WIPO Regional Training Workshop on Data Quality Management, Exchange, and Online Services

Introduction to Data Governance & Stewardship

Gregory Sadyalunda
Project Manager, IPOBSD
Data Governance
Data Governance

The formal orchestration of people, process, and technology to enable an organization to leverage data as an asset.

Data governance Model is a set of processes, policies, standards and technologies required to manage and ensure the availability, accessibility, quality, consistency, auditability, and security of data within the organization.
Data As An Asset for IP Office

• Data Should be accepted as an asset of an IPO
  • Data Quality should be part of everyone’s job description
  • Data Quality should be a parameter of performance evaluations and incentive packages
• Employees should be assigned responsibility of data
  • Stewardship responsibility including
    • Establishing and forcing the policies
    • Defining data quality parameters and standards
    • Data classifications and processing
  • Address the major reasons for the failure to fill this role
    • Data is not recognized as an asset
    • Political or cultural consideration (e.g. who should be responsible for IP data)
    • The difficulty involved and other priorities
• Data should be modeled like other assets
• Compromise between accuracy and availability of data
Data Governance Challenges

- Cultural barriers
- Lack of senior-level sponsorship
- Underestimating the amount of work involved
- Long on structure and policies, short on action
- Lack of organization commitment
- Trying to move very fast from no-data-governance to data governance
- A lack of cross-organizational data governance structures, policy-making, risk calculation or data asset appreciation, causing a disconnect between business goals and IT programs.
- Governance policies are not linked to structured requirements gathering, forecasting and reporting.
- Risks are not addressed from a lifecycle perspective with common data repositories, policies, standards and calculation processes.
- Metadata and organization glossaries (WIPO Standards) are not used as to track data quality, bridge semantic differences and demonstrate the business value of data.
Data Governance Process

- Identify Target Source
- Identify Current Registration Processes
- Document the current Data Lifecycle
- Perform proper Data Profiling
- Governance Mission, Strategy, metrics and success measurements
- Compliance to internal standards, policies and guidelines based on contracts, SLAs and Data definitions
- Governance Office Data Stewards, stakeholders
- Sponsorship
- Strategic Direction
- Funding
- Advocacy
- Oversight

- Identify Data cleansing Rules
- Identify Rules of duplications
- Identify Critical data changes
- Governance Office
WIPO Standards

- Recommendations
- Adopted by the WIPO Member States
- Addressed to
  - IPOs
  - Applicants
  - Users of IP information
  - IP information providers, etc.
- Used in WIPO services and software solutions for
  IP Offices
  - IPAS
  - WIPO Scan
  - WIPO CASE, etc.
WIPO Standards (cont’d)

Available in Part 3 of the WIPO Handbook on Industrial Property Information and Documentation

Four groups

- of general nature
- relating to patent information and documentation
- relating to trademark information and documentation
- relating to industrial design information and documentation
WIPO Standards in patent documents

- Dates – ST.2
- Country codes – ST.3
- INID codes – ST.9
- Numbers – ST.13
- Citations – ST.14
- Kind codes – ST.16
WIPO Standards in trademark documents

- Dates – ST.2
- Country codes – ST.3
- INID codes – ST.60
- Numbers – ST.13
- Figurative elements – ST.67
WIPO Standards in industrial design documents

- Dates – ST.2
- Country codes – ST.3
- INID codes – ST.80
- Numbers – ST.13
WIPO Standards in publications

- In databases:
  - IP offices’ publications;
  - Data dissemination systems under PCT, Madrid and Hague;
  - PATENTSCOPE;
  - Global Brand Database;
  - Global Design Database.

- In Gazettes

- In data exchange
  - XML
IPO practices

Part 7 of the WIPO Handbook on Industrial Property Information and Documentation contains information about:

- Dates (variations of representation) – Part 7.1
- Numbering systems – Part 7.2
- How to interpret parts of application numbers assigned by different IPOs?
- Kinds of patent documents – Part 7.3
- What do codes A9, B2, M, P4, T3, etc., mean on patent documents issued by different IPOs?
- … etc.
Useful links

- **WIPO Handbook on Industrial Property Information and Documentation**

- **Standards**

- **Examples and IPO practices (surveys)**

Contacts

- **General questions**  cws.mail@wipo.int
- **Questions about CWS Surveys**  cws.surveys@wipo.int