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Product News & Reviews

Thomson IP Manager: Portfolio Power

FEATURED PRODUCT

These days, making good decisions quickly is the key to ensuring an enterprise's well-being and keeping a secure foothold in a competitive marketplace.

"Enterprises today are sitting on a variety of intellectual property (IP) in a very competitive environment," says Cynthia Murphy, vice president and general manager of Thomson IP management services. "There's more emphasis now on IP and more emphasis on the IP life cycle." And



this is the core objective that is driving Thomson IP Manager 3.0; it's designed to provide customer-focused solutions to streamline how enterprises manage patents, trademarks, invention disclosures, and licensing agreements to leverage IP assets.

"It just makes sense in this economic climate," says Murphy. The latest version offers a platform where stakeholders within and outside the organization can improve the entire IP management process, from accelerating decision making to boosting productivity to protecting IP assets. Who uses it? Patent and trademark attorneys, licensing managers, R&D staff, IP portfolio managers, brand name product managers, and business managers.

Armed with the patent-pending Process Architect, enterprises can customize Thomson IP Manager 3.0 according to their IP workflows. Each step involving IP issues can travel seamlessly from specialist to specialist in one portal that lets stakeholders collaborate in the process. This portal platform becomes the central point for portfolio management, says Phil Henderson, vice president of client operations. "It consolidates all IP and business specialists on the same application," he says. "With the number of different audiences involved in the process, it becomes a fairly defined life cycle that resembles more of a moving solar system, from the research innovation phase through applications and prosecution to maintenance, licensing, and assertion. The processes are not linear." The IP Manager becomes the facility where key players can build conduits to reach the next step in the process. "It's a complete end-to-end management system," he says.

"Enterprises need to store data that is important to their particular organization," says Murphy. "Nothing is consistent in the pharmaceuticals, law, or consumer goods fields. They all need some sort of flexibility in the IP management process."

Version 3 is secure; as a complete rights management system, it eliminates the need for IT support, which is another plus in today's belt-tightening economy. "The processes are role-based, and responsibilities can be mixed and matched according to need," says Henderson. "There are different requirements for different people. The Process Architect is very graphical in that users can create and communicate with each other during the process as they move from Step A to Step B."

The IP Manager can align IP processes with business strategies, says Murphy. "By accelerating the process, enterprises can drive new revenue opportunities," she says. "The result is better collaboration and a way to get products to market that much faster."

—Barbara Brynko