

IP RULES

MAKE ACCURATE, INFORMED DECISIONS ABOUT YOUR IP PORTFOLIO



STREAMLINE IP PORTFOLIO DECISION MAKING

Given the staggering costs associated with developing intellectual property, it's imperative that your business and IP strategies be aligned in order to make informed decisions and optimize your investment. *IP Rules* from Thomson IP Management Services drive accurate decision making across the organization for more effective management of your IP rights. With *IP Rules* you can:

- Generate reminders to key personnel in your organization
- Integrate legal requirements into your business processes
- Build business safeguards on top of rules calculations
- Proactively manage your portfolio with rules-driven due dates

COMPLY WITH GLOBAL IP DEVELOPMENTS

Protect your IP rights and maximize the value of your portfolio with *IP Rules*, the industry's most comprehensive rules file covering parent/child relationships, designs, pharmaceutical extensions, patents, trademarks, domain names and more. *IP Rules* cover more than 400 jurisdictions with nearly 2,000 law changes incorporated annually.

IP Rules ensure you are equipped to accurately make payments and meet deadlines for new filings and your legacy portfolio by providing:

- Automatic patent number schema checks
- Historical coverage for proper calculation of due dates
- Support from an international network of patent and trademark authorities

CONFIGURE IP RULES TO YOUR UNIQUE BUSINESS ENVIRONMENT

IP Rules offer a range of options to help you meet your unique organizational needs, including the ability to:

- Craft customized messages that prompt docketing staff to check for specific information during the data-entry process
- Create special action dates (early or late reminders) for specific clients or attorneys
- Tailor rules to display special messages for select user groups

You will improve the management of your portfolio and your decision making with these configurable options. And, your configurations remain in effect even when the *IP Rules* are updated.

BRIEF YOUR CLIENTS AND COLLEAGUES ON CHANGES RELEVANT TO THEIR BUSINESS

Thomson IP Management Services provides a comprehensive range of support to help you use *IP Rules* effectively, including:

- Quarterly *IP Rules* webinars that review procedures for new law changes
- Quarterly newsletters summarizing *IP Rules* changes
- Monthly *IP Rules* alert bulletins providing a list of proposed rules being monitored
- Periodic workshops with advanced training and networking opportunities

Our knowledgeable staff of *IP Rules* professionals can also help you with database analysis and the review of docketing procedures through:

- On-site visits
- Web-based conferences
- Telephone or in-person consultations

WHY USE IT

- Strengthen your IP portfolio decision-making process
- Protect intellectual property by ensuring timely payments
- Improve accuracy of patent and trademark maintenance
- Save time and increase productivity with automated processes
- Verify integrity of portfolio data
- Assist with budget forecasting

WHO USES IT

- Patent and trademark attorneys
- Paralegals
- Licensing executives
- Docketing staff
- Business strategists
- IP portfolio managers



In addition, Professional Services consultants can work with you to help you maximize the value you garner from your intellectual property portfolio and make sound, strategic decisions.

FORECAST THE COST OF MAINTAINING YOUR IP RIGHTS

Increase the accuracy of your budget-planning process and quantify the value of your IP portfolio by integrating *IP Rules* with fee updates, allowing you to:

- Calculate future maintenance costs on your IP rights
- Categorize future expenses by budgetary cycle, geographic region or patent family

IP Rules make you better prepared for budget management and the negotiation of licensing agreements, mergers and divestitures.

EVALUATE NEWLY-ACQUIRED PORTFOLIOS

The comprehensive, global nature of *IP Rules* arm you with the best information for reviewing patents and trademarks new to your organization, enabling you to:

- Verify due dates when evaluating rights in a newly acquired portfolio
- Identify errors in the new records
- Provide you with a due diligence tool to analyze acquired portfolios and incorporate them into your business

LEARN MORE ABOUT IP RULES

To learn more about *IP Rules* from Thomson IP Management Services, go to thomsonipmanagement.com or contact us at ipms.info@thomsonreuters.com.

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"IP Rules from Thomson IP Management Services are essential for maintaining our entire IP portfolio. Keeping our IP data accurate and up-to-date ensures consistency throughout our organization and helps us maximize the value of our R&D investment."

– Luann McCormick
Senior Intellectual Property Specialist
University of South Florida

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