



**GOAL 3.2
EVOLVING WITH THE DIGITAL
ERA**

PROJECT MANAGER

Rahul Bhartiya

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 2 860 000

STAFF INVOLVED

24.5 Full-time Equivalents (FTEs)

MOST IMPACTED CAPITAL¹

Organisational & Economic

MOST IMPACTED STAKEHOLDER

Staff

¹ As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).

**ARTIFICIAL INTELLIGENCE
IMPLEMENTATION**

With the increasing use of **artificial intelligence (AI)**, and other advances in technology, the future of work is changing. AI and big data are providing not only the means **to use information in new and creative ways**, but also to increase the appetite for more information on IP rights in ways that are rapidly changing.

This project seeks further opportunities for the Office to harness its current **AI based solutions**, in a wide variety of business cases: formalities, classification, image search, goods and services comparison and chatbots. Project will make use of Machine Learning, NLP and Deep Learning techniques for the implementation of Business cases defined for almost all the Office and IP network.

Products created by this project will set up **quality controls** to avoid the most common pitfalls of machine learning implementations: discrimination, misuse vulnerability, lack of privacy, failure to perform or lack of explainability.

EXPECTED BENEFITS

- Enhanced Office reputation for innovation
- Improved focus of staff on more valuable tasks
- Reduced dependency on an external provider and cost savings by developing in-house AI products
- Increased usage of knowledge repositories and knowledge sharing