



# **PIUG-the Patent Information Users Group View**

**Martha Yates, PIUG Chair 2016-2020**

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Milano, Italy



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## In the Beginning

- PIUG was founded May 20, 1988 by 17 patent searchers from 13 corporations.
- PIUG is an organization of individuals not corporations.
  - Initially excluded people who worked for database vendors but that was changed in 2009.
- There was a perceived lack of communication among patent searchers and database producers.
  - There were database subscriber conferences, but that model was starting to change with the transition from paper to electronic.



## In the Beginning

- The organization wanted to have an impact on database producers and data quality
  - The difference between a professional searcher and an end user searcher is knowledge of the databases and what they do and do NOT contain and how they are organized. It is not in constructing search strategies.
- Also to provide education, networking and camaraderie



# Current Activities

- Multi-day annual conference (April-May)
- One-day regional conference (Northeast) (September-October)
- One-day subject-specialized conference (Biotech) (February)
- Education and training courses
  - Patent basics
  - FTO
  - Analysis



## Current Activities

- WIPO observer status
- PDG observer status
- Participation in Chinese CPAC meeting



# Looking to the Future

- Education and training
- Networking
- Certification
- Is it still necessary to influence the information providers?



# Artificial Intelligence and Searching

- AI will make data quality even more important
- Biggest danger is bias
  - We all have our biases but hopefully they are not institutionalized. AI has the danger of institutionalizing them.
  - Some biases are positive.
    - What do I know about a topic so it quickly leads me to the right subject matter?
    - What have I seen around the edges?





## What else is required?

- Digital culture
- Domain expertise
- Future competencies
  - How does the skill set of the current patent analyst change? More expertise? Less?
  - What are going to be the new sought after skills?



## Future skills

- Understanding the data and databases (my definition of a professional but more important than ever)
- Understanding the assumptions in the databases and in the tools
- Understanding and getting the audience (client) to the right questions (people tend to ask bad questions)
- Determining how best to convey the information so that it will be useful to the client (audience)



**Thank you**

**Congratulations on 10 years**