

## Dialog Search Example:

In this example we are going to look at the key activities of Adidas. We have incorporated both the name "Adidas" and the Derwent Patent Assignee Code "ADID" into our search to ensure maximum retrieval (the code will additionally retrieve subsidiaries which do not have the name Adidas). We will be looking at Patent Assignee Codes in detail in a future Search Tip.

```
? s pa=adidas or ck=adid
      148 PA=ADIDAS
      148 CK=ADID
S1    149 PA=ADIDAS OR CK=ADID
```

Displaying the titles and patent assignees of a few records.

```
? t 1/26,pa/1-6
```

```
1/26,PA/1
DIALOG(R)File 351:Derwent WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.
013387618
WPI Acc No: 2000-559556/200052
Shoe, particularly sports shoe includes a base element extending from the
rear foot part of the shoe into the fore foot part to control
rotatability of the fore foot part about a longitudinal axis with respect
to the rear foot part
Patent Assignee: ADIDAS INT BV (ADID )
```

```
1/26,PA/2
DIALOG(R)File 351:Derwent WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.
013334544
WPI Acc No: 2000-506483/200046
Asymmetric running shoes with wedge-shaped midsoles to raise lateral side
of one shoe and medial side of other shoe
Patent Assignee: ADIDAS INT BV (ADID )
```

```
1/26,PA/3
DIALOG(R)File 351:Derwent WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.
013312811
WPI Acc No: 2000-484748/200043
Athletic shoe, includes spikes with distal portion having Z-shaped
cross-sectional shape
Patent Assignee: ADIDAS INT BV (ADID )
```

```
1/26,PA/4
DIALOG(R)File 351:Derwent WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.
013249750
WPI Acc No: 2000-421633/200036
Athletic protective shin guard for protecting against impact injuries to
lower limb has lateral pad disposed along lateral side of central pad and
longer than medial pad
Patent Assignee: ADIDAS SALOMON AG (ADID )
```

1/26,PA/5  
DIALOG(R)File 351:Derwent WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.  
012673220  
WPI Acc No: 1999-479327/199940  
Correlated set of golf clubs  
Patent Assignee: TAYLOR MADE GOLF CO INC (TAYL-N); ADIDAS-SALOMON USA INC  
(ADID )

1/26,PA/6  
DIALOG(R)File 351:Derwent WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.  
012522626  
WPI Acc No: 1999-328732/199928  
Sports shoe having support to certain areas and good compression  
stability  
Patent Assignee: ADIDAS INT BV (ADID )

We can use Dialog's RANK command to find out which Derwent Classifications appear most frequently in this set of records. "CONT" displays the whole table of results in one continuous sequence (without "CONT", only the default top 8 would be displayed).

```
? rank s1 dc cont
Started processing RANK
...Ranking 100 of 149 records
Completed Ranking 149 records
Press ENTER to view the TOP 50 terms
  or enter a number N to view the top N terms
  or >N to view terms with more than N items
  or enter ALL to view all terms
? all
Enter title for continuous output or press ENTER for current title option
?
```

DIALOG RANK Results

-----  
RANK: S1/1-149 Field: DC= File(s): 351  
(Rank fields found in 149 records -- 21 unique terms)

RANK No.	Items	Term
1	118	P22
2	27	P36
3	18	A83
4	6	A86
5	6	P21
6	4	F07
7	3	Q23
8	2	A14
9	2	A23
10	2	A25
11	2	A32
12	2	A82
13	2	F08
14	2	P32
15	2	P73
16	2	Q24
17	2	Q56
18	1	A17
19	1	P24
20	1	Q63
21	1	X25

---end of results---

P = next page            Pn = Jump to page n  
P- = previous page    M = More Options        Exit = Leave RANK

To view records from RANK, enter VIEW followed by RANK number, format, and item(s) to display, e.g., VIEW 2/9/ALL.

Enter desired option(s) or enter RANK number(s) to save terms.

? view 21/19/1

From the RANK result we can see that Derwent Class P22 (Footwear) is at the top of the list – it is the Classification that appears most frequently in the Adidas records. This obviously confirms what we already knew about Adidas but, looking further down the list, we can see that right at the bottom there is an Adidas invention with Derwent Class X25 (Industrial Electric Equipment). While still “inside” RANK, we can use the VIEW option to take a look at the Derwent Enhanced Title, Abstract and Image for this invention.

--RANK 21 ITEM 1 --  
DIALOG(R)File 351:Derwent WPI  
(c) 2000 Derwent Info Ltd. All rts. reserv.

009916665     \*\*Image available\*\*  
WPI Acc No: 1994-184376/199423  
XRPX Acc No: N94-145594

Miniature hand air pump, e.g. for sports shoe - regulates air pressure in relatively small vol. using pressure sensor in housing

Patent Assignee: ADIDAS AG (ADID )  
Inventor: RDUCH J  
Number of Countries: 001    Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 4239794	A1	19940601	DE 4239794	A	19921126	199423 B

Priority Applications (No Type Date): DE 4239794 A 19921126

Patent Details:  
Patent No    Kind    Lan    Pg    Main    IPC    Filing Notes  
DE 4239794    A1        6    F04B-033/00

Abstract (Basic): DE 4239794 A

At least one delivery cylinder (4) is accommodated in the housing (1) with a manually operated plunger (5). The housing also accommodates an electronic pressure sensor (3) coupled to an electronic display on the outside of the housing. The latter also carries a tubular valve (7) for establishing a connection to the inside of the air chamber via a rubber valve provided on the latter.

The pressure sensor contains a pressure measuring element connected to an electronic circuit which couples the element to a LCD of a digital indicator. A button battery is used as the power supply. The pressure display is installed on the housing endface covered by a pivotable handle (40). The delivery cylinder and a retainer (22) for the sensor and display can be formed as a unit (2) received in the housing.

ADVANTAGE - Accurate enough to reproduce air pressure in small vol. Small enough to be carried in sports gear without creating extra burden.

Dwg.1,5/6

Title Terms: MINIATURE; HAND; AIR; PUMP; SPORTS; SHOE; REGULATE; AIR; PRESSURE; RELATIVELY; VOLUME; PRESSURE; SENSE; HOUSING

Derwent Class: P22; Q56; X25

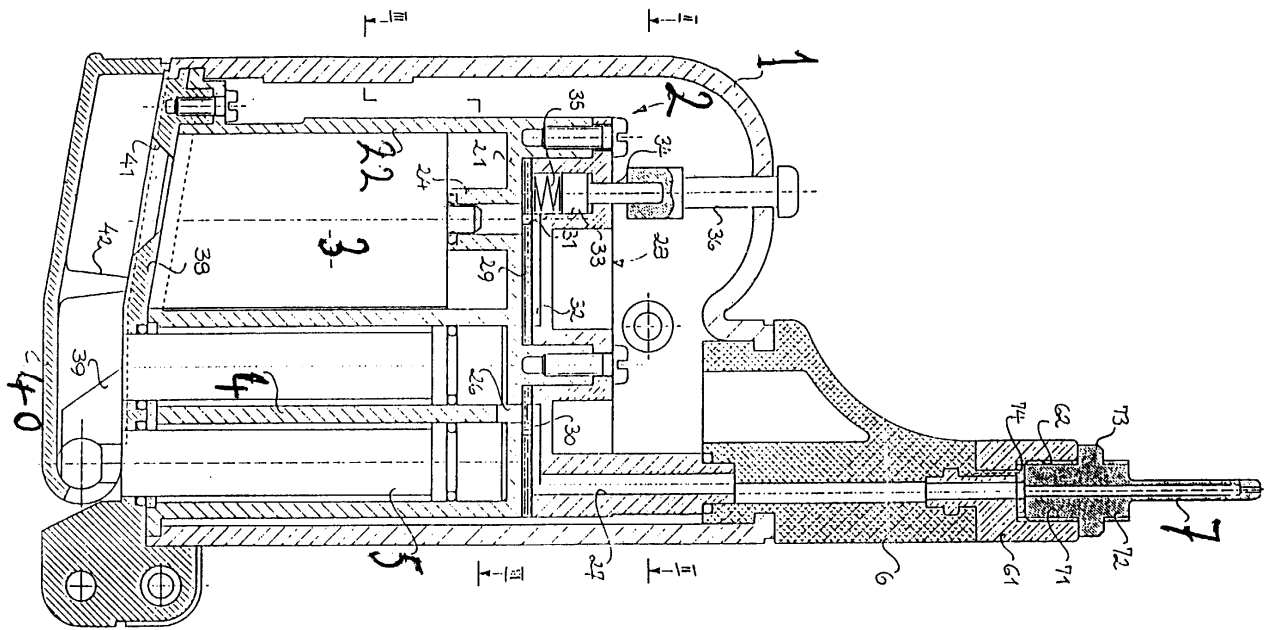
International Patent Class (Main): F04B-033/00

International Patent Class (Additional): A43B-005/00; A43B-013/20;

F04B-039/10

File Segment: EPI; EngPI

Manual Codes (EPI/S-X): X25-L03A



To Summarise:

Analysing Derwent Classifications has enabled us to investigate the patenting activities of Adidas. This can be a great tool, especially for the purpose of competitor intelligence.

Derwent Classifications are, as we can see, very broad. For a more detailed look at a company's activities, you could follow the above method with IPCs or Derwent Manual Codes instead.

Remember that with this search we have looked at the whole database. For *your* search, it may be more appropriate to look only at recent records – or even to compare a company's activities in different time periods. It could be valuable to monitor this on a regular basis to see whether your competitors' activities are changing – for example, if they are diversifying into different technologies. This can be done very easily using an [ALERT on DIALOG](#).