

What is an Industry Overview?

An Industry Overview examines the factors that make intellectual property (IP) practice distinctive within a particular industry.

Its purpose is to help readers understand the business, regulatory, technological, market, and other forces shaping the IP environment in which industry participants operate. Industry Overviews help readers identify and understand the issues, challenges, trends, and considerations that are particularly relevant to a specific sector. Industry Overviews are intended to provide context and issue awareness rather than legal guidance.

Industry Overviews should be jurisdiction-neutral. Their purpose is to highlight and explain the issues, trends, and forces that shape IP practice within an industry, rather than to describe how those issues are treated under the laws of specific jurisdictions. While jurisdiction-specific examples may be used where helpful, they should support discussion of broader industry issues rather than provide a survey of legal requirements or jurisdiction-by-jurisdiction analysis.

Most Industry Overviews should be approximately 2,000–3,000 words (approximately four to six pages, single-spaced). Authors are encouraged to focus on the issues that most significantly shape IP practice within the industry rather than attempting to be exhaustive.

Before You Begin

Ask yourself: **What makes IP practice in this industry distinctive?**

Consider whether the industry's IP environment is shaped by factors such as:

- Regulatory oversight and compliance requirements
- Restrictions on advertising, promotion, or product claims
- Counterfeiting, piracy, or product authenticity concerns
- Consumer safety considerations
- Product development and innovation cycles
- Licensing and collaboration models
- Globalization and cross-border operations
- Platform or marketplace dynamics
- Data and privacy concerns
- Supply chain complexity
- Industry-specific business models
- Emerging technologies
- Sustainability and environmental considerations
- Reputation and brand trust concerns

- Emerging legal or policy developments
- The relative size of the undertakings operating in the industry.
- The expected lifespan of products

Not every factor will apply to every industry. Authors should focus on those that most significantly influence IP practice within the sector.

The Elements of an Industry Overview

Section	Question Being Answered
Why This Industry Is Distinctive	What makes IP practice in this industry distinctive?
Key IP Issues	What issues should I be watching, and why do they matter?
Emerging Trends	What developments should I keep on my radar?
Additional Resources	Where can I learn more?

Guidance on the Key IP Issues Section

Identify **three to five** issues that are particularly significant within the industry.

For each issue:

- Describe the issue.
- Explain why it arises in this industry.
- Explain why it matters to IP practitioners.
- Where helpful, use examples to illustrate the issue.

The goal is to help readers understand the issues that commonly shape IP practice within the industry, rather than to provide solutions or comprehensive legal analysis. Authors should focus on issue identification and context rather than recommending specific courses of action.

Industry Overview Author Checklist

Before finalizing the draft, ask:

- Have I clearly explained what makes IP practice in this industry distinctive?
- Have I focused on the issues that most significantly shape the industry's IP environment?

- Have I limited the discussion to the most important issues rather than attempting to be exhaustive?
- Am I helping readers understand the issues rather than providing legal guidance?
- Are any jurisdiction-specific examples being used to illustrate broader themes rather than provide a survey of laws?
- Will readers finish the resource with a clearer understanding of the challenges, trends, and considerations affecting IP practice in this industry?
- Have I provided resources for readers who wish to explore particular issues in greater depth?