



# **Assignee name standardization – the need for cooperation.**

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(representing PIUG, Inc.)  
(accredited NGO observers)



# The need for cooperation

- What benefits can it bring?
- Where is it needed?
- What can it achieve?
- What difficulties does it raise?

*“No man is an island, entire of itself; every man is a piece of the continent, a part of the main;”*  
**John Donne (1572-1631)**



## (I) Benefits – why cooperate?

- If patent data are to be fit for 21<sup>st</sup> century purposes, they must be generated, stored and distributed with *multiple uses* in mind.
- We live in the age of ‘big data’ and ‘linked data’
  - lack of standardization will hinder the integration of patent data into modern decision-making processes, at local, national or international level.
  - limited integration = limited visibility/usefulness.



## Benefits – why cooperate?

- Each user group approaches patent data from a different viewpoint:
  - Business analysis (tactical R&D-led, strategic level)
  - Financial/tax affairs (erosion of tax base, 'patent box' arrangements)
  - Innovation metrics/economic planning (regional, national level)
  - Licensing/sale/divestment opportunities (valuation, individual IP rights, entire portfolios)
  - Legal affairs (enforcement, jurisdiction for disputes)
- Form of search, analysis and presentation is unique to each user group.
- No *single* organisation in the IP community has the mandate to organise the data for *all* applications – therefore, cooperation is needed.

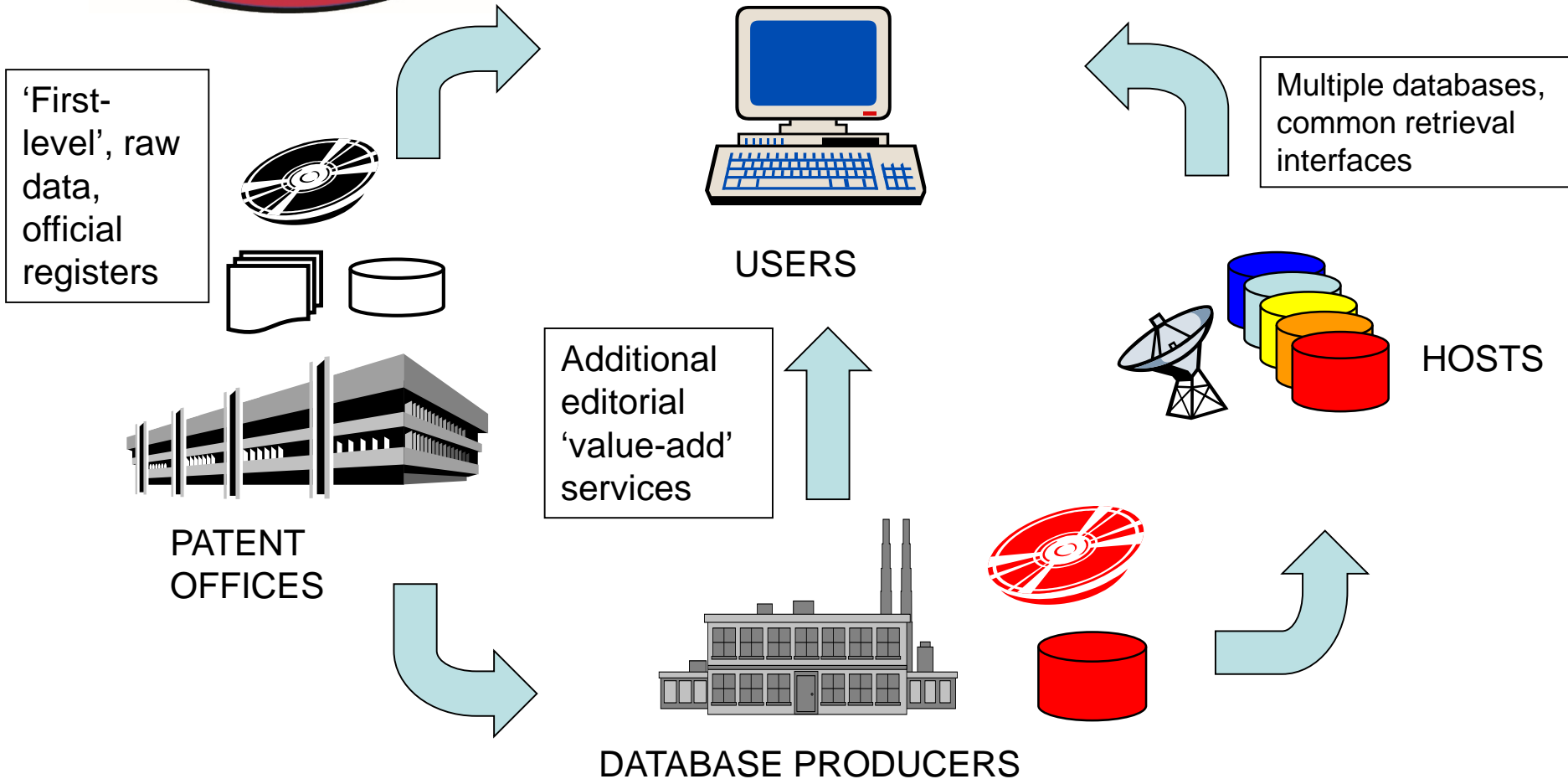


## (II) Focus of action – where is the work needed?

- “Where?” in the patenting process
  - at all points in the life cycle, from application, through to grant and beyond expiry. [TIME]
  - by all the parties involved in the processing cycle, from initial data entry (applicant), through prosecution and publication (IPOs), commercial data distributors, to a range of end users of the data. [PARTIES]

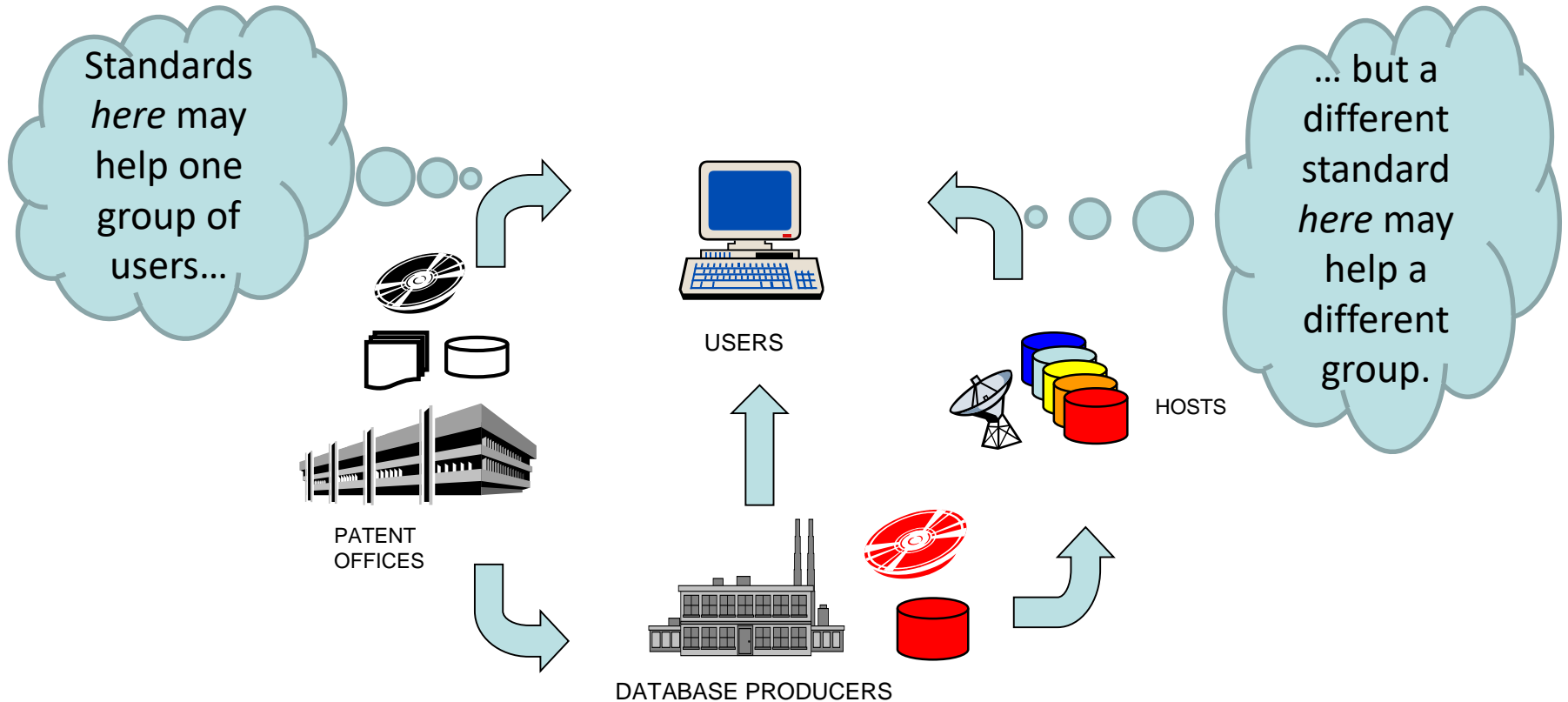


# How does patent information reach the user?





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## Focus of action – where is the work needed?

- “Where?” in the patenting process
- TIME – generally, achieving some degree of standardization *as early as possible* in the life of the data will be helpful (‘ripple-through’)
  - cooperation between applicants and IPOs is required.
- PARTIES – private sector data aggregators are better placed to impose other forms of structure onto the original public data
  - but this can result in multiple (and conflicting) proprietary systems
  - cooperation in the private sector is needed, too.





## **(III) Potential for improvement – what can it achieve?**

- **Efficiency**
  - in retrieval of all the information which is deemed 'relevant' to the enquiry in hand
- **Clarity**
  - when analysing the retrieved information and integrating it with additional data, in order to make a decision



# Example 1: Multilingual publication - implications for name records

PCT/RUYYYYY/ (Ru)  
Пётр Ильич Чайковский

PCT International  
Application filed in Russian

WO-A (transliterated)  
Pyotr Ilyich Chaykovsky

PCT International  
Application published in  
English

GB-B (En)  
Peter Ilyich Tchaikovsky

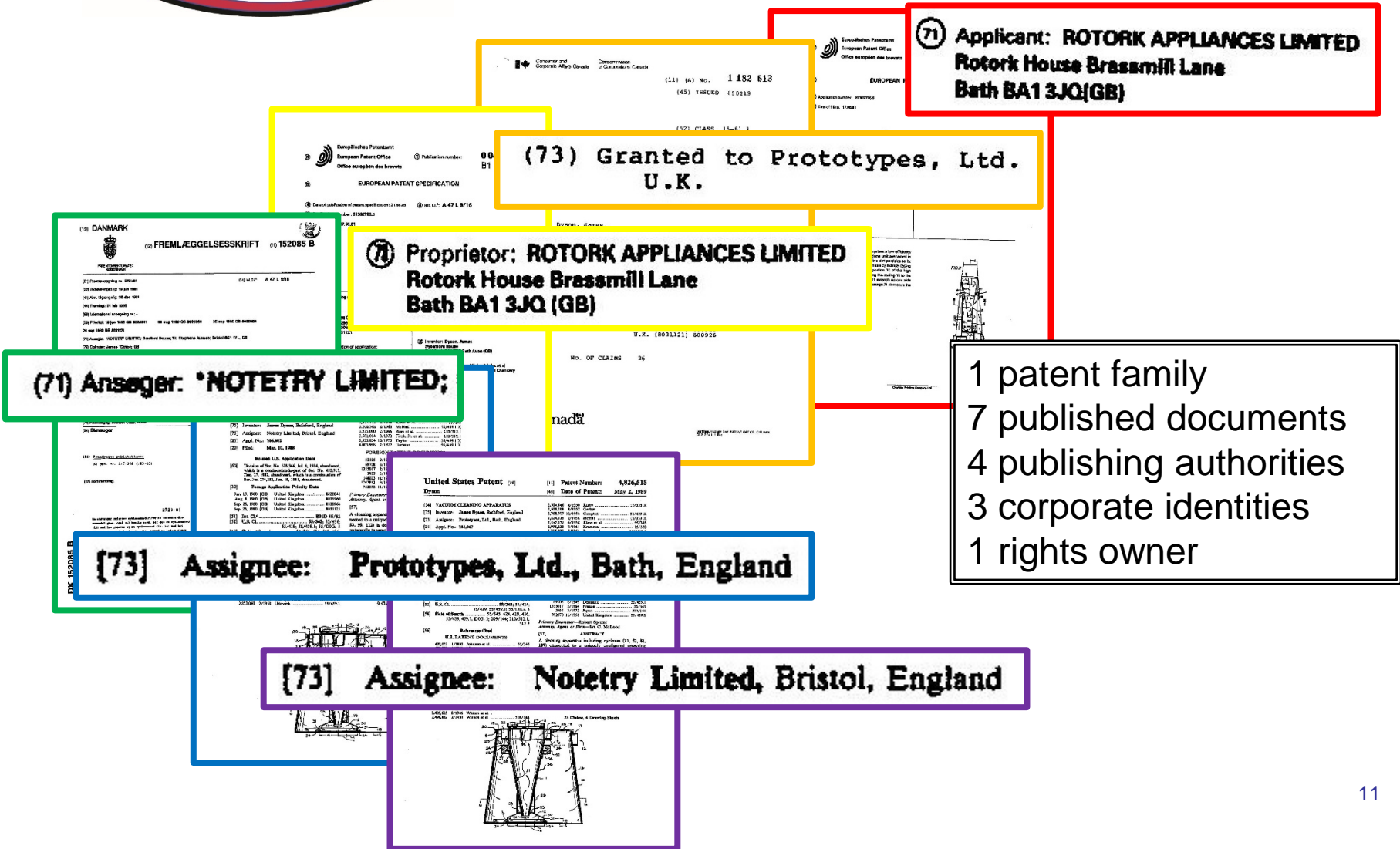
National phase entry  
published by United  
Kingdom

DE-B (De)  
Pyotr Ilyitsch Chaikowskii

National phase entry  
published by Germany



# Example 2: Patent family structure – implications for ownership records





## (IV) Challenges to implementation – what difficulties does it raise?

- “*Quis custodiet ipsos custodes?*”
  - Any identifiers / ontologies / company tree structures must be
    - accurate and up-to-date (within and across national boundaries)
    - compatible (some data processors may use a *sub-set*, but not a *different* set)
    - dynamic (not just ‘who owns whom’ but also ‘who *used to* own whom’)
    - archived and version-controlled (not just ‘who used to own whom’ but also ‘when’)
  - Whose task is it to supervise these issues?
    - National harmonisation? International oversight?
- Implementation into back-file data will be especially challenging (if not impracticable).
  - future users will need to know how to handle old data as well.



# Accurate data - authoritative national dictionaries are vital

(12) **United States Patent**  
**Harding et al.**

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(54) **CELL TRANSDIFFERENTIATION INTO BROWN ADIPOCYTES**

(71) Applicant: **Miami University**, Oxford, OH (US)

(72) Inventors: **Paul Anthony Harding**, Oxford, OH (US); **Zhengqing Zhou**, Oxford, OH (US)

(73) Assignee: **Miami University**, Oxford, OH (US)

(12) **United States Patent**  
**Stone**

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(54) **COMPOSITIONS AND METHODS FOR INDUCING MIGRATION BY DENDRITIC CELLS AND AN IMMUNE RESPONSE**

(75) Inventor: **Geoffrey William Stone**, Coral Gables, FL (US)

(73) Assignee: **University Of Miami**, Miami, FL (US)

<input type="checkbox"/> 1. CELL TRANSDIFFERENTIATION INTO BROWN ADIPOCYTES						
★ Inventor:	Applicant:	CPC:	IPC:	Publication info:	Priority date:	
HARDING PAUL A [US] ZHOU ZHENQING [US]	UNIV MIAMI [US] UNIV MIAMI [US]	<u>A61K48/005</u> <u>C12N15/85</u> <u>C12N15/86</u> (+2)	C12N15/85 C12N15/86	US 2013316456 (A1) 2013-11-28 US 8835112 (B2) 2014-09-16	2009-08-28	
<input type="checkbox"/> 2. COMPOSITIONS AND METHODS FOR INDUCING MIGRATION BY DENDRITIC CELLS AND AN IMMUNE RESPONSE						
★ Inventor:	Applicant:	CPC:	IPC:	Publication info:	Priority date:	
STONE GEOFFREY WILLIAM [US]	STONE GEOFFREY WILLIAM [US] UNIV MIAMI [US]	<u>A61K2039/5154</u> <u>A61K2039/5156</u> <u>A61K2039/55511</u> (+23)	A61K39/00 A61K39/245 C12N15/85 (+1)	US 2013243724 (A1) 2013-09-19 US 8932575 (B2) 2015-01-13	2010-09-21	



# Dynamic data – corporate structures create special challenges

A screenshot of a news article from 1996. The Novartis logo is highlighted with a red box. The article title is "Ciba-Geigy and Sandoz to merge into £40bn giant". The sub-headline reads: "Pharmaceutical fusion: Biggest merger in history will create 'Novartis', the world's second-largest drugs group, while bid spotlight turns on Zeneca". The byline is "MAGNUS GRIMOND | Friday 08 March 1996".

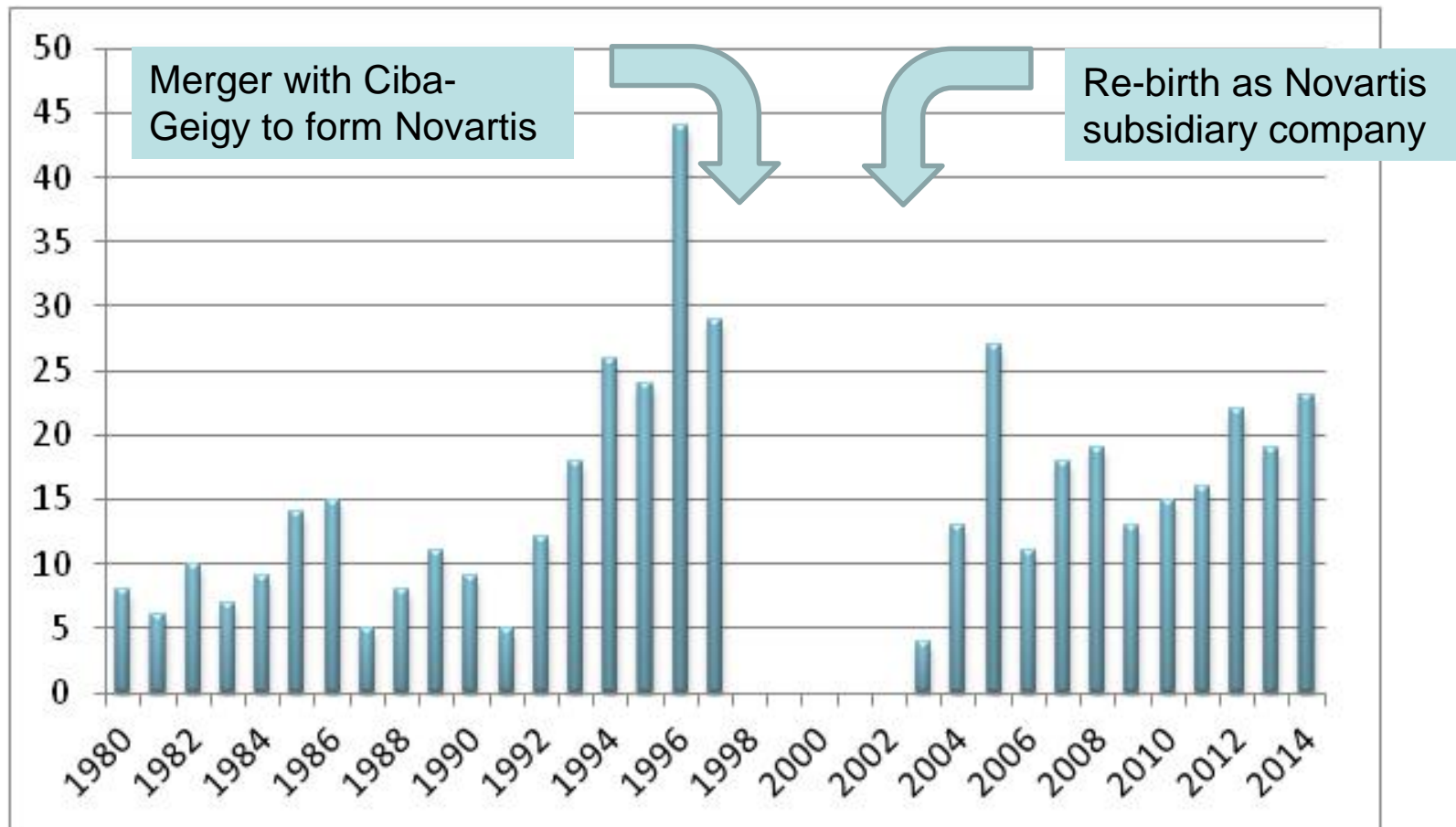
Source: [www.independent.co.uk](http://www.independent.co.uk), 8 Mar 1996

A screenshot of a press release from 2003. The title "Novartis to Unite Its Generics Businesses Under One Single Global Brand: Sandoz" is circled in red. The sub-headline is "New Name to Strengthen Recognition as a World-Leading Generics Manufacturer". Below the title is a social media sharing bar with buttons for Google+, Facebook Like, Twitter Tweet, LinkedIn Share, Email, and a green "Share" button with a count of 4. The date and source are "January 21, 2003 05:05 ET | Source: Novartis". The main text begins: "BASEL, Switzerland and KUNDL, Austria, Jan. 21, 2002 (PRIMEZONE) -- Novartis (NYSE:NVS) today unveiled plans to unite its 14 Generics company brands under a single global umbrella name, 'Sandoz,' to strengthen recognition and leverage share of voice in the highly competitive marketplace for generics (off-patent medicines). The initiative capitalises on the strong reputation of the Sandoz name, which still commands a high level of awareness and trust among physicians, pharmacists and patients." On the right side, there is a "PROFILE" section for Novartis with links for "Subscribe via RSS", "Subscribe via ATOM", and "Javascript".

Source: [www.globenewswire.com](http://www.globenewswire.com), 21 Jan 2003



## Published PCT applications in the name of 'Sandoz' as corporate applicant, 1980-2014





## Is current IP data fit for purpose?

*“Without data about value and risk, **ownership**, strategy and information allowing us to make market comparisons, it is hard to see how a functional and active market [in IPR] can be developed; and while data is not the only ingredient, **transparency, visibility** and understanding of the patent world has to be the starting point”.*

Scott Bell, head of UK investment banking, Deutsche Bank

*“The **lack of visibility** and data around IP means it is currently very difficult to transact IP at a level that makes economic sense.”*

Philip David, General Counsel, ARM Ltd.

(both quoted in “The Trillion-dollar tipping point”, © Aistemos, Sept. 2014)