

AI + IP Assistants

AI & Intellectual Property: Navigating the New Frontier of Protectable Creativity

IP Disruptive Waves

Every disruptive technology follows the same arc: it arrives, industries scramble, the law responds, a new normal forms and then the next wave hits. AI didn't invent this pattern; it just compressed the timeline. What took the printing press a century, the internet did in a decade, and AI is doing in real time across three domains at once.

1. Invention Disrupted

A new technology enters a creative domain trained on existing human work. The question "who made this?" becomes ambiguous for the first time. The domain doesn't know yet whether it's facing a copying threat or an authorship threat — it just knows the ground is moving.

2. The Scramble

Licensing deals form overnight. Opt-out registries appear. Litigation fires start. Industries race to protect what they can — but the protections are fragmented and domain-specific. Expressive domains push for consent and licensing. Functional domains push for inventorship clarity.

3. The Precedent

Courts and agencies draw the line — narrowly. Thaler says AI can't be an inventor. The Copyright Office publishes three reports. The USPTO issues inventorship guidance. The rules are written, but they're thin, domain-specific, and one capability leap away from obsolescence.

3. The New Equilibrium

A fragile settlement. Licensed training data, opt-out registries, and certification standards create a working framework. The domain moves on until the next wave of AI capability restarts the cycle. The equilibrium isn't stable; it's a ceasefire.

AI and machine learning solutions grounded in truth and accuracy - Verus Data, LLC

Who Can Innovate

Assistive agents let non-technical people contribute to technical fields — **if they know how to capture and protect them**. We distill innovation into four "defaults" — mindsets anyone can adopt.

Defaults for Innovation

The ideation and creation process at Verus Data was developed across hundreds of patent filings.



Questioning

Start with friction you experience daily. Why does this process work this way? Why can't a customer onboarding flow adapt to the user's industry automatically? Why does switching between "digital" and "analog" workflows still require manual transcription?

Keep a running list of **three daily frictions**. Once a week, ask an assistive agent to **propose a technical solution**. Document the human insight that led to the question — **that insight is the protectable element**.

Inspiring

Look at your customer's needs holistically. Does your solution help more than one stakeholder? Does it create a new capability rather than merely automating an old one? Are you solving something that is impossible today, or merely inconvenient?

For a project, run a 10-minute **"extremes" session** with an agent. Ask for the **simplest** possible version, the **most robust** possible version, and the version assuming a user has **never seen your industry** before. The gaps between those answers are where IP hides.

Live With Your Idea

Diversity in minds, roles, and technology produces better IP than genius alone. A developer, a designer, and a domain expert will generate more protectable concepts than any single engineer working in isolation.

Pushing Past the Crowded Limits of Today

Observe trends, identify critical problems, and imagine forward. IP rewards foresight, not hindsight.

Before building, run a "landscape scan" with an agent. Ask: What are the **top five unsolved problems** in this domain? What would a solution look like in **one year versus five**? File a provisional patent on the five-year version — the one that is **currently impossible** but will become inevitable.

Collaborating

The collaboration pattern is specific: pick a user pain-point, generate ideas broadly, filter for consensus on a unifying problem and solution, then balance with specificity.



Schedule a 30-minute "IP jam" with two colleagues from **different functions and an assistive agent**. Pick one friction point. Generate **10** ideas. Filter to **three**. Pick **one** and write a one-paragraph description of the problem, the solution, and the user benefit. That paragraph is the **seed of a provisional patent**.