

DRIVE INNOVATION.  
PROTECT INTELLECTUAL ASSETS.  
MAXIMIZE THE VALUE OF YOUR IP.

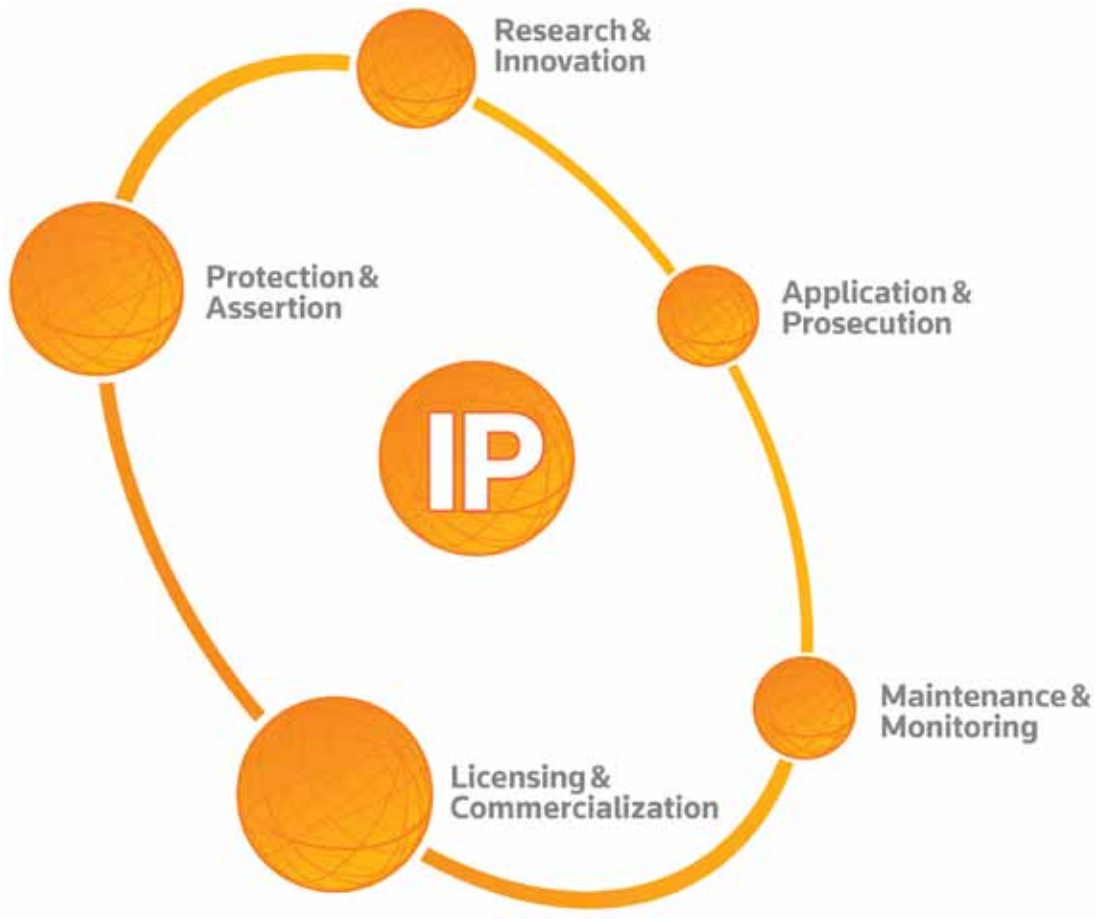
INTELLECTUAL PROPERTY SOLUTIONS



THOMSON REUTERS™



# INTELLECTUAL PROPERTY LIFECYCLE



IP Solutions from Thomson Reuters empowers you to drive innovation, protect your intellectual assets and maximize the value of your IP.



# THE PACE OF INNOVATION IS ACCELERATING. HOW CAN I GET TO MARKET FASTER?

The race to come up with the latest technological breakthrough products and new brands is on—and speeding your innovation cycles is key to securing your market position. To stay ahead of the competition, it helps to have the ability to effectively sort through existing ideas, identify ones that are genuinely new and marketable, and secure your rights.

“ We are a brand-led company... Clearance for launching new brands and protecting the brands we have is key to us. Having accurate, reliable data and watch tools, such as those provided on SERION™, are a critical part of this process. ”

**KATRINA BURCHELL**  
Head of Trademarks  
Unilever

## IP Solutions from Thomson Reuters

### PATENT RESEARCH & ANALYSIS

- **Stimulate new ideas** by simultaneously searching comprehensive, global collections of patents, scientific journals, business information and news
- **Be the first to spot emerging technology trends and patterns** utilizing powerful analysis and visualization tools
- **Enhance collaboration** by creating a virtual workspace allowing employees across the globe to manage and share information

### TRADEMARK RESEARCH & PROTECTION

- **Screen your mark in key markets** around the world as a first step in researching your potential brand with our powerful tools
- **Quickly and efficiently assess commercial viability** by scanning domain name data along with trademark data

### INTELLECTUAL ASSET MANAGEMENT

- **Manage the entire invention disclosure process with greater ease** by utilizing software that promotes collaboration and strategic decision making

### IP SERVICES

- **Assess whether an idea is worth pursuing** by leveraging the expertise of our IP analysts

### INDUSTRY STANDARDS

- **Easily access and share critical documents across your organization** with a customizable solution for industry codes and standards



# IP ACTIVITY IN EMERGING MARKETS IS BOOMING. HOW CAN I KEEP UP?

The rapid increase of patent and trademark activity worldwide, particularly in the Asia-Pacific region, continues to accelerate. How do you keep pace with the developments so you can make informed decisions about your global business strategy? An ongoing, complete picture of what's happening in your industry allows you to identify which areas pose the greatest risks—and the greatest opportunities.

“ With Thomson Innovation®, our intellectual property and R&D teams have increased productivity and improved workflow processes multi-fold. We now have a clear view of the Asia-Pacific region, where critical water-related innovation is taking place. ”

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#### GARY GANZI

Vice President, Intellectual Property  
Siemens Water Technologies Corp.

## IP Solutions from Thomson Reuters

### PATENT RESEARCH & ANALYSIS

- See the full scope of global activity in emerging and growing markets by searching our extensive coverage of Asia-Pacific content in English

### TRADEMARK RESEARCH & PROTECTION

- Investigate trademark availability with our global trademark screening and search services for Brazil, China, India, Russia and other emerging IP markets
- Protect your brands from the recurring threats in the global marketplace through worldwide trademark watching and Web monitoring
- Make informed decisions on trademark viability with accurate search results, including English translations of trademark goods and services
- Confidently enter the Chinese market by utilizing our special searching and watching services designed to address the complexities of the language

### INTELLECTUAL ASSET MANAGEMENT

- Ensure you comply with global IP developments with the industry's most comprehensive and accurate patent and trademark rules

### IP SERVICES

- Improve your decision making with patent translations that offer clear insight into competitor and market developments
- Monitor global activity with a custom solution that provides secure access to patent information—where, when and how you need it





# WHICH OF OUR IDEAS ARE WORTH FILING—AND FIGHTING FOR?

Their job is to come up with new ideas; your job is to determine which ones merit further investment. These decisions can be easier to make once you know: Is the idea truly unique? What else exists in that space? Do you have freedom to operate in the particular regions in which you plan to market your invention? The answers you find will help you decide whether to file—or move on to the next idea in your pipeline.

“ Derwent World Patents Index® is an important tool for our patent prosecution research. With DWPI<sup>SM</sup>, we can focus our research and pinpoint topics with greater precision, thereby increasing the value we deliver to our clients. ”

**JACKIE GROSSMAN**

Director of Library Services

Townsend and Townsend and Crew LLP

## IP Solutions from Thomson Reuters

### PATENT RESEARCH & ANALYSIS

- Get the most accurate picture of prior art by searching global collections of patents, scientific journals, business information and news
- Conduct deeper research for complete patentability assessment utilizing powerful analysis and visualization tools
- Gain insights you might otherwise miss and easily identify an innovation's novelty by searching expertly indexed patent records

### TRADEMARK RESEARCH & PROTECTION

- Clear your trademark with confidence with in-depth, worldwide availability searches
- Assess the uniqueness of a proposed brand within a specific industry with customized searches that meet your specific requirements
- Get a complete view of a trademark's usage within the marketplace with comprehensive in-use searches

### INTELLECTUAL ASSET MANAGEMENT

- Manage the entire invention disclosure process with greater ease by utilizing software that promotes collaboration and strategic decision making

### IP SERVICES

- Assess whether an idea is worth pursuing by leveraging the expertise of our IP analysts
- Execute an effective patent prosecution strategy with accurate patent translations from subject specialists across a wide range of languages



# I NEED TO MAXIMIZE REVENUE FROM MY IP PORTFOLIO.

Bringing your new innovation to market can take years and require heavy investment in R&D and preparing your organization to go to market. Managed effectively, your intellectual assets can lead to new, untapped revenue opportunities that can drive the future success of your business. It all begins with determining the value of your IP to your organization. You can then develop a strategy for getting the most from these assets—retaining and leveraging the IP that’s most valuable to your business, while licensing or selling the IP that isn’t.

“ Mapping our IP landscape is a difficult and complex task. With Thomson Reuters Custom IP Applications, we can build a genuine understanding of our IP competitive landscape and easily spread the information to relevant persons and functions within the company. ”

**BENGT FORSHULT**  
Senior Patent Advisor  
SCA

## IP Solutions from Thomson Reuters

### PATENT RESEARCH & ANALYSIS

- Easily generate complete lists of patents by searching global patent databases expertly indexed by standardized assignee names
- Spot potential licensing partners using powerful analysis and visualization tools to assess the IP portfolios of other companies
- Identify which IP is critical to your business through a cutting-edge thematic mapping resource that analyzes data and identifies prevalent concepts

### TRADEMARK RESEARCH & PROTECTION

- Update your intelligence on a competitor’s brand in markets around the world with monitoring solutions tailored to meet your needs

### INTELLECTUAL ASSET MANAGEMENT

- Manage your license agreements to protect revenue streams and align your business and IP strategies using a software platform integrated with the rest of your IP portfolio

### IP SERVICES

- Get a strategic view of your entire IP portfolio by leveraging the expertise of IP consultants proficient in conducting patent portfolio audits
- Strengthen your negotiating power with an *Assessment Report on IP for Sale or License* that uncovers potential issues with a transaction
- Quickly identify key competitors, technologies or trends with a custom solution that provides secure access to patent information



# THE GLOBAL BRAND MARKETPLACE IS EVOLVING. HOW DO I STAY AHEAD OF THE CURVE?

It's your name, your face, your identity. But differentiating your brand from competitors is getting harder every day. Globalization of markets, the increasing use of the International Madrid system and the European Community Trademarks, the growth of e-commerce and the power of social media have changed the way you manage your brands and trademarks. Continuous, accurate insight into the changing global trademark landscape empowers you to make informed decisions about your brand strategy.

## IP Solutions from Thomson Reuters

### TRADEMARK RESEARCH & PROTECTION

- Fully investigate the availability of your trademark with our global trademark search services
- Protect your brands from infringement, dilution and online threats through worldwide trademark watching and Web monitoring
- Get a complete view with a custom solution that includes specialized sources, Web coverage, industry coverage and non-traditional searching
- Confidently enter the Chinese market by utilizing our special searching and watching services designed to address the complexities of the language
- Clear and monitor your trademarks with certainty by leveraging the expertise of our specialists to conduct thorough research and monitoring

### INTELLECTUAL ASSET MANAGEMENT

- Protect your critical brands with trademark renewal services that track the latest rules changes around the world, allowing you to make accurate, informed decisions

“ I started using SAEGIS™ for checking the existence/availability of our clients' proposed trademarks or for checking competitors' marks in a number of countries at one and the same time. SAEGIS provides me with quick and reliable trademark information in a number of countries giving me the basis for advising my clients. ”

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#### OLE VANGSHARDT

Trademark Attorney  
Larsen & Birkeholm A/S  
Copenhagen, Denmark



# WE HAVE SO MANY IP ASSETS. HOW CAN WE MAKE SURE THEY'RE ALL PROTECTED?

When it comes to your intellectual assets, there's nothing more important than making sure your rights are protected everywhere you do business. Filing accurate applications and meeting due dates protects your company from enormous risks. To comply with regulations and filings, entrusting your IP maintenance to a partner with extensive IP portfolio management experience, Lean Six Sigma processes and expertise in every relevant jurisdiction around the world can give you peace of mind that your assets are safe.

## IP Solutions from Thomson Reuters

### INTELLECTUAL ASSET MANAGEMENT

- Ensure your rights are properly documented and tracked by relying on knowledgeable consultants who can help you assess your IP portfolio
- Efficiently manage your entire IP portfolio by implementing a secure, enterprise-level intellectual asset management solution
- Make sure payments are never missed by utilizing the deep expertise of our patent payment and trademark renewal teams
- Ensure your IP rights are protected by implementing a portfolio management solution leveraging industry-leading rules

“ Thomson IP Management Services is set up to take care of all of our needs quickly, efficiently and in a way that ensures nothing gets overlooked. ”

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**ELVIRA BRUSCKE**  
Senior IP Specialist  
Global Services Group  
Pfizer Inc.





# HOW CAN I GET TEAM MEMBERS AROUND THE WORLD WORKING TOGETHER—AND BETTER?

For most organizations, the parties involved in contributing to strategic IP decisions are often spread across the globe, each with their own set of business processes and requirements. Having centralized access to critical data and a set of workflow processes that promote visibility are key for supporting collaboration across the IP lifecycle. So how can you get everyone to seamlessly connect during each stage of the innovation pipeline?

## IP Solutions from Thomson Reuters

### PATENT RESEARCH & ANALYSIS

- Share data company-wide and facilitate global collaboration with a scalable IP content management platform

### TRADEMARK RESEARCH & PROTECTION

- Efficiently collaborate with colleagues and clients on trademark matters with an online trademark research environment

### INTELLECTUAL ASSET MANAGEMENT

- Efficiently capture and track assets throughout their lifecycle by deploying an enterprise-level, configurable intellectual asset management solution
- Improve productivity and enhance visibility by designing, implementing and enforcing structured processes tailored to your IP workflow

### IP SERVICES

- Streamline your workflow with a custom solution that provides secure access to patent information—where, when and how you need it

### INDUSTRY STANDARDS

- Easily access and share critical documents across your organization with a customizable solution for industry codes and standards

“ We were very interested when Thomson Innovation® was presented to us and immediately saw how it would address a number of our needs, the greatest of which was consistency across geographically dispersed sites and the ability to collaborate amongst team members. ”

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#### DAMIEN SCOTT

General Manager  
Williams Technology Centre, Qatar



# ARE YOU READY TO BRING YOUR IDEA TO LIFE? THE WORLD IS WAITING.

Thomson Reuters provides the most comprehensive content and tools and offers the highest commitment to service you need to navigate the complexities of the lifecycle. And, if you need to augment your resources, the knowledge and insight of our information experts can uncover new ways of working with IP to create value for you.

Talk to a Thomson Reuters representative about how our IP solutions can help you drive innovation, protect your intellectual assets and maximize the value of your intellectual property.

## Patent Research & Analysis

### Thomson Innovation®

Expedite your research and be confident in your IP decisions with the world's most comprehensive research and analysis platform.

### Derwent World Patents Index® (DWPI<sup>SM</sup>)

Gain deeper insight by searching expertly indexed patent records with enhanced titles and comprehensive abstracts.

## Trademark Research & Protection

### SAEGIS™

Make informed trademark decisions, faster and more efficiently, with the most advanced global trademark screening and research tools.

### Trademark Clearance Search

Form an opinion about the availability of a mark for use or registration with our comprehensive trademark searches targeting individual countries, regions or specific industries.

### SERION™

Get easy, integrated access to global trademark content and world-class research tools for searching, screening, analyzing and protecting your brands.

### Brand Protection

Protect your valuable brand with comprehensive watching services. We continuously monitor key sources around the world, alerting you to trademarks that may be confusingly similar to yours—so you can take action.

## Intellectual Asset Management

### Thomson IP Manager®

Effectively manage your intellectual assets across the IP lifecycle with an enterprise-level, highly customizable IP portfolio management solution.

### IP Payments

Be confident that your rights are protected worldwide with efficient, reliable patent payment and trademark renewal services.

### IP Rules

Maximize the value of your IP portfolio with the industry's most comprehensive and accurate collection of patent and trademark rules.

### IP Professional Services

Optimize your intellectual asset management system, including your IP processes, with our expert support.

## IP Services

### IP Consulting Services

Evaluate critical opportunities and risks with custom-tailored intelligence from expert IP consultants.

### IP Education Services

Increase your product knowledge and investments with comprehensive, valuable IP training and access to educational resources.

### IP Search Services

Enhance your productivity, save time and money, and make informed IP decisions with complete, accurate information from our team of industry experts.

### IP Translation Services

Improve your IP decision making with fast, accurate patent translations from subject specialists across a wide range of languages.

### Thomson File Histories

Save time and money with fast access to the world's largest inventory of patent and trademark file histories available for immediate download.

### Custom IP Solutions

Streamline your workflow and improve collaboration with a custom solution that provides secure access to standardized patent information.

## Industry Standards

### Techstreet®

Get convenient, reliable access to mission-critical industry codes and standards.

## ABOUT THOMSON REUTERS

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs 55,000 people and operates in over 100 countries. For more information, go to [thomsonreuters.com](http://thomsonreuters.com).

To find out more about IP Solutions from Thomson Reuters, go to [ip.thomsonreuters.com](http://ip.thomsonreuters.com).

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