

# Introduction – What is AI?

01

**CNN BUSINESS**

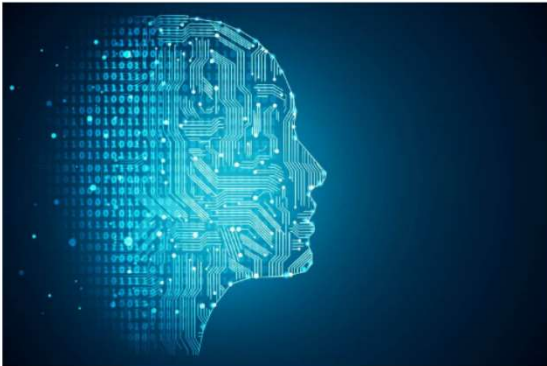
### Real estate agents say they can't imagine working without ChatGPT now

By Samantha Murphy Kelly, CNN Business  
Updated 4:06 PM CST, Sat, January 20, 2023

NEWS

### AI's Transformative Impact on Scientific Research

Krishni Chowdhary - Journalist  
Updated: August 3, 2023 17:33 AM



FORBES > INNOVATION

### Why AI's Creative Intelligence Will Change Advertising In 2024

Ian Liddicoat Forbes Councils Member  
Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

**Forbes**

FORBES > MONEY > MARKETS

### AI Productivity Gains Are Not Limited To Big Tech

REUTERS

World Business Markets Sustainability Legal Breaking News Technology Investigate

Disrupted

### Bar exam score shows AI can keep up with 'human lawyers,' researchers say

By Karen Sloan  
March 15, 2023 9:17 AM PDT - Updated 5 months ago

make it SUCCESS MONEY WORK LIFE VIDEO

NEXT GEN INVESTING


### A.I. is making some common side hustles more lucrative—these can pay up to \$100 per hour

Published Sat, Jul 29 2023 9:00 AM EDT - Updated Mon, Jul 31 2023 10:31 PM EDT

TECHNOLOGY

### BankThink AI could make underwriting a collaboration between bank and borrower

By Jeremiah Buckley August 04, 2023, 10:00 a.m. EDT 3 Min Read



## Leading law firm cuts London back-office staff as it embraces AI

Clifford Chance makes about 50 roles redundant, and PwC indicates that AI may lead to fewer hirings

AITRENDS

## Harvey AI Startup Hits \$8B Valuation with \$760M Funding Round

Harvey, a San Francisco AI startup, has skyrocketed to an \$8 billion valuation after raising \$760 million in 2025, including a \$160 million round led by Andreessen Horowitz. Specializing in legal tech, it automates tasks like contract review for top firms and Fortune 500 companies, proving AI's transformative power despite skepticism and ethical challenges.

### Consulting Firms Leading the Agentic AI Revolution





# In IP firms, responsibility is not optional - it is part of our professional duty

---



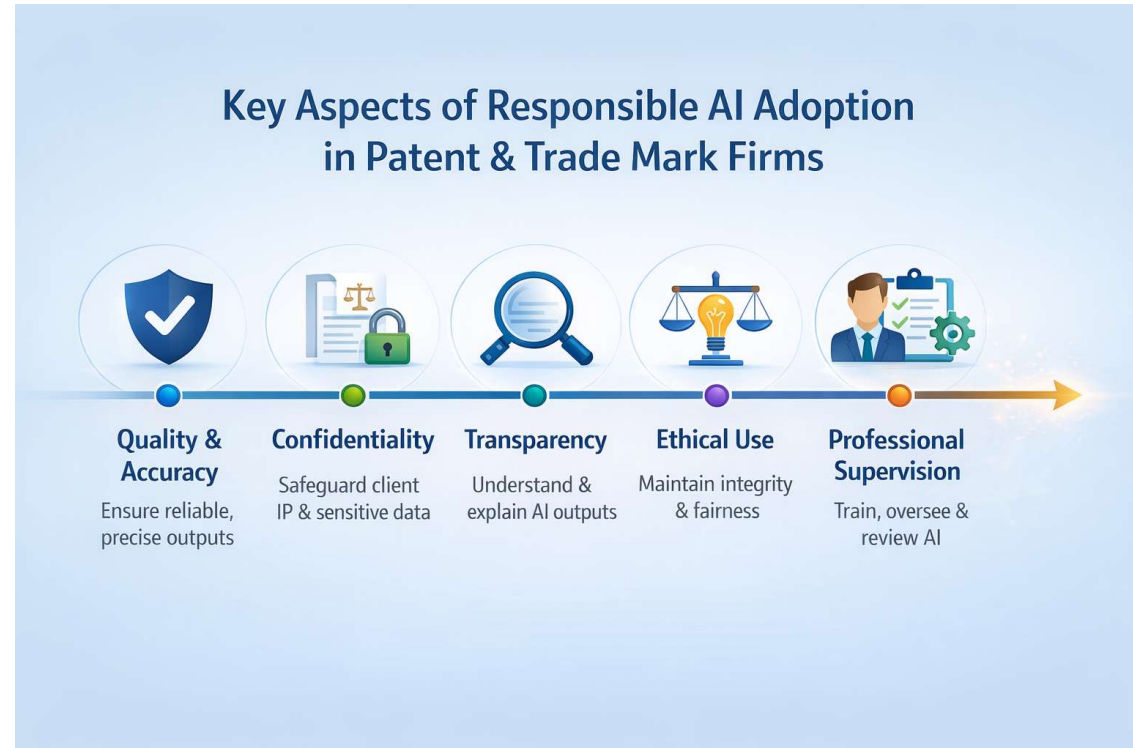
# In IP firms, responsibility is not optional - it is part of our professional duty

## Responsible AI = AI that is:

- Accurate & reliable
- Transparent & explainable
- Secure & confidential
- Ethically deployed
- Professionally supervised

## Patent & Trade Mark professional duties:

- Duty of care to clients
- Confidentiality & legal privilege
- Competence & supervision
- Accuracy of advice
- Independence of professional judgment



# Our AI journey and approach

03

## Why is AI important to Murgitroyd

1. AI Enhances Core IP Work (Without Replacing Judgment)
2. AI Improves Quality, Consistency, and Risk Control
3. AI Enables Better Commercial Advice to Clients
4. Competitive Advantage in a Crowded IP Market
5. Talent Attraction, Retention, and Knowledge Capture
6. Responding to Client-Side AI Adoption
7. AI as a Subject Matter: Not Just a Tool

**Deliver higher quality IP advice: faster, more consistently, and with deeper commercial insight, while protecting margins and future-proofing the business.**



## Why AI Matters Now

### The context

- Clients are already using AI across R&D, branding, and portfolio management
- Competitors are embedding AI into IP workflows
- Regulators, courts, and offices are confronting AI-driven legal questions

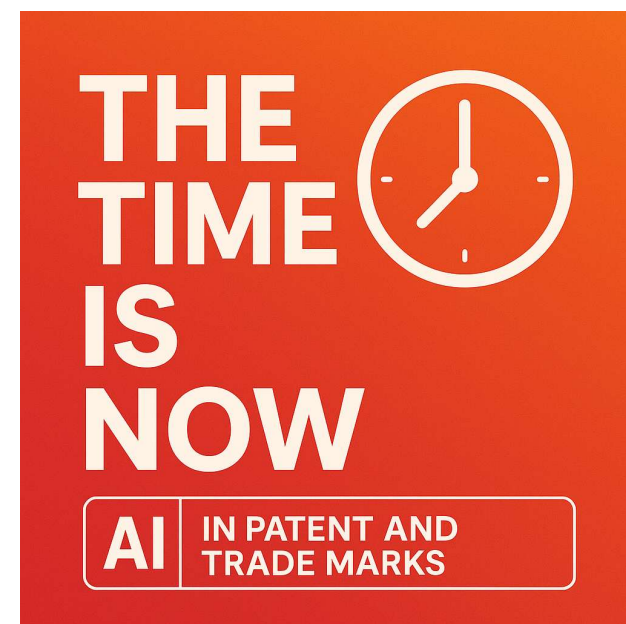
### The risk of inaction

- Higher cost base
- Slower turnaround times
- Reduced perceived relevance to sophisticated clients

### Key message:

AI is no longer optional infrastructure - it is becoming a professional baseline capability.

Firms that *use* AI are better placed to *advise* on AI.



## What AI Is (and Is Not) for us

### AI is:

- A productivity multiplier for expert professionals
- A quality and consistency support tool
- A way to scale judgment, not replace it

### AI is not:

- A replacement for legal analysis or responsibility
- An autonomous decision-maker
- A substitute for client relationships or advocacy

### Principle:

Human judgment remains central. AI supports, never substitutes.

“AI-enabled, expert-led IP advice”



## AI Change Champion – Launched in January



### **We embrace change and support new ways of working**

An AI champion embraces change, finding new ways to optimise when new tools arrive

© Murgitroyd



### **We share information, knowledge and workload for the benefit of the team and to meet client needs**

AI champions strive to maintain a growth mindset keeping innovation alive



### **We actively seek opportunities to innovate and improve**

We take our learnings and new ways working to the business, helping colleagues to adopt and understand



### **We're transparent in our actions**

We are committed to being clear to colleagues and clients about our use of AI.

# AI safety

## Principles

Fairness • Privacy & security • Transparency  
Reliability & safety • Inclusiveness • Accountability

## Corporate standard

Goals • Requirements • Practices

## Implementation

Training • Tools • Testing

## Oversight

Monitoring • Reporting • Auditing • Compliance

# Murgitroyd's Strategic GenAI Tools

## Copilot



**Your everyday AI assistant across the apps you use.**

Built into the tools you already use, Copilot helps you save time, stay organised, and get things done. It helps you draft content, summarise meetings, analyse data, and automate everyday tasks.

**Best for:**

- ✓ Boosting productivity and efficiency
- ✓ Summarising, drafting, and editing
- ✓ Analysing data and creating insights
- ✓ Automating repetitive tasks
- ✓ Working securely with your business data



For teams and individuals across all functions and industries.

## m-chat



**Your AI chat partner for ideas, problem solving and exploration.**

An interactive AI chat experience that helps you think through challenges, explore options, and refine ideas so you can make better decisions, faster.

**Best for:**

- ✓ Brainstorming and idea generation
- ✓ Solving complex problems
- ✓ Exploring different perspectives
- ✓ Refining strategies and plans
- ✓ Learning and building understanding



For anyone who needs a sounding board or a thinking partner.

## Qthena



**Your AI research and IP intelligence platform.**

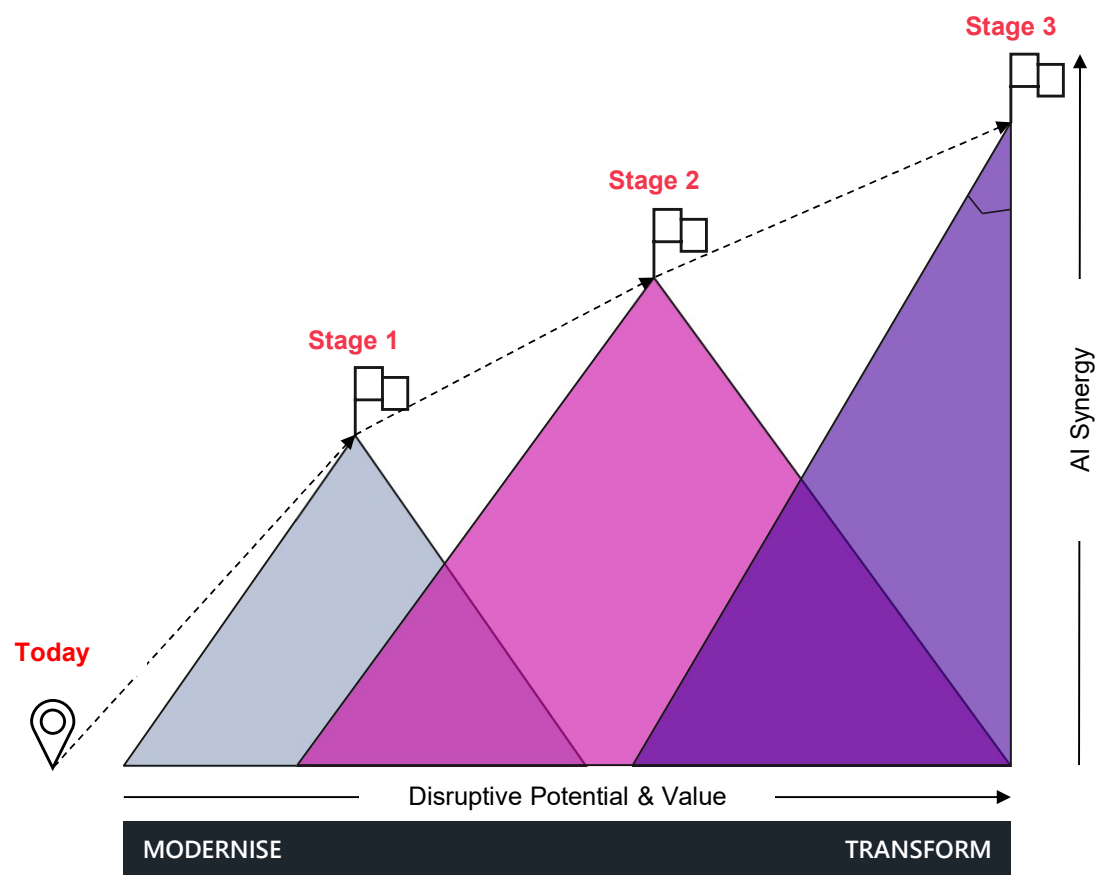
Purpose built for intellectual property and research workflows, Qthena helps you uncover insights, evaluate risks, and build stronger IP with confidence.

**Best for:**

- ✓ Patent and trademark research
- ✓ Landscape and prior art analysis
- ✓ Competitive and market intelligence
- ✓ IP drafting and process automation
- ✓ Monitoring and risk assessment



For IP, legal, R&D, and innovation teams.



### Stage 3 - Human-led, agent operated

Synergy between humans and agents is fully realized. Human-led, agent operated teams set strategic direction, while agents autonomously run entire business processes and workflows.

Agents periodically report their progress to support scalable and resilient operations, while human oversight is maintained through evaluation and audits to verify accuracy and quality of outcomes.

### Stage 2 – Human-led agents

The second stage will introduce autonomous agents as “digital workers” who perform specific tasks under human direction. Here, agents join teams and execute actions independently, allowing our people to delegate routine work and focus on higher-value activities.

### Stage 1 – Human with assistant

Digital foundational start where Murgitroyd’s employees leverage intelligent AI assistant for example such **Qthena**, **m-chat** and **Copilot** to enhance their productivity and effectiveness.

Our people will develop an “AI habit,” reimagining legacy workflows and discovering new efficiencies with the support of AI.