Derwent™

Modern Patent Research
Capitalizing on Information in Your Organization

Gene Quinn, IPWatchdog (Moderator)
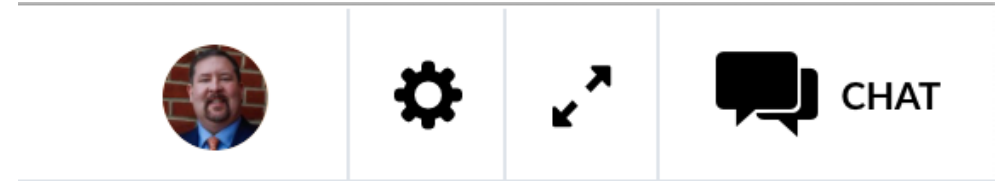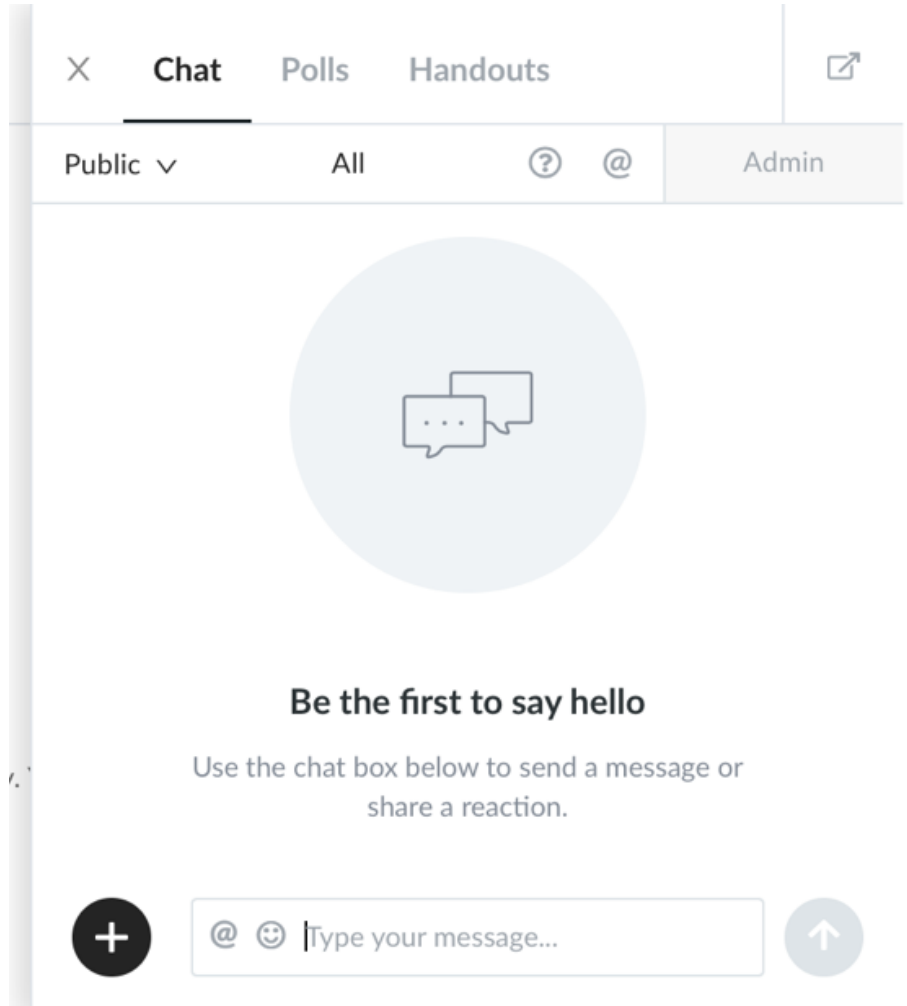
Debra Banville, PhD, Dupont

Vashe Kanesarajah, Clarivate

Benoit Sollie, Cargill

May 26, 2020

Access the PowerPoint Presentation Under "Handouts"

These slides and a webinar recording will be e-mailed to all registrants.

Presented By

IPWatchdog®

Speakers

Gene Quinn

Gene Quinn is a patent attorney and a leading commentator on patent law and innovation policy. Mr. Quinn has twice been named one of the top 50 most influential people in IP by *Managing IP Magazine*. He has been recognized multiple times by *IAM* as one of the leading IP strategists in the world.

Debra Banville

Debra Banville a Technology & Business Intelligence Analyst with an entrepreneurial mindset excelling in the rapid design of new innovative business models and their delivery to business teams for implementation. After spending a decade with Astra Zeneca and then a decade with Dupont, Debra has recently established her own consultancy.

Vashe Kanesarajah

Vashe Kanesarajah is the Director of Client Advocacy for the Intellectual Property business (Derwent) of Clarivate Analytics. He leads cross-functional teams to create market and client driven approaches to help develop world-class products and services for the IP market.

Benoit Sollie

Benoit Sollie is a Qualified Patent Information Professional. He joined Cargill InfoCenter team (where he is a Senior Scientific Information Specialist) with a first focus on value-added scientific searches/analysis and end users empowerment.

Derwent™

AGENDA

The evolving global innovation landscape is reshaping the very nature of patent intelligence as we know it. Multiple forces – some predictable and some unforeseen yet disruptive innovation brought about by global events – are increasingly raising complex business questions.

Is your organization prepared? While many have tapped into the power of artificial intelligence systems, others continue to engage in practice models circa 1990.

As robust self-service quickly becomes the order of the day for information of all kinds – including IP – it requires not only that in-house patent professionals and researchers adapt, but also places new demands on organizations as a whole regardless of size.

Recent research indicates that unlocking the full transformative value of patent research is tied to a company's ability to leverage information into success. Indeed, top-performing organizations with sophisticated patent research capabilities enable deep functional expertise, identify strategic partnerships, and create clear organizing principles for R&D talent.

Derwent™

Setting the Stage for Our Discussion

- As the global innovation landscape changes at a rapid pace, multiple forces are reshaping the consumption and use cases for patent information. New technologies, changing business needs, and evolving talent markets continue to affect the nature, shape, and transformative value of patent data.

- To thrive in this new paradigm, organizations require specific tools, processes, and frameworks that utilize data effectively to empower both novice and expert users to make better decisions informed by patent research.

- The proliferation of patent data across the enterprise has opened up new opportunities that were not possible with the traditional model.

- In some organizations, prior art searches are now being pushed to R&D teams with professional subject matter experts who are best placed to understand the intricacies of technical concepts.

- Patent documents are designed to reveal the absolute minimum, with brevity and legal language often leading to misinterpretation. In addition, the original patent holder may understand and describe the invention in a unique way that's difficult to interpret. These challenges create multiple barriers for end-users and professionals alike.

Overcoming Challenges

To create real value, patent researchers need the knowledge to navigate the nuances of patent data, and the experience to align insights with legal, technical, and business knowledge.

At their core, patent research tools need to provide access to comprehensive and high-quality patent data collections. Conducting research with patchy and incomplete data sets is inefficient and risky.

Derwent™

The five attributes of a modern patent information department

- Top-performing organizations in patent research are enabled by deep functional expertise, strategic partnerships, and a clear center of gravity for organizing patent research talent.

- These five focus areas have been identified across best practice performers in the profession and should be considered to adapt and evolve the traditional model.

Derwent™

The five attributes of a modern patent information department

- Top-performing organizations in patent research are enabled by deep functional expertise, strategic partnerships, and a clear center of gravity for organizing patent research talent.

- These five focus areas have been identified across best practice performers in the profession and should be considered to adapt and evolve the traditional model.

1. Data translation
   - Communication is critical to transforming key insights into actionable objectives.

Derwent™

The five attributes of a modern patent information department

- Top-performing organizations in patent research are enabled by deep functional expertise, strategic partnerships, and a clear center of gravity for organizing patent research talent.

- These five focus areas have been identified across best practice performers in the profession and should be considered to adapt and evolve the traditional model.

1. Data translation
   - Communication is critical to transforming key insights into actionable objectives.
2. Building virtual patent search and analytics capabilities
   - Organizations can avoid the continuous cycle of recruiting and training by taking advantage of outside resources. It is essential for organizations to develop and maintain a relationship with a trusted IP services partner while staying in control of key business processes.

Derwent™

The five attributes of a modern patent information department

- Top-performing organizations in patent research are enabled by deep functional expertise, strategic partnerships, and a clear center of gravity for organizing patent research talent.

- These five focus areas have been identified across best practice performers in the profession and should be considered to adapt and evolve the traditional model.

Derwent™

1. Data translation
   - Communication is critical to transforming key insights into actionable objectives.
2. Building virtual patent search and analytics capabilities
   - Organizations can avoid the continuous cycle of recruiting and training by taking advantage of outside resources. It is essential for organizations to develop and maintain a relationship with a trusted IP services partner while staying in control of key business processes.
3. Center of Excellence (COE)
   - A COE can be incredibly beneficial in the patent space by helping to foster data transparency, translation excellence, and organizational alignment.

The five attributes of a modern patent information department

- Top-performing organizations in patent research are enabled by deep functional expertise, strategic partnerships, and a clear center of gravity for organizing patent research talent.

- These five focus areas have been identified across best practice performers in the profession and should be considered to adapt and evolve the traditional model.

1. Data translation
   - Communication is critical to transforming key insights into actionable objectives.
2. Building virtual patent search and analytics capabilities
   - Organizations can avoid the continuous cycle of recruiting and training by taking advantage of outside resources. It is essential for organizations to develop and maintain a relationship with a trusted IP services partner while staying in control of key business processes.
3. Center of Excellence (COE)
   - A COE can be incredibly beneficial in the patent space by helping to foster data transparency, translation excellence, and organizational alignment.
4. Embracing big data, data science, and AI
   - Text mining and machine learning are so universal in nature that they should become part of a central function for every enterprise. The patent field is in a unique place to benefit from big data, not through accumulation alone but also through intelligent extraction and synthesis using AI and machine learning.

Derwent™

The five attributes of a modern patent information department

- Top-performing organizations in patent research are enabled by deep functional expertise, strategic partnerships, and a clear center of gravity for organizing patent research talent.

- These five focus areas have been identified across best practice performers in the profession and should be considered to adapt and evolve the traditional model.

1. **Data translation**
   - Communication is critical to transforming key insights into actionable objectives.

2. **Building virtual patent search and analytics capabilities**
   - Organizations can avoid the continuous cycle of recruiting and training by taking advantage of outside resources. It is essential for organizations to develop and maintain a relationship with a trusted IP services partner while staying in control of key business processes.

3. **Center of Excellence (COE)**
   - A COE can be incredibly beneficial in the patent space by helping to foster data transparency, translation excellence, and organizational alignment.

4. **Embracing big data, data science, and AI**
   - Text mining and machine learning are so universal in nature that they should become part of a central function for every enterprise. The patent field is in a unique place to benefit from big data, not through accumulation alone but also through intelligent extraction and synthesis using AI and machine learning.

5. **Corporate integration**
   - When skilled people are given the opportunity to engage in value-added work that supports broader mission objectives, better decision making and a stronger competitive position are almost guaranteed.

Questions for Discussion

Why are patent researchers who sit with the R&D division are better equipped to support the innovation process?

Can there be advantages to situating patent information within a central corporate library or knowledge center of subject matter experts?

Despite an abundance of useful data, a shortage of experienced patent researchers has led to a talent gap within most organizations. How do we encourage the next generation of patent researchers and information scientists?

Derwent™

Learn more about Derwent, contact:
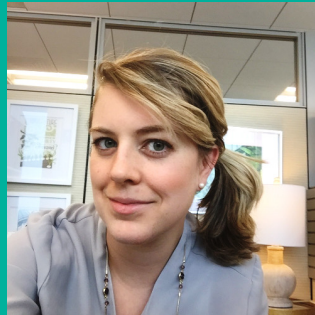
Ali Smith,
Product Marketing

Email: Alexandra.smith@Clarivate.com