

Thomson Innovation: One-Click Patent Discovery

In an age when information is power, staying on the cutting edge of innovation is more critical than ever. And when Thomson Scientific rolled out Thomson Innovation last December, researchers of all calibers could unleash a floodgate of patent data in manageable channels any way they wanted it. Researchers could drill down and retrieve patent information and keep track of new developments around the globe. Languages, even Chinese and Japanese, were no longer a problem.

Thomson Innovation, billed as “the new standard in intellectual property research and analysis,” was designed for efficiency, according to David Brown, executive vice president of corporate markets at Thomson Scientific. His creative team, which included Cindy Poulos, vice president of product management of corporate markets at Thomson Scientific, spent 18 months in the alpha and beta phases working directly with customers in developing, designing, and refining product capabilities.

“We spent a lot of time pulling together client-driven feedback from more than 1,500 customers who have been involved throughout the process,” says Brown. The end result streamlines the search process. Users have one-click access to full-text patents (including diagrams and illustrations) and published applications from the U.S., Europe, WIPO, Japan, and Korea; patent life histories; INPADOC bibliographic data; and the Derwent World Patent Index, as well as scientific literature and business and news. Search can be as granular as needed.

Since its debut in late 2007, Thomson Innovation has kept the developments coming. One of the latest is an extensive English-language coverage of Asia-Pacific patent data with access to Chinese Utility Models and the full text of Japanese apps and granted patents. Thomson

Innovation holds the exclusive reins on search of the full text of English-translated Japanese patent data dating from 2004. Users can now search for key terms in the claims or description sections to determine the relevance of a Japanese patent. The English translation enhancement provides faster, more accurate, and more cost-effective results than previously possible.

Thomson Innovation also digs into Thomson Scientific’s vast reservoir of scientific literature, from the Web of Science to Current Contents Connect and from Inspec to ISI Proceedings. Other features include alerts that can keep researchers informed of strategic movements in a field, visualization tools that can simplify citation mapping to trace forward and backward references, and workfile sharing (with annotation capabilities) that can help researchers collaborate from desk to desk or from country to country.

By late February, Thomson Innovation was scheduled to release other platform enhancements including cross-search, combined searches in search history, Corporate Tree (which shows the assigned owner of the patent and his or her position in the corporate hierarchy), and Spotfire format in Data Export (a third-party service that offers a visual representation of data).

“We really designed it essentially to be the new global standard for research and analysis in the IP space. So Thomson Innovation gained a lot of value by looking at the speed of IP solutions that we already had in place, using them as examples to build a foundation for a best-of-breed solution,” says Brown.

—Barbara Brynko