IP Australia Artificial Intelligence Initiatives

Robert Bollard
General Manager, Innovation and Technology Group
Contents

• IP Australia’s Digital Transformation

• Delivered projects and Initiatives
  – Trade Mark Assist
  – Alex, the Virtual Assistant
  – Australian Trade Mark Search
  – Goods and Services Assistant
  – Smart Assessment Toolkit
  – Patent Auto Classifier

• Future
IP Australia’s Digital Transformation

• **99.6% of customer transactions being done digitally**, up from 12% in 2012 – across multiple platforms and devices

• IP Australia is the first fully digital service delivery agency in Australian federal government

• This has enabled IP Australia to re-imagine the customer experience through the incorporation of AI-based tools to support our customers.

• IP Australia has been implementing AI to provide decision support to the examination process.
Enter your trade mark

Sydney Plumbing

Your trade mark may contain...

A major Australian geographical name: "SYDNEY"

Ok, the next step is to identify your goods and services.
Let's continue.
Australian Trade Mark Search: Machine learning based image search
### Step 1 - Review summary

**Class 29**

Non-dairy cream; Non-dairy creamers (protein based); Non-dairy butter; Coconut butter; Non-dairy yoghurt; Non-dairy dips; Coconut oil; Coconut milk for cooking; Coconut cream; Coconut fat;

**Class 30**

Non-dairy frozen dessert products; Non-dairy cream; Non-dairy mousse; Non-dairy dips; Non-dairy desserts; Non-dairy ice cream; Non-dairy custard; Rice milk beverages; Confectionery; Non-dairy creamers (carbohydrate based);

**Class 32**

Non-dairy smoothies; Non-dairy beverages; Coconut water; Smoothies; Coconut milk (beverages);
# Goods and Services Assistant

## Class 30

### Unknown items

<table>
<thead>
<tr>
<th>Class</th>
<th>Item</th>
<th>Extract</th>
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</thead>
<tbody>
<tr>
<td>30</td>
<td>Non-dairy mousse</td>
<td>+</td>
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<tr>
<td>30</td>
<td>Non-dairy dips</td>
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<tr>
<td>30</td>
<td>Non-dairy desserts</td>
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</tbody>
</table>

**Actions**
- This item is not acceptable

**Item decision reason**

**Smart Classification**

**Class 30**
- Non-dairy frozen dessert products

**Class 29**
- Non-dairy cheese
- Non-dairy cream
- Non-dairy butter
- Non-dairy yoghurt
Smart Assessment Toolkit
Smart Assessment Toolkit

Smart Search

Analysis summary
0 / 57 rules failed
- Prescribed and prohibited signs: 0 / 5
- Letters: 0 / 4
- Descriptive: 0 / 4
- Plants: 0 / 11
- Geographic: 0 / 4
- Common names: 0 / 2
- Medical: 0 / 2
- Other: 0 / 1
- Scandalous: 0 / 2
- Contrary to law: 0 / 14
- Wine: 0 / 5
- Likely to mislead / cause confusion: 0 / 3

Ownership

Word Analysis
Patent Auto Classifier

Vector representation of the specification

Patent Prediction Application

Results based on patent applications submitted to IPA for examination in 2017

<table>
<thead>
<tr>
<th>Technology Areas</th>
<th>Average Accuracy</th>
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<tbody>
<tr>
<td>Chemistry</td>
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<tr>
<td>Electrical</td>
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<tr>
<td>Mechanical</td>
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</table>
Cognitive Futures Strategy and Roadmap

2017

- Rights in One program
- Future Ways of Working program
- Business Intelligence and Analytics program

Current CF Initiatives

- TM Assist Public Beta
- TM Assist Integration
- TM Assist Production
- RBAAT E3.1 and refinement
- RBAAT Alpha
- RBAAT Beta
- 2. Automated Decision Making Governance Framework

Developing new CF use-cases

- Refine use-cases
- Research Use Case Viability and Prioritisation Report
- Use-case 1: POC
- Use-case 2: POC
- Use-case 3: POC

CF Strategy Capability Building Initiatives

- Retire and endorse CF strategy
- Establish Cognitive Working Group
- Formalise Delivery model
- Create global cognitive community
- Use interim platform
- Improve data quality and access
- Continue to use existing team structure
- Obtain business’ commitment to resources
- Partner with external providers in the short-term and establish AI Cognitive Computing panel

2018

FY 2018 Q1 Q2 Q3 Q4 FY 2019 Q1 Q2 Q3 Q4 FY 2020 Q1 Q2

- Use-case 1: Build
- Use-case 2: Build
- Use-case 3: Build

2019

- Review CF Strategy
- Review structure
Questions

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