USE OF IDENTIFIERS FOR APPLICANTS BY IPOs

Response ID:31; Data

1. Country Code page

1. Please enter the two-letter country code corresponding to your Office or Organization.

NZ

2. Question page

2. 1. What are the perceived advantages of using Applicant Identifiers in your Office? Please mark all that apply:
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

1a. advantages for the Office itself:

Effective management of applicant information
Easy to change applicant's information in all relevant records simultaneously

3. 1b. Advantages for Applicants and Patent Information Users:

No need to repeatedly input the same information
Eliminating confusion and inconsistency by unifying multiple versions of an applicant name into a single, standardized name
Improving accuracy for re-assignments

4. 2a. Does your Office publish (or intend to publish) the identifier(s) you use (or plan to use) assigned to the applicant?
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

Yes
Comments:

5. 2b. If yes, how:

The unique clientID is displayed on IP case biblio
The ClientID is a search option for public users
New Zealand businesses may include their New Zealand Business Number (NZBN) or used it to create/update their information; n these case it is also searchbale.

6. 3. Does your Office include (or plan to include) the identifiers in the set of data for the exchange of patent information with other IP Offices?
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

Yes
Comments: ClientID is included in some extracts (e.g. via API) Inclusion of this and NZBN in other extracts will be considered in the future.

7. 4. Which approach to assigning identifiers does your Office use (or plan to use)?
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

Normative (code assigned by a national authority)

8. 5. How does your Office ensure that an applicant has only one identifier?
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

In case of national applicants,: New Zealand Business Number (NZBN) is unique for a client record. Where a national applicant does noty use NZBN we use the same approach as for foriegn applicants.
In case of foreign applicants,: Not strictly enforced, so some duplication occurs. User creating new records must search first to minimise the chance of duplication.

9. 6a. What information does your Office request in order to determine identifiers for national applicants?

For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

Copy from the register of legal entities
Other. Please specify:: Internally managed identifier
Comments:

10. 6b. What information does your Office request in order to determine identifiers for foreign applicants?
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

Other. Please specify:: internally managed identifier

11. 7a. Does your Office consider that a Global Identifier (GID) would be a desirable solution for applicant name standardization?

Yes
Comments:

12. 7b. If yes, could you suggest how the GID should be established and maintained?

A GID could reuse identifiers where there are national systems such as NZBN.
With many systems and schemes involved, the GID could reference the office/system and identifier, to support automation of update and validation processes. Applicants will more likely be familiar with their country's identifiers.

13. 7c. In case a GID is established, will your Office use both the GID and a national identifier at the same time, or will your Office use the GID instead of a national identifier?

Both.
We will retain National Identifiers for the broader use across government and business services and GID for global IP use

14. PART B - NO IDENTIFIER

8a. **If your Office does not use or does not intend to use identifiers for applicants, please explain why:**
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

15. 8b. Please describe any alternative approach to the use of identifiers that your office is using or contemplates using,

including how that approach deals with issues of name ambiguity (misspellings, multiple spellings, different character sets, etc):
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

16. 9. Please explain any drawbacks or legal complications your Office may have related to using identifiers:
For purposes of this survey, applicant identifiers refers to standardized names or numeric codes which belong to a single legal entity. See question 6a for examples.

17. 10. Which of the following options would you consider for investigation in your Office?

*[Note * Normalization – correction of "trivial" errors (which leave the possibility of multiple name variants for one applicant)*
*** Standardization – using one name variant for an applicant (which might not be the ultimate owner, as IP rights can be registered in the name of a subsidiary when the beneficiary is the parent company)]*

Please mark each option that you choose with (L: Low), (M: Medium) or (H: High) depending on the priority attributed by your office.

	L: Low	M: Medium	H: High
Use of identifiers			X
Normalized* names			X
Use of "dictionaries" of patentee names by patent information		X	
Use of standardized** names designated by applicants		X	

Other. Please specify:

18. 11. What is your Office's desired outcome from the Name Standardization Task Force (set of recommendations, public database, etc.)? Please explain:

Recommendations

19. 12. Where should the standardization effort be focused? For example, on internal systems in IPOs or for externally-held IP databases?
Internal IPO systems first for a ground up approach. and re-use what is already in place and good practice that other offices could take up.

20. 12a. Does your Office use (or plan to use) a computer algorithm for the normalization or standardization of applicant names?
Not sure
Comments:

21. 12b. If yes, please briefly describe the algorithm.

A detailed description is not necessary. If the algorithm has a commonly recognized name, that may

be sufficient. If not, a few words or sentences describing the general approach of the algorithm are enough. If multiple algorithms are used in combination, please briefly explain each one.
Example: "The algorithm removes non-latin characters and repeated whitespace, then uses a dictionary to replace known abbreviations with a standard format, such as "L.L.C." and "LLC." being replaced with "LLC".

22. 13. If Offices use different approaches to managing applicant names, should the standardization effort harmonize the different approaches for the purpose of the international exchange of patent information?

Yes.