BOIP

Benelux Office for Intellectual Property

AN OVERVIEW:

# BOIP & AI



## Our activities & AI and our customer

# Introduction

Generative Artificial intelligence (GenAI) has developed rapidly in recent years. At BOIP, we closely follow these developments and actively explore how GenAI can support our work.

Let's have a look at BOIP's activities in the field of AI and how it impacts our work!

# AI@BOIP Team

BOIP has set up the AI@BOIP team, a cross-functional group that meets every two weeks. The team monitors new regulations, explores AI tools, and organises training for staff.



# AI Guidelines

The team's first milestone was the creation of BOIP's internal GenAI guidelines. A key principle is that GenAI is viewed as a tool, not a decision-maker. Human oversight and accountability remain central.

# Testing and Implementation

The AI@BOIP team regularly tests GenAI tools available on the market. In addition, we are in the initial phase of developing a GenAI solution to support the Legal Department in collecting and analysing information from different sources.



# Training and Awareness

To strengthen AI literacy, BOIP has organised training sessions for all staff, as well as advanced training, also regarding AI strategy, for the AI@BOIP team. This will be an ongoing effort.



# Current Use of AI

BOIP currently uses AI for:

- Translation services
- Nice Classification goods and services suggestions based on search terms
- Image search in the Trademark Register (also part of BOIP's Trademark Alert)

These applications are designed to support our staff and enhance services for users.



CONTINUE TO FINAL SLIDE!

# AI and our customers

We also see increased use of AI among our customers, for example in AI-generated logos. Internal research shows that a significant part of objections against refusals is now created with the help of AI. While this has not yet improved quality, this may evolve in the future.

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