

PDG
&
Patent Information Quality

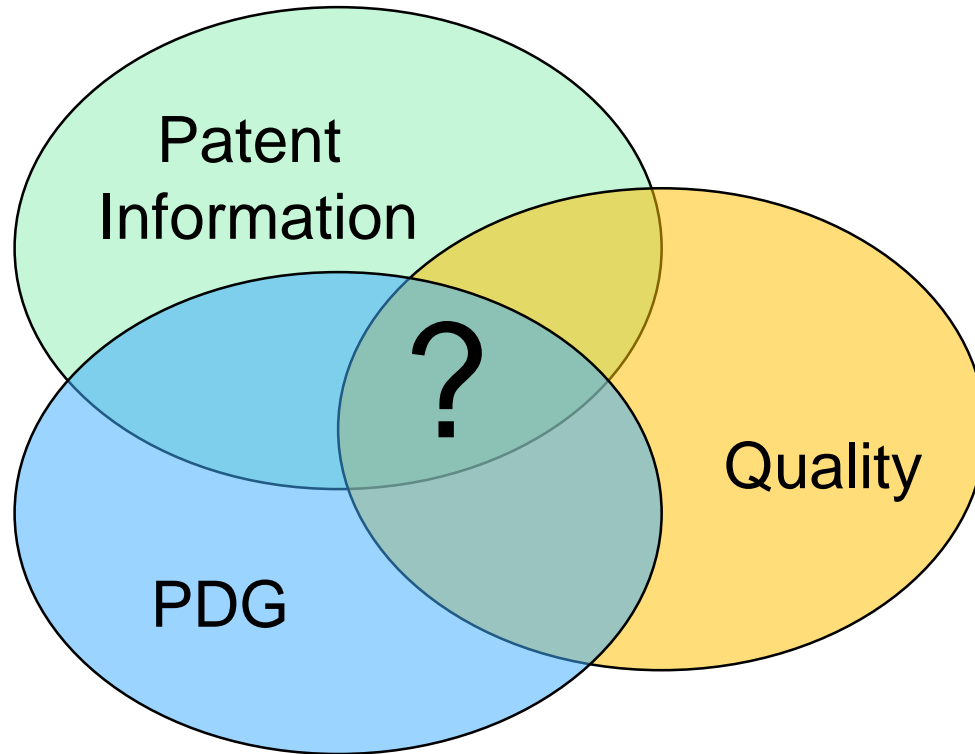
CEPIUG 10th Year Anniversary Conference

Milan

Gerard van der Ligt

10-09-2018

Agenda



Patent Information?

- Patent Information answers questions to support business decisions
 - ❑ Is this idea patentable? / File a patent application; Publish; Secret
 - ❑ Is there relevant prior art for this claim? / Oppose; Negotiate; Litigate
 - ❑ Does this product/process infringe 3th party patent claims? / Launch product; Mitigate risk
 - ❑ How does this patent portfolio fit into the landscape? / Buy; License; Litigate
 - ❑ Are there white spots in this technology? / Develop; Partner
 - ❑ What is the patent portfolio of this company? / Acquire; Offer a license; Litigate
 - ❑ What is the filing trend of this company in this technology? / Adjust filing plan
 - ❑ Etc. / Etc.

Quality ?

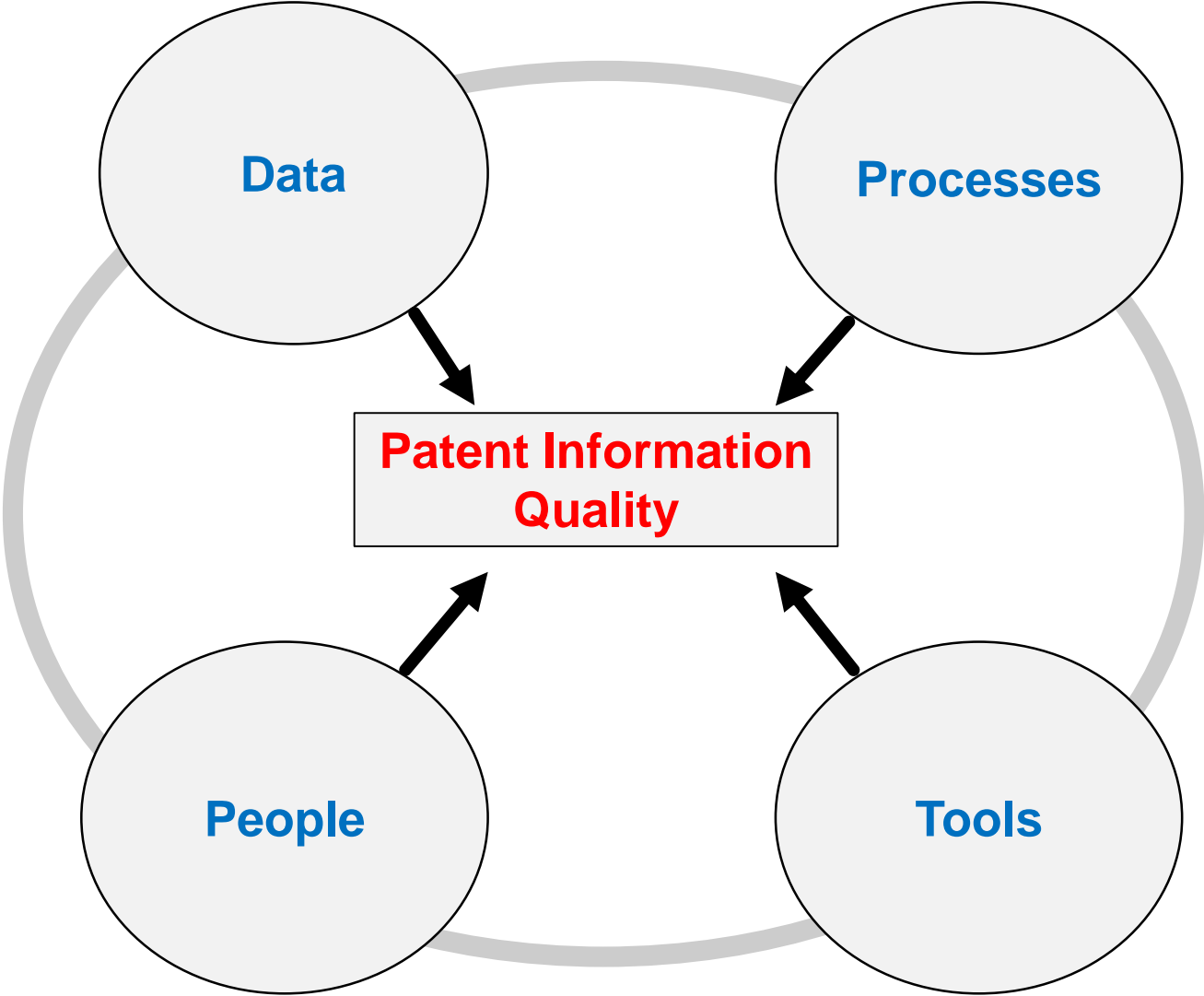


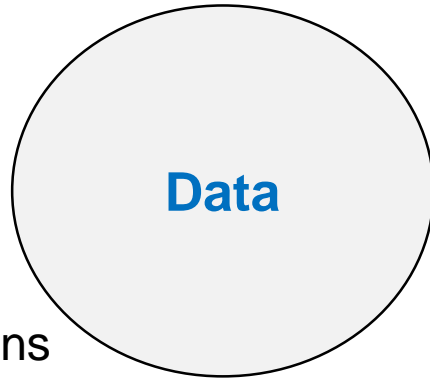
The common element of the business **definitions** is that the **quality** of a product or service refers to the perception of the degree to which the product or service meets the customer's expectations. **Quality** has no specific **meaning** unless related to a specific function and/or object.

[Quality \(business\) - Wikipedia](https://en.wikipedia.org/wiki/Quality_(business))

[https://en.wikipedia.org/wiki/Quality_\(business\)](https://en.wikipedia.org/wiki/Quality_(business))

- Accurate – comprehensive – reliable – in time – actionable – fit for purpose
- Customers: expectations, role, type
- Data – Process – Tools – People





Complete

- Jurisdictions
- Time period
- Meta data, full text, legal status

Reliable

- Correct
- In time

Accessible

- Searchable database
- Language
- Standardized

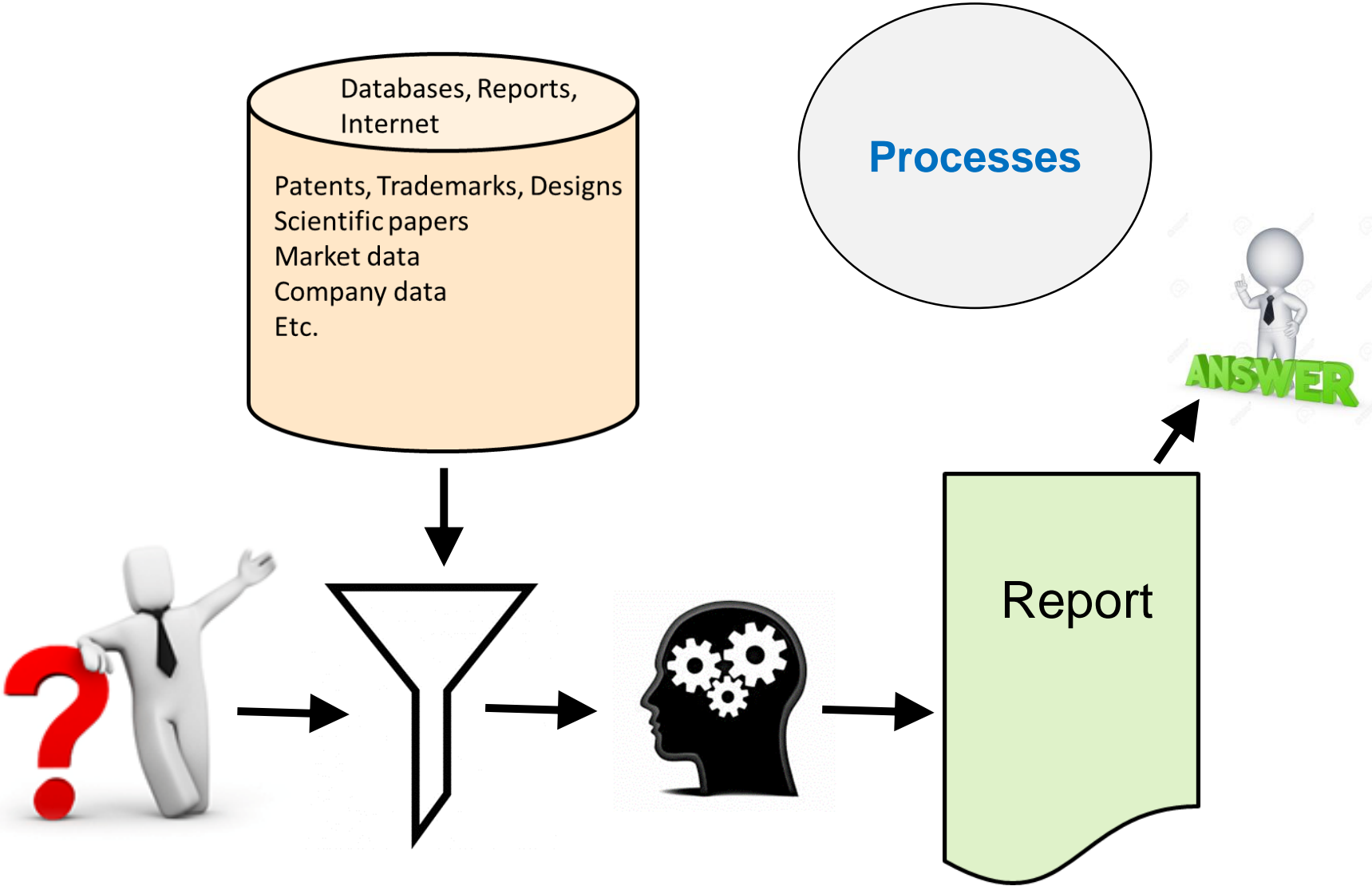


Creators

- Applicants
- Patent Offices
- Providers

Suppliers

- Patent Offices
- Traditional providers
- New (disruptive?) providers



Patent databases

- Free
- Paid
- Added value
- For end users
- For professionals
- Single/many country
- Search form
- Command line
- Semantic search
- Etc, etc.

Visualization tools

- Slice and dice
- Patent mapping tools



Analysis tools

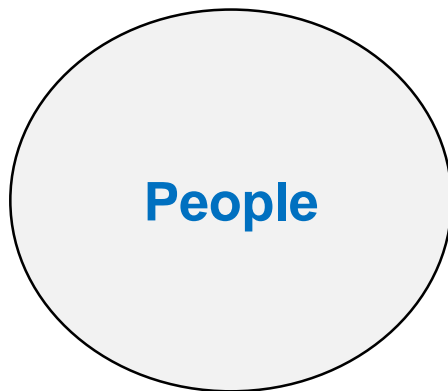
- Integrated data/Data upload
- Patent specific/General

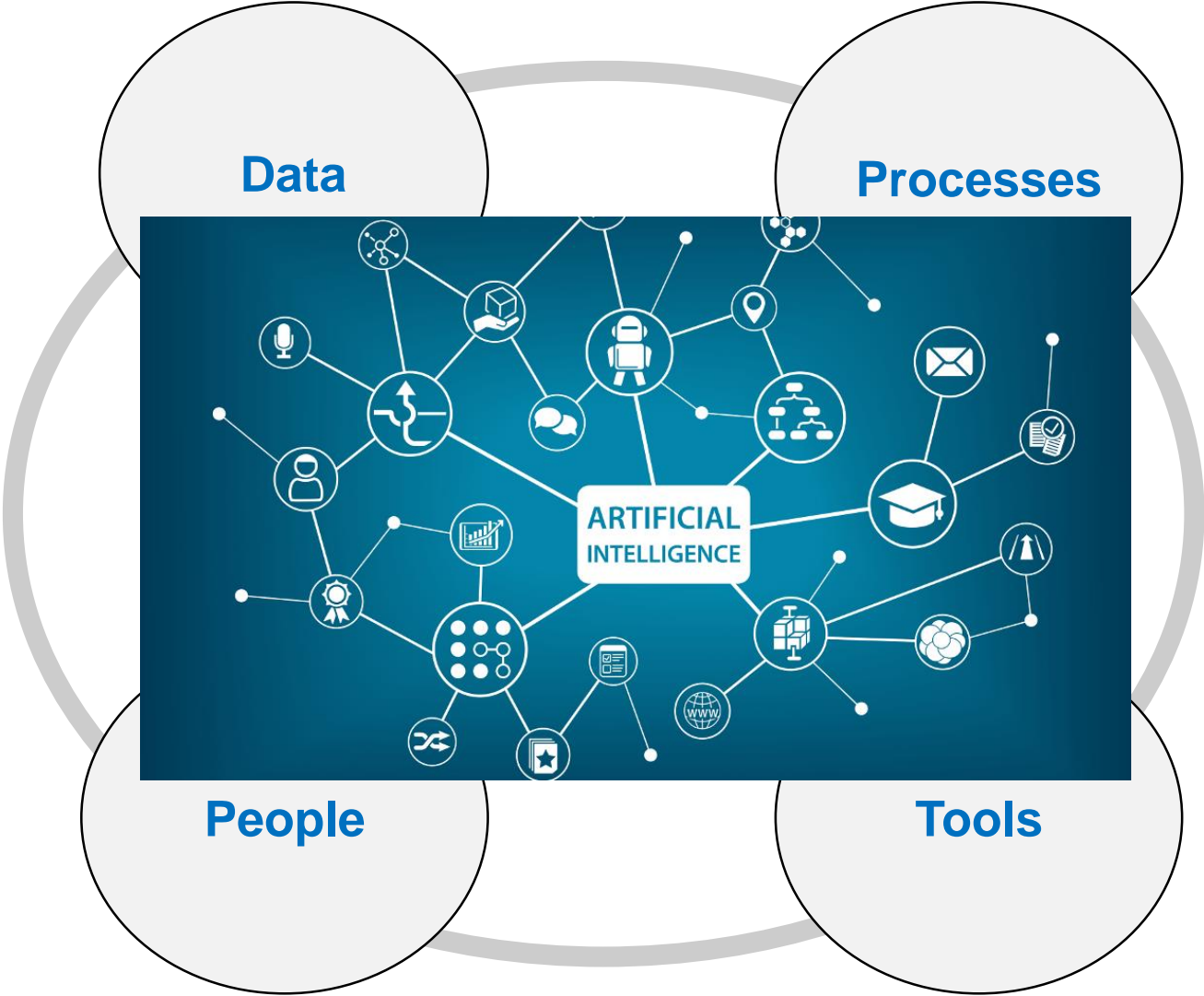
Reporting tools

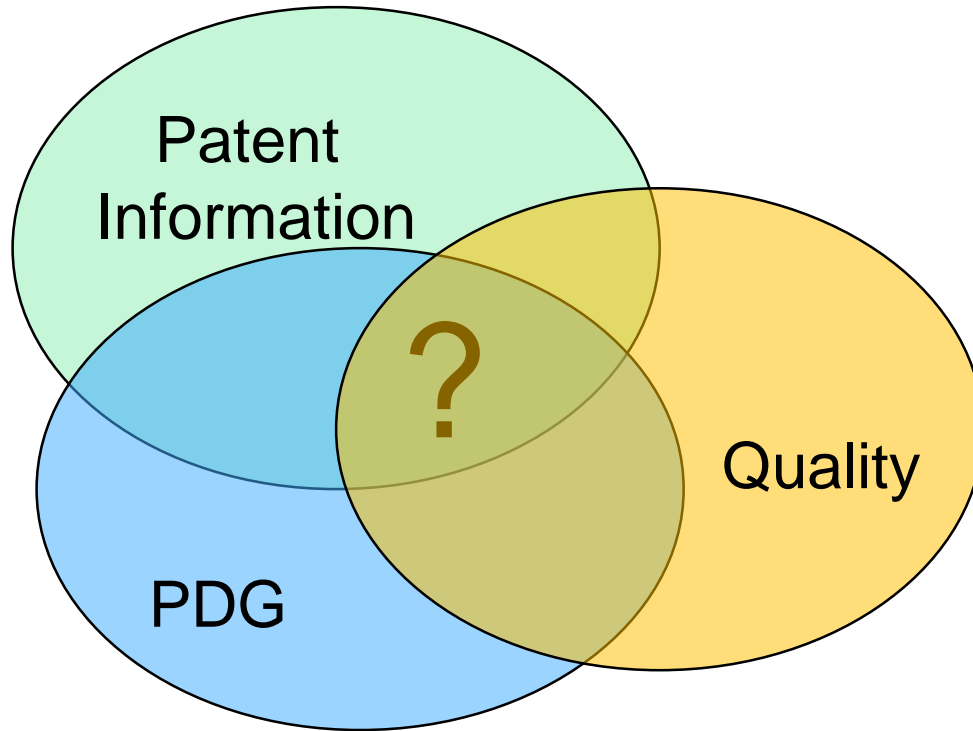
- (Not) integrated in analysis tool
- Dashboard
- Patent management system
- MS Office
- Interactive/ static

Tools

- Education, knowledge, experience
- Self employed, SME, corporation
- Patent owner, agent, law firm
- Alone, team
- Specialized, all round
- Qualified ?







Who are the PDG?



What is the PDG ?

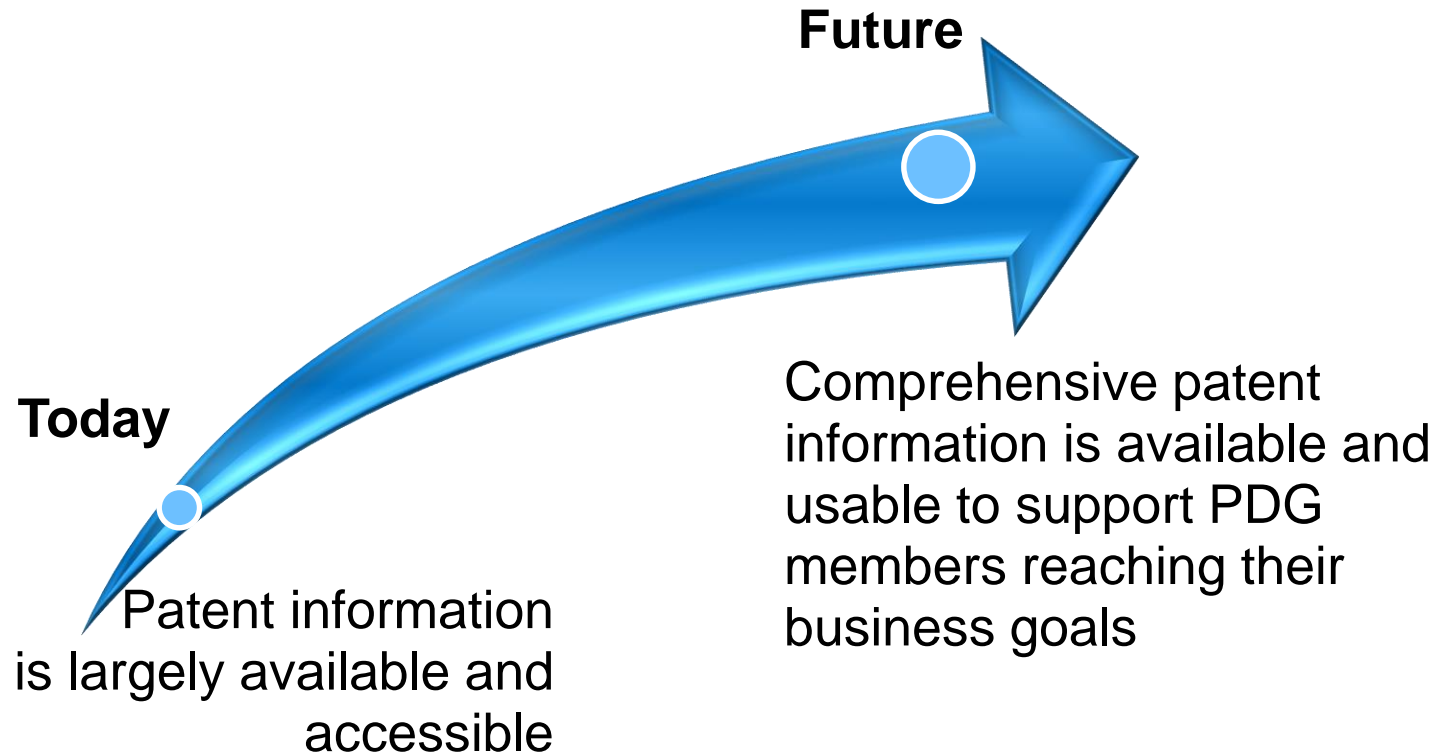
- Founded in 1957
- Non-profit organization
- Registered in Switzerland
- 40 corporate members
- From different industries
Chemicals, Pharma, Electrical, Consumer Goods, Automotive, Oil and Gas, Cosmetics, Health Care, Agriculture...
- 3 PDG members among the top 10 EPO applicants
- PDG cooperates with all stakeholders
- Regular high-level meetings with EPO, WIPO, IP5 and individual patent offices

ABB	L'Oreal
Agfa Graphics	Lundbeck
AkzoNobel	Merck
ASML	MSD
AstraZeneca	Nestec
BASF	Novartis
Bayer	Pfizer
Beiersdorf	Philips
BMS	Procter & Gamble
Boehringer Ingelheim	Robert Bosch
BP	Sanofi
Clariant	Shell
DSM	Siemens
Evonik	Signify
FrieslandCampina	Solvay
GlaxoSmithKline	Syngenta
Henkel	ThyssenKrupp
Hoffmann-La Roche	Total
IFPEN	Unilever
Lanxess	Voestalpine
	Volvo

PDG Organization

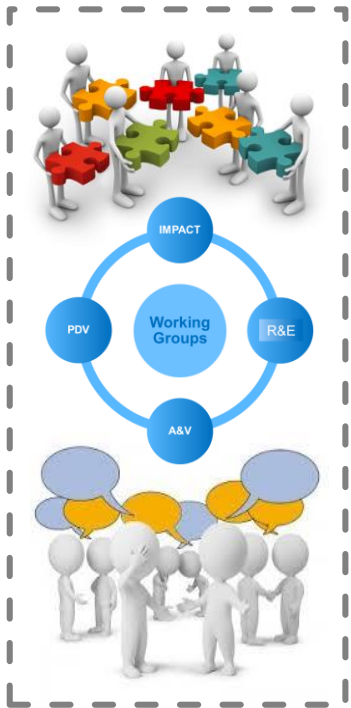


PDG VISION



PDG Mission

Striving to ensure that comprehensive patent information is made available and can be used by PDG member companies in an effective and efficient manner



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Exchanging of knowledge and experience among PDG member companies
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Debating, discussing and encouraging improvements and new developments in patent information services with third parties active in the field of patent information
- 

Sharing searching practices among PDG-members to enhance professional skills
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Exploring future services (semantic searching, etc.)

PDG Aims

Maintain PDG position as acknowledged partner of EPO, WIPO, national patent offices and user organizations

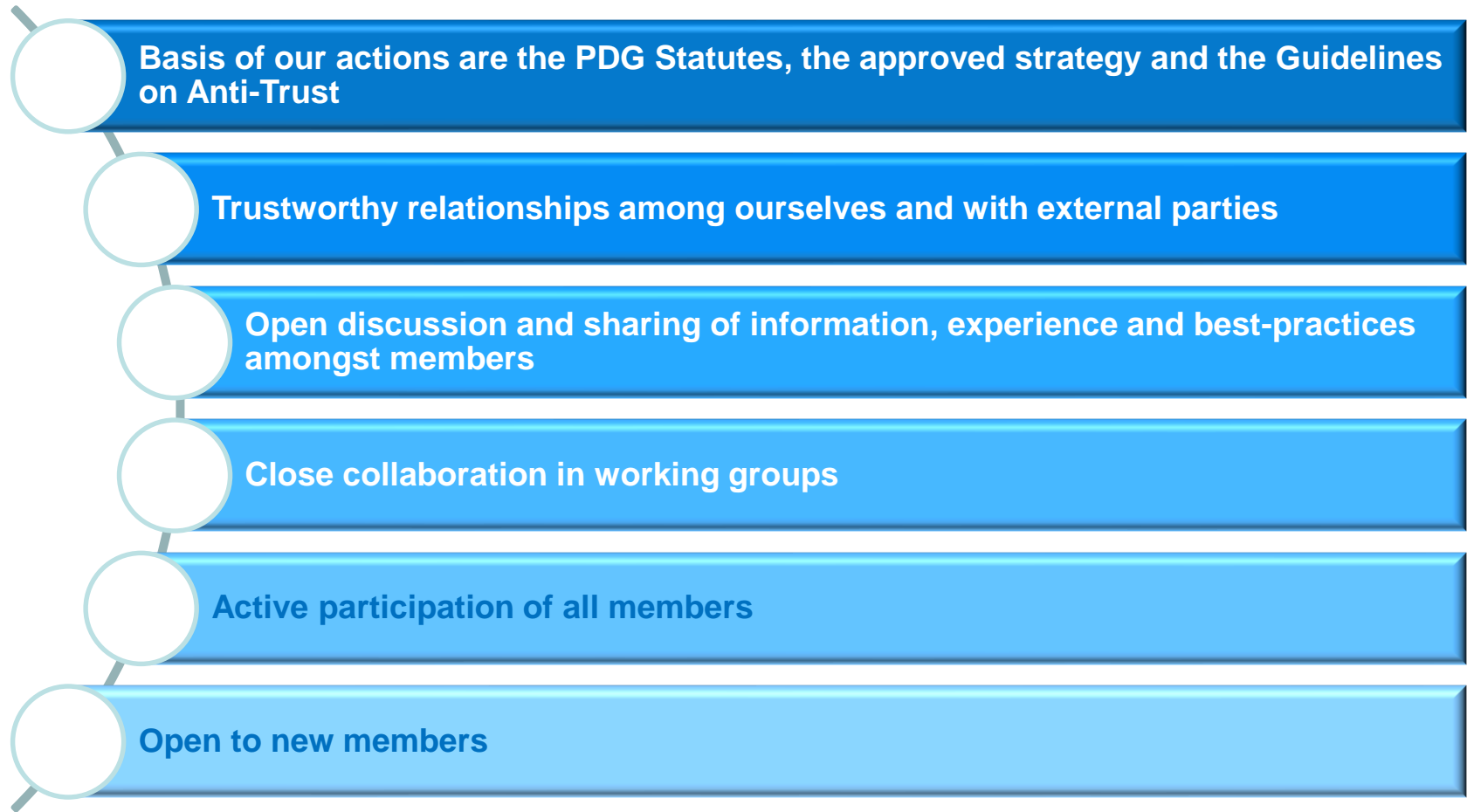
Enhance further PDG collaboration with organizations worldwide for matters relating to harmonization of patent information e.g. with BusinessEurope in IP5 activities

Strengthening the role as a leading partner for commercial providers with respect to patent information services and tools, at a technical and strategic level

Encourage personal development of staff of member companies

Maintain diversity of membership with respect to industries and their regional coverage within Europe

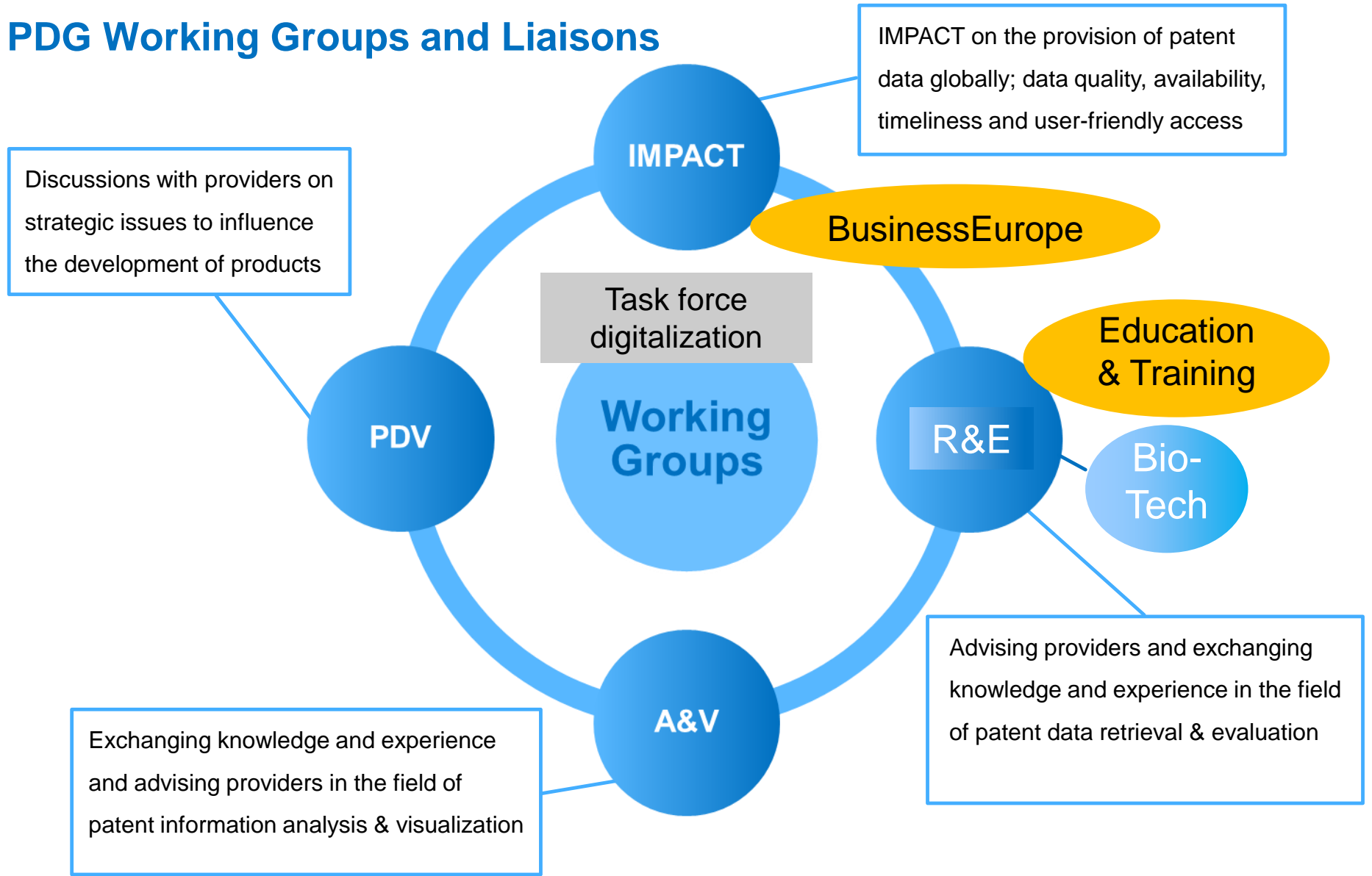
PDG Values

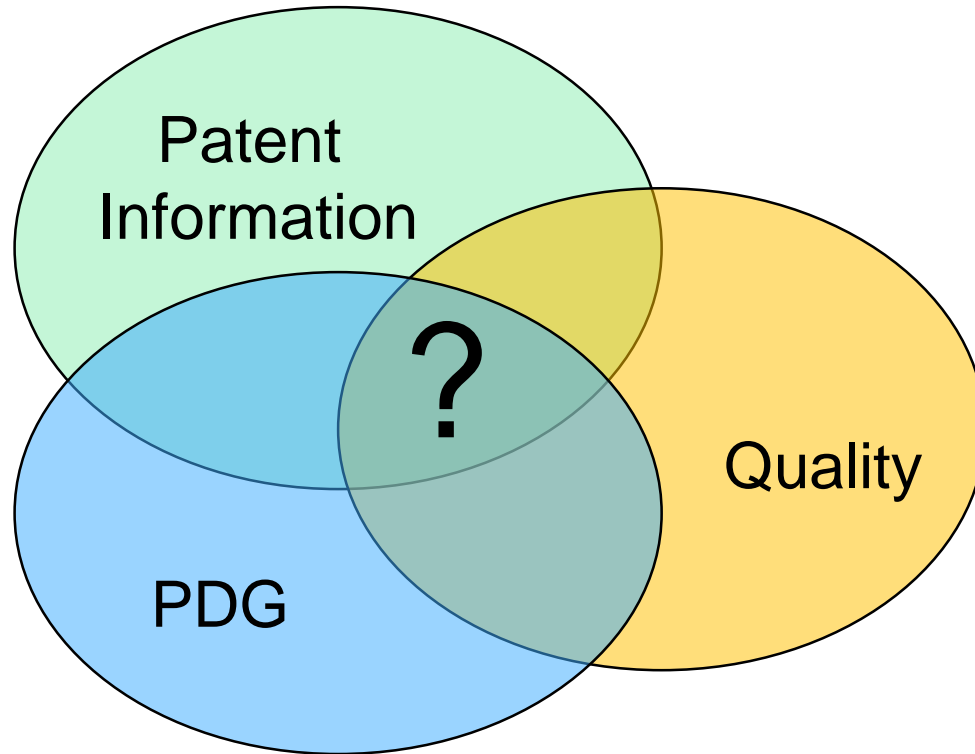


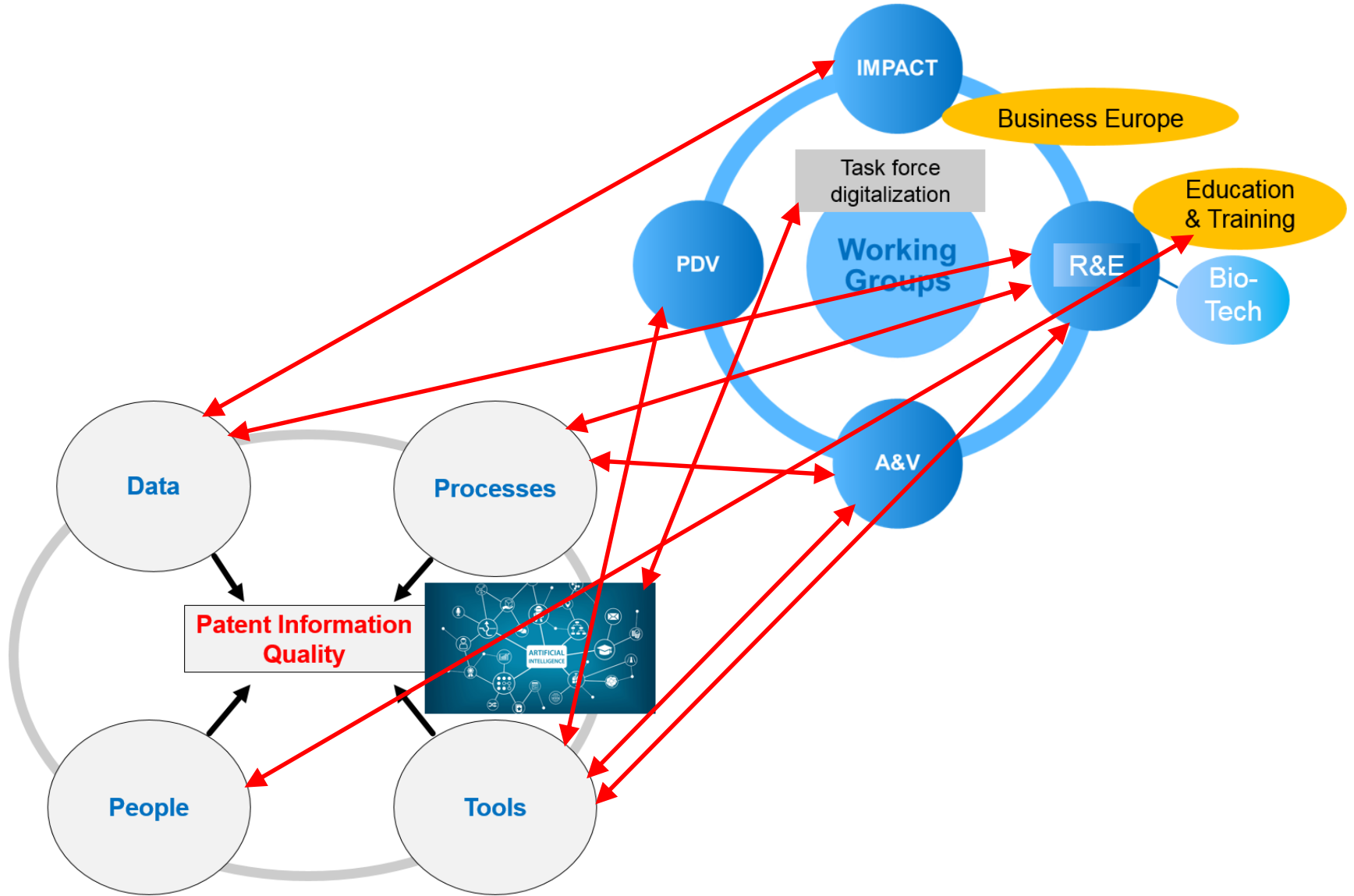
PDG and international organizations



PDG Working Groups and Liaisons







PDG Working Groups

Way of working

- Yearly or half-yearly meetings, organized by one of the member companies
- Duration 1.5 days
- All employees of member companies can participate
- Mostly 10-40 participants
- Providers and Patent Offices often are invited and represented
- WG Chairs have a monthly coordination telco
- Task forces address a specific topic, regular contacts via telco

Objectives

- Sharing information
- Networking and cooperating with providers and patent offices to improve tools and data
- Bring patent information on a higher level
- Facilitate personal and professional development of participants



PDG Working Group IMPACT

Activities

- Worldwide networking with main major patent offices to communicate our members' needs
- Coordinating the requirements of the global user community with regard to complete, reliable, in time and standardized legal status data
- Advice and influence the development and improvement of the main classification systems: IPC, CPC, F/Fl terms
- Making patent information more user-friendly via standards on WIPO level as an observer organization
- Actively involved in the initiatives of the five largest patent offices as part of the IP5 Industry delegation

PDG Working Group IMPACT

Achievements

- The item “legal status data” is tackled in major initiatives worldwide and is an indispensable item on every patent information venue globally.
- IMPACT is steering user activities around Inpadoc, Federated Register, Global Dossier, Patentscope, WIPO Case, etc. and initiated WIPO ST 27 (exchange of legal status data).
- PDG IMPACT has established itself as one of the most important platforms for user requirements for Asian, Arabian and Latin American countries.
- PDG IMPACT is the established users' voice for classification and standardization issues (legal status, applicant names) at WIPO and patent information topics at IP5, EPO and national patent offices (JPO, SIPO etc.).
- Applicant name standardization has been accepted by patent offices, WIPO and providers as a must have.

PDG Working Group Retrieval and Evaluation (R&E)

Activities

- Evaluating the added value databases as DWPI, CAS, STN (including the Markush databases) etc. in our daily work and proposing improvements.
- Keeping an overview and following developments in free patent information tools.
- Analyzing the breadth and depth of coverage of emerging market countries by commercial patent information sources.
- Organizing webinars on “new” developments in the chemistry and biotech modules of many databases and working with vendors to facilitate further developments.
- Testing machine translation quality in Patentscope, Espacenet and commercial tools. Sharing evaluation results with providers and discussing improvements.

PDG Working Group Retrieval and Evaluation (R&E)

Achievements

- Active participation of providers as Clarivate, CAS and STN to understand and address the reported issues.
- A forum on the PDG website to upload information on available free tools.
- An article on Emerging markets was published in World Patent Information.
- Trilateral meeting between PDG and two biosequence providers, agreement on harmonizing data.
- Overview of performance of machine translation in different tools available.

PDG Working Group Analysis and Visualization (A&V)

Activities

- Participants presenting best practices on using A&V tools
- Providers presenting their tools
- Presentations on the theoretical background of analysis methods
- Establish definitions of the various terms used in this area
- Share test results and usage experiences of the different tools

Achievements

- Several insightful best practices given
- Increasing knowledge of the tool landscape
- Increasing knowledge on theoretical background
- List of definitions available for PDG members
- Overview of experiences and usage of many tools available for PDG members

PDG Working Group Patent Data Vendors (PDV)

Activities

- Discussing patent and related information requirements with key information vendors or technology providers on a strategic level
- Representing the interests of the PDG members by maintaining influential and beneficial working relationships with key patent information vendors or technology providers
- Monitoring market development e.g. new vendors as they emerge as potential key vendors of patent information
- Exchanging experiences and information within the PDV WG regarding strategic issues with key patent information vendors
- Communicating the outcome of the discussions to all PDG members

Achievements

- Gained insight in strategy and future plans of most key vendors
- Shared needs, wishes and concerns of PDG members with key vendors

Task force and liaisons

- Task force digitalization
 - Initiate and coordinate (in and across working groups) activities related to the developments regarding artificial intelligence and digitalization in patent information

- Liaison BusinessEurope
 - Monika Hanelt
 - Represents the patent information community in BusinessEurope
 - Attends meetings as part of BE delegation like “IP5 Deputy and Heads Meeting”, “IP5 Industry” and the “Global Dossier Task Force Meeting”

- Liaison Education and Training
 - Bernd Wolter
 - Contributes to the establishing of the QPIP organization
 - Is secretary of the Supervisory Council of the ISBQPIP
 - Will be part of the QPIP presentation in Session 3 later this morning

Thank you for your attention !

Any Questions ?

Major Advantages and Benefits of PDG Membership (1)

- PDG membership is made up of top tier innovation-driven companies from a wide range of technology areas, often the leaders in their fields. **Participation supports member companies' reputation as industry leaders in IP**
- The wide range of activities and information exchange leads to a better understanding of industry trends and forecasts which help **PDG members to make educated decisions and prepare strategic plans**
- PDG members exchange experience about the use and value of information resources and vendor reputations (within the limits of our anti-trust guidelines). In this way, **we share our workload and save resources**
- All member interactions are based on trust, so that we do not discuss anything that would directly impact on the areas where our companies compete

Major Advantages and Benefits of PDG Membership (2)

- The PDG is a highly respected key opinion leader with regard to patent information provision at the EPO and beyond
 - PDG Members meet regularly with information providers and patent offices to initiate, discuss and advise on strategic issues
 - The PDG supports and encourages information providers to develop new products and improve their existing systems and services
 - The PDG works closely with the EPO and the national patent offices and has an official observer status at WIPO (World Intellectual Property Organization)
- The PDG liaises closely with other organizations such as CEPIUG, P-D-R, PIUG, JIPA, as well as with BusinessEurope

Major Advantages and Benefits of PDG Membership (3)

- PDG Members benefit from participation in the activities of the PDG's Working Groups or by attending the PDG's Annual Members' Meeting
- The PDG offers a great stage for networking with peers, learning, pursuing personal professional development and benchmarking.
 - Friendly platform to expose yourself
 - Staying on the cutting edge of information technology
 - Tips & tricks on several topics
 - Platform for discussions with patent offices and information providers in order to better advocate our interests
- PDG members discuss staff roles and responsibilities, share practical insights, exchange knowledge, experience and ideas. All are connected to our daily work in patent information

PDG Membership Terms & Conditions

- Corporate membership only
- Open to companies actively engaged in industrial R&D
- Members have a major presence in Europe
- Members have an active patent and / or patent information department and have professional staff engaged in patent information activities
- Members are expected to participate actively in the work of the PDG
- Decisions on acceptance of application for PDG membership is made by existing PDG Main Delegates
- Moderate annual fee for corporate membership currently € 1,500

PDG Membership

For further information see:



www.p-d-g.org

If you want to apply for PDG membership please contact



Bettina de Jong

PDG (Secretary General)

✉ SG@p-d-g.org