

Name Standardization challenges and the Global Identifier

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Name standardization challenges

A longstanding issue in IP community: *The same applicant, different names*

Across global IP data, one applicant can appear as spelling variants, abbreviations, legal suffixes, different scripts, transliterations, or historical names — a persistent challenge for accurate identification.

Why does this happen?

- Most IP offices accept and reproduce applicant or assignee names exactly as submitted, without verification.
- Errors or inconsistencies often go uncorrected prior to publication.
- Even applicants themselves are not always consistent in how they record their own name across filings.

Small variations create large analytical errors

These real examples from patent applications, show how minor differences, from typos to legal-form abbreviations, can cause the same applicant to appear as entirely different entities in patent document.

Entity Name	Name variants
3M INNOVATIVE PROPERTIES COMPANY	3M INNOVATE PROPERTIES COMPANY; 3M INNOVATIVE PROERTIES CO.; 3M INNOVATIVE PROPERTIES
KONINKLIJKE PHILIPS ELECTRONICS N.V.	KONINKLIJKE PHILIPS ELECTRONICS NV; KONINKLIJKE PHILIPS N. V.; KONINKLIJKE, PHILIPS
NIKE INTERNATIONAL LTD.	NIKE , INC.; NIKE INCORPORATED; NIKE INTERNATIONALD LTD.
NOKIA CORPORATION	NOKIA COPORATION; NOKIA CORP.; THE NOKIA CORPORATION
ROLLS-ROYCE PLC	ROLLS-ROYCE AND ASSOCIATES; ROLLS-ROYCE LIMITED; ROLLS-ROYCE POWER ENGINEERING PLC
CANON KABUSHIKI KAISHA	CANON INC; CANON KABUSHIKI; CANON INC.(CANON KABUSHIKI KAISHA)
F. HOFFMANN-LA ROCHE AG	F. HOFFMANN-LA ROCHE LTD.; F. HOFFMANN-LA ROCHE SA; F. HOFFMAN-LAROCHE & CO.; F. HOFFMANN-LA ROCHE AKTIENGESELLSCHAFT
SIEMENS AKTIENGESELLSCHAFT	SIEMENS AG; SIEMENS AG MUNCHEN

TYPOGRAPHY + NOISE

Punctuation, spacing and typographical errors

LANGUAGE + SCRIPT

Translation, transcription and transliteration variants

LEGAL FORM

Inc., LLC, Ltd., AG and jurisdiction-specific suffixes

ENTITY CHANGE

Renames, mergers, subsidiaries and ownership changes

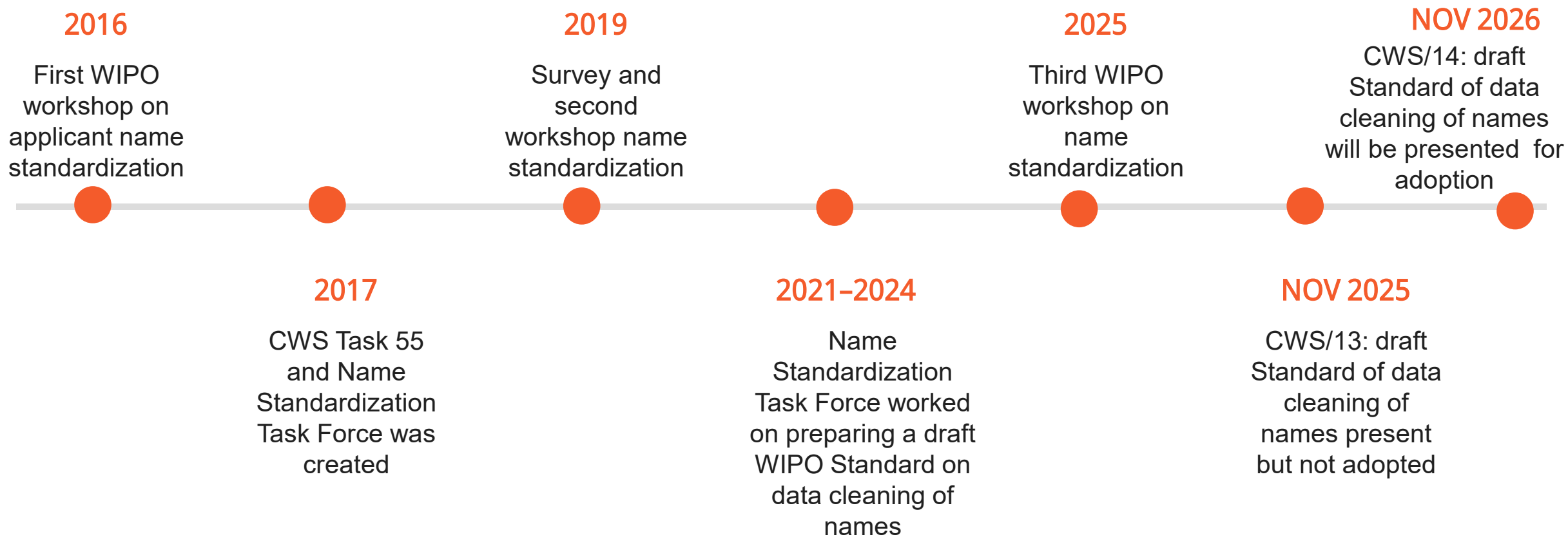
ABBREVIATION

Abbreviation of the name or a part of the name

Why clean, standardized applicant names matter

- **Comprehensive IP Portfolio Analysis:** Reliably links every IP application to the correct entity, despite variations in how its name is recorded.
- **Stronger Competitive Intelligence & Benchmarking:** Enables precise comparisons of organizations' filing patterns, R&D direction, and areas of technological emphasis.
- **Unified Data Across Jurisdictions:** Consolidates portfolios across borders to support a complete view of the global IP landscape.
- **More Effective Due Diligence & Ownership Verification:** Lowers transactional risk while supporting more accurate freedom-to-operate evaluations.
- **Higher-Quality Analytics & Machine Learning Results:** Strengthens downstream analysis and provides cleaner training data for AI models that classify patents, estimate value, or predict litigation.

WIPO's journey toward applicant name standardization



Draft WIPO Standard ST.93 – Name data cleaning

01

INTAKE

Capturing names and relevant data consistently.

02

TRANSFORM

Applying documented cleaning and normalization rules.

03

VALIDATE

Managing disambiguation with context and quality controls.

04

MAINTAIN

Updating records, based on the national/regional procedure, while preserving data history.

05

PUBLISH

Publishing and sharing clean name data.

WHAT THE DRAFT STANDARD DOES NOT COVER

It does not prescribe one matching algorithm or merging strategy.

It leaves detailed transliteration, translation and transformation choices to IP offices that will implement the standard.

WIPO Standard ST.20 vs. draft WIPO Standard ST.93:

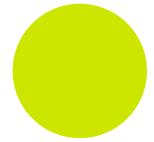
ST.20 → "How should be the preparation of name indexes to patent documents?"

ST.93 → "How should name data be cleaned and made consistent?"

WIPO Standard ST.20 provides guidance on indexing and retrieving names in patent documents, while draft ST.93 offers a broader framework for cleaning and standardizing name data, extending beyond patents to cover all IP data.

ST.93 therefore complements, rather than replaces ST.20, supporting improved data quality and more reliable deduplication and entity resolution.

Global Identifier for IP community



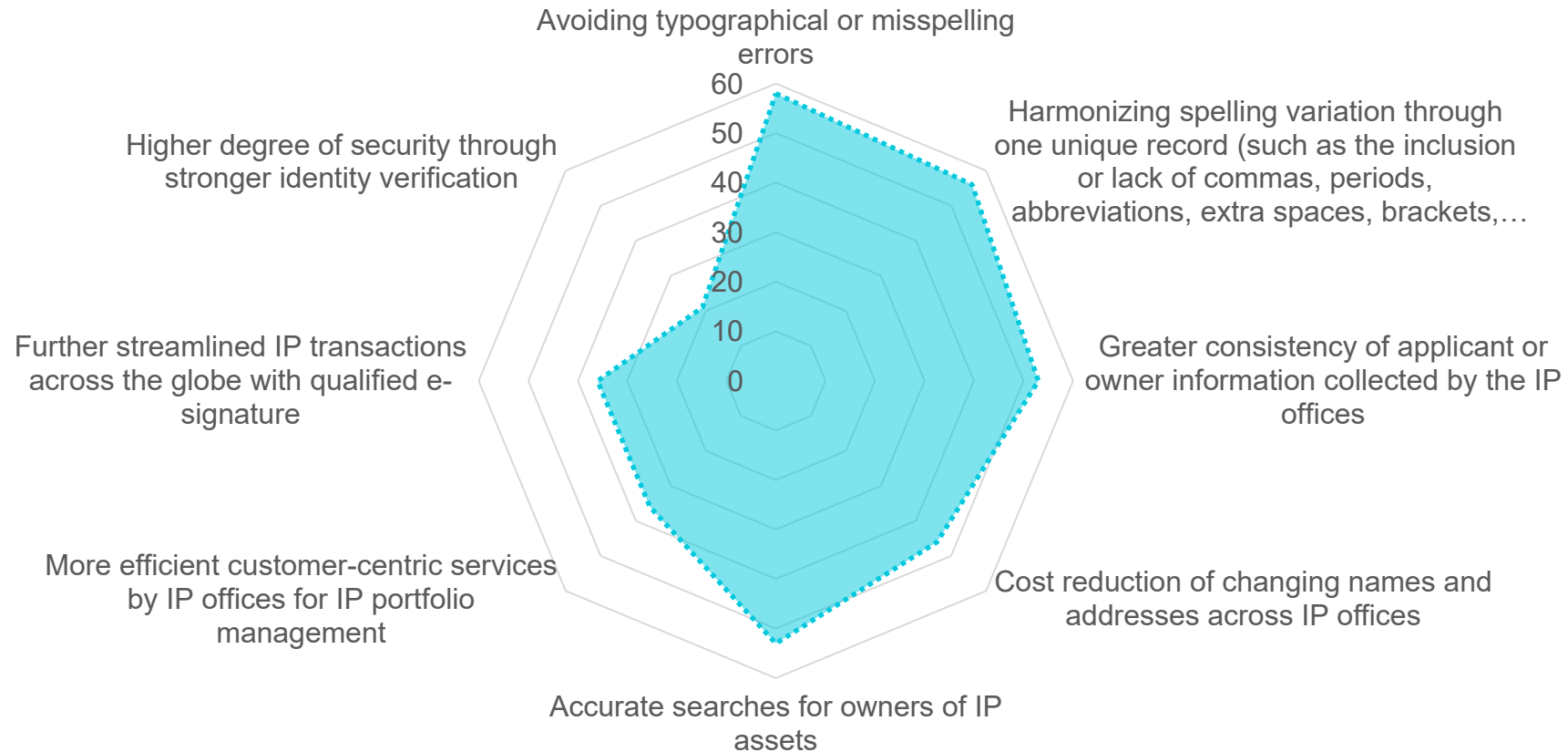
A single, unified identifier per natural person or legal entity

Global ID objectives

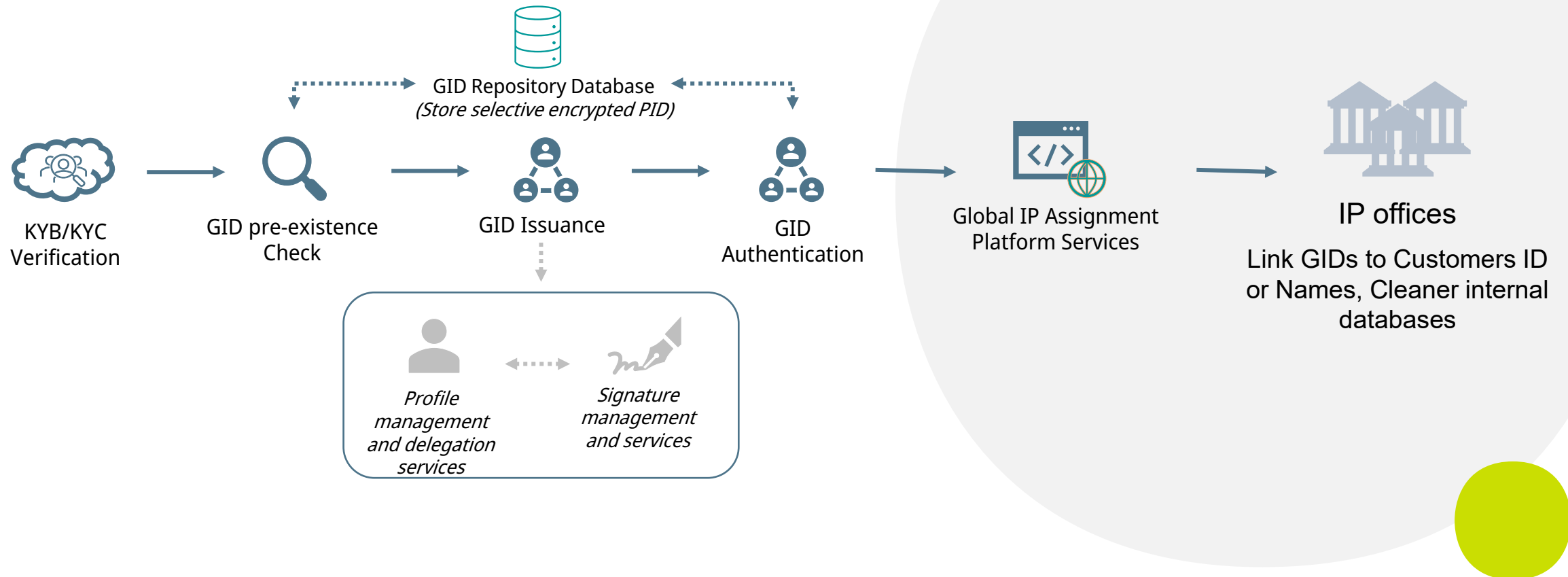
- **Name standardization:** Establish consistent naming across jurisdictions and IP systems.
- **Data quality:** Improve the accuracy and consistency of applicant and owner records.
- **Unified identification:** Assign one global identifier to every natural person and legal entity.
- **Trusted ecosystem:** Strengthen confidence through robust identity verification.
- **Operational efficiency:** Streamline cross-border IP transactions and reduce administrative costs.

Global ID - IP Industry feedback in 2025

Eight priorities ranked by share of industry responses



Global ID overview



Global ID use case: WIPO Global IP Assignment Platform (**GIPAP**)

Helping IP owners record ownership changes more quickly and with less effort

SIX CORE FEATURES

01 Registered IP types

Supports assignment filings for patents, trademarks and industrial designs

02 Trusted & centralized service

Keeps assignment records and supporting documents in one place.

03 Unified & coherent UX

Provides one experience for filing and tracking assignments.

04 Common and specific information

Combines shared data with office-specific requirements.

05 Modernized digital service

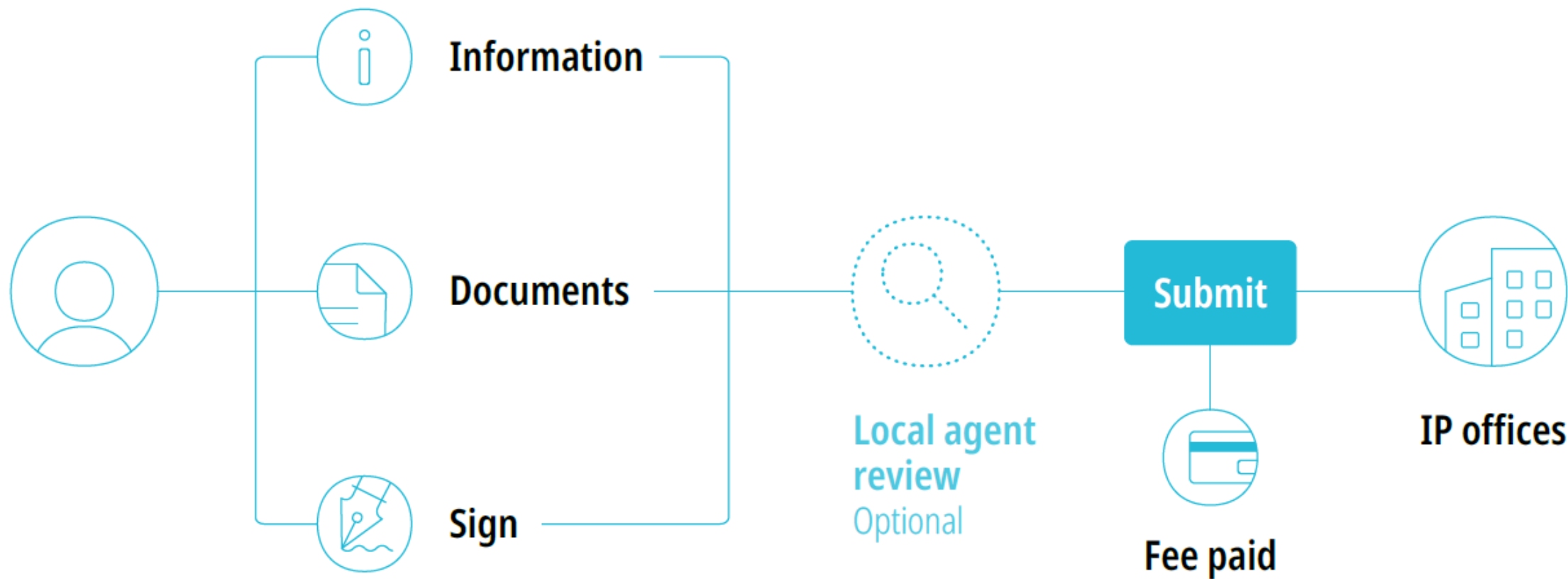
Enables electronic filing, notices, searches, and payments.

06 Governance framework

Defines dedicated governance for platform operation.

Single portal for cross-jurisdictional IP assignment filings

GIPAP Overall Workflow





Thank you!

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