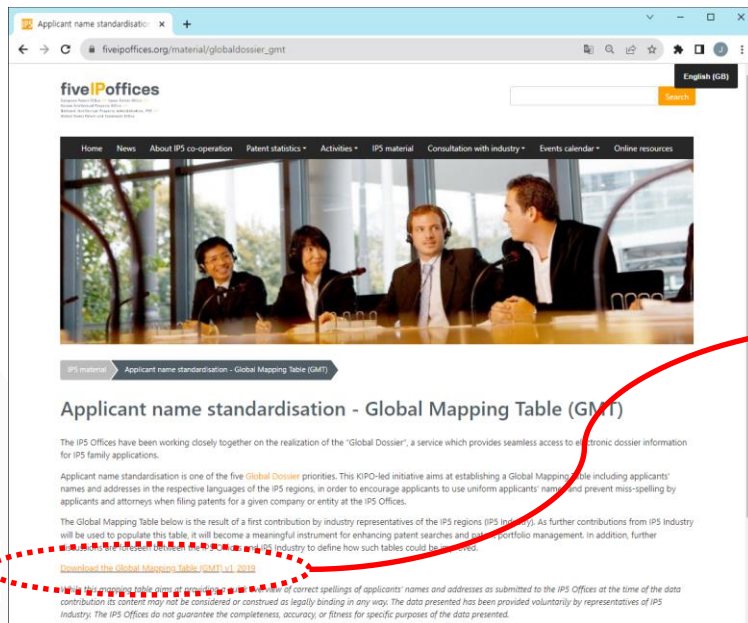


IP5 Applicant Name Standardization and Global Identifier

CWS/11 | December 4-8, 2023 | Geneva

Recent Progress – Global Mapping Table

- ❖ Recent progress of the Applicant Name Standardization (ANS) initiative of the IP5
 - 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.



ID	address	address	address	address	address
E0001	AGFA NV Septestraat 27, 2640 Mortsel, Belgium	アグファ・ナムローゼ・フエンノトシャープ ベルギー・2640モルセル・セプテストラート27	507258473	아그파 엔로이 (Agfa NV) 5-2007-015077-5	愛克發有限公司 AGFA NV Septestraat 27, 2640 Mortsel, Belgium
E0001	AGFA-GEVAERT NV Septestraat 27, 2640 Mortsel, Belgium	アグファ・グヴェルト・ナムローゼ・フエンノトシャープ ベルギー・ビー2640モルセル・セプテストラート27	593194476	아그파-게버르트 엔로이 (Agfa-Gevaert NV) 5-1998-071441-1	愛克發・格德特公司 AGFA-GEVAERT NV Septestraat 27, 2640 Mortsel, Belgium
E002	DAIMLER AG Mercedesstraße 137, 70327 Stuttgart, Germany	ダイムラー・アクチエンゲゼルシャフト ドイツ連邦共和国 フォルクワグシュタットガルト、メルセデスシュトラッセ 137		다임러 아게 독일, 슈투트가르트 70327, 메르세데스슈트라세 137	戴姆勒股份公司 DAIMLER AG Mercedesstraße 137, 70327 Stuttgart, Germany
E0003	BASF SE Carl-Bosch-Strasse 38, Ludwigshafen, Germany	ビーエヌエフ シェミカル・ヨーロッパ ドイツ連邦共和国 ルートヴィヒスハーフェン (当地なし)			巴斯夫欧洲公司 BASF SE Carl-Bosch-Strasse 38, Ludwigshafen, Germany

Reconsidering Applicant Name Standardization

❖ Applicant Name Standardization Initiative of the IP5

- This initiative is needed to provide Global Dossier Services such as Inter-office Document Sharing, Global Assignment, etc. Particularly, such services require identifying each applicant uniquely at the global level.
- However, it is necessary to revisit whether every applicant wants a globally unique identifier that falls into the intense level of name standardization.
- Referring to the IP5 Statistics Report 2021, *the ratio of applications with more than or equal to 1 patent family is 13.1%*.
In this context, we can imagine about 13.1% of the IP5 applications need Global Dossier Services with globally unique identifiers.

Year of priority: 2017

Bloc of origin from which priority is claimed	First filings in bloc of origin	First	
		Any other bloc	Any other IP5 bloc
EPC states	130 216	52 961 (40.7%)	51 628 (39.6%)
Japan	236 216	69 531 (29.4%)	67 586 (28.6%)
R. Korea	158 190	23 749 (15.0%)	23 506 (14.9%)
P.R. China	1 245 128	31 211 (2.5%)	29 528 (2.4%)
U.S.	260 824	89 555 (34.3%)	81 903 (31.4%)
IP5 blocs subtotal	2 030 574	267 007 (13.1%)	254 151 (12.5%)
Others	89 036	18 214 (20.5%)	17 210 (19.3%)
Globla total	2 119 610	285 221 (13.5%)	271 361 (12.8%)

Case Review (1/2)

❖ The user group that is not in favor of ANS or Global unique identifier

- Typically, this user group aims to submit a patent application with the applicant's name in alignment with their IP management strategies.
- ANS and Global Unique Identifier do not intend to identify corporate structure. Nevertheless, it has been observed that members of this user group do not desire any restrictions on the use of their names.
- It is necessary to investigate whether this user group seeks Global Assignment and determine the specific level of ANS they prefer.

❖ The user group that is in favor of ANS or Global unique identifier

- If Company A merges with Company B, Company A aims for Company B's existing IP to be considered as part of Company A's IP. This approach allows a third party to accurately evaluate Company A's overall value.
- If the Global unique identifiers (GIDs) of both Company A and B are known to the third party, these GIDs can enhance the third party's search and assessment of Company A's IP, providing a more accurate evaluation.

Case Review (2/2)

❖ Global Assignment and Name Change of IP Right Holder

- The Global Assignment initiative necessitates the unique identification of both the assignor and the assignee on a global scale.
- In addition to facilitating global assignments, the process of changing a company's name can be streamlined using a Global Identifier without the need to engage local agents in the patent field.
- For example, the Korean automobile company, KIA, had to employ local agents in each country to effect a name change because there was no viable solution available for changing its name globally in a unified manner.



	Before April 2021		After April 2021
KO	기아자동차 주식회사	→	기아 주식회사
EN	KIA Motors Corporation	→	KIA Corporation
ZH	起亞自動車(株)	→	起亞(株)



KIPO's Proposal for ANS

- ❖ 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.
 - Regrettably, the survey is currently progressing behind schedule according to the initial plan.

KIPO's Proposal – Data Cleaning (1/3)

❖ Data Cleaning – Consideration Points

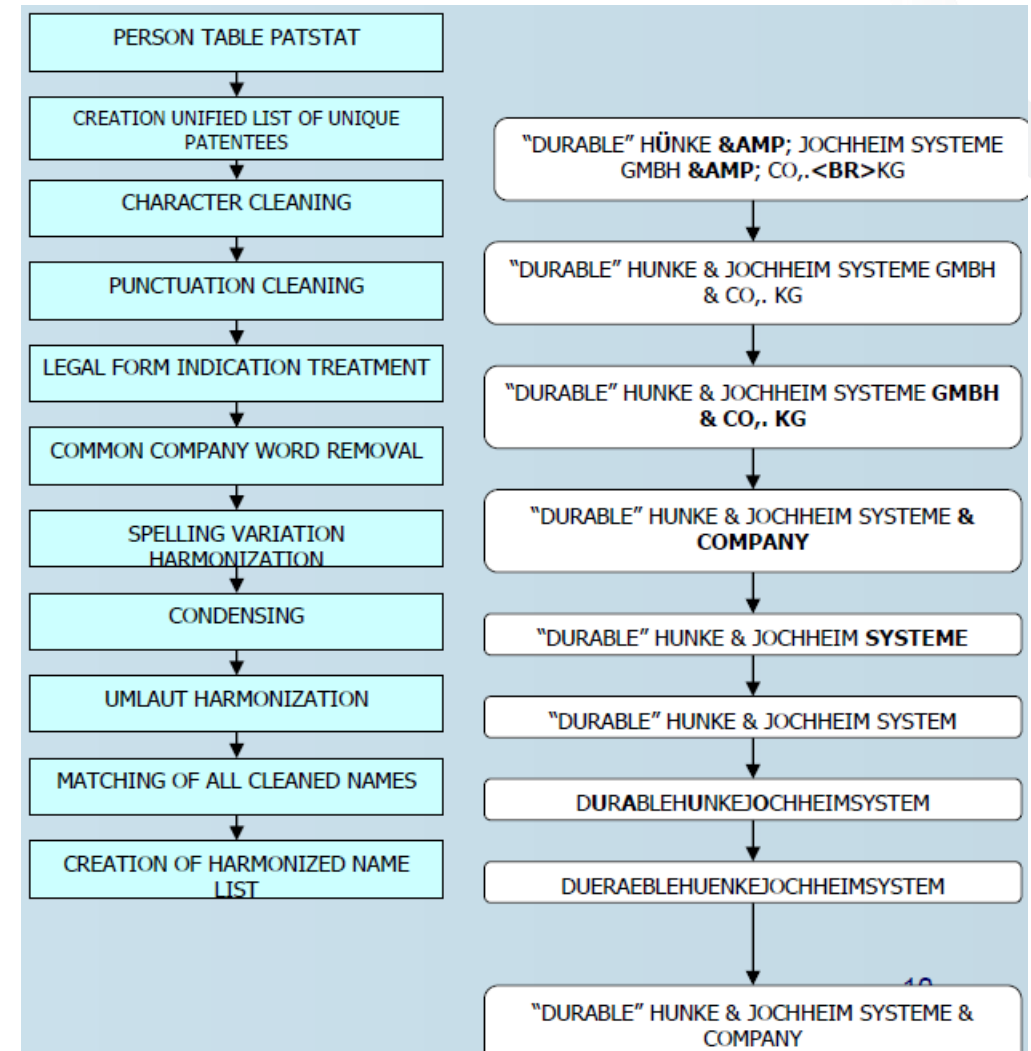
- Data cleaning must be performed by each IP office.
- The cost of data cleaning should be minimized.
- The applicant name cannot be arbitrarily modified by IP offices.

➔ The data cleaning process should be capable of automatic execution using a machine.

KIPO's Proposal – Data Cleaning (2/3)

❖ Data Cleaning for Existing Data

- KIPO proposes adopting the Layer 1 procedure of applicant name harmonization from PATSTAT of the EPO.
- PATSTAT of the EPO
 - ✓ The Layer 1 of applicant name harmonization is an automated procedure.
 - ✓ This procedure corrects errors such as spacing and character code errors automatically. It also includes unifying the notation used to represent a corporation.



KIPO's Proposal – Data Cleaning (3/3)

❖ Data Cleaning for Future Acquired Data

- KIPO proposes recommending representative names to users on the e-filing system of each IP5 office to establish a standardized name usage based on user input.
- To support the representative name recommendation, KIPO will implement an API service that provides existing names most similar to the user-entered name.
 - ✓ KIPO has developed an applicant name database based on patent gazettes. This database can suggest the name that has been most frequently used.
 - ✓ After verifying and testing the built database and API service, KIPO plans to make the API service available to the IP5 offices initially.

KIPO's Proposal for Identifying Applicants

- ❖ **Applicant Name Standardization for Applicants Seeking Enhanced Convenience in Cross-filing**
 - Among GD 5 priorities, the industry expressed that Applicant Name Standardization (ANS) should be considered in the context of global assignment.
 - Global Assignment necessitates the unique identification of applicants and IP rights holders by the IP5 offices.
 - While names and addresses can serve as means to identify applicants and IP rights holders, we assert that it is more advantageous to utilize unique identifiers. These identifiers allow for the distinct identification of applicants and IP rights holders, *incurring minimal administrative costs*.
 - KIPO proposes the issuance of identifiers that uniquely identify applicants and IP rights holders, contingent upon obtaining their explicit consent.

WIPO Global ID Pilot Project

❖ WIPO's Global ID(GID)

- A user may be assigned multiple WIPO GIDs. However, if a single GID can uniquely distinguish an application or IP right, we can offer Global Dossier services that necessitate a distinct user identification.
- The presence of multiple GIDs for a user signifies the presence of multiple representations of that user's name.
- This can address a somewhat contradictory requirement within the IP5 industry.

The Survey on the ANS (1/2)

❖ Purpose

- **The purpose of this survey is to solicit input from the IP5 industry regarding the anticipated final deliverables for "Applicant Name Standardization."**
- **Additionally, we seek to collect comments from the IP5 industry on the proposed solution to conclude this initiative.**

The Survey on the ANS (2/2)

❖ Questionnaire content

- **The expected final deliverable of this initiative as perceived by the IP5 industry**
 - ✓ The purpose is to identify entities within the IP5 industry with conflicting requirements and ascertain the user groups associated with each requirement. This approach enables us to chart the most effective course of action for the ANS initiative.
- **Data Cleaning**
 - ✓ Evaluate trivial errors in names and explore methods for their correction.
 - ✓ Additionally, investigate IT solutions necessary to ensure data cleanliness at the filing stage.
- **Global Assignment and Applicant Name Standardization**
 - ✓ Evaluate whether the IP5 industry agrees to adopt a Global Identifier (GID) to identify the applicant and the IP rights holder.
 - ✓ Seek insights on how the GID should be issued, the preferred format of GID, and the specific information required to uniquely identify the applicant or IP rights holder in each IP office.

Thank you!