Australian Government
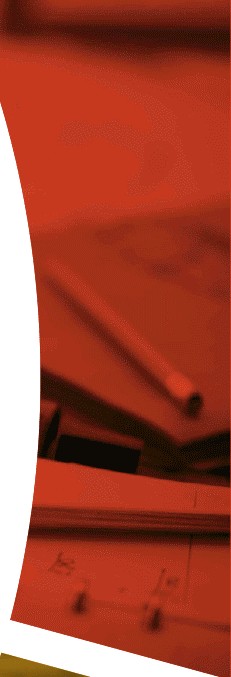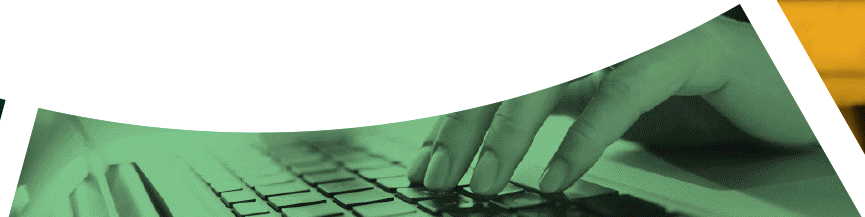IP Australia

P — Patents
TM — Trade Marks
D — Designs
PBR — Plant Breeder's Rights

# Name Standardization Workshop and Task Force Meeting - Identifiers

Michael Burn

Assistant Director

International ICT Cooperation

IP Australia

# What is considered an identifier? What does IP Australia use?

For purposes of the WIPO survey - *applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity.*
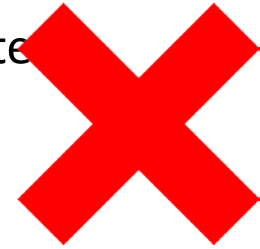
**IP Australia**

- Email address

- Name

- ABN

- Address

- Customer reference number – IPA customer ID

- IP Right Number

# The problems we are facing

- Customer Data Hub
  - A single place to manage customers and their attributes
  - Where data is reliable and accurate
  - In support of all our business lines
  - Source of truth for downstream applications

| IP Right Centricity | Poor data quality | Narrow IPR Viewpoint |

# We were meant to have a Golden Record in CDH…

- **But a Golden record requires;**
  - Highly curated environment
  - Reusability through lookup and reference
  - Data-tier integration model

- **And we have**
  - A lack of standardisation across business lines
  - Poor upfront data entry validation
  - Ineffective data models
  - Duplicate customer records
  - A central repository (CDH)

# IP Australia's move to customer centricity

# IP Australia's move to customer centricity

**Recognition that identifiers should:**

- Be explicit i.e. data items not overloaded with other information
- Unique across our systems
- Private core identifiers
- System actions have unique ID's

**Customer as a 1st class citizen:**

- Customer centric management
- Change of culture
- Decisions made considering implications on customer data efficacy and quality
- Significant data quality improvements
- Enabling Whole-of-Gov – Tell us once

# IP Australia's move to customer centricity

**Customer experience and self-service:**

- Ender user experience in self-serve channels
- Increased user engagement
- Improved business process efficiency
- New and improved products and engagement models

**Considerations**

- Ability to output customer information
- Party relationships
- Cross over in operational contexts
- IP Australia needs for Customer Relationship Management to be more customer centric

**Core Identifier** – Name and email address (FOR NOW), hopefully, **Govpass** soon but…what about at an International level?

**Australian Government**

**IP Australia**

## Contact us

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