

# Doing more with less and the help of experts



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David Brown, managing director of Thomson Reuters

As the global economy starts to recover, innovation is playing a vital role in driving growth and prosperity. In the UK the Patent Box tax breaks announced by the government are encouraging organisations to invest in the research and development of new products, while Europe and the US have also moved to encourage innovation through the Unitary Patent initiative and America Invents Act.

"When you read the press, watch the news, listen to politicians, talk to companies or read their annual reports, there isn't a country or company in the world that isn't looking to innovation as a source of sustainable

economic growth and competitive advantage," says David Brown, managing director of Thomson Reuters Intellectual Property Solutions.

Traditionally it has been established economies, such as the UK, US, Germany and Japan, which have led the way, but increasingly emerging economies are looking to innovate as a means of developing their economies beyond low-cost manufacturing bases, says Mr Brown. "China only established its intellectual property office in 1985, but is now the leading filer of patents in the world." South Korea is also rapidly increasing the number of patents it files, he adds.

Much of today's innovation is coming from new fast-moving sectors, such as alternative energy or consumer electronics, buoyed by the increasing convergence between computing, telephony and entertainment, as well as traditional sectors, such as life sciences. "A smartphone can have thousands of pieces of intellectual property inside it," says Mr Brown.

Yet with the increasing push for innovation comes a need to evaluate the market potential and protect ideas and products through effective use of intellectual property rights. A pharmaceutical company looking to develop new products is a good example, he says.

"It can cost well over \$800 million to develop a drug and bring it to market. Quickly identifying whether you can protect your innovation with intellectual property and successfully bring it to market, or whether you should stop and move on to something else, is absolutely critical," he says.

Working with a dedicated intellectual property business, such as Thomson Reuters, can help organisations make correct business decisions around innovation and put in place the necessary structures to protect it, says Mr Brown.

"We have a range of world-class information sets, advanced research tools and domain expertise to provide the capabilities and tools for an organisation to foster innovation, accelerate the rate at which they innovate, and to effectively manage, commercialise and protect their IP," he says.

Thomson Reuters can help organisations manage the entire IP portfolio around it, he adds, including identifying any licensing opportunities, and support the protection and assertion of rights.

"In today's world you have tangible goods going through marketplaces, like eBay and Amazon, but also digital goods coming from the software, music and publishing industries," he says.

Thomson Reuters dedicated online brand protection business MarkMonitor is specifically

designed to help protect companies in this space, says Mr Brown, ensuring any revenues from innovation go to the intellectual property holder rather than counterfeit elements.

Some organisations are now choosing to bring in the help of experts to assist with running particular projects. "Economies have started to recover, but the notion of doing more with less is still a prevalent theme in most boardrooms around the world," he says. "Intellectual property activity continues to accelerate, but corporations are not expanding the departments which help to support that process. This is evidenced by the increased demand we are seeing for our expert, global IP services."

For more information on Thomson Reuters IP Solutions, visit [www.ip.thomsonreuters.com](http://www.ip.thomsonreuters.com)



**Thomson Reuters can help organisations manage the entire IP portfolio**

## Thomson Reuters Top 100 Global Innovators

The Thomson Reuters Top 100 Global Innovators list identifies the leading organisations from around the world when it comes to innovation, using data from the Thomson Reuters Derwent World Patents Index, the Derwent Patents Citation Index and Thomson Innovation. All organisations which have filed 100 or more "innovative" patents over the last three years are assessed.

The list includes some of the world's biggest names, such as L'Oréal, Ford and Microsoft, and also uses Thomson Reuters financial data to measure the impact of these organisations compared to the Standard & Poor's 500 Index average.

"Of the 100 companies, 85 had publicly available financial information; they had a net job creation of 124,000 posts and higher revenue performance," says Mr Brown.

"Intellectual property is a driver of economic prosperity and is critical in creating sustainable growth."

**To download the full report, including the rankings for the top 100 companies, visit [top100innovators.com](http://top100innovators.com)**

### Geographic distribution of 2012 Top 100 Global Innovators

