



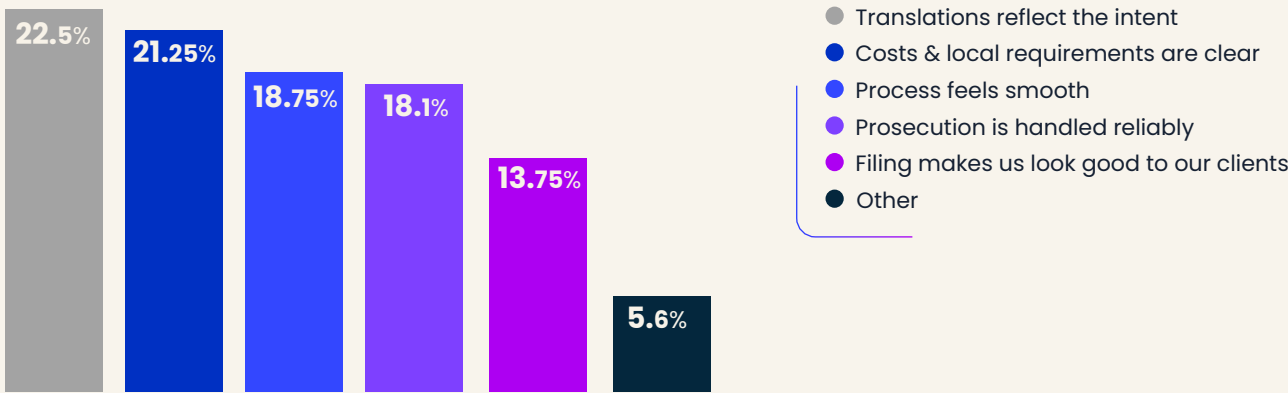
What Quality Means in Foreign Filings

Insights from IP Professionals at INTA 2025

At INTA 2025, Azami asked attendees a simple but powerful question: **“When you think about quality in the foreign filing process, what does that mean to you?”** Respondents selected their **top two priorities** from a list of six key themes. Their answers reveal how IP professionals define quality in today’s complex, high-stakes global filing environment—and where they expect their partners to deliver.

Key Findings – Top Priorities

Here’s how respondents ranked their priorities when it comes to quality in the foreign filing process:



What This Tells Us

Quality starts at the source

- **Translation accuracy** and **cost clarity** are foundational markers of a quality filing experience critical to confidence and compliance

Execution matters — but so does fit

- A smooth, familiar process and reliable post-filing support ranked highly
- Quality is also about how easily global filings integrate into existing workflows and continue through prosecution

Reputation is a quality metric

- **How their firm or company is perceived matters**
- Quality is not just technical—it’s relational

Most Commonly Paired Priorities

While individual choices reveal what matters most, paired selections uncover how IP professionals **experience quality as a system** — not a single outcome. The most common pairings were:

- **Predictability is paramount**
Cost transparency showed up in three of the five most common combinations, often paired with either **technical accuracy** or **workflow simplicity**. This reinforces that clients need more than good results—they need to **see them coming**.
- **Start strong, finish strong.**
Pairings between **translations** and **prosecution** reflect concern for consistency across the entire process—from first draft to final grant.
- **Reputation travels with reliability.**
The pairing of **prosecution handling** with **client-facing quality** suggests that downstream reliability is deeply tied to brand trust

Translations reflect the intent	+	Costs & requirements are clear
Costs & requirements are clear	+	Prosecution is handled reliably
Costs & requirements are clear	+	Process feels smooth
Translations reflect the intent	+	Process feels smooth
Prosecution is handled reliably	+	Filing makes us look good to our clients



Final Thought

These insights affirm what Azami has always believed: **Quality isn’t a single trait. It’s a coordinated experience.** One that blends precision, transparency, operational fit, and professional reputation. We’re grateful to all who contributed, and we look forward to building even stronger global IP partnerships grounded in what quality truly means today.



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