

# Advancing IP management to keep pace with growth and complexity

## How a global leader in health innovation supports growing IP administration demands with integrated Clarivate services and technology

### Customer

Royal Philips

### Solutions

European Patent Validations  
IP Recordals  
Renewals Services  
Unycom™

Royal Philips is a leading health technology company focused on improving people's health and well-being through meaningful innovation. Philips' patient- and people-centric innovation leverages advanced technology and deep clinical and consumer insights to deliver personal health solutions for consumers and professional health solutions for healthcare providers and their patients in the hospital and the home. At the core of Philips' innovations in personal health, precision diagnostics,

image-guided therapy, healthcare informatics and connected care is an extensive portfolio of valuable intellectual property (IP) assets — including more than 56,000 patents, 33,000 trademarks, 114,000 design rights, and 3,200 domain names. To manage it all, Philips has a robust Intellectual Property & Standards (IP&S) organization. The organization's IP Support group, led by Poul de Haan, handles all the administrative tasks associated with filing, prosecuting and maintaining the company's IP rights.

## Portfolio profile

Patents: **56,000**

Trademarks: **33,000**

Designs: **114,000**

Domain names: **3,200**

## Challenge


### Growing scale and complexity

Given the sheer size and global nature of Philips' IP portfolio, the role of De Haan's IP Support team is complex. "Typically Philips files about 900 new patent filings per year. Next to that Philips is also quite active in registering new design rights and trademarks. All the formalities in relation to filing and prosecution are handled by the IP Support group. We maintain our IP rights, ensuring that all renewals and annuity fees are paid on time" de Haan explains. "In addition, we support the IP side of M&A projects by integrating the administration of IP portfolios following corporate acquisitions by Philips; and the disentanglement of IP portfolios in case of corporate divestments".

De Haan's group has well-established processes for patent filings, starting with a first filing in Europe or the United States, followed by international filings, and subsequently entering the national phase in other jurisdictions, although there are exceptions to this.

"For example, there may be some technical areas in which it's possible to obtain patent protection in the United States but not in Europe. Or we might only have local filings for utility models in Germany or China, where the company may want enforceable rights quickly," de Haan says.

With IP teams in the Netherlands, the US, Mainland China, India and Japan, coordinating workflows is critical.



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Poul de Haan  
Intellectual Property & Standards, Royal Phillips

## Solution

### Unified IP lifecycle management

In the past, Philips IP&S relied on multiple, in-house-developed software tools to manage administrative tasks, with renewals handled in-house by the IP Support group. In 2008, Philips turned to ipan, now part of Clarivate™, to handle renewals. Since then, the relationship has expanded to include European Patent (EP) validations and IP recordals.

In 2011, following a review of available IPMS solutions, Philips adopted Unycom™ for its patent portfolio, later expanding to include their designs and trademarks as well. Now part of Clarivate's IPMS solution set, Unycom provides comprehensive tools for managing the entire IP lifecycle. The system provides best-practice workflows and seamless integration of internal

and external stakeholders to enable efficient collaboration and supports easy integration of incoming IP data and documents from PTOs or IP portfolio migrations.

## Results

### More efficiency, less friction

With Unycom, Philips IP&S has a unified platform for accessing and managing all important tasks.

"We have all the information needed for our daily work at hand, including information on our applications, rights and time limits for all IP assets, with integrated access to our documents," de Haan explains. "So we have everything we need in one place, accessible by the entire IP&S organization, worldwide. That's a real value-add of the system."

**"The combination of IP services and software in one company is a real benefit. Clarivate has proven to be a trustworthy and long-term partner."**

**Poul de Haan**

Intellectual Property & Standards, Royal Phillips

# One IP management platform delivering multiple benefits



## Time-saving automation

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De Haan pointed to Unycom's automation features as a big time-saver when docketing. "We have a lot of different document classifications. When uploading a document, we can specify the correct classification and Unycom automatically creates the associated task and timing within the system. That automation is a big help," he explains.

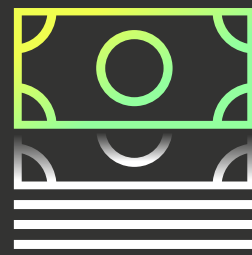


## Seamless communication

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As a global enterprise, Philips engages with a network of agents and counsel in countries worldwide. Prior to adopting Unycom, the IP Support group communicated with these external partners via email. Since the introduction of Unycom the team uses the Unycom partner portal to streamline communicating instructions to agents.

"With Unycom, we can gather any documents needed by external counsel and put everything together in one external order and send it out via the partner portal. In turn, agents can then use the portal to send us their deliverables," he says, noting this improves both speed and efficiency.



## Relief from renewals

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Relying on Clarivate for renewals and annuity payments has helped De Haan's team maintain Philips' rights while taking a major burden off the shoulders of in-house IP support staff.

"The service helps ensure that our annuities are paid on time. It's all automatic, which saves a lot of time," he says, explaining that Clarivate sends a notice ahead of time indicating which rights are coming up for renewal and the associated fees. "The process is very efficient and transparent, clearly showing Clarivate's costs as well as cost of the renewal fees."



## Tackling large recordal projects

Philips also relies on Clarivate for help with large IP recordal projects. For example, one project involved a divestment of thousands of patents and trademarks to another organization.

"We worked with Clarivate to get all ownership changes recorded at the various PTOs," he says. "If we had tried to do it in-house, I don't think we would have had the capacity to get it all done."

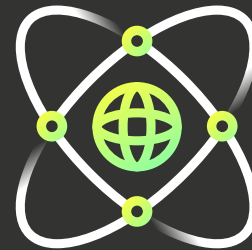


## The benefit of a single partner

De Haan says having a reliable partner handling critical administrative tasks, integrated with an industry-leading IPMS, is a big advantage.

"The combination of all this in one company is a real benefit," he says, noting that Clarivate's extensive partner network significantly reduces the effort associated with renewing IP rights around the globe, with the convenience of consolidated invoicing.

While de Haan says that Clarivate services and technology have saved time and effort for his in-house team, that's just part of the benefit. "We are pleased with the quality and reliability of the process. Clarivate has proven to be a trustworthy and long term partner."



## Streamlining patent validations

Philips also relies on Clarivate for patent validations, having established a smooth workflow integrated with their IPMS.

"We upload our portfolio updates to Unycom on a weekly basis. Once decisions are made on which countries to validate, the country of record shows up in Unycom and the Clarivate team can see which new records are there and can take up the validation work," de Haan explains, noting that Clarivate also provides translations for certain jurisdictions, including Italy, Spain, Turkey and Poland. "It all works quite seamlessly with very little involvement from our side."

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from our side."**

**Poul de Haan**  
Intellectual Property & Standards, Royal Phillips

## About Clarivate

Clarivate is a leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit [clarivate.com](https://clarivate.com).

To learn how a partnership with Clarivate can elevate your IP management operations, contact us today:

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