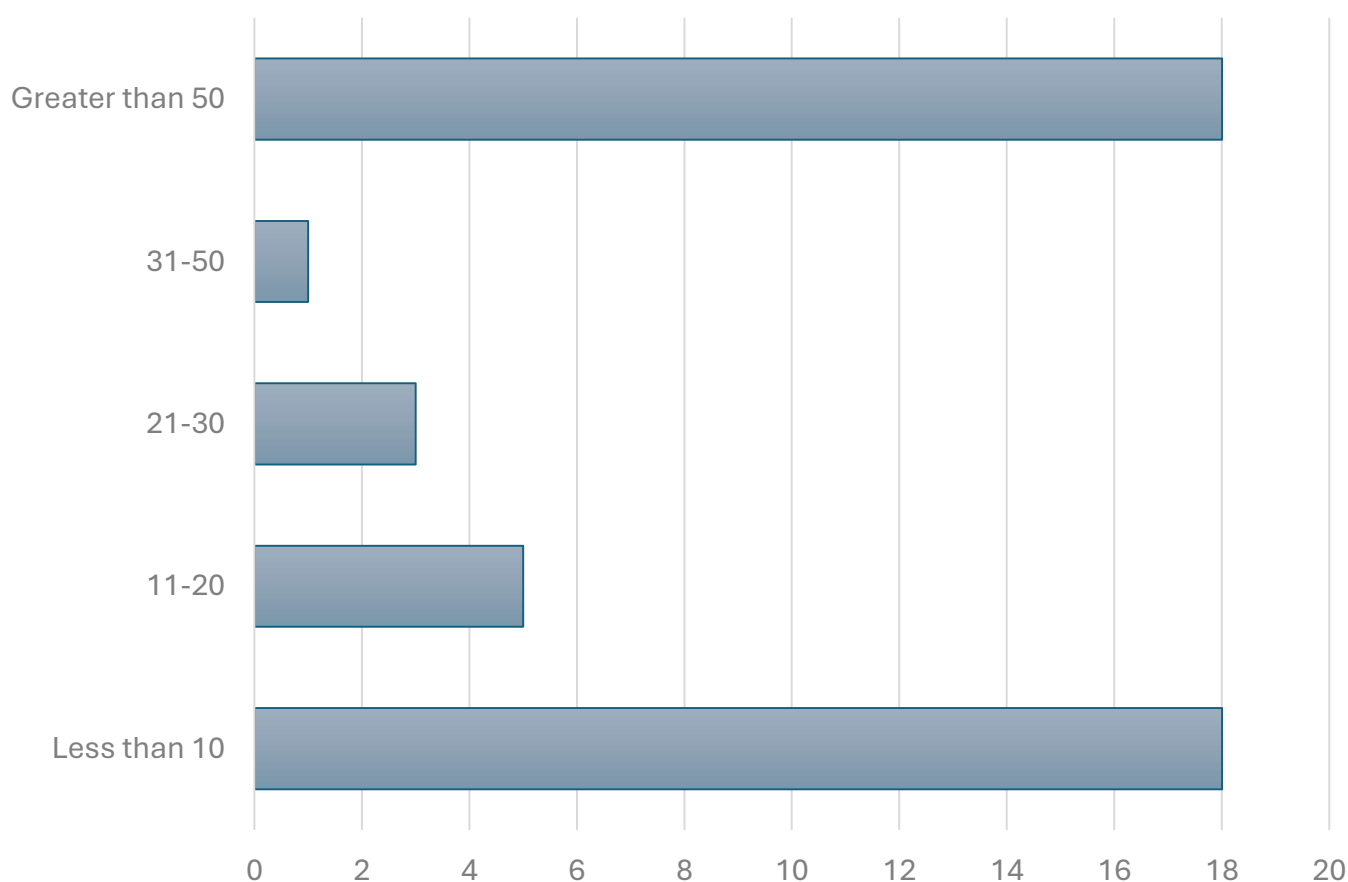


Resp: 46

Skip: 33

Portfolio, Ranking & Evaluation

How many trademark opposition type proceedings are currently active in your company?

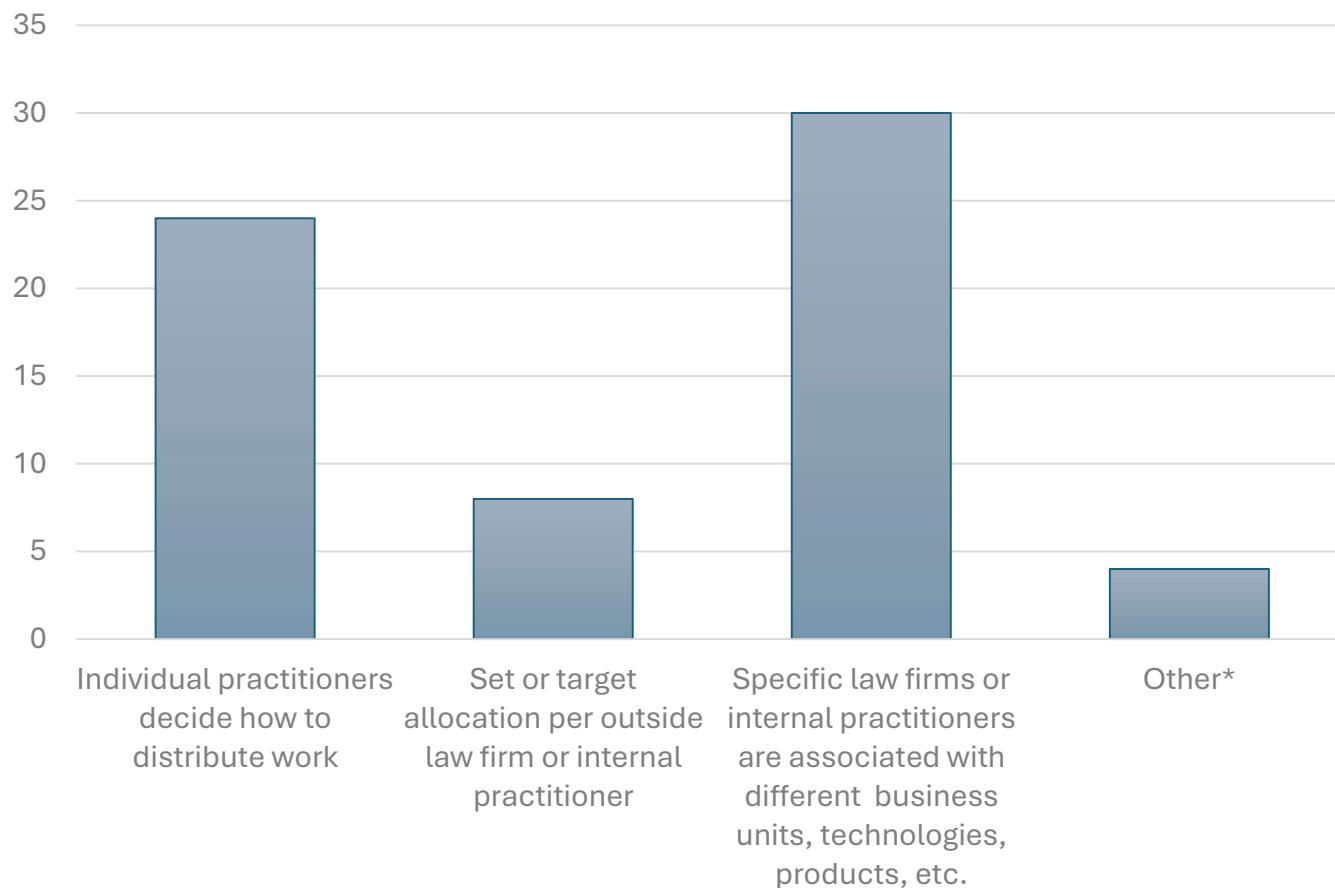


Resp: 45

Skip: 34

Use of Outside Counsel

How does your organization distribute patent preparation and prosecution work to outside counsel?



*Example Other responses:

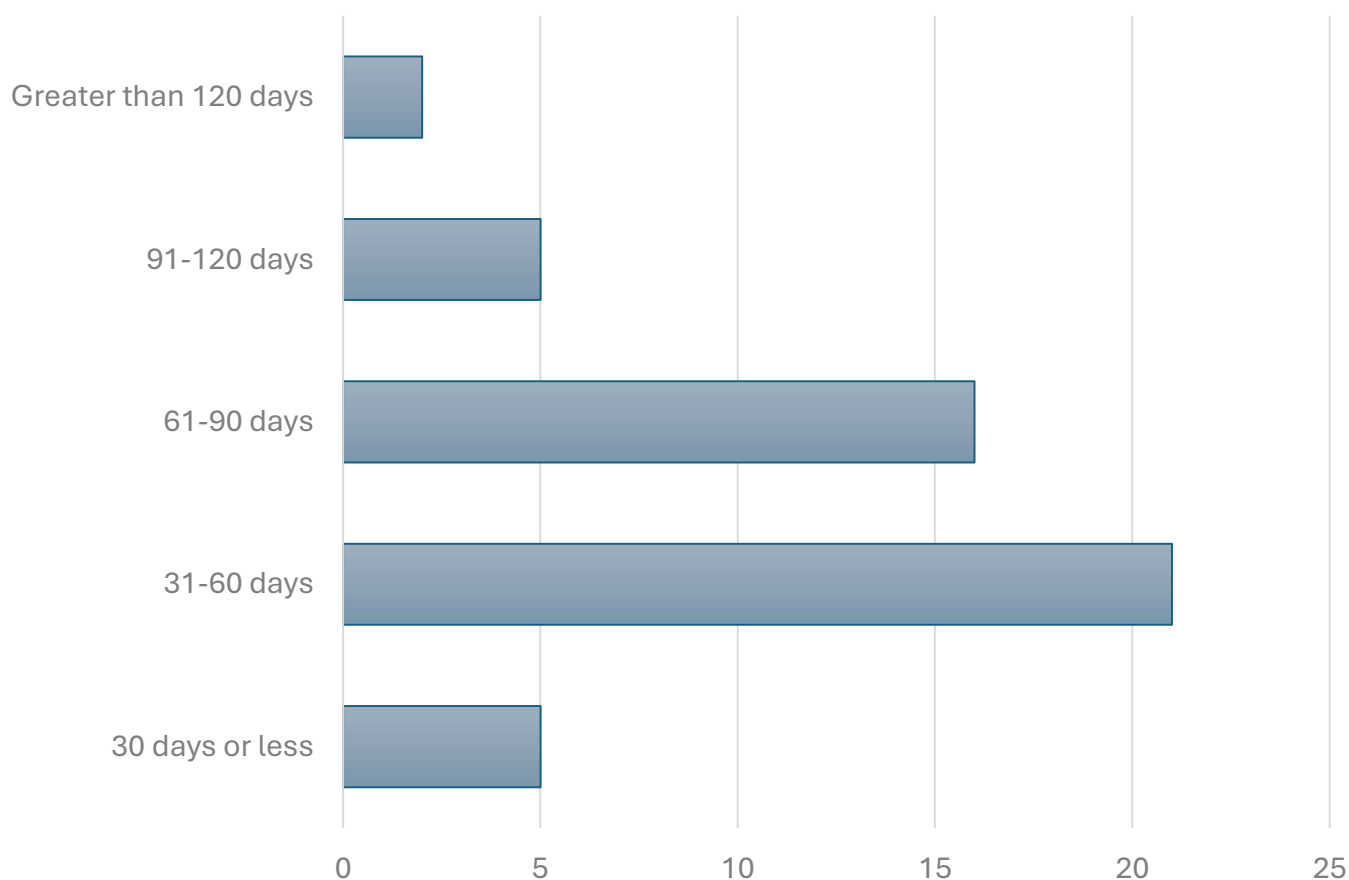
- Patent preparation and prosecution of new patents done in house.
- Individual allocation but only to preselected set of firms.
- IP leadership aligns on how to distribute external prep/pros work.

Resp: 50

Skip: 29

Use of Outside Counsel

What is your target turnaround time for preparation of a non-provisional utility patent application?



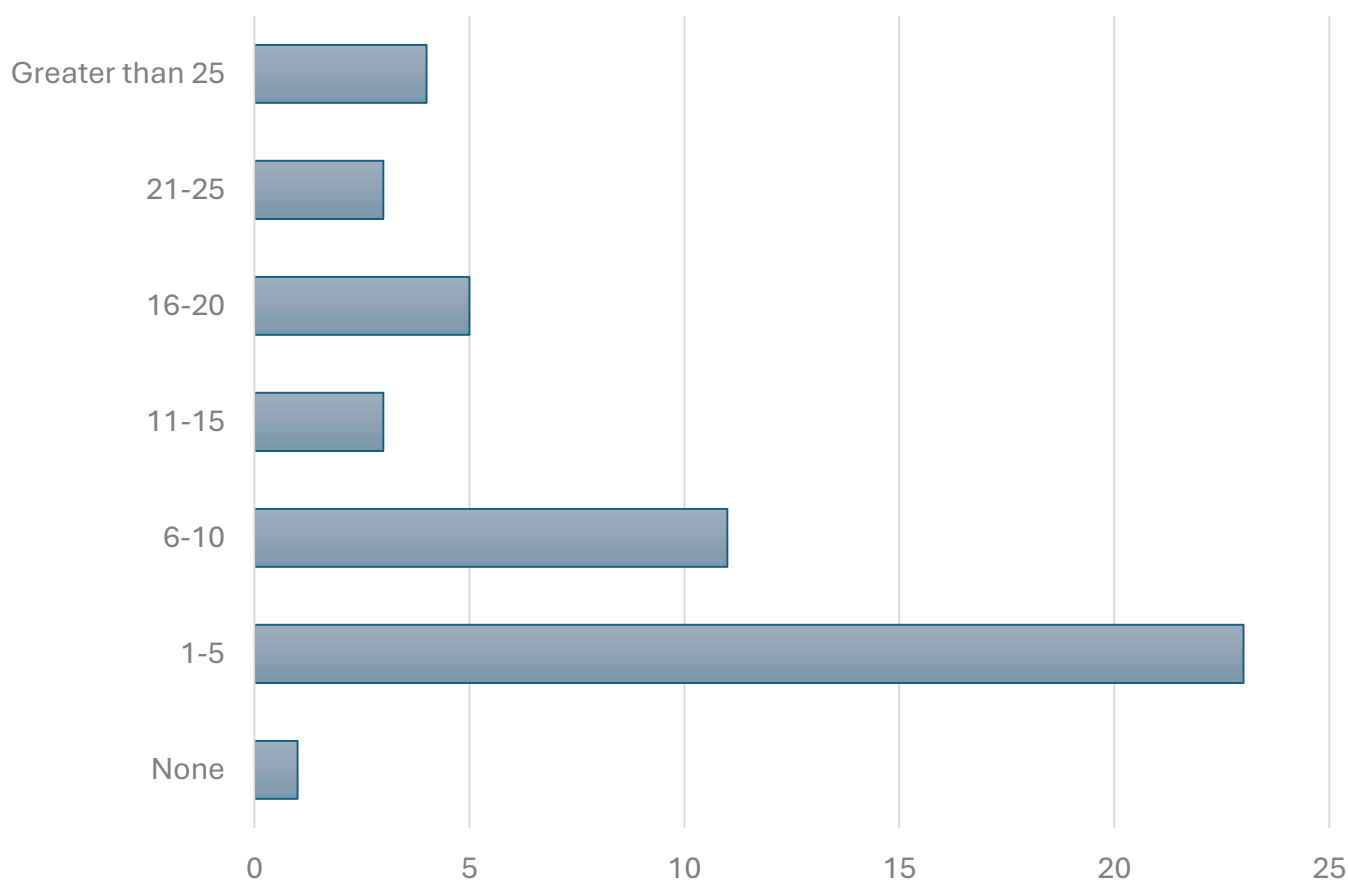
Number of calendar days between the decision to pursue a patent application and the filing date.

Resp: 49

Skip: 30

Use of Outside Counsel

How many law firms does your company use for US patent preparation and prosecution?

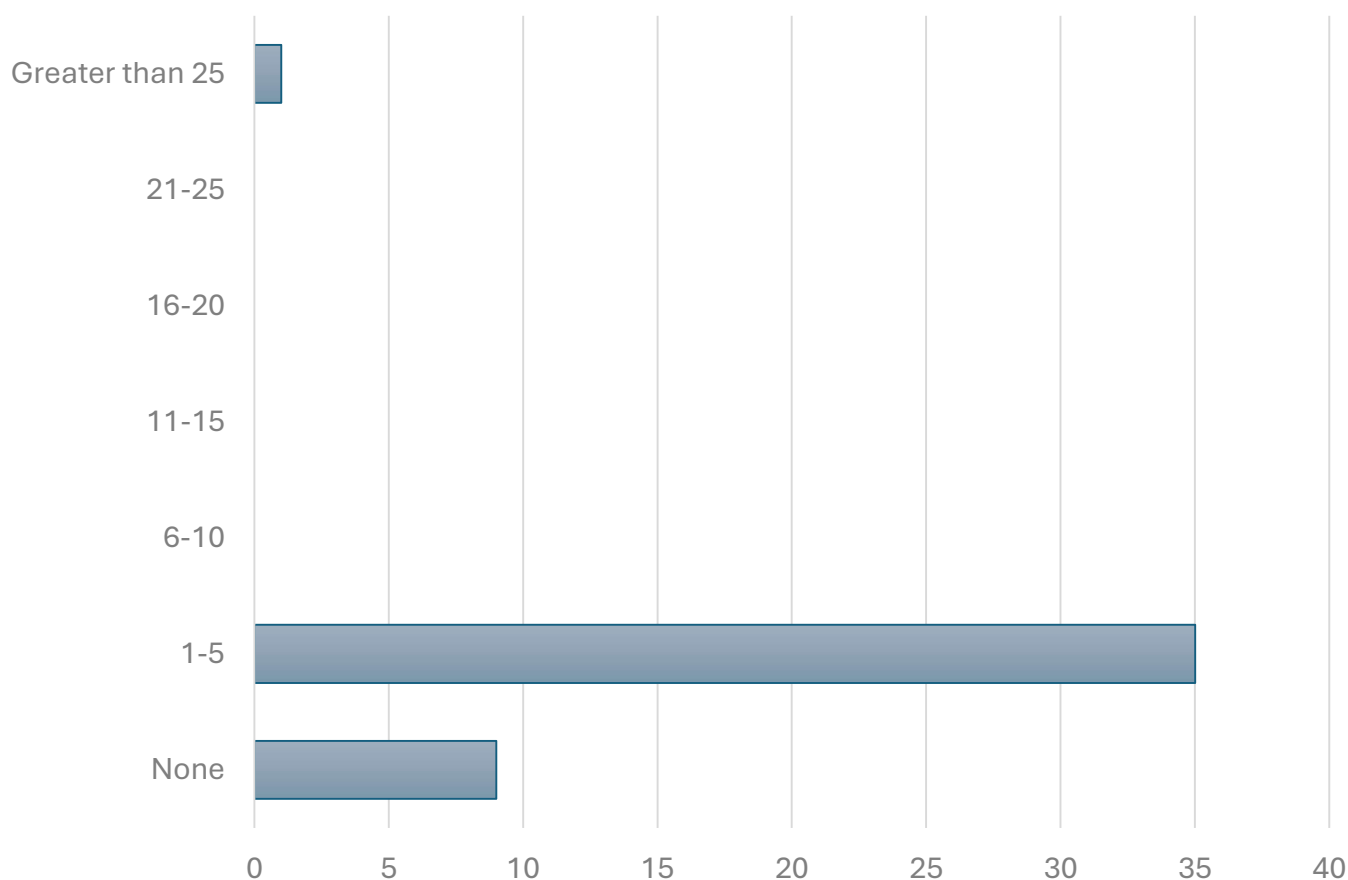


Resp: 50

Skip: 29

Use of Outside Counsel

How many law firms does your company use for U.S. trademark preparation and prosecution?

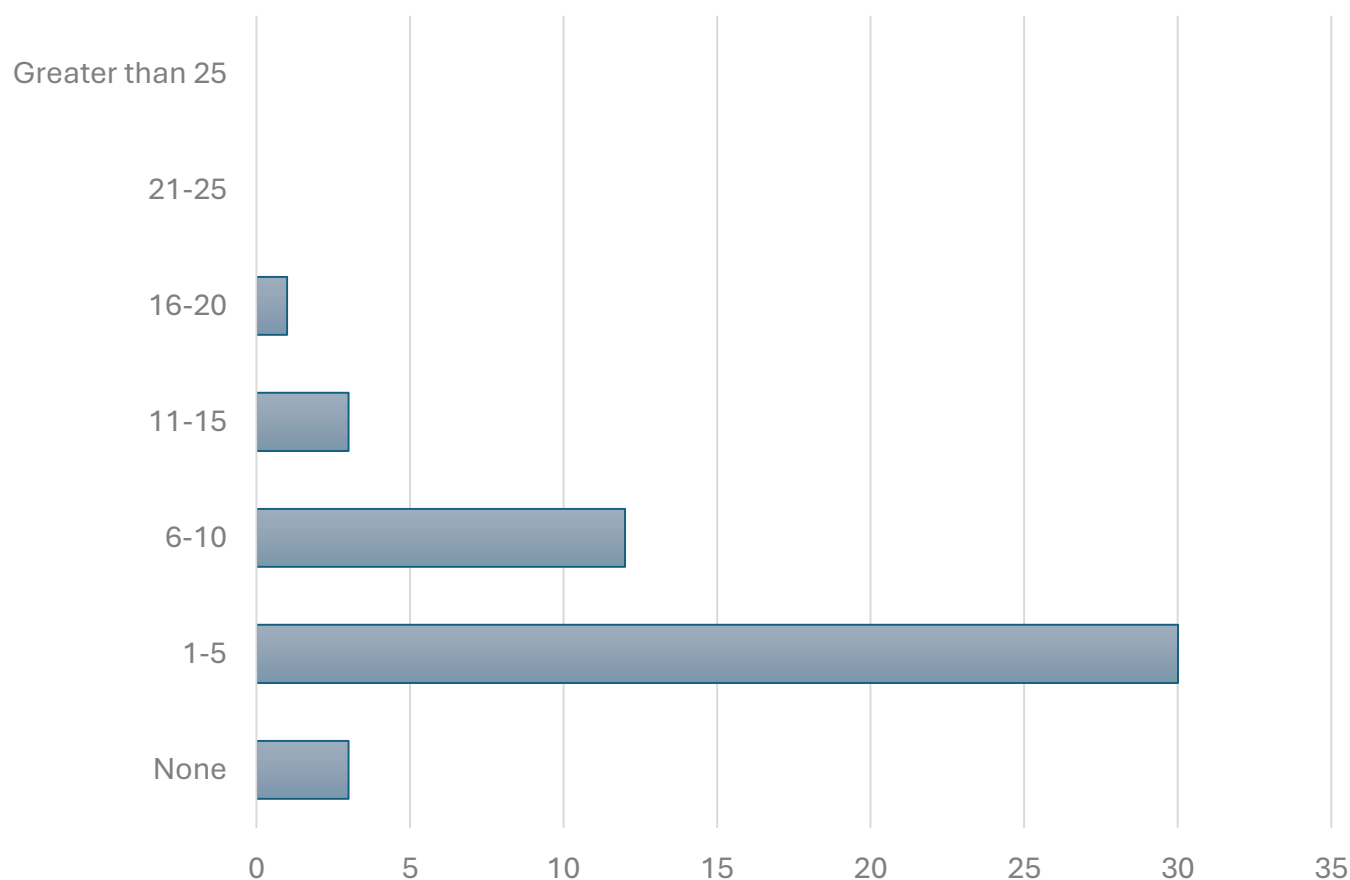


Resp: 45

Skip: 34

Use of Outside Counsel

How many law firms does your company use for U.S. patent litigation?

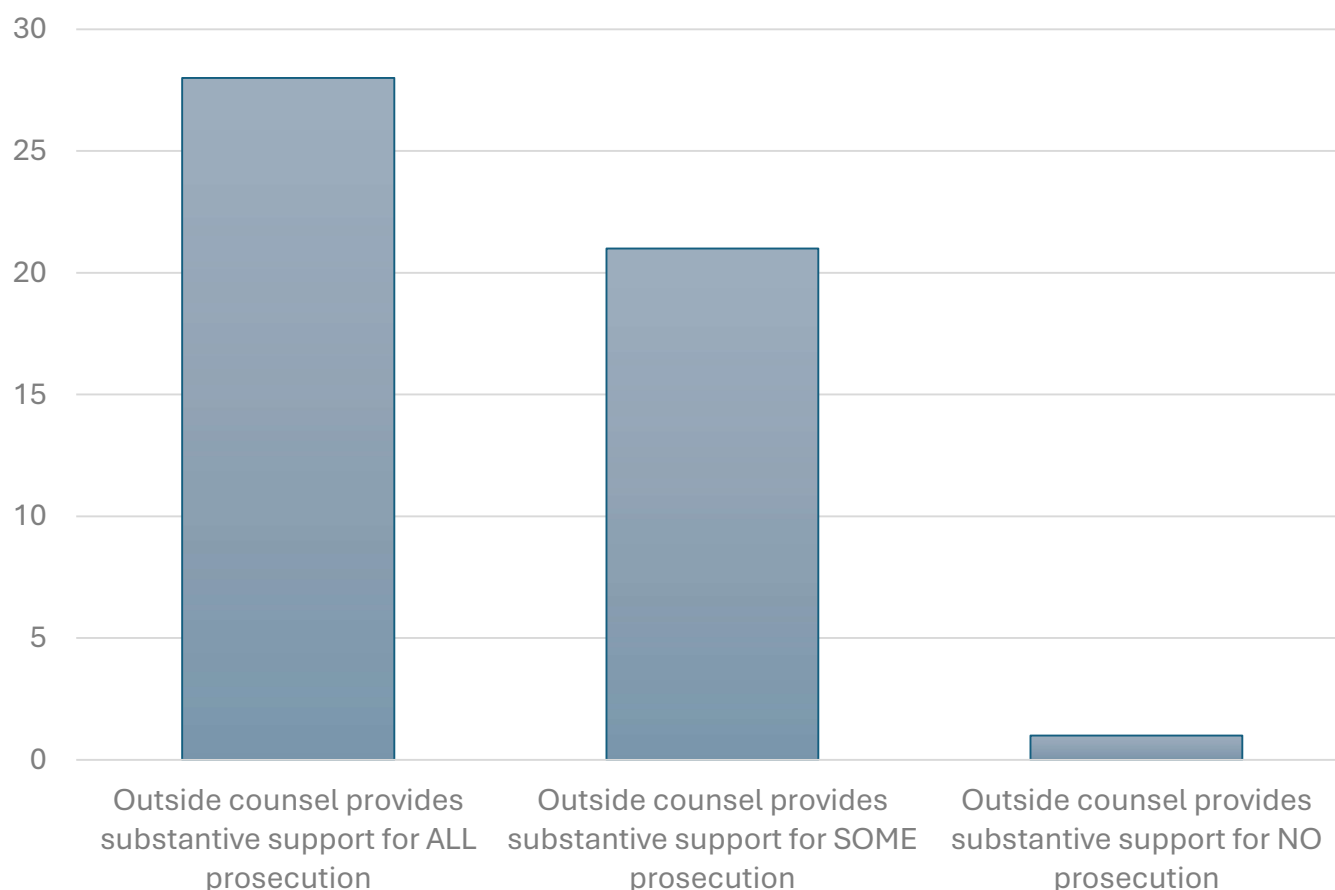


Resp: 49

Skip: 30

Use of Outside Counsel

Please select the best description of how you use outside counsel, in general, for U.S. patent application prosecution.

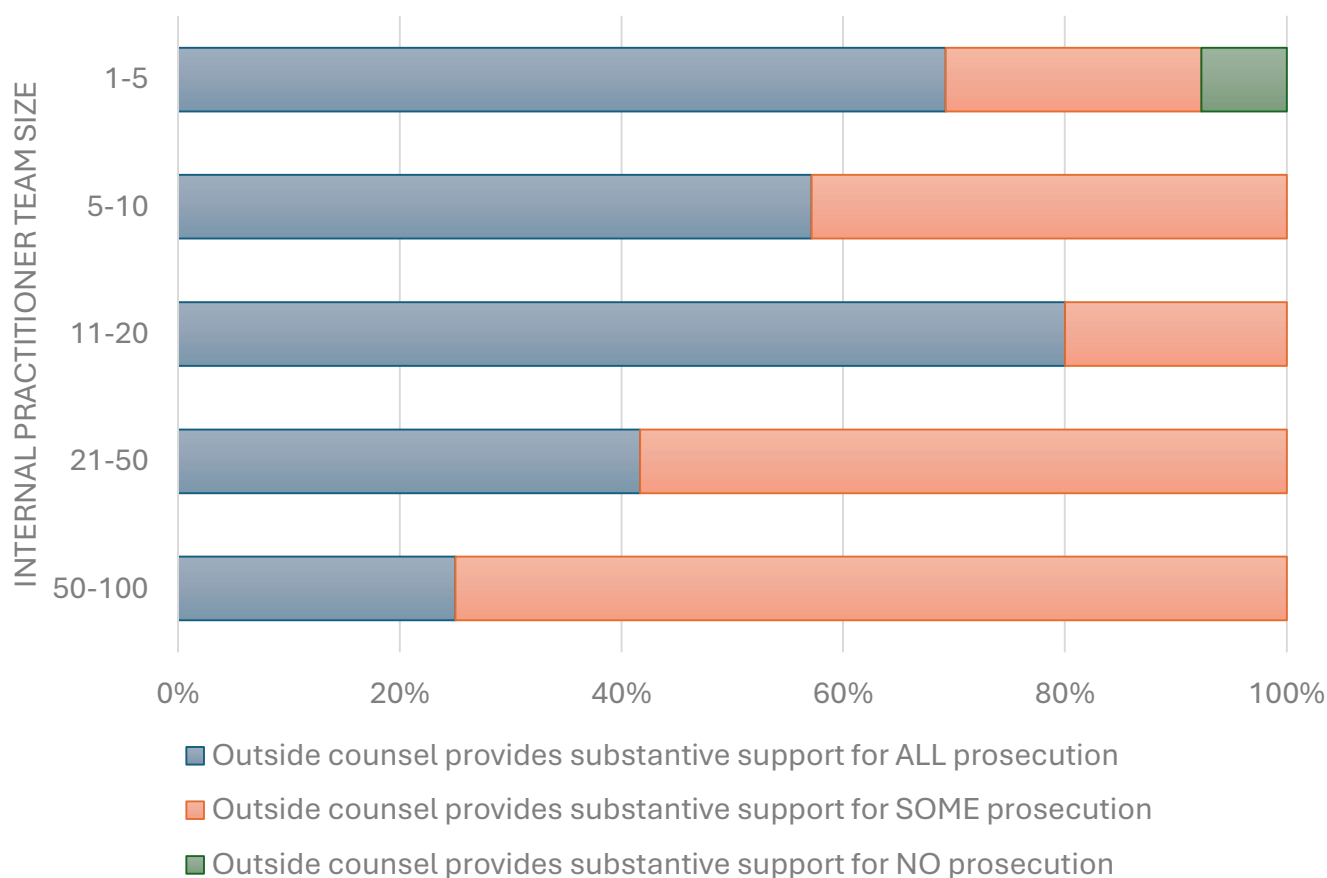


Resp: 50

Skip: 29

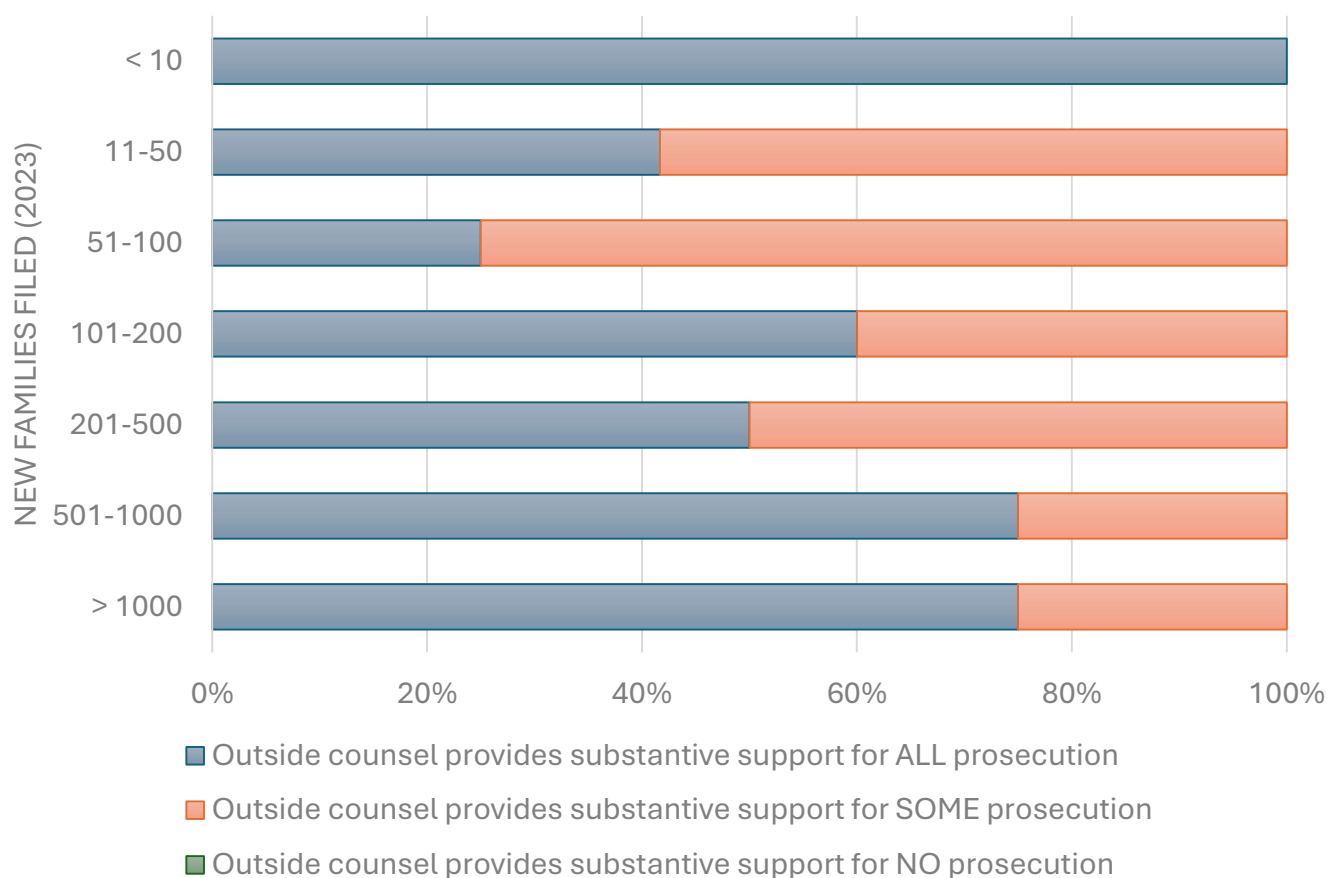
Use of Outside Counsel

Team Size Breakout: Use of outside counsel for U.S. patent application prosecution.



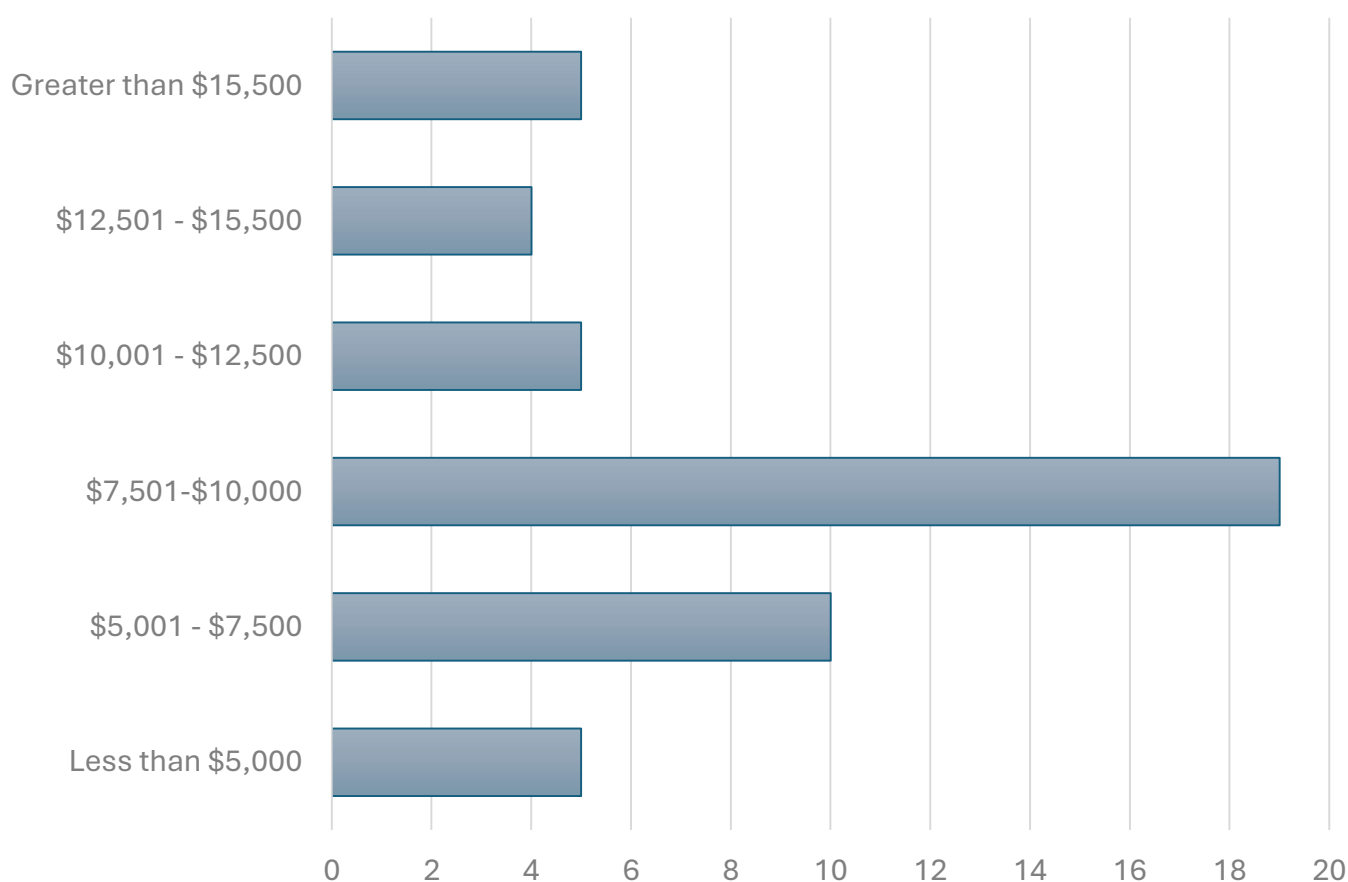
Use of Outside Counsel

Annual Filing Count Breakout: Use of outside counsel for U.S. patent application prosecution.



Use of Outside Counsel

What is your typical budget for the preparation of a complete non-provisional utility patent application, excluding government fees?

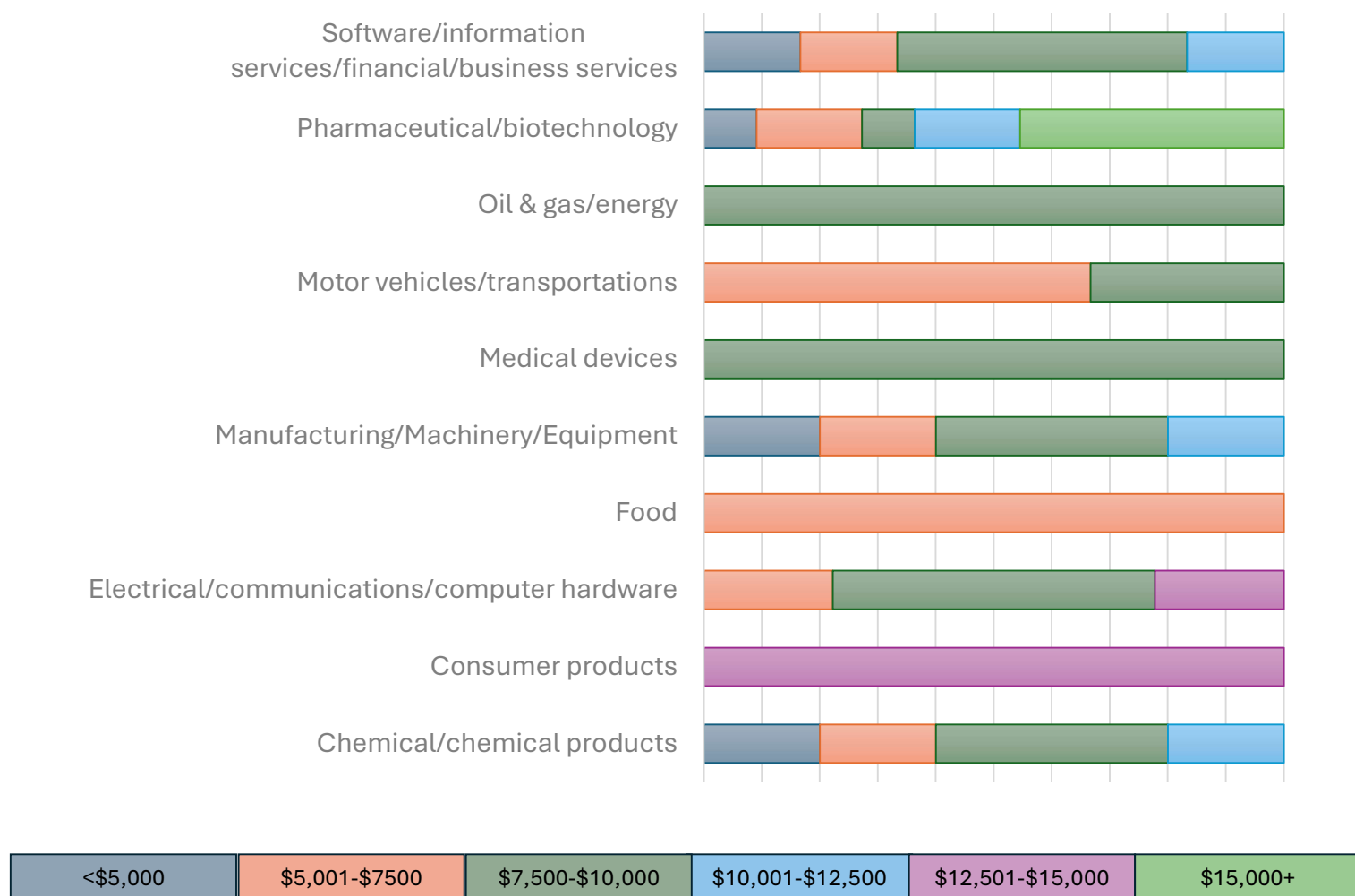


Resp: 48

Skip: 31

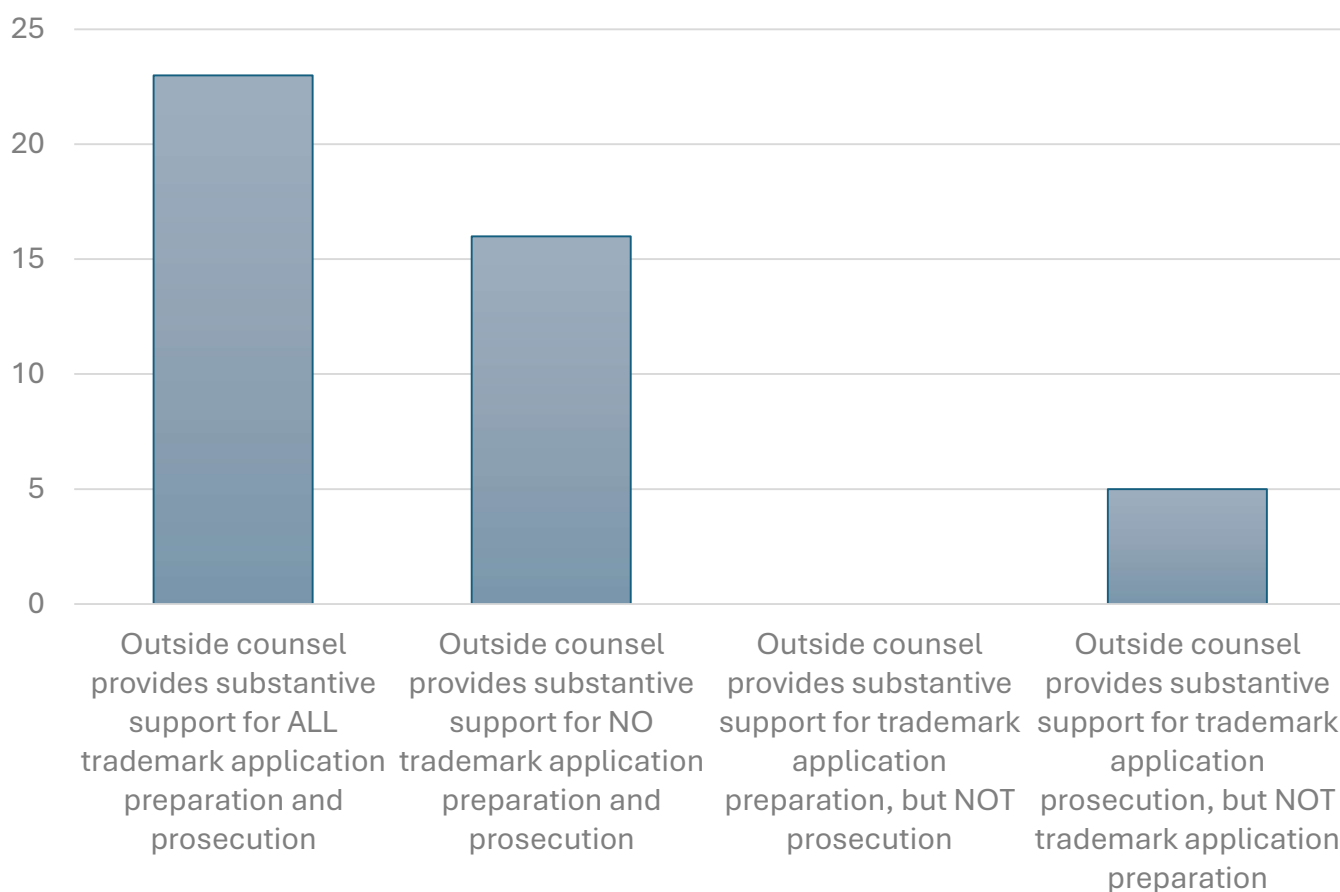
Use of Outside Counsel

Industry Breakout: Application preparation budget across industries (based on percentage of responses in each industry)



Use of Outside Counsel

Please select the best description of how you use outside counsel, in general, for trademark application work.

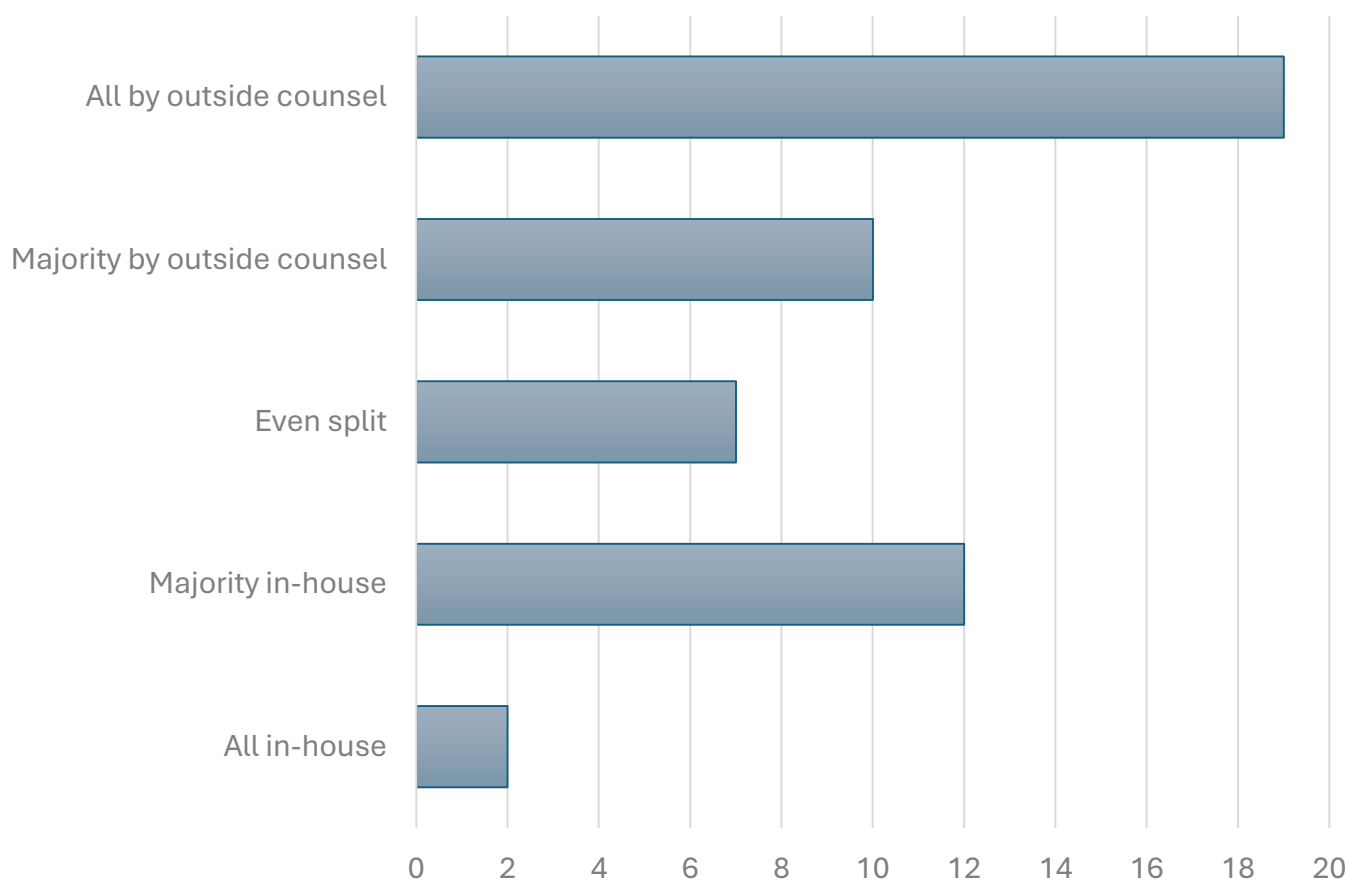


Resp: 44

Skip: 35

Use of Outside Counsel

What portion of your company's priority utility patent applications are prepared in-house versus by outside counsel?

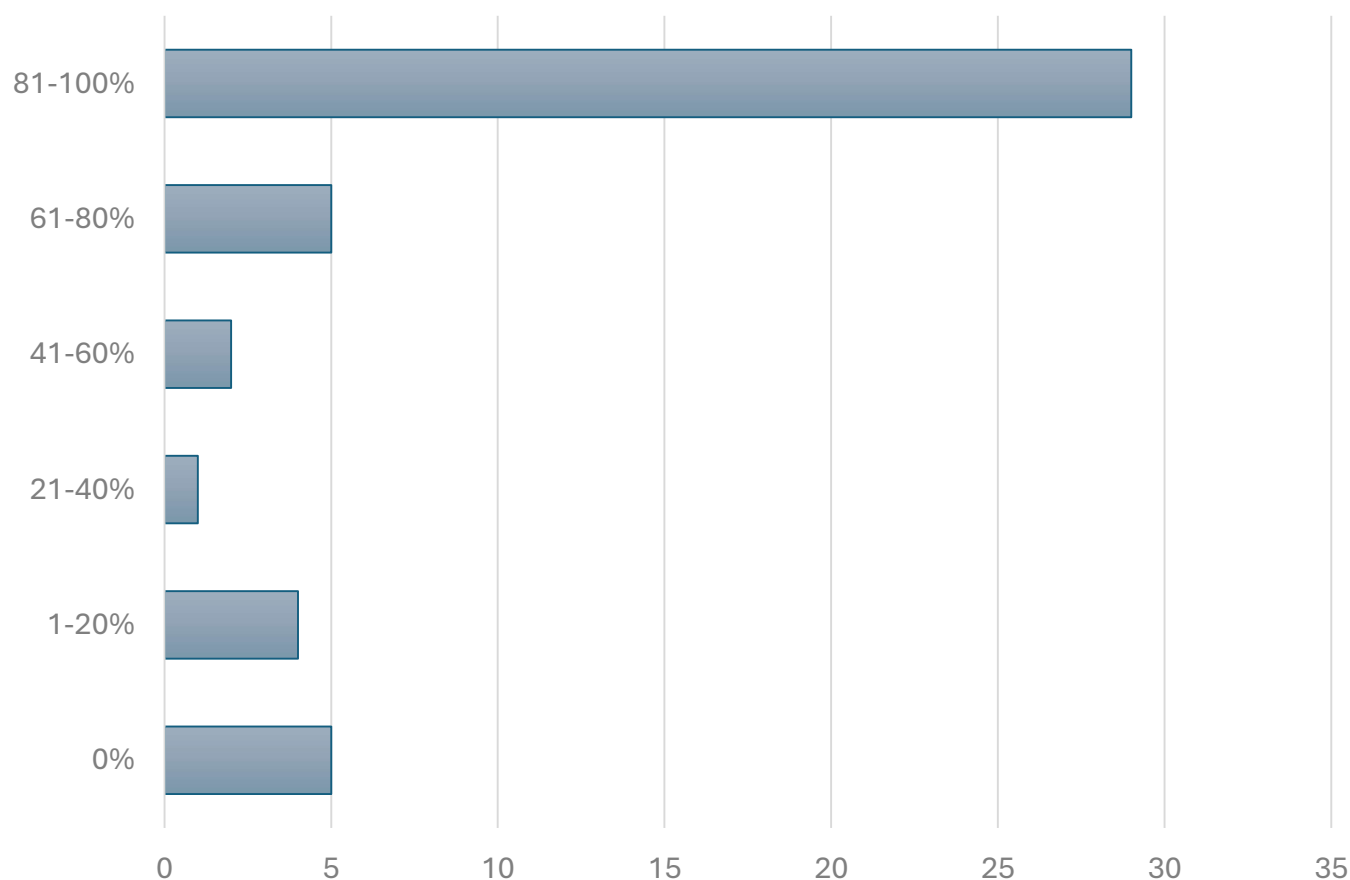


Resp: 50

Skip: 29

Use of Outside Counsel

What percentage of your external spend for patent and trademark preparation and prosecution is billed as a fixed or flat fee?

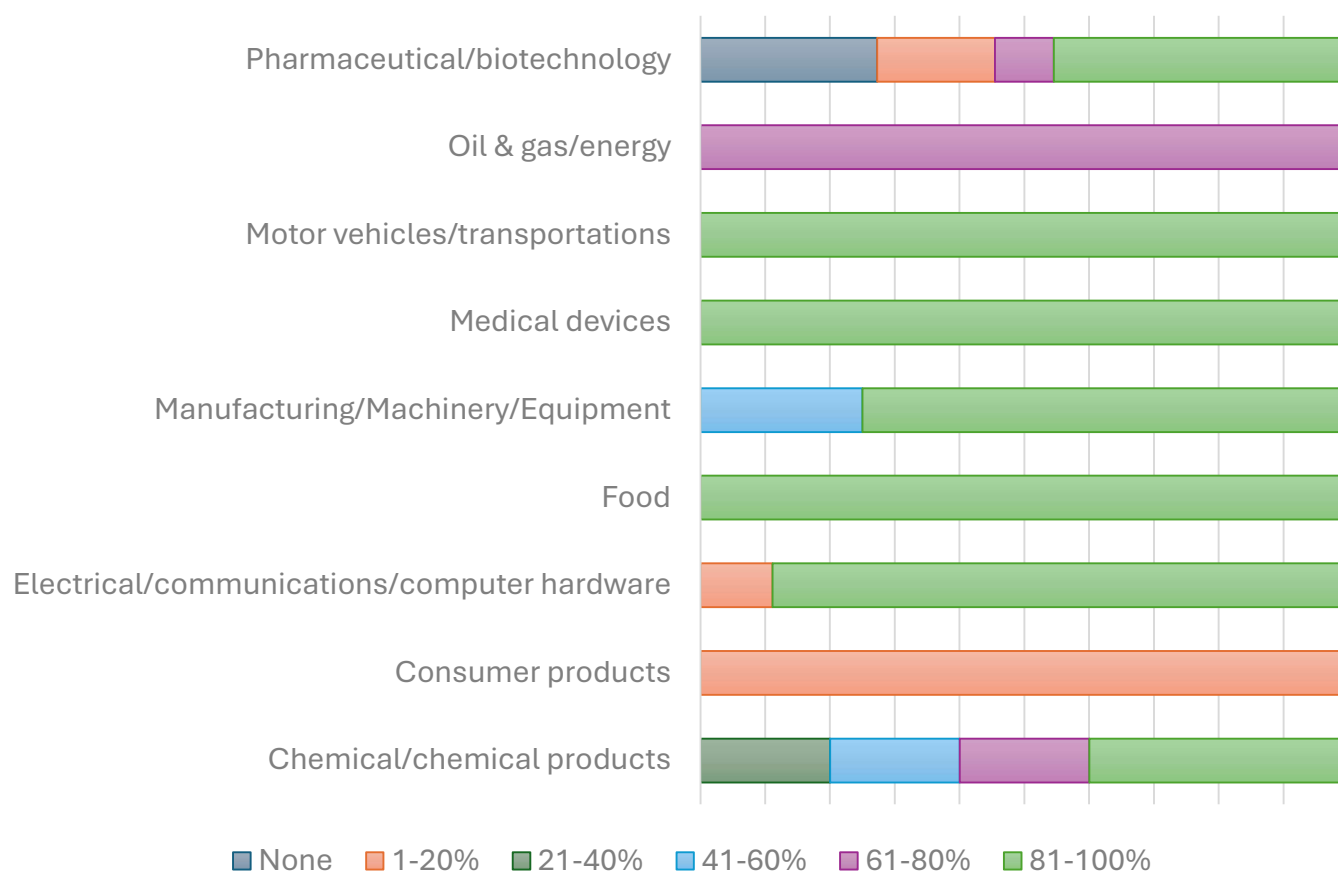


Resp: 46

Skip: 33

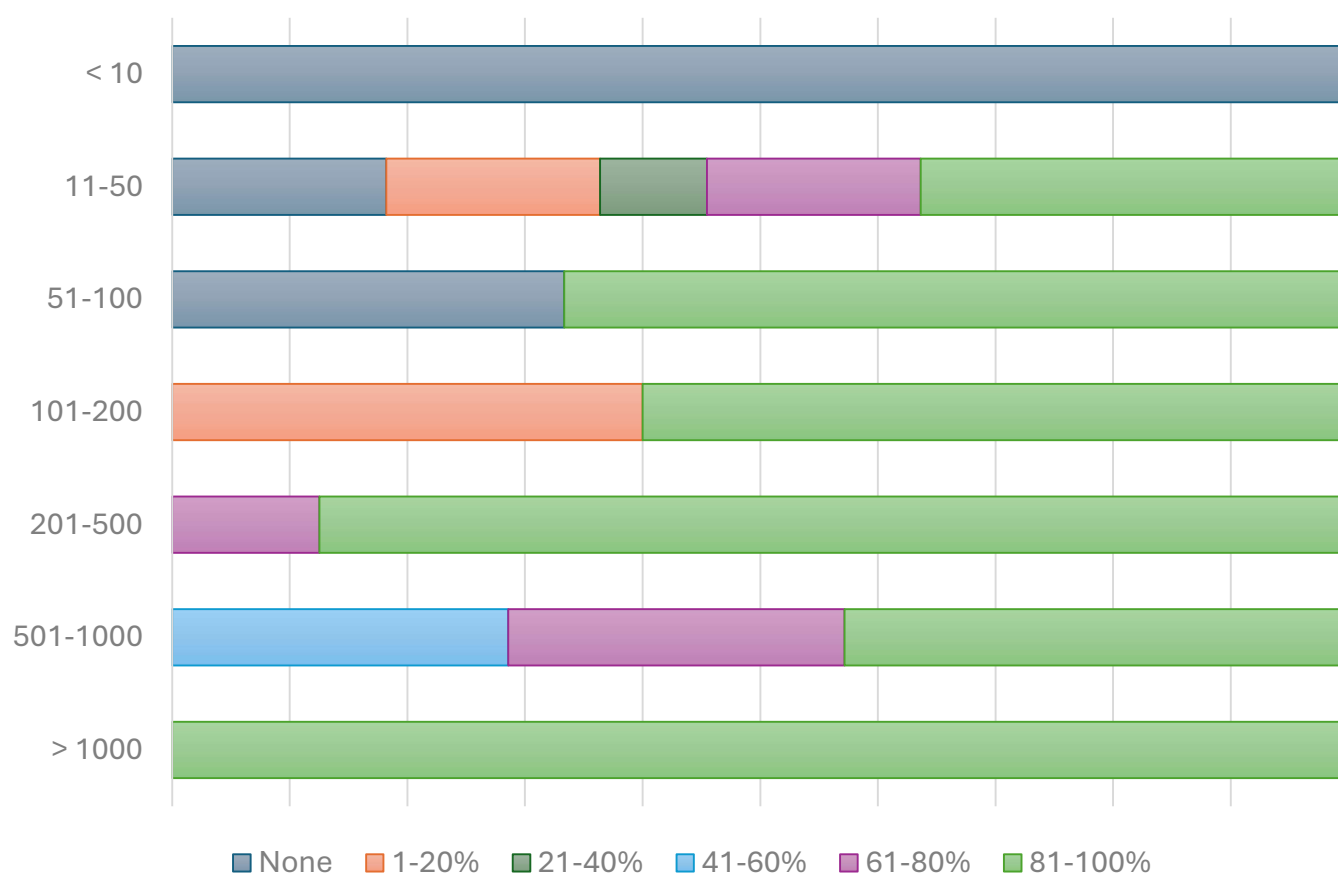
Use of Outside Counsel

Industry Breakout: What percentage of your external spend for patent and trademark preparation and prosecution is billed as a fixed or flat fee?



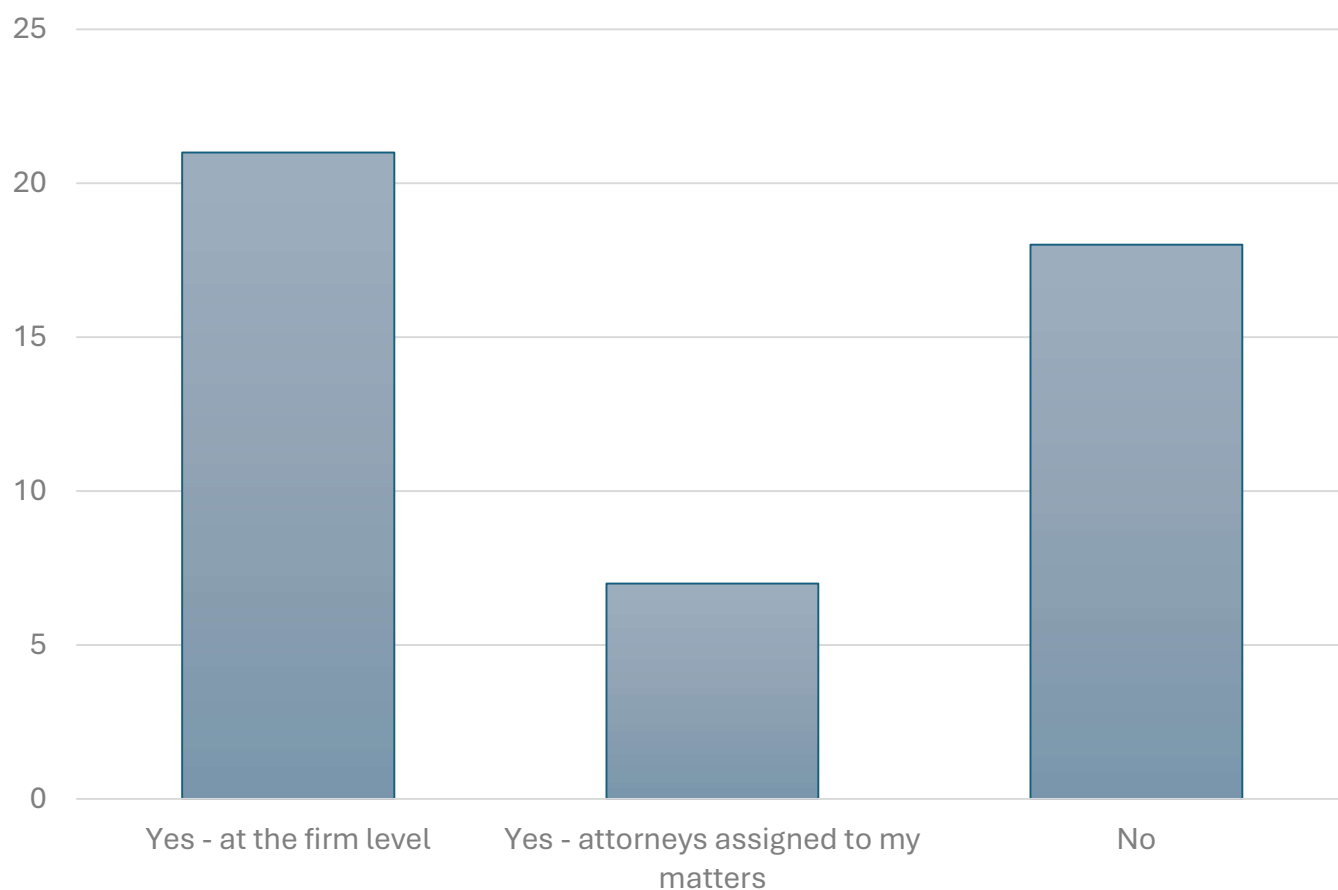
Use of Outside Counsel

Annual Filing Count Breakout: What percentage of your external spend for patent and trademark preparation and prosecution is billed as a fixed or flat fee?



Use of Outside Counsel

Does your company request and consider demographic information about the law firms that provide IP support?

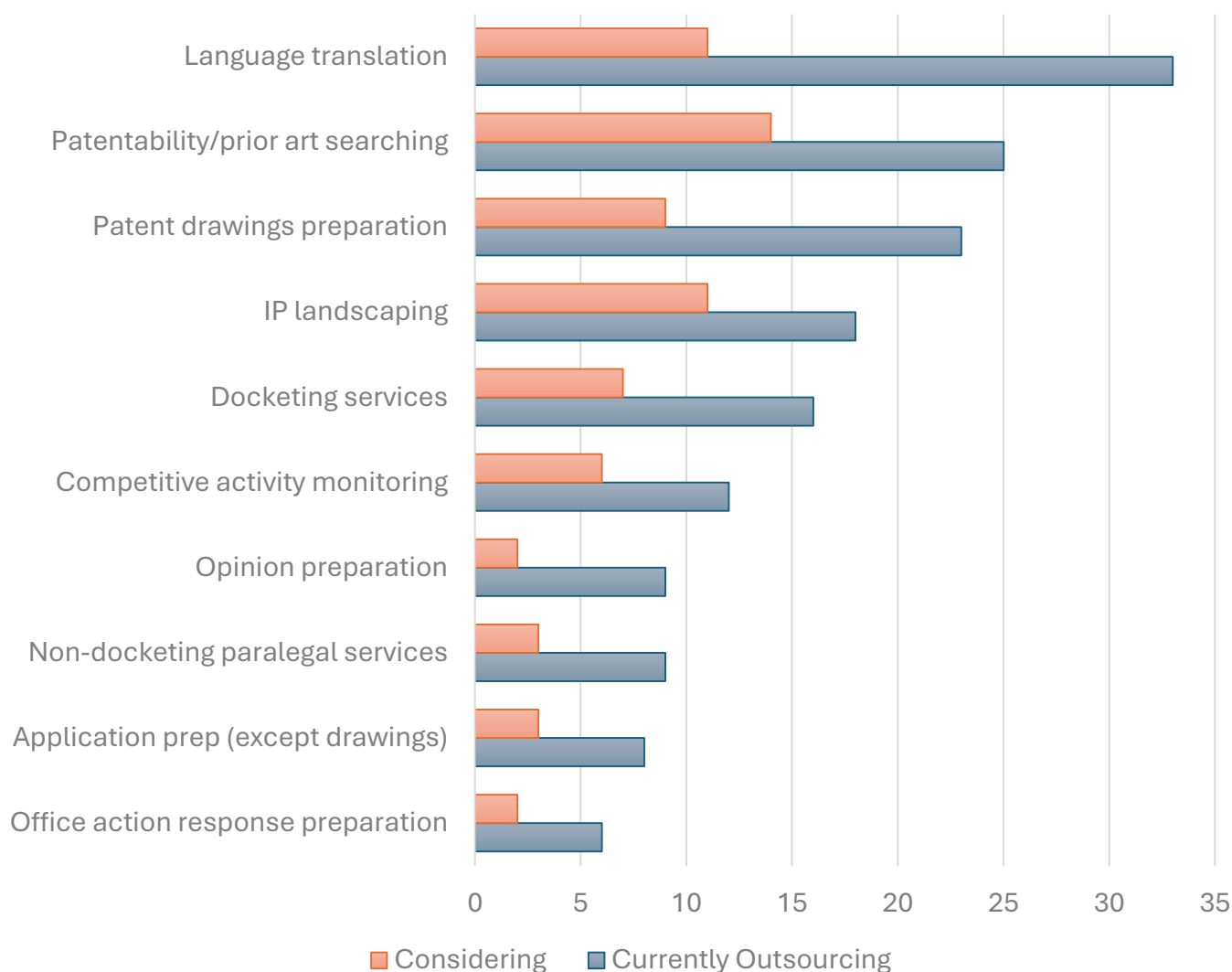


Resp: 46

Skip: 33

Non-Law Firm Vendors

Do you currently outsource (or are considering) any of the following services with a non-law firm external vendor?



Resp: 45

Skip: 34

Use of AI

For the purposes of this survey, GENAI refers to deep-learning models that can generate high-quality text, images, and other content based on the data they were trained on.

“Internal use” means use of the AI-generated content within your company.

“External use” means use of the AI-generated content outside of your company (e.g., with customers, vendors, or collaborators).

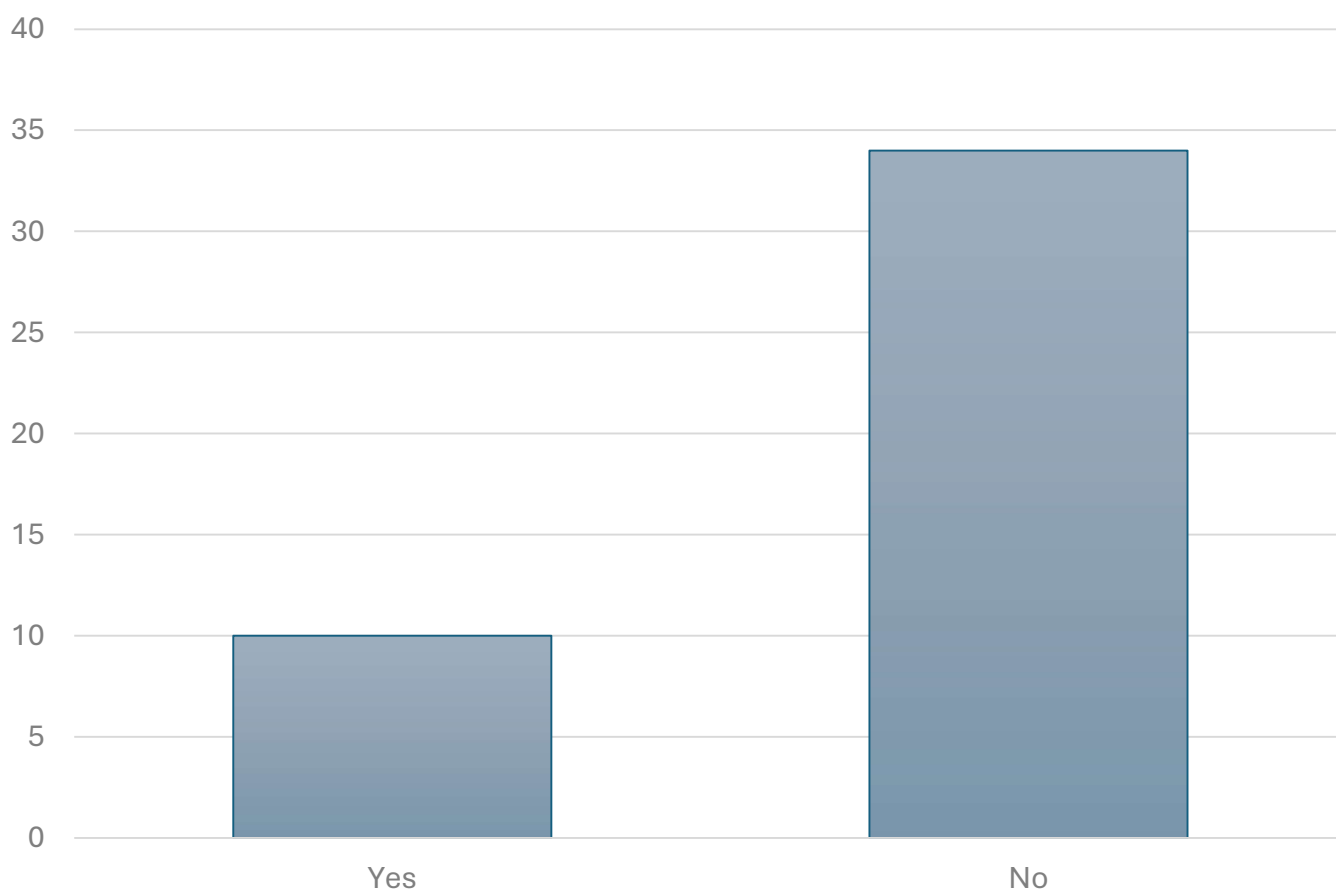
“Labeled” means that the use is permitted as long as the generated content is labeled in some manner as AI-generated.

“Inputting” means providing the specified content to a GENAI tool to create further content.

Respondents were requested to skip the question if their company policy or guidance was silent on any of these uses.

Use of AI

Does your company track whether GENAI is used in an invention document?



Yes: invention documents require inventors to indicate whether GENAI was used in the process of developing the invention described in the invention document.

Resp: 44

Skip: 35

Use of AI

Which of the following uses of GENAI does your technical organization allow?

Uses	
Using GENAI to generate ideas (including new chemistries) for inventions without disclosure of GENAI use	4
Using GENAI to generate ideas for inventions with disclosure of GENAI use	6
Assisting inventors to prepare invention disclosure documents	7
Creating software code for internal use	19
Creating software code for external use	9
Other	13

Notes from comments – Some respondents report:
Approved vendors only;
Internally hosted models only;
Generally allowed with education program in place;
Allowed for competitive intelligence;
Allowed for document summarization; or
Case-by-case review of tools.

Resp: 31

Skip: 48

Use of AI

When does your GENAI policy require that you label the output of the GENAI model?

Labelling Required	
if the receiver of the output would be reasonably deceived or misled that it was authored by a human	4
Dynamic content when the output can be confused with real-time human interaction (like chatbots, avatars, or voice avatars).	3
if the receiver of the output needs to verify the accuracy of the content	2
if the GENAI model is significantly contributing to the output	4
if the output is going to be externally-distributed	2
if the output is going to be internally-distributed	2
Software Code	1
Translations	1
Other (please specify)	13

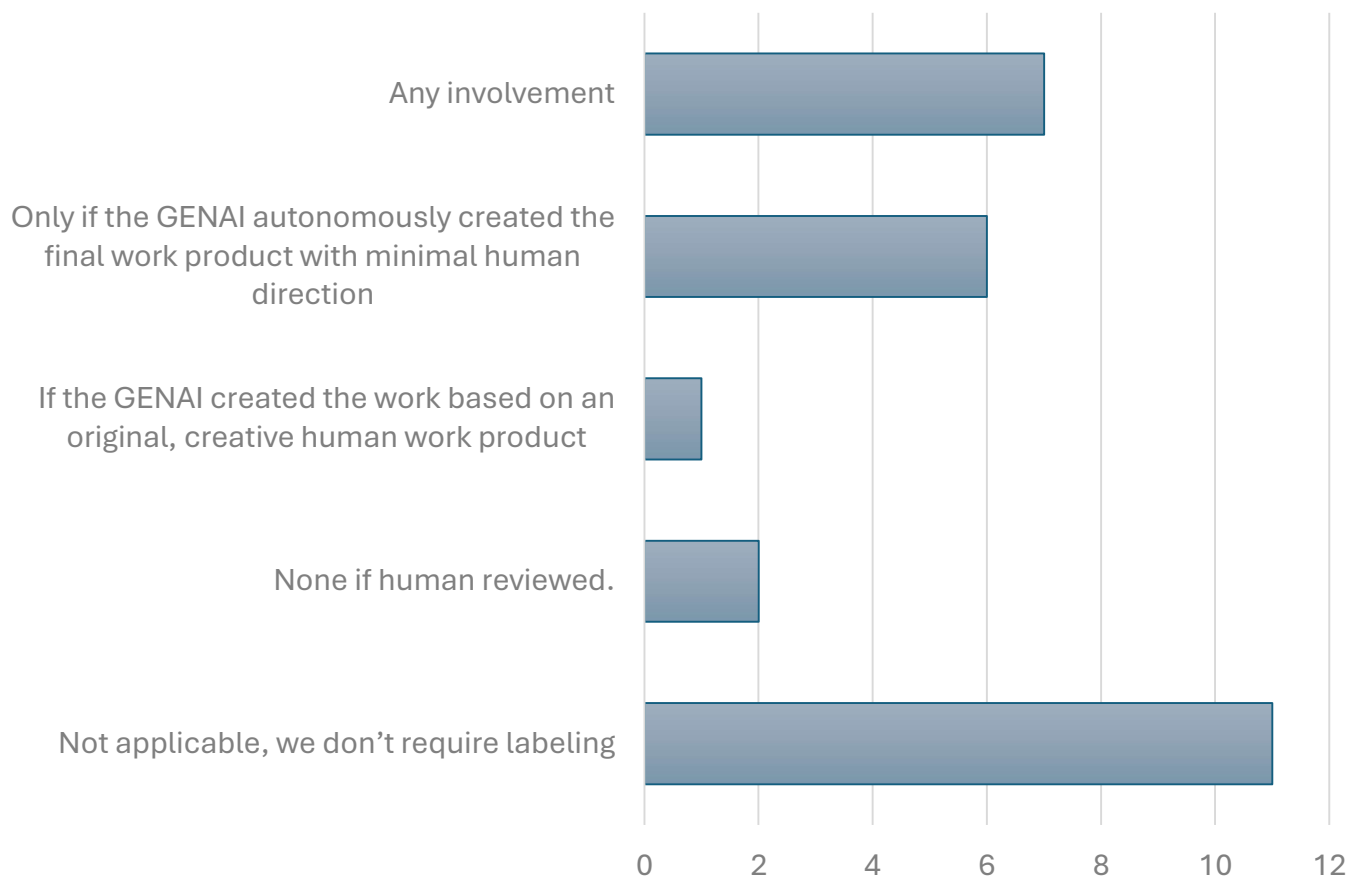
Notes from comments – Some respondents report:
 Case-by-case analysis;
 Labelling not required, but human review is (multiple respondents); or
 Only as required for legal/regulatory compliance.

Resp: 21

Skip: 58

Use of AI

How much AI involvement would warrant the labeling?



Resp: 27

Skip: 52

Special Thanks

Thanks to all those who participated in making this survey a success. This includes the following companies who have allowed us to share their names:

Sovlendum	Tenneco
Medtronic	Bayer Intellectual Property GmbH
GE Aerospace	Caterpillar Inc.
Thermo Fisher Scientific	NextEra Energy
AT&T	General Mills, Inc.
Beckman Coulter	DuPont Legal
Digimarc Corporation	Hewlett Packard Enterprise
HP Inc.	Corning Incorporated
Kenvue	FreshPLC
Dow	International Business Machines Corporation
Altria Group, Inc.	Siemens Corp.
InterDigital, Inc.	Bridgestone Americas, Inc.
Hewlett Packard Enterprise (HPE)	Safran Group
HerreroAsociados	Yara
Lilly	
SAP	