



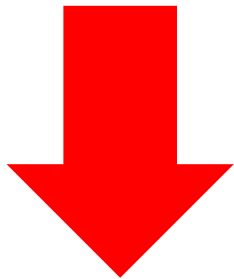
■ IPO BUSINESS SOLUTIONS

Ramsay Shonge, Regional Expert
IPO Business Solutions Division

Why Data Validation

- Data Validation is the only way to ensure that the information captured is accurate. Without validation, most IP Offices experience a data entry error rate of between 10% and 30%. The weakest link in any process is at the point where the data is manually entered into the organisation's system. If Data Validation does not take place at this time, the subsequent administrative cost of resolving the error at a later stage can be significant. That is why Data Verification and Data Validation are vital to any organisation dealing with data in any volume.

IPAS Quality Control



Common Mistakes

What are some of the most common errors we come across:

- Spelling errors, misspelt words, transposing characters
- Missing Fullstops, commas
- Case of capturing Capital Letters vs Title Case
- Wrong Logo
- Wrong Class
- Wrong Nationality

How to Validate

- we verify source information on paper records
- Compare and contrast technique
- Separation of duties
- human eye validation tools and techniques



**IF YOU WANT
TO GO FAST,
GO ALONE.**

**IF YOU WANT
TO GO FAR,
GO TOGETHER.**

Validation



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Record 18/21

(219) Application Nbr	TM/T/2015/000010
Status	Formalities Exam
Application type	Part A
Sign type	Both name and logo
(541) Mark name	RAMSAY
(540) Mark image	



(512) Nice class(es)

Ed	Nbr	Status	Description
10	33	Pending	Alcoholic beverages except beer

(730) Owner(s)

Name	Id nbr	Street	City	State	ZIP	Country	Ownership notes
ECONET WIRELESS (PRIVATE) LIMITED, a company incorporated in Zimbabwe		Econet Park, 2 Old Mutare Road, Msasa, Harare				ZW	

Validation

g - Mozilla Firefox

/IpasWeb/MarkEdit/ViewTrademarkChangesLog.do

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Usuario: RAMSAY

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Date	User	Data	Version	Value	User doc	Details
15/04/2015 10:33:29	ZIPO	CMARK	Both			Details

Capture User

Capture Date

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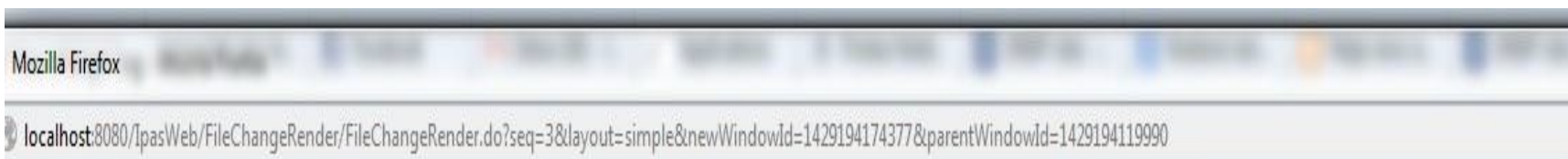
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15/04/2015 10:33:29	ZIPO	CMARK	Both			Details
16/04/2015 16:22:19	Ramsay Shonge	CMARK	Both			Details

Capture User

Capture Date

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Validation



file	filingData	validationDate	Before:	
			After:	16/04/2015 16:22:19
file	filingData	validationUserId	Before:	
			After:	56

Discussions & Exercises

Thank you for your attention