

Filing Quality in a Changing World:

Key Takeaways from the CLE Webinar



**Presented by
Cary Levitt**

Managing Director
North America, Azami Global

Insights & action steps for navigating IP quality across global jurisdictions

What We Learned

Here are three strategic lessons shared during the session:

- ✓ **Quality is context-driven:**
what works in one jurisdiction may not hold up in another.
- ✓ **Macro events reshape strategy:**
global disruptions like COVID, sanctions, or tech shifts directly impact filing approaches.
- ✓ **Future-proofing is critical:**
quality today must stand up to scrutiny years from now, across borders and use cases.

How to Maintain Filing Quality in Practice

- Build “quality buffers” into every filing
- Tailor to region and technology area—avoid one-size-fits-all
- Vet vendors for subject matter expertise, enforcement familiarity, and clear quality standards
- Use tech to empower teams and drive quality first—cost savings follow
- Monitor geopolitical and examiner behavior shifts regularly

When the World Changed, Quality Had To

How global events redefined what filing quality required:

COVID-19:



New filings in unfamiliar jurisdictions required fast local adaptation.

Quality meant region-specific strategy, not templates.

Ukraine Conflict



Sanctions forced rapid IP decisions.

Quality meant clear ownership and flexible asset management.

China TM Crackdown



Authorities raised the bar for legitimacy.

Quality meant strong evidence and intent, not blanket filings.

LATAM Pendency



8–10 year delays exposed weak filings.

Quality meant future-proof drafting from day one.



Ask Your Team

How do we define and measure quality in our current filing process?

Want to explore how your team can build a quality-first IP strategy?

