

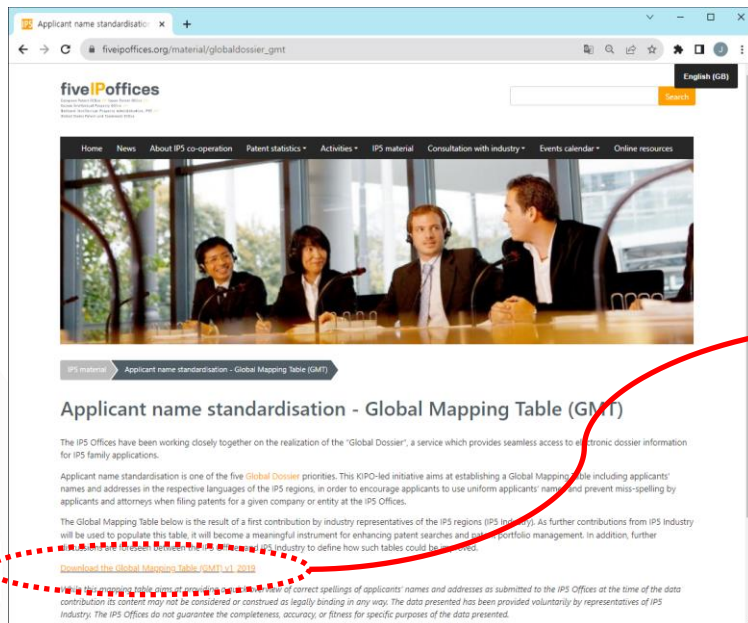
IP5 Applicant Name Standardization: Current Status

Name Standardization Workshop | May 12, 2025 | Geneva

Global Mapping Table (GMT)

❖ GMT for the Applicant Name Standardization (ANS) initiative

- A total of 59 companies requested participation in Global Mapping Table(GMT).
- In the 2022 IP5 Global Dossier Task Force, the IP5 Industry requested that ANS should be considered in the context of global assignment.



The screenshot shows an Excel spreadsheet titled 'GMT_final_02122019 (1).xlsx'. The table contains data for various companies, including AGFA NV, AGFA-GEVAERT NV, DAIMLER AG, and BASF SE. The table is organized into columns for ID, address, and company name in multiple languages.

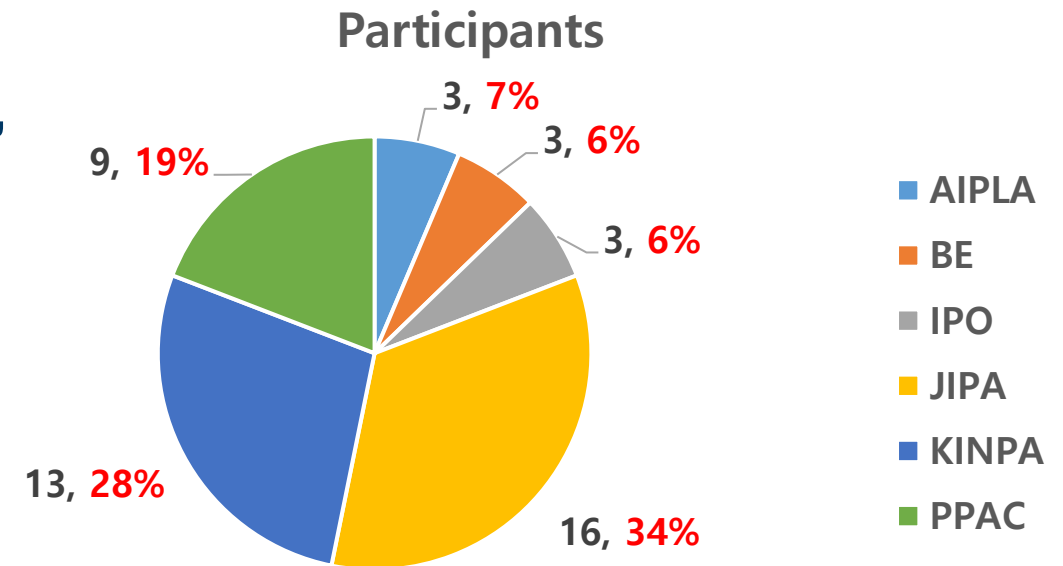
ID	address	address	address	address	address
E0001	AGFA NV	アグファ・ナムローゼ・フエンノットシャップ	507258473	아그파 엔로이 (Agfa NV)	5-2007-015077-5
	Septestraat 27, 2640 Mortsel, Belgium	ベルギー・ゼー2640モルトセル・セプテストラート27		벨기에 비-2640 모르트셀 셉테스트라트 27 (Septestraat 27, B-2640 Mortsel, Belgium)	
				比利時莫塞爾	Septestraat 27, 2640 Mortsel, Belgium
E0001	AGFA-GEVAERT NV	アグファ・グブエルト・ナムローゼ・フエンノットシャップ	593194476	아그파-게버르트 엔로이 (Agfa-Gevaert NV)	5-1998-071441-1
	Septestraat 27, 2640 Mortsel, Belgium	ベルギー・ビーゼ2640モルトセル・セプテストラート27		벨기에 비-2640 모르트셀 셉테스트라트 27 (Septestraat 27, B-2640 Mortsel, Belgium)	
				比利時莫塞爾	Septestraat 27, 2640 Mortsel, Belgium
E002	DAIMLER AG	ダイムラー・アクチエンゲゼルシャフト		다임러 아게	
	Mercedesstraße 137, 70372 Stuttgart, Germany	ドイツ連邦共和国 フォルクスワーゲンシュタット・メルセデスシュトラッセ 137		독일 슈투트가르트 70372, 메르세데스슈트라세 137	
				德國斯圖加特	Mercedesstraße 137, 70372 Stuttgart, Germany
E0008	BASF SE	ビーエスエフ・シュエツェ・ヨーロピア			
	Carl-Bosch-Strasse 38, Ludwigshafen, Germany	ドイツ連邦共和国 ルートヴィヒスハーフェン (市地なし)			
				德國路德維希港	Carl-Bosch-Strasse 38, Ludwigshafen, Germany

Suggestion for Conducting a Survey

- ❖ In 2023 IP5 Working Group 2 meeting,
 - KIPO presented two methods: ① data cleaning and ② issuance of Global Identifier.
 - KIPO suggested conducting a survey on Applicant Name Standardization (ANS), encompassing these two methods, within the IP5 Industry.
 - KIPO further proposed engaging in in-depth discussions among the IP5 Offices based on the survey results, a proposal that received agreement from the IP5 Offices.

Survey Results on ANS (1/6)

- ❖ The purpose of this survey is to seek input from the IP5 industry concerning the anticipated final deliverables for "Applicant Name Standardization."
- ❖ General Information
 - The number of participants is 47.
 - The need to identify applicants in each office, and the corresponding need for name standardization, seems to be less understood compared to the industry's strong demand for Global Assignment.

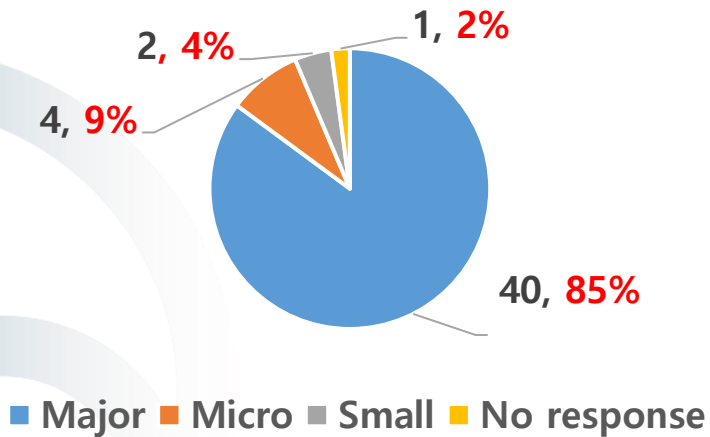


Survey Results on ANS (2/6)

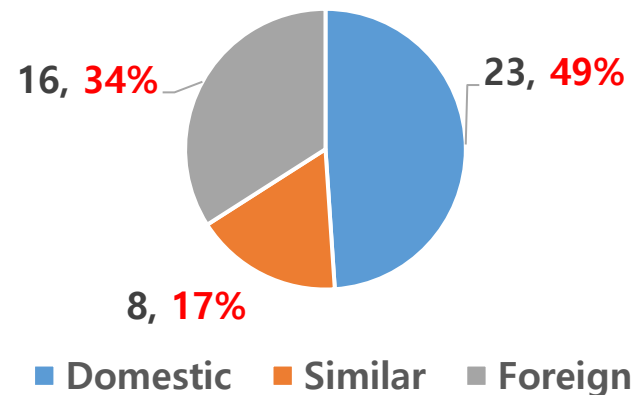
❖ Company's Size Classification & Filing Volume

- The survey was primarily participated in by large organizations.
- Larger organizations appear more likely to participate than SMEs, which may lack intellectual property capabilities.

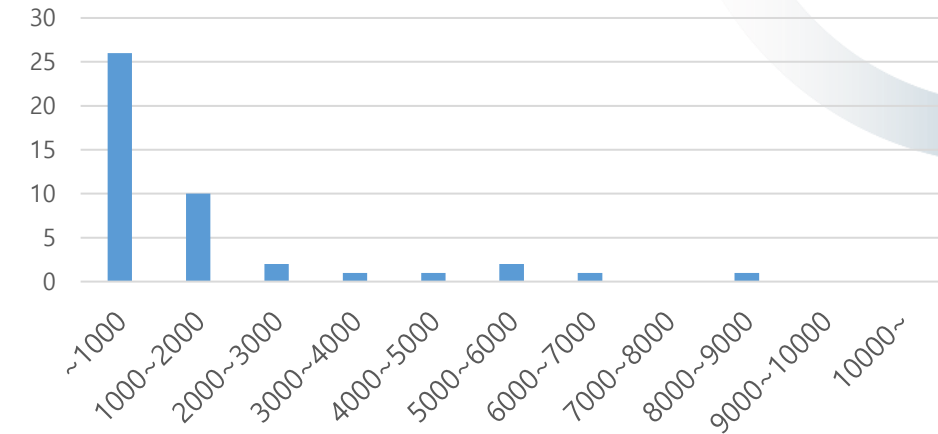
Company's Size



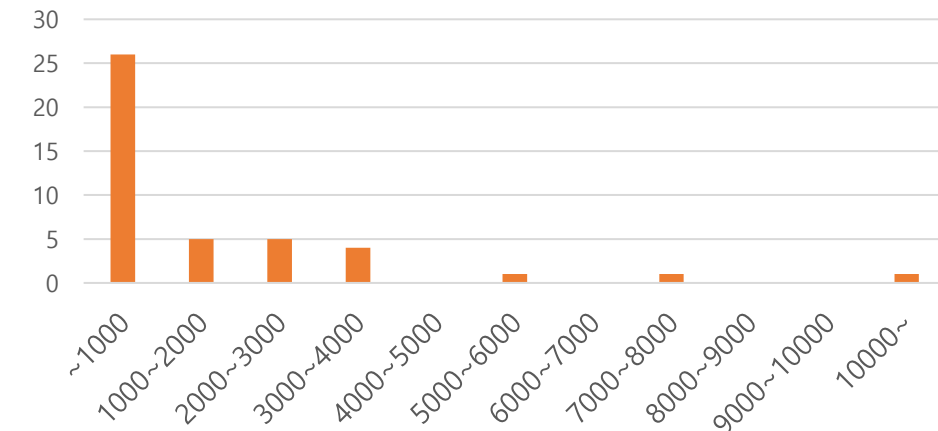
Filing Ratio



Domestic Filing



Foreign Filing

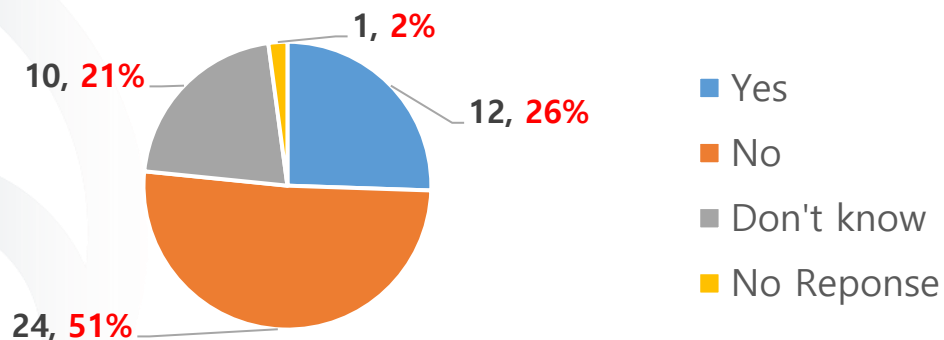


Survey Results on ANS (3/6)

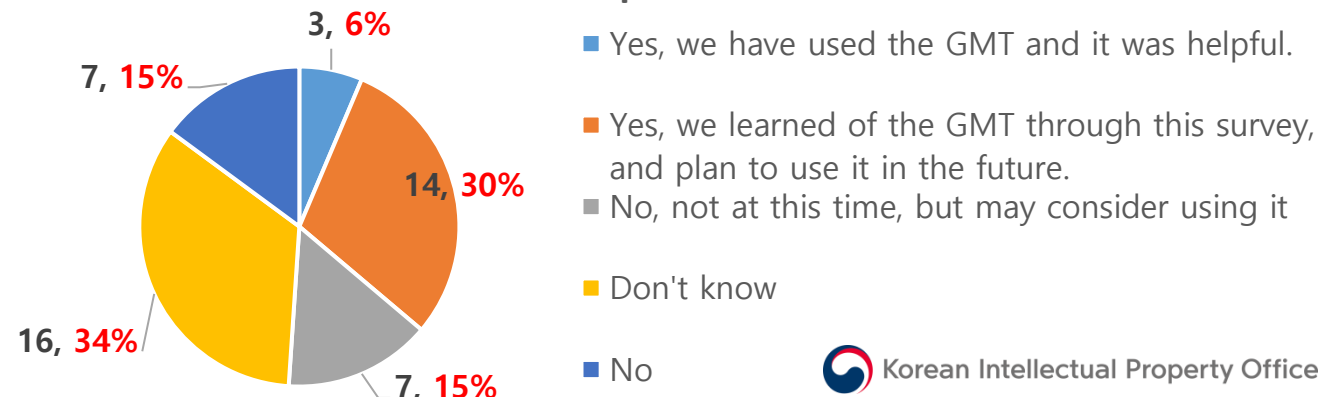
❖ Perceptions of the Global Mapping Table

- Half of the survey participants did not take part in GMT.
- The most common reason for not participating was a lack of awareness about its existence.
- Is GMT Helpful?
 - If more companies participate, there is a benefit to publishing our name in GMT and being able to look up the IP of others who have done the same.
 - However, if only our company participates while others in the industry do not, it may weaken the internal case for why we should continue participating in GMT.

Is your company's name publicly available through the Global Mapping Table?



Is GMT helpful?

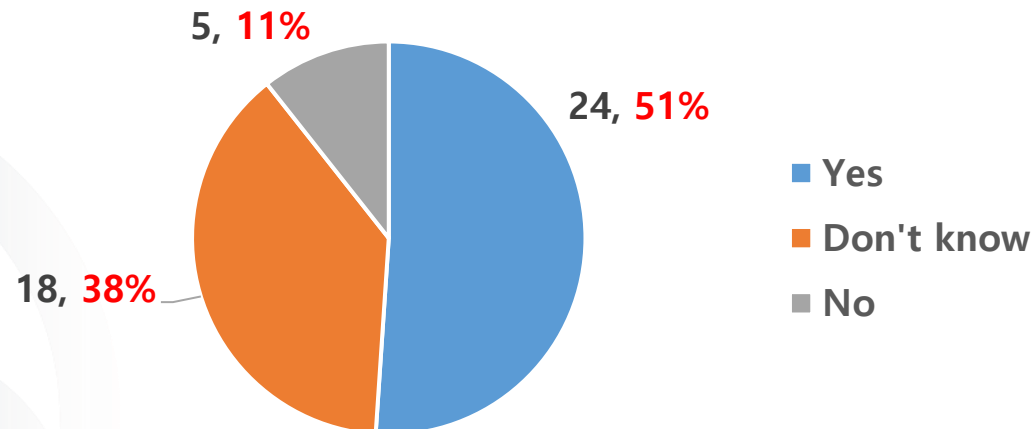


Survey Results on ANS (4/6)

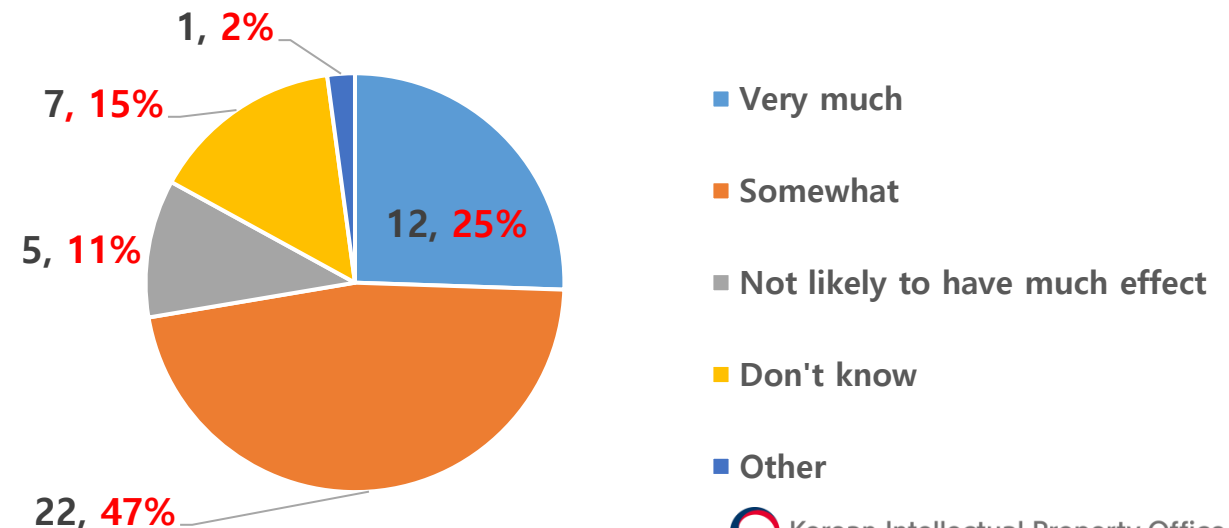
❖ Automated Maintenance and Disclosure of Applicant Name Data

- Helpful if the applicant agrees to the corrected name and the automation is accurate.
- Counterproductive if inaccurate.
- **Ideally useful, but responders expressed doubts about its feasibility.**

Do You Support Automated Maintenance and Disclosure of Applicant Name Data?



Expectation for Automated Maintenance and Disclosure of Applicant Name Data

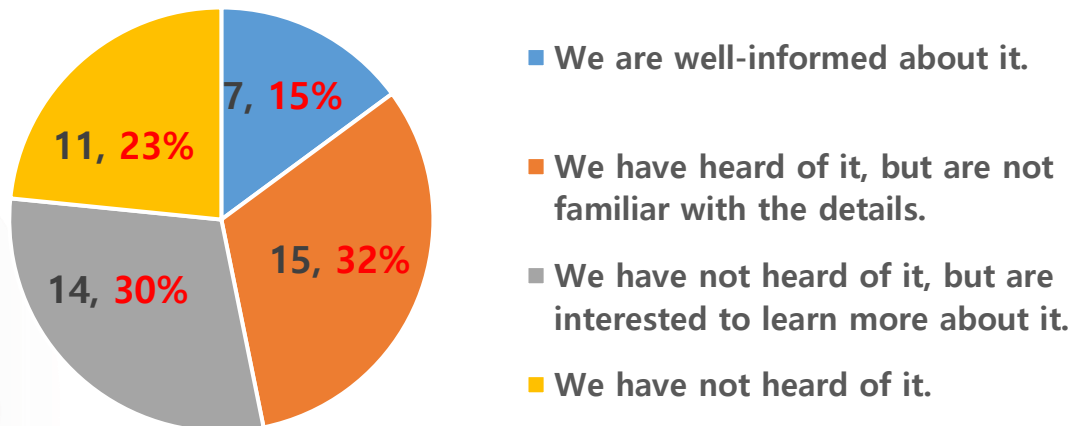


Survey Results on ANS (5/6)

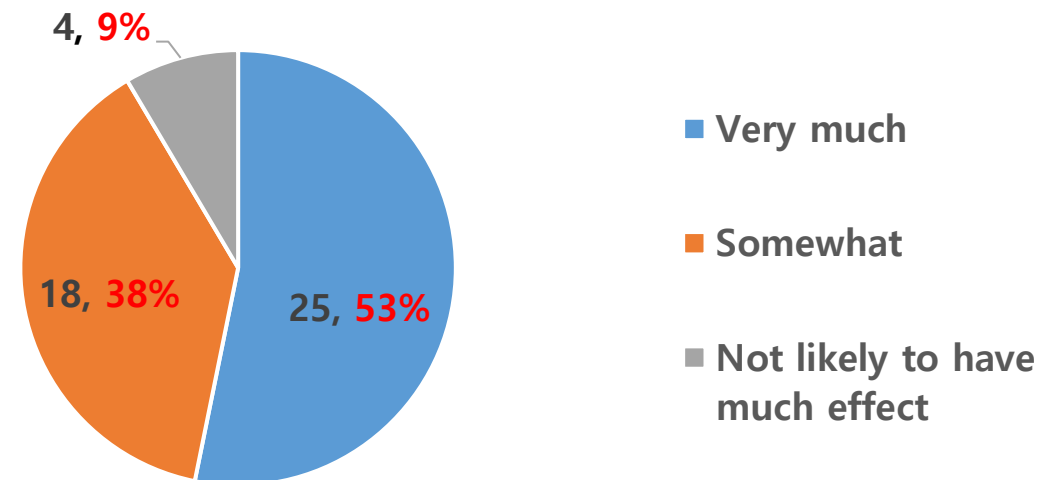
❖ The Global Assignment Initiative

- The Global Assignment initiative is less well-known than expected (less than 50%).
- However, the Expected effectiveness is very high at 91%.

How familiar are you with the Global Assignment initiative being undertaken by the IP5 offices?



Cost and Time Savings from Global Assignment Initiative

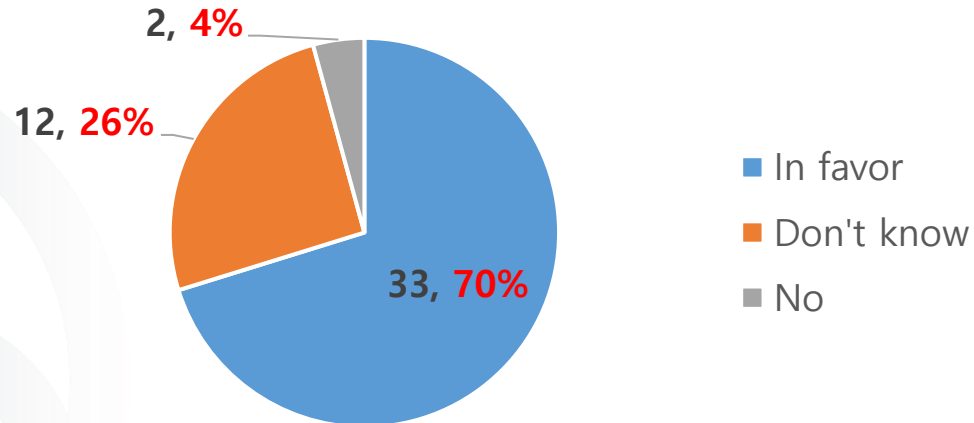


Survey Results on ANS (6/6)

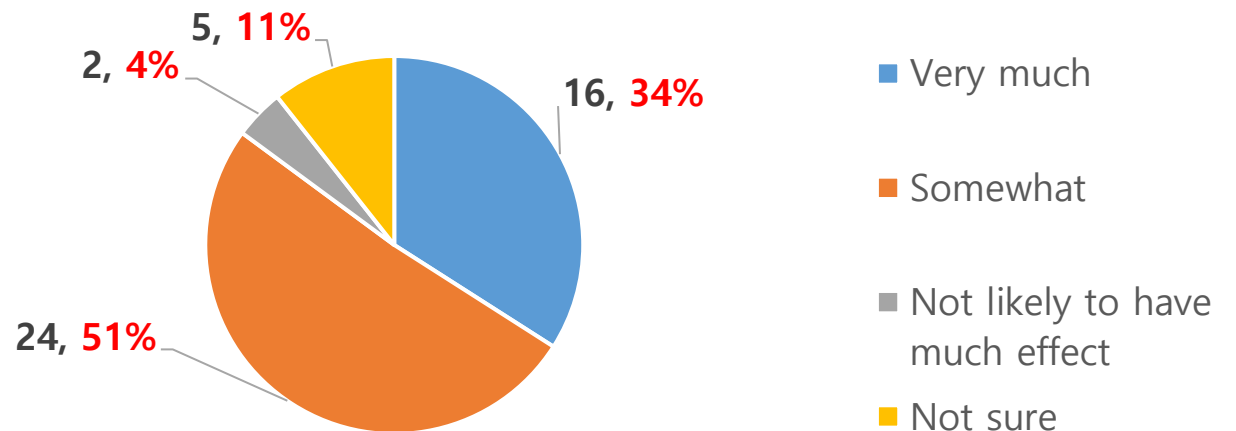
❖ WIPO GID Discussions for Global Assignment Initiative

- Similar to expectations, participants appear to be in favor of this idea at 70%.
- GID is Helpful for transferring IP rights but not for prosecution, according to some.

GID Discussions for Global Assignment Initiative



The Usefulness of GIDs for prosecution, transferring IP rights, etc.



Review of Findings (1/4)

❖ Representativeness and Trends

- The representativeness of the results is limited considering the overall membership of the IP5 industry.
- However, given the nature of the open-ended responses, a significant increase in survey participants is unlikely to drastically alter response trends.

Review of Findings (2/4)

❖ Potential for Standardization of Applicant Names Through the GMT

- The survey indicates that current GMT participants are primarily companies that do not need to check others' statuses—either those with a dominant position in the industry or those actively promoting their IPRs.
- Due to the limited number of participants willing to disclose their language-specific names to the GMT, achieving the condition of Task Closure presented in 2022 does not currently seem feasible.
- Furthermore, it is unclear whether the GMT is being utilized for e-filing at the respective offices, making it difficult to assess its impact on search and statistical accuracy.

<Conditions of Task Closure presented in 2022>

This task can be closed, taking into account the below:

- ✓ Whether continuous GMT updates are possible without efforts by KIPO and IP5 Industry, due to voluntary participation of businesses or accumulation of information according to the Global Assignment Project.
- ✓ Whether the volume of GMT become acceptable for IP5 Offices and Industry.

Review of Findings (3/4)

❖ Automated Maintenance and Disclosure of Applicant Name Data

- Realistically, no office can achieve a 0% error rate in data cleaning.
- The resources invested by IP5 offices in data cleaning for improved search and statistical accuracy and increased efficiency of Global Assignment may not justify the effort.
- The cost of addressing the adverse effects of data cleaning errors, including obtaining applicant consent for name revisions and managing administrative procedures, cannot be ignored.

Review of Findings (4/4)

❖ 2024 IP5 Heads of Office and IP5 Industry Meeting

- IP5 industry favors issuing WIPO GIDs for users seeking Global Assignment service.
- Unlike the early stages of the Applicant Name Standardization initiative, IP5 industry now sees the potential of using these IDs to implement essential services.
- Rather than overhauling the entire applicant name database or making the revised data publicly available, the focus should be on ensuring the use of a uniform applicant name and preventing misspellings by applicants and attorneys to implement a targeted service such as Global Assignment.

Proposal for Next Steps (1/2)

❖ Suggestions from KIPO

■ Tasks

- ✓ **Current:** establishing a global mapping table including applicants' name and address in the respective languages, in order to recommend an applicant to use a uniform applicant's name and prevent miss-spelling by applicants and attorneys
- ✓ **Future:** Issuing and accepting uniquely distinguishable IDs or WIPO GIDs for users utilizing IP5 collaborative services to enabling services such as Global Assignment, at least to the extent that they are implementable.

■ Conditions for Task Closure

- ✓ **Implement the capability to issue and accept uniquely distinguishable user IDs or WIPO GIDs to support the implementation of IP5 collaboration services, such as Global Assignment.**

Proposal for Next Steps (2/2)

❖ Benefits of Using an ID

- Applicant information is effectively managed.
- Applicants avoid inconvenience to input their information repeatedly.
- ID entry allows for the automatic input of name and address, ensuring a uniform applicant name and preventing misspellings by applicants and attorneys.
- Applicants information in multiple applications can be changed at a time.
- IP statistics based on applicant can be easily produced.

IP5 Industry Feedback for KIPO's Suggestion

- ❖ **Industry supported KIPO's suggestion to revise the closure conditions for this task at the GD TF meeting in March 2025.**
 - **Additional survey with more participants is unnecessary.**
 - **Industry sees no need to continue the existing task of establishing the GMT.**

Future Plans

❖ Future Plans

- Present the survey results on Applicant Name Standardization and the outcomes of the IP5 WG2 and GD TF discussions at the IP5 Heads Meeting in May 2025.
- Proceed with Task Revisions:
 - ✓ Revise the Applicant Name Standardization initiative based on KIPO's proposed approach, with consensus from IP5 offices and IP5 industry.
 - ✓ Update the Conditions of Task Closure to align with the revised initiative.
 - ✓ Identify key action items needed to achieve the Conditions of Task Closure.

Thank you!