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.
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Intellectual Property & Standards, Royal Phillips
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."

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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.

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.

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."
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."

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."

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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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.