



As intellectual property (IP) has come to be recognized as the leading asset for an organization, it has moved from the purview of the legal department to front and center, requiring collaboration between many areas of the business. The Process Architect (patent pending), part of *Thomson IP Manager*® from Thomson IP Management Services, gives you the ability to create IP processes that are carefully crafted, well designed and enforceable, allowing you to collaborate, align your portfolio with the company's mission and maximize the return on your R&D investment.

ALIGN YOUR IP PROCESSES WITH YOUR IP STRATEGY—AND YOUR BUSINESS

It doesn't matter how innovative your R&D is, if the organization can't monetize it. You need to ensure that everyone, from the inventors to the senior executives and outside counsel, is working together. The Process Architect lets you determine when, where and how those touch-points are required so that you're all moving in the same direction. With it, you can:

- Apply best practices to your IP processes, but also address your organization's unique needs
- Get input from key stakeholders on the various processes, providing a common vision and ensuring buy-in

- Have end-to-end visibility into the entire IP portfolio, so you know what's coming, what needs to be maintained and what is rolling off patent
- Keep stakeholder goals in synch and your IP portfolio in alignment with the corporate strategy

PROMOTE COLLABORATION BETWEEN KEY STAKEHOLDERS

When the right parties are involved, at the right time in the IP lifecycle, you can avoid many mistakes and get to market faster. In fact, with legal, R&D, information specialists, business analysts and strategists, licensing experts and even outside counsel all making decisions about hundreds or thousands of assets—each at a different point in the lifecycle—automated coordination is critical. The Process Architect:

- Helps break down internal silos and create synergies; with the visual Process Blueprints (see page 2), interdependencies between units are exposed
- Moves each matter from specialist to specialist at the appropriate time via the Collaboration Portal, ensuring stakeholder input
- Accelerates the communication process with workflow-driven automated forms and tools

WHY USE IT

- Design, implement and enforce IP processes across the organization
- Create a structured environment for contributors to collaborate across the IP lifecycle and enhance decision making
- Minimize the risks and maximize the opportunities around your organization's most critical assets
- Ensure that your IP processes are in alignment with your corporate strategy
- Build visual process models with input from key stakeholders, flexible enough to evolve with your organization

WHO USES IT

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



MITIGATE RISKS AND MAXIMIZE OPPORTUNITIES WITH STRUCTURED PROCESSES

Organizations frequently take a silo approach to managing IP, with the various units focusing on what they do best. Using carefully crafted IP processes, each unit has the ability to understand what the other units need to be effective. The Process Architect allows you to:

- Implement a consistent, collaborative invention review process so that high-potential innovations are identified early on, as well as roadblocks and commercialization opportunities
- Provide senior IP executives with clear visibility across the IP lifecycle so that they can decide where to invest, avoid errors during maintenance reviews, make contingency plans for products going off-patent and develop metrics
- Keep the hundreds or thousands of matters moving from innovation to commercialization; uniform, automated enforcement ensures that nothing gets overlooked

LET YOUR IP PROCESSES EVOLVE WITH YOUR ORGANIZATION

Even the most carefully crafted processes will need to change from time to time. Whether you simply want to refine them or make major edits as your organization evolves, the Process Architect has the flexibility to accommodate those changes. The Process Architect lets you create an architecture that is easily extended with the addition of new step types and documents changes in each Process Blueprint.

MAXIMIZE THE VALUE OF YOUR IP PORTFOLIO WITH THOMSON IP MANAGER

The Process Architect is part of *Thomson IP Manager*, an enterprise-level, browser-based intellectual asset management solution that provides end-to-end management of your patents, trademarks, licenses, conflicts and more for a clear understanding of your portfolio.

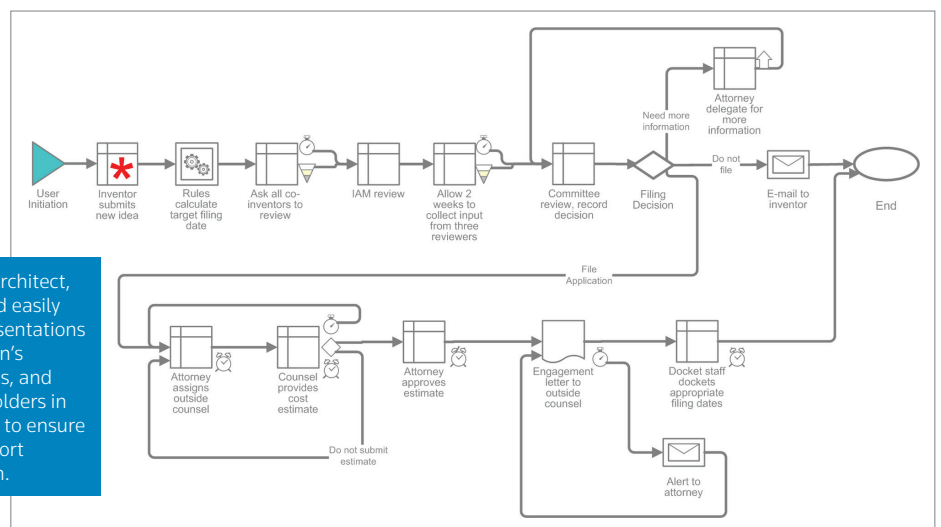
Thomson IP Manager is:

- Highly flexible, with a Configuration Engine that allows administrators and even users to configure screens and fields to meet their needs and preferences
- Designed with Lean Six Sigma processes
- Built around the most comprehensive *IP Rules* database in existence
- Backed by the most reliable patent and trademark payment services in the industry

With *Thomson IP Manager*, you have the information you need to collaborate and make better decisions across the IP lifecycle, raise the value of your portfolio and align your IP strategy with the business.

LEARN MORE ABOUT THE PROCESS ARCHITECT

To learn more about the Process Architect, part of *Thomson IP Manager* from Thomson IP Management Services, go to thomsonipmanagement.com or contact us at ipms.info@thomsonreuters.com.



With the Process Architect, you can quickly and easily create visual representations of your organization's unique IP processes, and involve key stakeholders in the design process to ensure accuracy and support for implementation.

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