

# THOMSON IP MANAGER<sup>SM</sup>

INCREASE THE VALUE OF YOUR IP PORTFOLIO



## REVITALIZE YOUR IP MANAGEMENT WITH STRATEGIC ALIGNMENT AND IMPROVED COLLABORATION

In today's highly competitive IP environment, your business and IP strategies must be aligned to maximize the value of your intellectual property assets. The common denominator in this alignment is an enterprise-level application that enables collaboration between departments and speeds decision making. *Thomson IP Manager* from Thomson IP Management Services gives you the power to:

- Unite key stakeholders throughout all stages of the innovation and product management life cycle
- Provide end-to-end management of your intellectual assets, from R&D to filings, prosecution, grants, conflicts, licensing and more
- Accelerate the communication process with workflow-driven automated forms and tools
- Create a clear understanding of your IP portfolio
- Implement more structured processes for patent maintenance and trademark renewal decision making

## DRIVE NEW BUSINESS AND REVENUE STREAMS

With *Thomson IP Manager*, you'll be better equipped to extract value from your intellectual assets and generate new business by:

- Effectively and systematically evaluating all aspects of your IP portfolio
- Identifying IP rights ripe for out-licensing
- Making build vs. buy decisions in conjunction with R&D
- Involving key parties early in the monetization process, such as Legal, Finance and R&D

## ENHANCE THE QUALITY OF DECISION MAKING ACROSS THE ENTERPRISE

*Thomson IP Manager* houses all critical IP information in a central database so authorized individuals can securely access must-have data and make informed decisions. With *Thomson IP Manager's* automated tools, you can:

- Access your portfolio information via a secure browser-based application
- Consolidate information and documents on patents, trademarks, designs, disclosures, agreements and other business-critical records
- Ensure early involvement of essential parties in the R&D and product management processes
- Configure the application to your users' preferences, including interface design, currency and language

## STREAMLINE PROCESSES TO IMPROVE PORTFOLIO MANAGEMENT ACTIVITIES

*Thomson IP Manager* allows you to work more efficiently and productively by eliminating a wide range of manual, repetitive tasks. Easily configurable software and role-based features help streamline the portfolio management process for all stakeholders so you can:

- Access the data you need without requesting IT assistance
- File applications more easily with pre-populated forms
- Automate emails, notifications and form letters
- Easily find and export data
- Readily access frequently used tools, reports and records

### WHY USE IT

- Improve decision making with real-time access to critical information
- Strengthen your portfolio through earlier involvement and collaboration with product development
- Reduce risks and costs inherent in legacy business systems
- Meet your strategic objectives with improved IP management

### WHO USES IT

- IP portfolio managers
- Patent and trademark attorneys
- Brand and product managers
- Business managers
- R&D staff/invention contributors
- Paralegals
- Docketing staff



### ENSURE THE PRECISE EXECUTION OF YOUR IP MANAGEMENT STRATEGY WITH IP RULES

*IP Rules* is the most comprehensive rules file in the industry, covering nearly 2,000 law changes each year in more than 400 jurisdictions around the world. And, *IP Rules* is the foundation supporting *Thomson IP Manager*, enabling you to:

- Comply with global IP developments and ensure timely payments
- Streamline IP portfolio decision making
- Validate the integrity of newly acquired portfolios
- Forecast the cost of maintaining your IP rights

### SMOOTHLY UPGRADE YOUR IP MANAGEMENT INFRASTRUCTURE

The team of professionals at Thomson IP Management Services deploys a proven implementation strategy and works hand-in-hand with your organization to ensure a smooth and seamless transition of your IP portfolio. Thomson IP Management Services:

- Assigns you a project manager to guide you through the implementation process and keep the project on track
- Applies proven processes and checks and balances to ensure data integrity
- Conducts implementation workshops to ensure that the project and system design achieve your objectives
- Ensures continuity of your business throughout the conversion

### MEET YOUR CHANGING NEEDS

Post-implementation training and support from Thomson IP Management Services is designed to help you maximize the value of your portfolio on an ongoing basis. It includes:

- Function and role-based training courses
- Quarterly web-based seminars on the latest *IP Rules* changes
- Regional training sessions on intermediate and advanced features/functionality
- A biennial Client Conference to network with peers and Thomson IP Management Services staff
- Monthly and quarterly newsletters
- Ongoing Customer Support services
- Regularly scheduled Advanced IP Management Workshops

#### LEARN MORE ABOUT THOMSON IP MANAGER

To learn more about *Thomson IP Manager* from Thomson IP Management Services, go to [thomsonipmanagement.com](http://thomsonipmanagement.com) or contact us at [ipms.info@thomsonreuters.com](mailto:ipms.info@thomsonreuters.com).

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