

# Pinsent Masons on the Future of IP, AI and Innovation



Pinsent Masons is an international law firm with around 30 offices across Europe, the Middle East, Asia, and Africa, recognized for its innovative and technology-driven approach to intellectual property (IP) services. **Florian Traub**, Partner and Head of Brand Protection and Creative Rights, highlighted that the implementation of Anaqua's RightHub® has enabled the firm to provide a more transparent, data-driven client experience by bringing together IP management, monitoring, and enforcement in a single platform, while leveraging automation and AI to improve efficiency, portfolio insights, and overall client service.



## Tell us about your role and Pinsent Masons' approach to IP.

**Florian Traub:** I'm a partner at Pinsent Masons, based in London, where I head up the Brand Protection and Creative Rights team. We're an international law firm with around 30 offices across Europe, the Middle East, Asia, and Africa, and we take a sector-led approach to serving clients.

What's important for us is not just legal expertise—it's how we bring innovation into the way we deliver that expertise.

## What major trends are shaping the IP and legal landscape today?

**FT:** Everyone is talking about AI, but really, it's just a reflection of a much bigger shift. The market is being driven by technology.

Clients expect us to evolve: to make IP portfolio management and the entire brand lifecycle more efficient, more data-driven, and ultimately more commercially focused.

In the next three to five years, innovation won't be optional. It will be expected.

## How are client expectations changing when it comes to IP management?

**FT:** It's no longer enough to manage IP efficiently. Clients want insight.

They want access to their data. They want analysis. And they want to understand how to get the most

value from their portfolios. For instance, what to protect, what to prioritize, and even what they may no longer need.

Ultimately, they're looking for tools that enable better, more informed commercial decisions.

## What challenges did you face with your previous IP management approach?

**FT:** We had a very solid system in place from a back-end perspective. It allowed us to manage portfolios effectively.

But it didn't provide the flexibility or the data insights we needed. And most importantly, the client-facing experience was inadequate.

Clients today expect transparency and control. They want to login, access their data, run reports, and understand what's happening in real time. That wasn't something our previous solution could deliver.

## What capabilities were you looking for in a new platform?

**FT:** We were looking for something beyond a traditional IP management system. Yes, efficiency matters, but it's just the baseline. What really matters is enabling better service delivery and creating a more connected, data-driven client experience.

We wanted a platform that could bring everything together – from portfolio management and monitoring, to enforcement, all in one place.

## Why did you choose Anaqua's RightHub platform?

**FT:** One of the key advantages of RightHub is the combination of three critical components: IP management, monitoring, and enforcement. Traditionally, these capabilities sit in separate tools. Bringing them together in one platform is incredibly powerful for us and for our clients. And equally important is the client portal. What the client sees is essentially identical to what we see internally. There's complete transparency.

## How has RightHub improved your client experience?

**FT:** It's transformed how we engage with clients. They now have direct access to their data, full visibility into their portfolios, and the ability to generate insights when they need them. That level of transparency and control is something clients increasingly expect, and value.

## What impact has automation and AI had on your operations?

**FT:** In the past, IP management was very manual and labor-intensive. What we're seeing now is a shift toward automation, where routine processes like renewals, docketing, and data alignment can be handled more efficiently. Looking ahead, AI will go even further. It will help us continuously audit portfolios, identifying what's valuable, what's redundant, and where there are risks or gaps. That creates a much more dynamic and intelligent approach to managing IP.

## How has RightHub contributed to your business growth?

**FT:** Since implementing the platform, we've been able to onboard more clients, particularly in areas like online brand protection. It's also helped us deliver better services overall. And while that's not always easy to measure in pure numbers, it absolutely strengthens our competitiveness in the market.

## How do you view your partnership with Anaqua?

**FT:** It's a true partnership, not just a vendor relationship. We've worked closely together through workshops and ongoing collaboration to shape and improve the platform. That ability to provide feedback and see it implemented is something we really value.

## What's next for Pinsent Masons and IP innovation?

**FT:** We're just at the beginning of what's possible. There are no real limits to what can be integrated into a platform like this – from intangible asset management to more advanced analytics and AI-driven capabilities. Our focus is on continuing to innovate, so we can deliver the best possible outcomes for our clients.

**"Innovation is core to what we do. It's fully supported at the highest levels of the firm and platforms like Anaqua's RightHub play a key role in helping us bring that innovation to life for our clients."**

**Florian Traub**  
Partner  
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