



Future IP Register Services

Business Intelligence and Portfolio Services

William Meredith
IP Office Business Solutions Division

Disclaimer

This is a **concept** presentation, not a **product** presentation.



Current Status– Search Engines





Q Enter Keyword(s) and/or click Search for Patents listing

Search

Advanced Search

Applicant: samsung**



Showing 1 to 30 of 4304



Filing Date



ACTION	LOGO	MARK	FORMATTED FILING NUMBER	REGISTRATION NUMBER	FILING DATE	REGISTRATION DATE	EXPIRATION DATE	NICE CLASSES	APPLICANT	REPRESENTATIVE	APPLICATION SUBTYPE	STATUS
<input type="checkbox"/>		Bot Fit	TM2023035914		2023.11.27			7, 9, 10, 28	Samsung Electronics Co., Ltd.	Goh Mei Ling		Examined
<input type="checkbox"/>		LOGO	DID2023099937		2023.10.30			9	SAMSUNG C&T CORPORATION	Dora Am Badar S.Psi	Umum	Published
<input type="checkbox"/>		Homeniq	DID2023099952		2023.10.30			9	SAMSUNG C&T CORPORATION	Dora Am Badar S.Psi	Umum	Published
<input type="checkbox"/>		Bring Better Life for You - Homeniq	DID2023099916		2023.10.30			9	SAMSUNG C&T CORPORATION	Nadia Am Badar S.H.	Umum	Published
<input type="checkbox"/>		LOGO	JID2023099949		2023.10.30			38	SAMSUNG C&T CORPORATION	Dora Am Badar S.Psi	Umum	Published
<input type="checkbox"/>		Bring Better Life for You - Homeniq	JID2023099911		2023.10.30			36	SAMSUNG C&T CORPORATION	Nadia Am Badar S.H.	Umum	Published

- Search for applicant: Samsung
- 4304 trademarks ?
- Latin-spelling results only
- Multiple different applicants

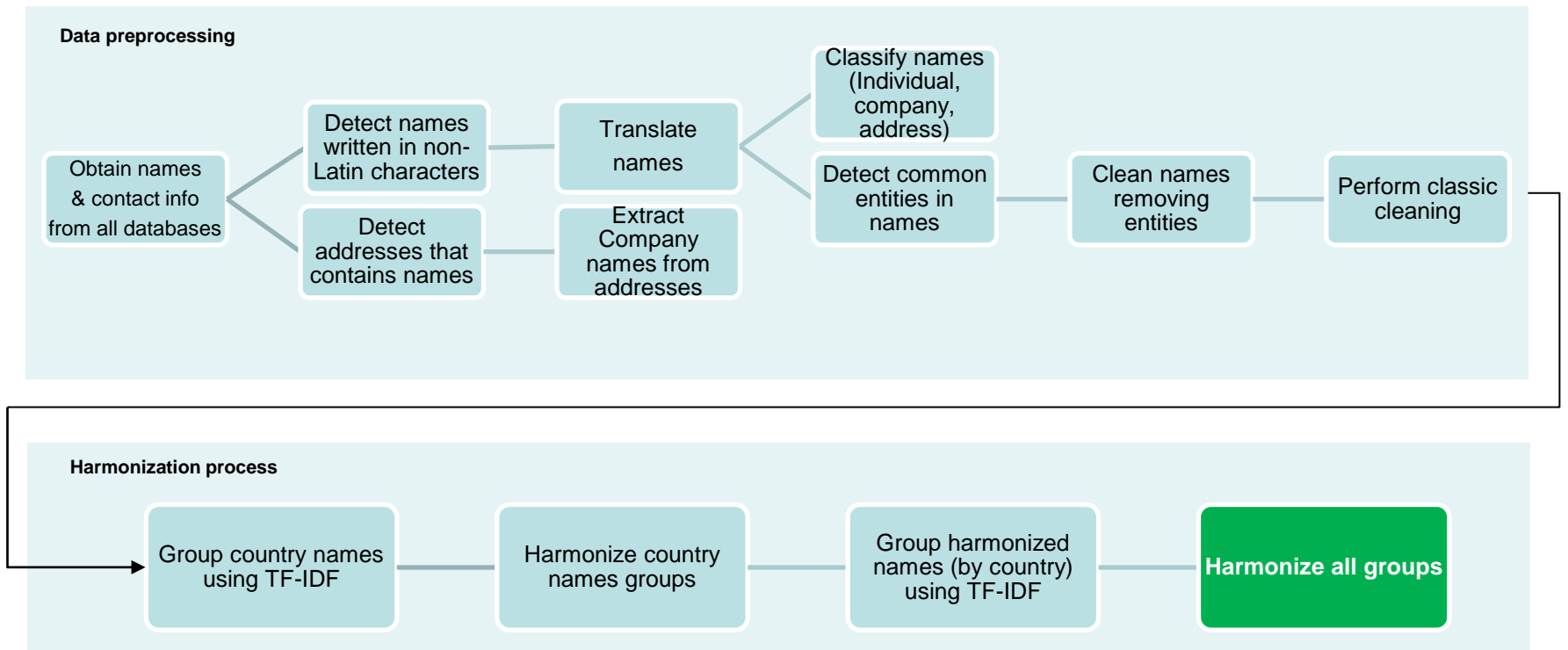
Search by Company Name:

- Applicant “Samsung”:
 - Samsung Electronics Co Ltd
 - Samsung C&T Corporation
 - Samsung Display Co Ltd
 - Samsung Corporation
 - Samsung Bioepis Co Ltd
 - Samsung SDS Co Ltd
- Are these the same company?
- Where is ធីមឡុង ? សាំស៊ីង?
- What about Samsung?
- What if the name was mis-typed ?

Added Value Data – Identification of Customers

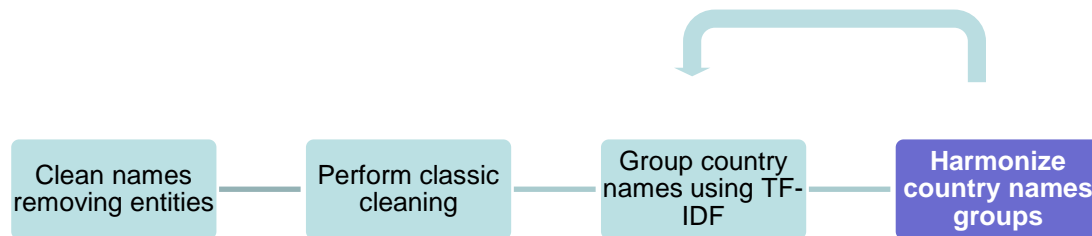


Name Harmonization using ML



Harmonized Database creation

Harmonization Flow

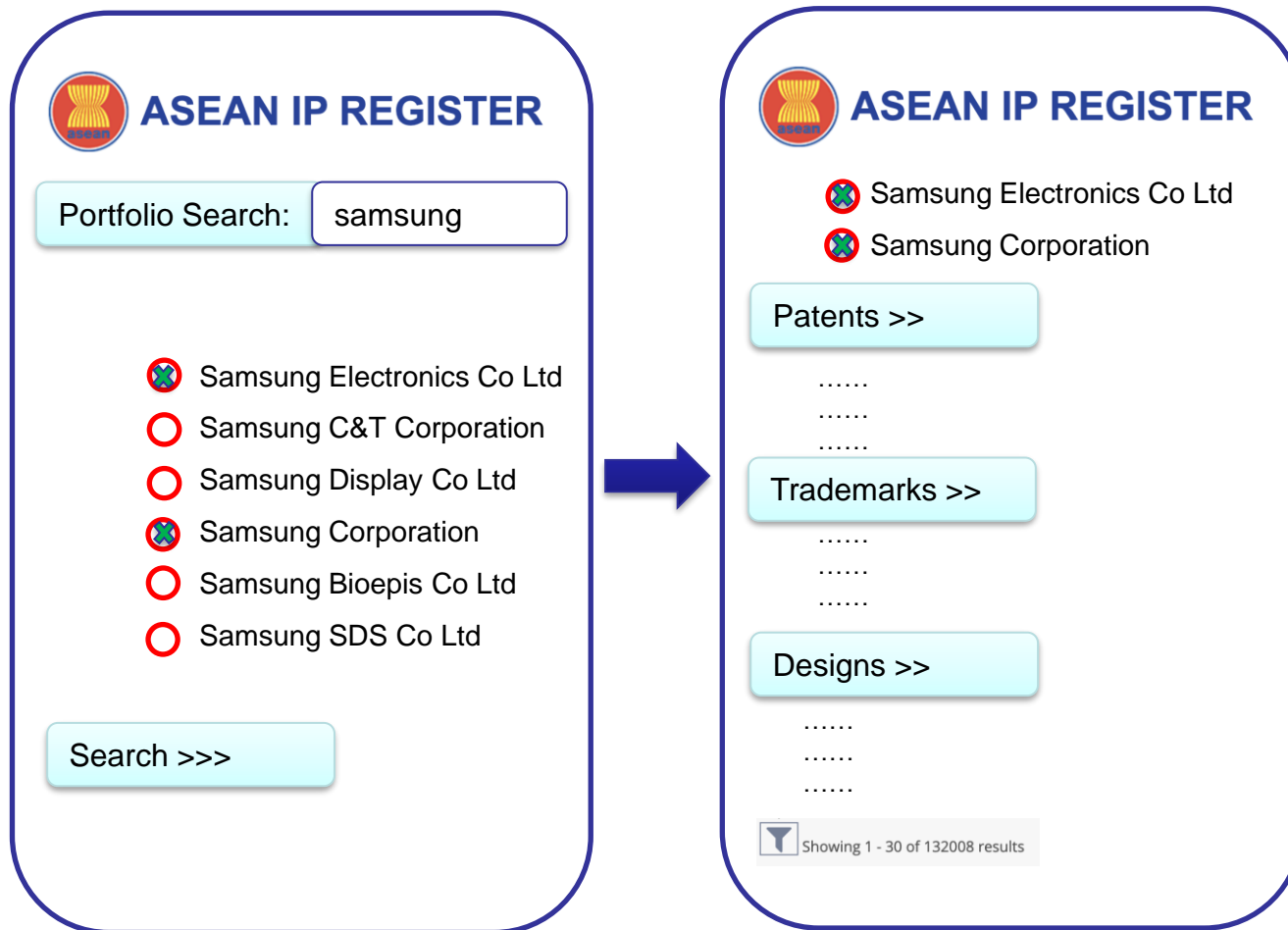


For each group, we consider the most frequent original raw name the harmonized name

country	raw_name	extreme_cleaned_name	harm_cleaned_name	count
DE	Siemens Aktiengesellschaft	siemens	siemens	1000
DE	Siemens AG	siemens	siemens	200
DE	Siemens Healthcare GmbH	siemens	siemens healthcare	10
DE	Siemens Elechtrikche	siemens	siemens elechtrikche	3
DE	Nokia Siemens Networks Oy	nokia siemens	nokia siemens networks	50
DE	Nokia SIEMENS NETWORK GMBH (DE)	nokia siemens	nokia siemens network	120

country	harm_cleaned_name	
DE	siemens	Siemens Aktiengesellschaft
DE	siemens	
DE	siemens healthcare	Siemens Healthcare GmbH
DE	siemens elechtrikche	Siemens Elechtrikche
DE	nokia siemens network	Nokia SIEMENS NETWORK GMBH (DE)
DE	nokia siemens networks	

Applicant Portfolio Search



Company Portfolio Search

The screenshot shows the ASEAN IP REGISTER search results for Samsung. The interface includes a search bar with the company name, a list of IP types (Patents, Trademarks, Designs), and a filter section. Three callouts provide additional information:

- Includes alternative spellings and languages automatically:** This callout points to the search results for Samsung, indicating that the system automatically includes alternative spellings and languages.
- Drill down by IP type or specific IP right:** This callout points to the 'Patents >>', 'Trademarks >>', and 'Designs >>' buttons, indicating that users can drill down by IP type or specific IP right.
- Filter by country, dates, status, classification, ...:** This callout points to the filter section at the bottom, indicating that users can filter by country, dates, status, classification, and other criteria.

At the bottom of the search results, it shows 'Showing 1 - 30 of 132008 results'.

Information Services and Business Intelligence



Information and BI Services

■ Business Intelligence:

- Who are my competitors?
- What IP are my competitors registering?
- What IP are my competitors not registering?
- What are the trends by classification, by date, by territory, etc?

■ Information Services:

- When are a company's trademarks due for renewal?
- When are new applications filed/published?
- What events are occurring on IP rights of interest?

Business Intelligence

DR. REDDY'S LABORATORIES LIMITED

*Holder
Country*
IN

General Statistics

Class Count	Class Count MADRID	Class Count National Office	Class Count EUIPO	Uses MADRID
2115.0	147.0	1943.0	25.0	True

Top other local countries

Holder Country	First Registry	Last Registry	Class Count
IN	1954-12-28	2022-07-26	2115.0
UNK	2009-08-26	2021-09-13	48.0
US	1934-03-21	2022-08-09	22.0
CH	2013-09-23	2021-07-06	9.0
AU	2013-08-29	2014-01-17	2.0
GB	2020-04-17	2020-04-17	1.0

Business Intelligence

DR. REDDY'S LABORATORIES LIMITED

Holder
Country
IN

Top 5 nice classes

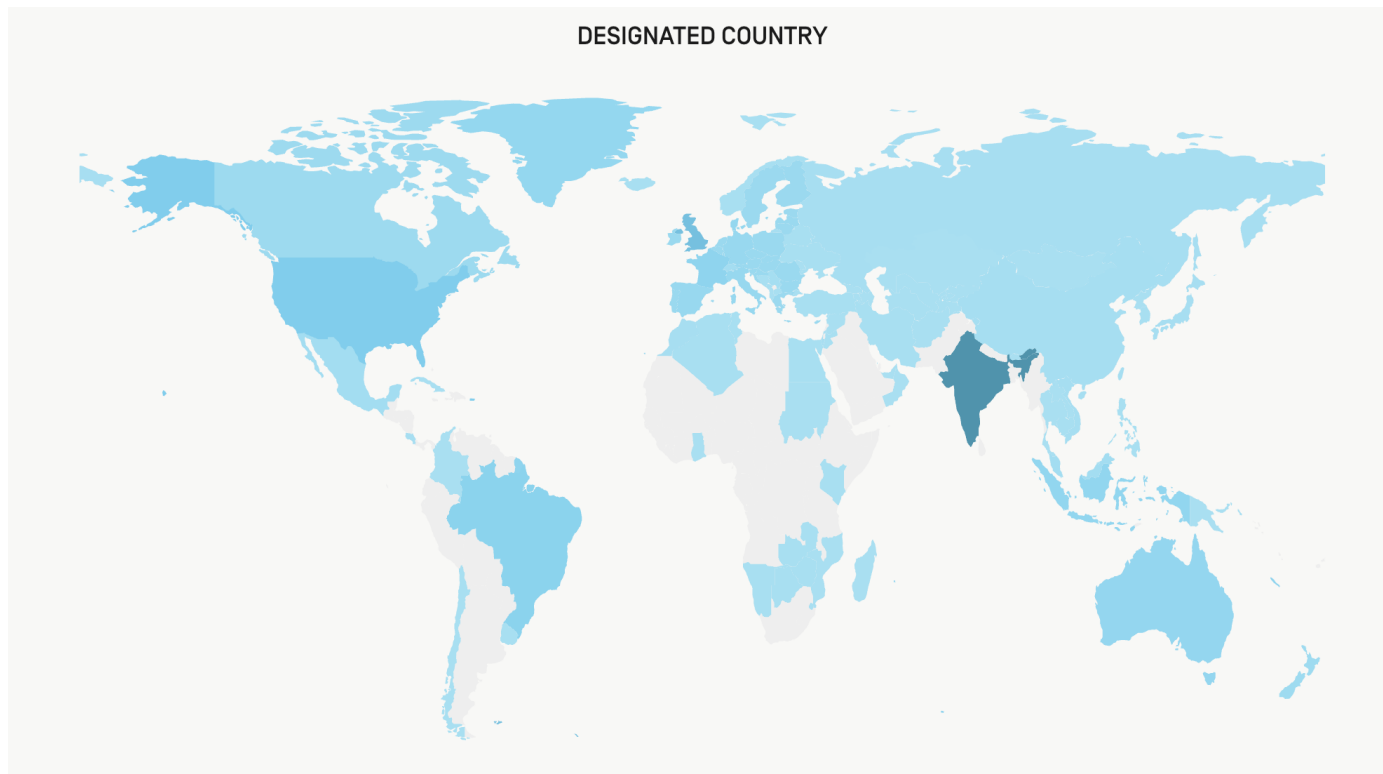
nice_classes	pct_usage	industry	nc_name
5	70.73%	health	Pharmaceuticals, medical and veterinary preparations.
3	6.49%	health	Bleaching preparations and other substances for laundry use.
10	6.18%	health	Surgical, medical, dental and veterinary apparatus and instruments.
1	4.18%	chemicals	Chemicals used in industries : science, photography, agriculture, horticulture and forestry.
44	2.74%	health	Medical services.

Business Intelligence

DR. REDDY'S LABORATORIES LIMITED

Holder
Country
IN

DESIGNATED COUNTRY

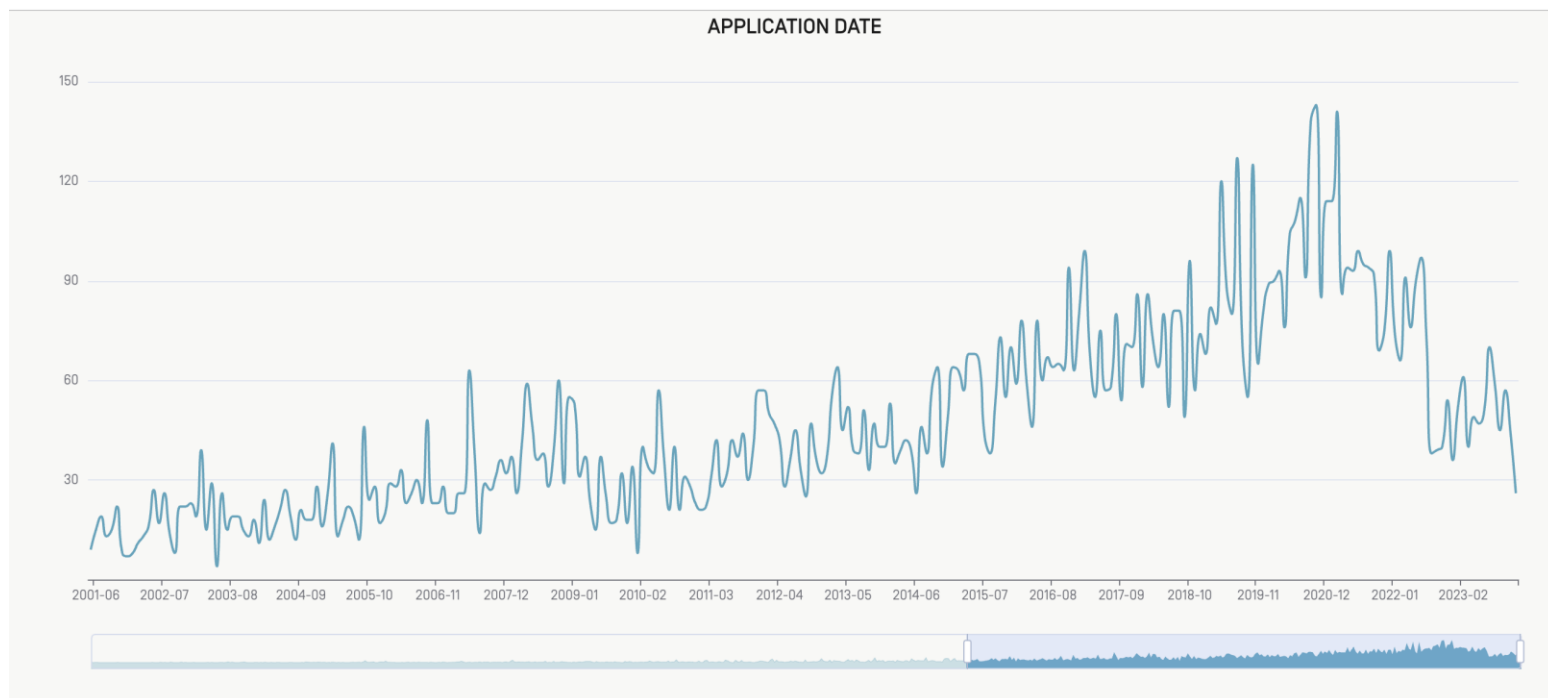


WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION


Business Intelligence

DR. REDDY'S LABORATORIES LIMITED

Holder
Country
IN



Information Services



ASEAN IP REGISTER

- Samsung Electronics Co Ltd
- Samsung Corporation


Register for updates >>

- Weekly
- Monthly

Events >>

- New Publications
- Trademarks due for renewal
- Etc, etc,

Go >>

ASEAN IP REGISTER

Asean IP Register 12:29

New Trademark Filing

New trademark filing published by MyIPO for *Samsung Electronics Co Ltd*, click this notification to view.

Additional Content

- Copyright
- Geographical Indications
- TCE/TK information
- Links to global IP systems (PCT, Madrid, Hague)

Active Transaction Services



Active Transaction Services

■ Portfolio Management:

- IP Owners and agents register and create an account
- Users take ownership of portfolios
- Assignment of IP rights to portfolios is validated by IP offices

■ Transactions:

- Renew an IP right
- Assign rights
- Respond to actions/notifications from IP office

■ National Requirements:

- Payment of fees
- Appoint local agent
- Language requirements

Portfolio Service

IP Rights Owner >>

Samsung Electronics

Agent >>

Công ty TNHH Quốc tế D &N

Mark	File No.	Date	Status	Countries	Action
Neo QLD	M0020231759628	2023.09.01	Registered	MY, ID, VN, KH	>>>
Galaxy Pulse	VN-4-2023-29213	2023.07.07	Opposition	VN, SG, BN	>>>
Exynos	SG T1209821H	2012.07.10	Registered	SG, BN, MY	>>>

Add New >>

Portfolio Service




IP Rights Owner >>

Samsung Electronics

Agent >>

Công ty TNHH Quốc tế D &N

Trademark Renewal >>

Mark	Country	File No.	Renew
Exynos	Malaysia	M0020231759628	
Exynos	Vietnam	VN-4-2023-29213	
Exynos	Singapore	SG T1209821H	

Submit >>

Separate transactions submitted to each office.
Local agents assigned.
Payment to each office.

AI-Assisted Services

■ Challenges for small IP offices:

- Expensive commercial services or free, general-purpose solutions
- Use WIPO GBD and related tools today → share data with WIPO?
- Access to AI services of advanced IP offices ?
- Access to commercial services on favourable terms ?

■ Promising Domains of AI Application:

- Classification (Nice, IPC, Vienna)
- Search, especially image search
- Translation

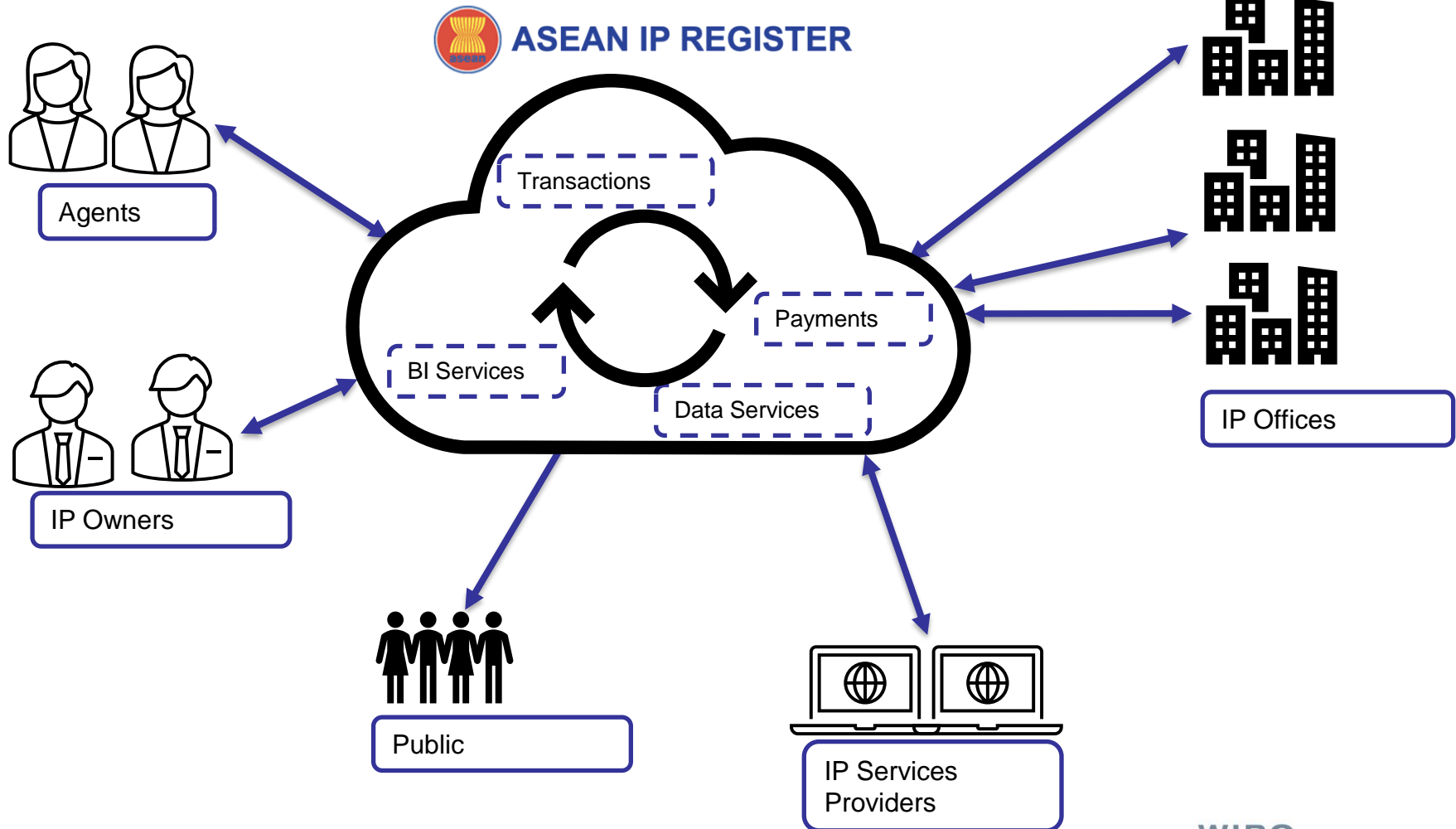
➤ Improve quality and efficiency; improve service to users

Virtual IP Platform



INTELLECTUAL PROPERTY
ORGANIZATION

Virtual IP Platform



Conclusions and Questions

■ Principles:

- Promote a balanced and effective IP system that enables innovation and creativity for the benefit of all
- Enhance the ease of doing business in ASEAN
- Preserve national regulations and sovereignty

■ Data Governance:

- Quality and timely data from all offices
- Reliable status information
- Agreed conditions for data sharing

Thank You