

# Prompt Engineering

## Generative AI for IP professionals

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May 2025

## Key Features of Generative AI to remember when prompting:

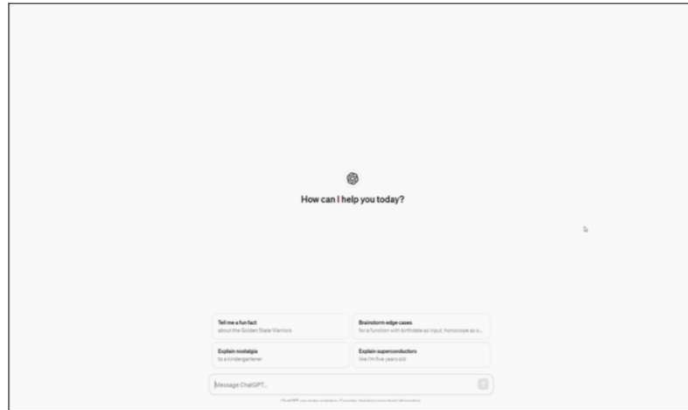
- Generates new content such as text, audio, video or images
- Natural language processing (NLP)
- Iterative
- **Language prediction** engine **not** a **knowledge** engine
- AI hallucinations

Financial Times - Generative AI exists because of the transformer



# AI Hallucinations | 1

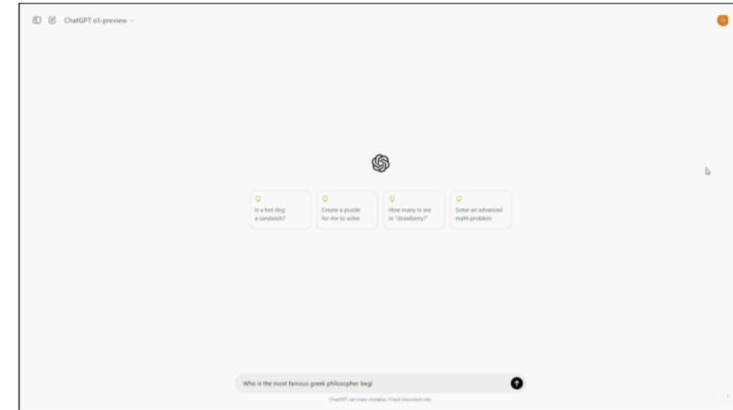
## Chat GPT 3.5



## Chat GPT 4.0



## ChatGPT o-1



## AI Hallucinations | 2

Under the EU AI Act, an “**AI system**” refers to **software-based systems** that are designed to operate with a degree of **autonomy** and that process data using computational techniques, algorithms, or models in order to **generate outputs** - such as decisions, predictions, recommendations, or classifications - that may influence physical or virtual environments or support human decision-making.

Under the EU AI Act an ‘AI system’ means a machine-based system that is **designed to operate with varying levels of autonomy** and that may exhibit **adaptiveness** after deployment, and that, for explicit or implicit objectives, **infers**, from the input it receives, how to **generate** outputs such as **predictions, content, recommendations, or decisions** that can influence physical or virtual environments – Article 3(1)



# Prompting basics | 1



**Instruction**

1

**Context**

2

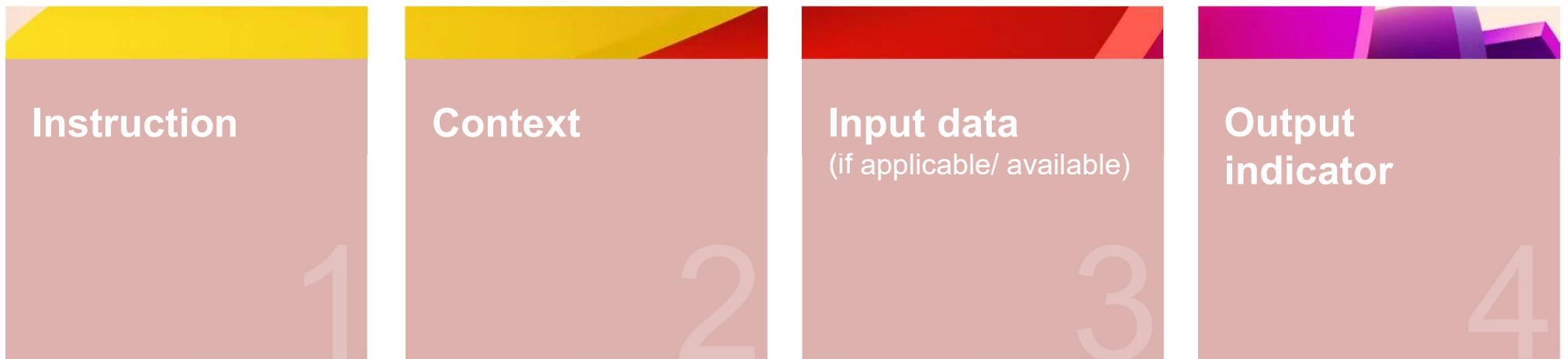
**Input data**  
(if applicable/ available)

3

**Output  
indicator**

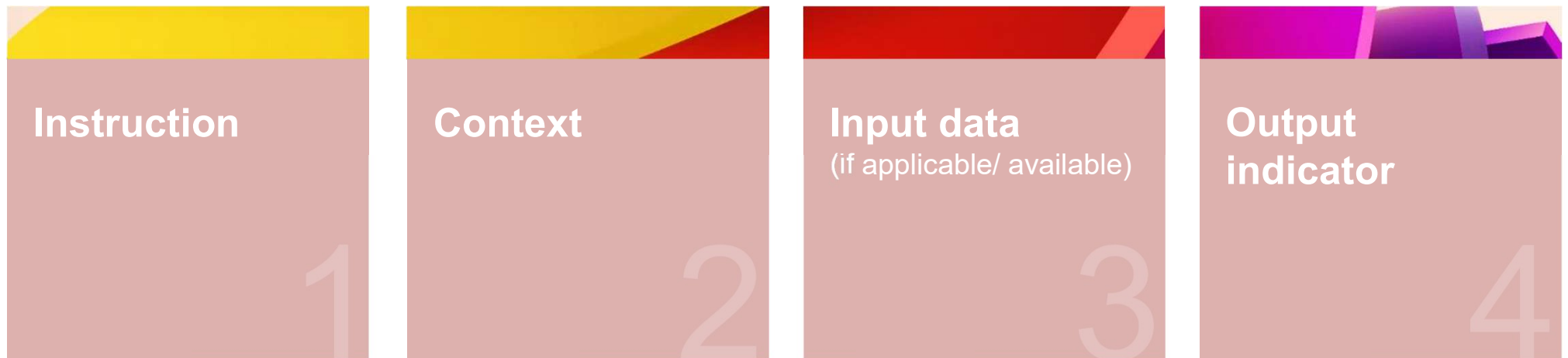
4

## Prompting basics | 2



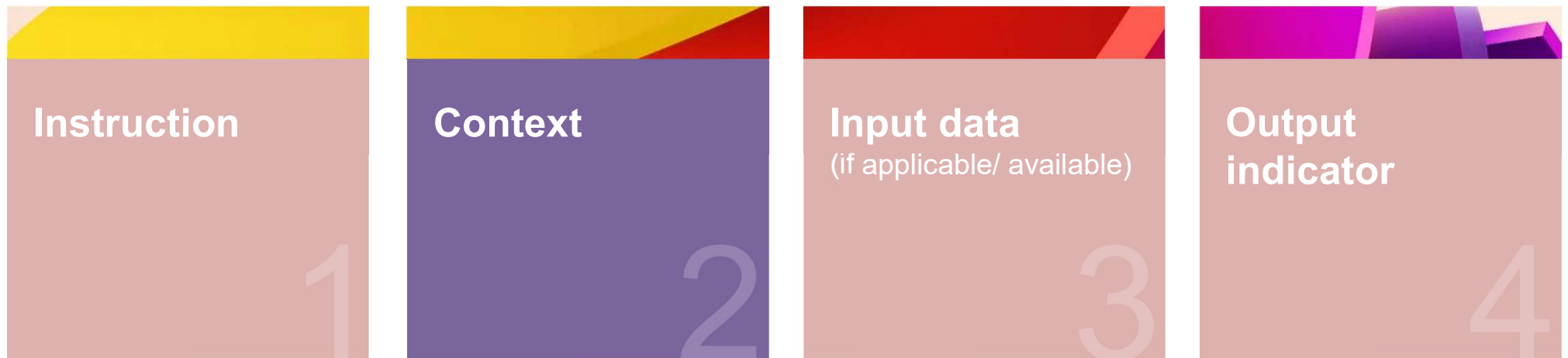
**“Summarise the case of Donoghue vs Stevenson.”**

## Prompting basics | 3



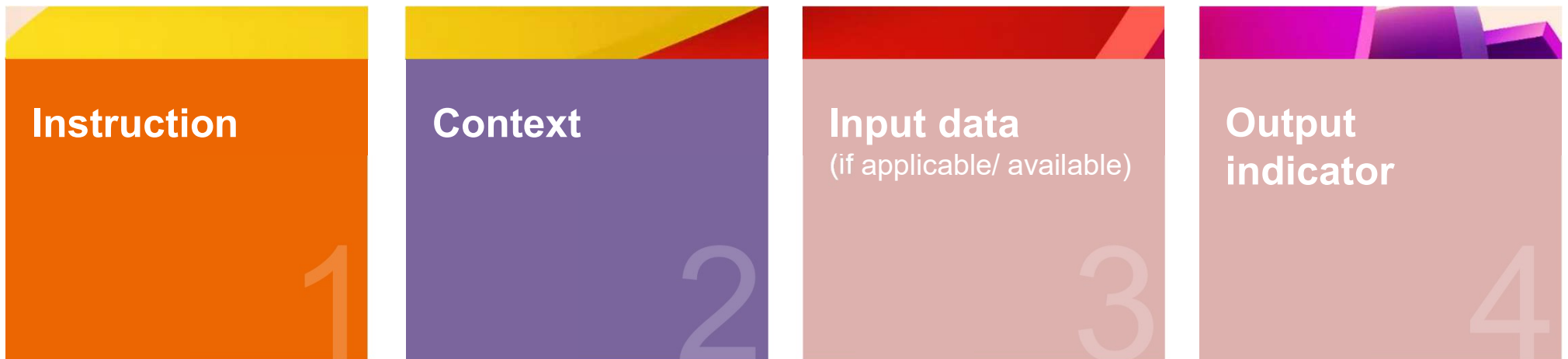
I am UK-based lawyer looking to summarise the case of Donoghue vs Stevenson. Please prepare a concise summary that I can send directly to my client. I attach a copy of the full judgment; please can you provide paragraph references to the source within the judgment? Keep the summary to 200-300 words and a formal tone.

## Prompting basics | 4



I am UK-based lawyer looking to summarise the case of Donoghue vs Stevenson. Please prepare a concise summary that I can send directly to my client. I attach a copy of the full judgment; please can you provide paragraph references to the source within the judgment? Keep the summary to 200-300 words and a formal tone.

## Prompting basics | 5



I am UK-based lawyer looking to summarise the case of Donoghue vs Stevenson. **Please prepare a concise summary that I can send directly to my client.** I attach a copy of the full judgment; please can you provide paragraph references to the source within the judgment? Keep the summary to 200-300 words and a formal tone.

## Prompting basics | 6



I am UK-based lawyer looking to summarise the case of Donoghue vs Stevenson. **Please prepare a concise summary that I can send directly to my client.** I attach a copy of the full judgment; **please can you provide paragraph references to the source within the judgment?** Keep the summary to 200-300 words and a formal tone.

## Prompting basics | 7



I am UK-based lawyer looking to summarise the case of Donoghue vs Stevenson. **Please prepare a concise summary that I can send directly to my client.** I attach a copy of the full judgment; **please can you provide paragraph references to the source within the judgment?** Keep the summary to 200-300 words and a formal tone.

# Prompting basics | 8



**Instruction**

1

**Context**

2

**Input data**  
(if applicable/ available)

3

**Output  
indicator**

4

# Instruction

“**Draft** an email to the patent attorney on the other side...”

“**Summarise** the key points of the recent court case of...”

“**Analyse and review** this document and identify the potential risks...”

“**Research** any case law relating to [X] in the UK from the last 2 years...”

“**Compile a list** of action points contained within the attached email chain...”

“**Compare** these two documents and highlight the differences...”

“**Translate** this document into...”

# Context



## Jurisdiction

- “Under UK law...”
- “I am a UK-based patent attorney in the Energy and Infrastructure team at a global IP company...”



## Intended audience

- “Your audience is a group of software engineers who are new to the topic...”
- “The note should be tailored to a group of senior lawyers who are experts on the topic...”
- “This is for [internal/external] use...”



## Factual context

- “I am an IP professional in a large global technology organisation...”
- “I am advising the inventor of a patent”
- “I’m working on an [IP assignment] in the [renewables] sector...”



## Legal context

- “Taking into account the recent case of...”
- “The party is in a regulated market and so your answer needs to take the [regulation] into account...”

Input data | if applicable and available



# Output Indicators

## Length

“Concise summary in 200-400 words...”

“Limit the response to no more than three paragraphs”

## Language/ Tone

“Use plain English to explain the concept of...”

“Maintain a formal/informal tone...”

“Adopt a client-friendly tone...”

## Structure/ Format

“Present the information in bullet-point format, highlighting the key issues...”

“Respond in an email format with an introduction, main points and conclusion...”

## Complexity/ Depth

“Ensuring the language used is accessible to a non-legal audience, avoiding unnecessary legal jargon...”

“Provide a high-level analysis without diving into extensive legal analysis, focusing on actionable insights”

## Visual Elements

“Create a slide deck for [topic]. Please include visual aids, such as charts or diagrams, to enhance understanding...”

“Suggest some graphics that can be added alongside the [publication/Linkedin post] to boost engagement...”

# Advanced Prompting Tips:

- **Iterations**

- *“Improve this response – make it more [X].”*
- *“This is far too generic, please make it much more specific to [X].”*
- *“This sounds too AI generated.”*

- **Self-improvement**

- *“Ask me [X] amount of follow up questions that would improve the quality of this response. Once I give you answers, incorporate these answers into the initial response.”*
- *“Rate this prompt from 1.0 (poor) to 5.0 (excellent). Then give me some suggestions for improving this response. Is there anything I may not have considered that you think might be useful for this purpose?”*
- *“Improve this response.”*

- **Break down complex tasks into simpler ‘chunks’**

- **Alternatives – models and responses**

