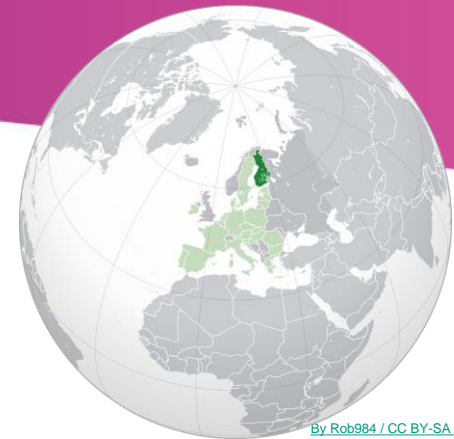




Cleaning customer data at the application-registration phase

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Finnish Patent and Registration Office



By Rob984 / CC BY-SA 4.0

2024 statistics:

Patent

- *National applications: 1,829*
- *Validated EP patents: 3,248*
- *PCT RO: 768*
- *PCT ISA / IPEA: 202*

Utility model

- *Applications: 192*

Trademark

- *National trademark applications: 2,388*
- *International registrations designating Finland: 764*

Designs

- *National applications: 71*

Small application numbers, ➡ partly a manual checking process

BackOffice

- Trademark, Design and Patent backoffices based on EUIPO code
- Separate systems and databases, essentially the same data model
 - Dedicated person databases for party information
 - UTF8
- Flexible model to administer person / legal entity data:
 - Applicant / Owner / Agent / Inventor roles
 - Each legal entity/person record can be attached to several dossiers (applications)
 - *The same person can have different roles in different dossiers*
 - Each record has a validity period and an active/inactive status
 - Each record can have multiple addresses with active/inactive status

Tired of cleaning?

- Pay attention to how customers input data
- UI / UX problem
- Provide prefilled data if possible
- Try to match customer data to existing customers, and avoid duplicates
- No transliteration, transcription or translation
 - Drawbacks:
 - No support for the customer's name in native characters of the customer's language
 - Modifications made by Agents



Trademark form

- IMPORT DETAILS FROM YTJ
 - Key data automatically filled by using Finnish Business ID
- Prefilled business register data can be edited according to customer needs
- Fields:
 - Business ID
 - Company name
 - Domicile / Home Contry
 - Street / P.O. Box / Address number
 - Postal Code / Post Office
 - Telephone Number / Email
 - Website
- Finnish personal identity code for private person applicants

Fill in the applicant's details

Type of applicant

- ☐ Private person or company name of private trader ☒ Company or organisation

Select identification information

- ☒ The company or organisation has a Finnish Business ID
☐ The company or organisation does not have a Finnish Business ID

Business ID *

0244683-1

[Search Business ID at ytj.fi](#)

IMPORT DETAILS FROM YTJ.FI

Name of the company or organisation *

Patentti- ja Rekisterihallitus

Domicile *

Helsinki

Home country *

Finland

Mailing address

Street name or P.O. Box *

For example, Rantatie or P.O. Box 12

Address number *

For example, 1 A 2. Fill in a hyphen if the address is a P.O. Box

Postal code *

00091

Post office *

Prh

Country *

Finland

Telephone number

Email *

Website

Cancel

+ Save

+ Add representative



Patent form

- Based on EPO Front Office
- Supports address books, the applicant/agent can reuse the person's details
- IMPORT DETAILS FROM YTJ
 - Not yet supported – coming
- Fields:
 - Country of principal place of business
 - Business ID
 - Company name
 - Street / Address number
 - P.O. Box
 - Postal Code / Post Office
 - Country
 - Telephone Number / Email

Details of company or organisation

 ?

Address details

ⓘ The street name and number or the PO Box are required

Matching customer data

■ Choose one representative record for each legal entity/person

■ Master Record

- *Based on business ID / Person ID (patent)*
- *Or first duplicate record (Trademark)*

■ For a new application filing

■ Test whether applicant/agent details are identical to the corresponding Master Record already existing in the database

■ Use the existing record, if possible

■ If a match is not found, create a new entity, set it as the Master Record

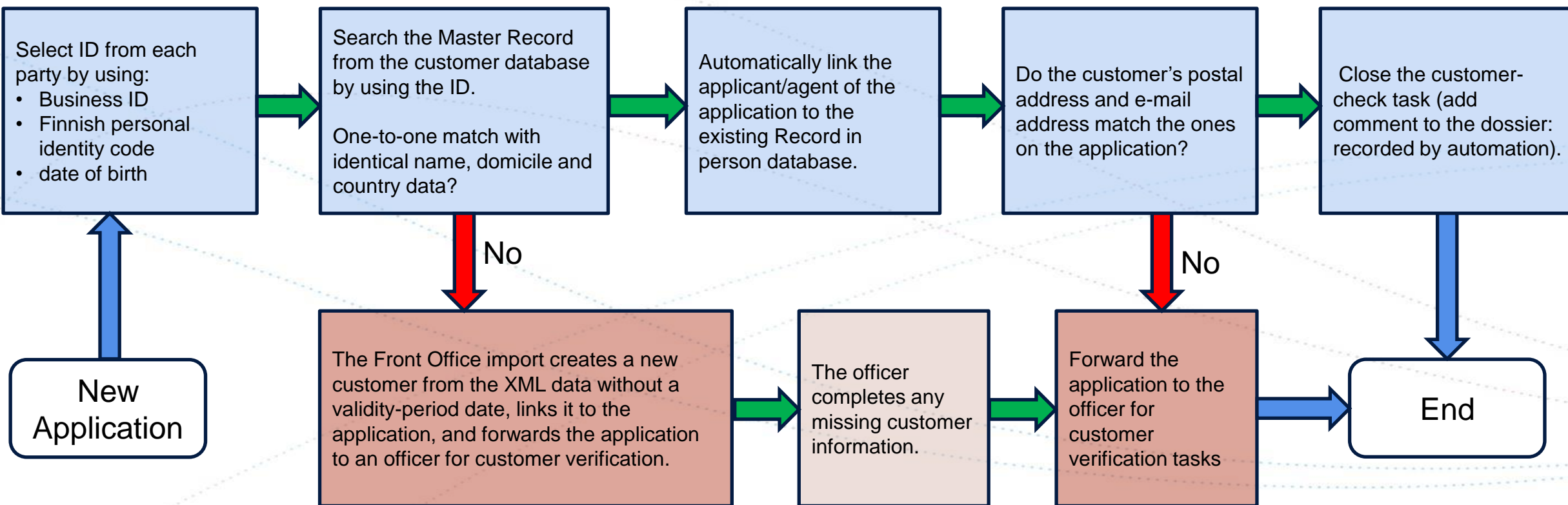
■ Update Master Records within the framework of national legislation and the PCT regulations.

- *Contact the customer*
- *E.g., add extra data or correct clerical errors.*

■ The testing process can be partly automated

■ Send problematic cases to manual process

Matching and joining Patent data



Process for the new Front Office / under development
by Kimmo Kärkkäinen & Turkka Vaahtolampi

Summary

- Analysing and cleaning historical data is always a challenge
- Unambiguous master records cannot always be defined
- The key is to pick a sufficiently representative master record and start continuous data cleaning as part of the application-intake process
- GID – Global Identifier Project is critically important; using the global identifier alongside the Finnish Business ID would be a significant advantage.

Thank you !