IRF Symposium SPECIAL EDITION

INFORMATION RETRIEVAL FACILITY
NEWSLETTER
The Science and Industry Platform for a Sustainable Innovation Cycle

Issue #3 | March 2010

THE YEAR OF THE UNFOLDING

C.J. "Keith" van Rijsbergen, Chairman of the Scientific Board

2009 was successful for the IRF in many ways: the number of IRF members has dramatically increased, a panoply of services was implemented, two successful evaluation tracks were launched, promising cooperations with research groups and companies cemented. In 2010 I expect to witness a significant raising of awareness for the IRF mission in Austria and at the European level, due to the start of publicly funded projects and the 3rd IRF Symposium.

Looking back at 2009, it strikes me that the IRF has come a huge step closer to the vision of its founding members. A multifaceted team had been hired by the end of 2008 that slowly but surely began to lead the IRF towards what we want it to be: the reference laboratory for information retrieval. The growing scientific team has put tremendous efforts into positioning the IRF among the established evaluation campaign organizers and has successfully launched two evaluation tracks that will continue in 2010: TREC-CHEM, for the assessment of retrieval techniques for chemical information, and CLEF-IP for the multilingual retrieval of patents. In parallel, the contacts made the year before with European funding authorities produced several invitations to join research consortia: some of these projects will start in the first half of 2010, with IRF researchers providing their expertise from fields such as image retrieval to multilingual, multimodal information search. The supply of the first standardized patent data corpus for research purposes (MAREC) to the IRF members has been acknowledged by the scientific community as a huge contribution to large scale information retrieval and has been responsible for the explosion of memberships.

The second pillar of the IRF mission, the intention to bridge the gap between academia and industry, was addressed in 2009 by talking to information professionals in order to analyse their actual needs, and by focusing our research initiatives accordingly. The ground has been laid for the IRF Symposium in June 2010 which materializes our vision of the innovation cycle: for the third time, the IRF will rally renowned information retrieval scientists and intellectual property experts for interactive discussions of the current challenges in patent search and for an assessment of techniques which are currently in the research pipeline. I can't stress enough the importance of this exchange between academic research and end-users. The IRF Symposium is one of the few places where science can connect to real-world problems and adjust research work to concrete industrial needs. The following pages of this "IRF Symposium Special Edition" will give you a foretaste of the different topics addressed this year – I invite you to join us in Vienna in June and use this opportunity to make your personal contribution to what the professional information world needs: better search and analysis technologies.

With kind regards,
C.J. "Keith" van Rijsbergen

TOPICS IN THIS ISSUE:

IRF SYMPOSIUM 2010 HIGHLIGHTS INCLUDE:

- Keynote speech by James Boyle, co-founder of Creative Commons and Science Commons
- 6 sessions: Evaluation, Interfacing, Multilingualism, Annotations, Image Retrieval, Chemistry
- More than 30 international speakers from science and industry
- Tutorials about visual workflows
- Strategic Seminar about using IP as an indicator of R&D strategy
- First IRF Scientific Conference, preceding the symposium on May 31
- PatOlympics – a prototype evaluation class
- Exhibition of novel technologies by commercial providers and research groups

EARLY-BIRD REGISTRATION DEADLINE: MARCH 31, 2010
www.irfs.at/registration

EVALUATION METHODOLOGIES: TOWARDS A QUALITY STANDARD?

Teresa Loughbrough, Unilever, Co-Chair of the Evaluation session

"Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted"
Albert Einstein

Every day patent information professionals search for and analyse information using searching tools or systems. To do this we make decisions on which is the best tool to use for a particular enquiry. Years of experience enable these comparisons and selections. Can we help our evaluation judgements by using systematic evaluation methodologies? How can we tell the quality of a patent data set? If so, what do these methodologies and quality criteria look like and can we help develop them? These challenges are becoming harder with the ever increasing numbers of systems – so the question often asked is "Can I rely on the answers of my searches"?
In this session we will be hearing from several of our IR colleagues on the work they have been doing on systematic tool evaluation, quality measurement and evaluation of IR systems.

During the symposium there will also be workshops on comparing cross-language retrieval for Intellectual Property (CLEF-IP) and retrieval techniques for chemical documents (TREC-CHEM), where we can test, look at and compare the different retrieval tools that have been developed.

I am looking forward to learning more and helping to develop techniques, standards, and frameworks for evaluation. The input and participation of patent information professionals in the discussions during this and other sessions will be crucial to ensuring the tools and techniques being developed are robust enough to use in the daily work of patent information analysts. Looking forward to seeing you all in Vienna.

Learn more about the evaluation methods behind TREC-CHEM and CLEF-IP and discuss the results of the first tracks at the IRF Symposium in a workshop on June 3. Follow a presentation of the TREC Legal track and the development of standards in legal search, and an analysis of the possibility of replication for patent search.

NEW: PROTOTYPE EVALUATION CLASS

In order to foster the interaction between system developers and information professionals, we invite you to experience an innovative and very athletic competition:

PatOlympics

The PatOlympics Protoype Evaluation Exercise perfectly complements laboratory-style evaluation campaigns such as TREC-CHEM and CLEF-IP.

This half-day event will provide an interactive evaluation platform where prototypes of state-of-the-art patent retrieval systems will be tested and driven to their limits by patent retrieval professionals. Participants will be able to interact with the experts, demonstrate the power and flexibility of their prototype, and compete with other participants for the medals of the PatOlympics.

The 2010 PatOlympics include two PatSports: **ChemAthlon** and **Cross-Language Retrieving**. The following athletes have already registered to either one or both of the sports:

Participants:
- Wouter Alink, Spinque
- Santiago Correa García, University Politécnica de Valencia
- Julien Gobeill, University of Applied Sciences, Geneva
- Christopher Harris, University of Iowa
- Charles Jochim, University of Stuttgart
- Patrice Lopez, Humboldt University
- Manisha Verma, International Institute of Information Technology, Hyderabad

Procedure:
Registered athletes receive a document collection to index, using their own systems in advance. On the day of the event, they can then show their systems on their own machines. Selected patent information users – the referees – prepare questions for the participating teams. In 30 minutes slots the referees then use the systems of the competing teams. Based on this interaction and backed by the PatOlympics server, where results will be compared and correlated with the referees' set of correct answers, the teams will be judged by the quantity and qualitative relevance of their search results. In addition, referees will evaluate the interface design and the overall performance of the system.

INTERESTED IN ACTING AS A REFEREE AT THE PATOLYMPICS?
Please contact Mihai Lupu (m.lupu@ir-facility.at)

SEMANTIC ANNOTATION: NEARER TO MARKET?

Hamish Cunningham, University of Sheffield, Co-Chair of the Annotation session

Semantic annotation (SA) is about attaching meaningful structures to resources like documents or video streams in such a way that they can be used by computers to enhance the usefulness of those resources. For example, if we annotate patents with all the references they make to other patents or to scientific publications we can then visualize them as parts of social networks of authorship and invention.

SA is not new: when a BBC archivist, for example, attaches thesaurus categories to programme segments for indexing, he has performed semantic annotation. SA technology *has* changed, however, in two main ways:

- the invention of Information Extraction in the 1990s has made automatic SA more possible,
- recent research around the Semantic Web has shown how SA can be used for scaleable conceptual search and navigation products.

These developments are now leading to a new breed of consumer services that rely on SA extracted from text by automatic means. Over the last several years Matrixware and the IRF have funded a number of research projects intended to show how SA can be applied to patent data and to IP search processes. This session at IRFS will look at the results of this research and ask how practical the current state-of-the-art is, and what impact on the market we may expect in the coming period.

The session will build on the scientific presentations at previous IRFS and will move on to look at recent industry-oriented prototypes. We will focus on three areas:

- **Measurements:** This type of annotation supports queries such as "between 1.5 and 3 atmospheres pressure".
- **Biomedical entities:** Here we begin to have the ability to do conceptual search, via links from annotations into taxonomic information from large numbers of sources. For example: "paragraphs mentioning both protein X and any type of chemical family Y".
- **Dependency triples:** These annotations support IP search based on deep linguistic structures.

In each case we will present

- a technology transfer view, with research results in the form of recent prototypes that are approaching the market,
- an IP industry view with feedback and commentary from potential users of the technology.

1ST IRF SCIENTIFIC CONFERENCE

The first IRF Conference tackles three complementary research areas:

- **Information Retrieval (IR)**
- **Semantic web technologies for IR**
- **Natural language processing for IR**

It will take place on the 31st of May, 2010 at the Imperial Riding School Vienna, immediately preceding the IRF Symposium.

19 submissions of scientific papers were received by the submission deadline, and these papers are currently undergoing a stringent review process by the Programme Committee. The list of accepted papers will be released by the end of February. The accepted papers will be published in conference proceedings by Springer Verlag.

JAMES BOYLE CONFIRMED AS IRF SYMPOSIUM 2010 KEYNOTE SPEAKER

James Boyle, co-founder of Creative Commons and Science Commons, and one of the most influential creative thinkers and experts in Intellectual Property (IP) in the information society, will give the keynote speech at the IRF Symposium 2010 in Vienna, Austria.

He will address an audience of leading academics, Information Retrieval and Intellectual Property experts and IP policy makers at the 3rd IRF Symposium 2010, asking "What If the Web Really Worked for Science?" and "Reimagining Data Policy and Intellectual Property".

James Boyle brings a historically well grounded and positive perspective to ongoing cultural and legal IP debates with his numerous successful publications. He writes widely on issues of Intellectual Property, internet regulation and legal theory and is an online columnist for the Financial Times' New Economy Policy Forum. Boyle is William Neal Reynolds Professor of Law at Duke Law School and co-founder of the Center for the Study of the Public Domain. He acted as founding board member of Creative Commons, which aims at facilitating the free availability of art, scholarship, and cultural materials by developing innovative, machine-readable licenses that individuals and institutions can attach to their work. He was also a co-founder of Science Commons, which aims to expand the Creative Commons mission into the realm of scientific and technical data, and of ccLearn, which works to promote the development and use of open educational resources. Professor Boyle is also a member of the academic advisory boards of the Electronic Privacy and Information Center, the Connexions open-source courseware project, and of Public Knowledge.

THE CHALLENGE OF SEARCHING NON-TEXTUAL INFORMATION

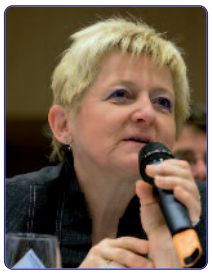
Monika Hanelt, Agfa Graphics & Stefanos Vrochidis, Informatics and Telematics Institute, Greece,
Chairs of the Image Retrieval session

Stefanos Vrochidis

According to recent surveys on patent search tools, not many systematic efforts have been performed towards the aim of developing patent image retrieval services. Application of image analysis techniques in intellectual property was usually limited to the domain of trademark retrieval. The lack of such enabling technologies is becoming more evident when considering that the non-textual elements of patents, such as figures and tables, may play a crucial role in patent search. Especially in technological domains, in which technical drawings comprise fundamental means of specifying the object of protection and tables include important technical specifications, patent search constitutes an overwhelming task, since it involves the inspection of the visual content of a significant number of patent documents.

In the patent image retrieval session of the IRF Symposium 2010, we will discuss the potential application of modern image analysis techniques to the standard patent search infrastructure that is available to patent searchers today. The primary challenge in dealing with patent figures and tables is the inherent difficulty in extracting and indexing them in a reliable way. Existing content-based image retrieval approaches rely heavily on colour and texture image features, which are completely absent from patent figures. To make up for this, a patent-oriented image analysis algorithm should exploit the geometrical characteristics of the figures. Additionally, the low quality of patent figures due to vector graphics rasterisation or digitisation of hand-made sketches by means of scanning, further complicates image semantic analysis. On the other hand the variety of table layouts and the diversity of semi-structured table-formed information call for advanced processing methods for patent table data indexing. Current table extraction approaches, which can be classified into predefined layout, heuristics and statistical based, should be enhanced and optimized in order to deal effectively with patent documents.

There are two major potential benefits that patent searchers could gain from the patent image retrieval services. First, since it will be possible to carry out searches based on the visual similarity between patent drawings, patent image searches will become more targeted and thus will consume less effort and time. Furthermore, endowing patent search systems with visual retrieval capabilities could be beneficial for improving the recall performance of the system. That is especially important when considering that due to the swiftly changing and often inconsistent terminology in emerging technical domains, keyword-based and Boolean search may frequently return only a subset of the documents that are related to an input document. Visual search can overcome the limitation of term inconsistency and novelty and deal also effectively with multilingual documents, since technical drawings of the same domains typically share style and semantics.



Monika Hanelt

In the last years patent information searchers benefited from the availability of searchable full-text patent databases. Patent searchers no longer needed to rely on indexed databases, the unique restriction being that only indexed facts could be found. The availability of separate search fields for patent title, abstract, claims and description allowed for more focused searches.

But once the search affects a technical domain as engineering wherein patents are filed with important non-textual information like drawings, figures, flow–charts, diagrams etc., patent searchers are relegated to ancient times. By searching the description of the non-textual information with key-words and Boolean logic, patent searchers come to an answer set of documents, which has to be evaluated by viewing step-by-step all figures, drawings, flow-charts etc. This is time-consuming and tedious because different views and scales have to be compared and analysed. It is also extremely uncertain because if the description of the drawings and figures is poor, a relevant document may even not be contained in the viewed answer set.

This anachronistic situation of searching has been brought to the attention of the IR community during the last two IRF Symposia. For the first time a search on a test-collection of patents with drawings and figures was presented during the last IRF Symposium in 2008, which showed successful searches in drawings and figures of patents. The non-standardized integration of the non–textual information in patent documents is certainly a disadvantage for any retrieval system.

In this year's symposium the IR community will be confronted with the problem of how figures, drawings, or flow-charts in PDF patent documents could be extracted and prepared in a searchable form. It is expected that the IR community will be able to show which non-textual information can be extracted from the existing patent collections, and to what extent of detail. The results to be presented should make clear whether we can expect successful computer searches on visual comparison for several million already published patents. Also to be shown are the restrictions of non-searchable non-textual information in patent documents. We expect to produce a list of measures for standardization of non-textual information, which allows visual search, and which could be discussed further with experts in patent offices and applicant organizations.

DEALING WITH SPECIFIC PROBLEMS IN CROSS-LINGUAL AND MULTI-LINGUAL PATENT RETRIEVAL

Jian-Yun Nie, University of Montreal & Karim Benzineb, Simple Shift,
Chairs of the Multilingualism session

Jian-Yun Nie

The investigations on cross-lingual (CLIR) and multi-lingual IR (MLIR) during the last two decades have focused mainly on one problem: translation. A large number of methods have been proposed to cope with it, including the use of off-the-shelf translation tools, bilingual dictionaries/ thesauri and parallel/ comparable corpora. Document translation has been compared to query translation. Techniques have been developed to collect translation resources automatically (e.g. from the Web) and so forth. The experiments tend to indicate that each of the approaches, if used properly, can lead to a certain degree of success, which even rivals mono-lingual IR effectiveness in some cases. The success stories are often intimately related to two factors: the accuracy (or appropriateness) of the translation, and the coverage of the translation. A high accuracy ensures that the translation expresses the same meaning as the initial query, preventing from topic drift during translation. A good coverage means that one is able to locate relevant documents that use different terms to describe the same (or strongly related) concepts.

The main problem of cross-lingual and multi-lingual patent retrieval (CLPR and MLPR) is also that of translation. It is reasonable to expect that the general techniques for CLIR and MLIR can be in a large part reused in CLPR and MLPR. However, CLPR and MLPR also have their particularities: we deal with a special document type with richer structures; documents are in specific areas; the users, IP professionals, are different from general Web users; etc. It is legitimate to ask the following questions: Do these particularities impact on the appropriate methods for CLPR and MLPR? Can structured IR be more useful in CLPR and MLPR? How can CLPR and MLPR benefit from domain knowledge and domain-specific translation? How and where can we obtain such domain knowledge and translation? Is it reasonable to limit ourselves to the one-shot query scenario as in general search, or can we design a more collaborative search scenario, in which the searcher collaborates with the system to formulate/translate the query? These are some of the questions that CLPR and MLPR are facing, but which have not received sufficient attention in previous investigations. These questions will be addressed at the multilingualism session of the IRF Symposium.

Karim Benzineb

The session of the symposium I shall co-chair will focus on the particular issue of cross-lingual patent retrieval and translation. The first reason this topic is of particular interest for companies these days is that the number of non-English patents is growing fast; Chinese patents, in particular, are becoming a larger part of the patent landscape and are most often excluded from the scope of patent search because of the language barrier.
Another reason why this topic is particularly relevant is the fact that machine translation is now emerging as a realistic tool. Although it has been a research field for over half a century, with more than modest results in the past, machine translation has suddenly increased in efficiency thanks to statistical approaches and tools. There is a strong hope now that computers will help us face the enormous challenge resulting from the combination of a surge in information volumes and of multilingualism.

I expect very practical results from this session: on the one hand we should hear a message from the private sector (questionnaires have been sent out to that effect) telling us where the business issues are most acute, and thus suggesting a precise focus for research efforts. On the other hand we should take a broad look at the various technologies and approaches which already are or soon could become promising in that regards.

Our objective is that discussions should be practical and realistic so the outcome of the session could be directly communicated to the private sector as a message of understanding and of progress.

IRFS2008

BREAKING THE CYCLE OF COMMAND LINE USE?

***Anthony Trippe, 3LP Advisors**, Co-Chair of the Interfacing session*

Let's start with a brief explanation of what we mean by "interfacing" in this particular case. This session will focus on the needs that patent information professionals will have in the future with regards to searching and analysis tools and specifically how they will interact with them. The main focus will be on the interface that searchers are looking for that will help them optimize their use of patent information retrieval tools and make them as efficient as possible.

Some of you may be wondering why the IRF would address this topic, since the majority of you are using the same interface for accessing patent information that you've been using for decades. Frankly there haven't been any substantial changes in patent information retrieval tools since the 1960s and the advent of the command line driven interface (form based tools don't really count since they are not used by professionals typically). This topic is important since there are serious issues with the use of the command line interface, not the least of which is the almost complete disinterest that new entrants to our field have in learning how to use it. This is based mostly on the fact that the command line interface is far too complicated to use by any but the most seasoned professional, who uses the system frequently. This complexity also brings about other concerns regarding the reproducibility and consistency of the strategies between one searcher and another, and issues of comprehensiveness with a query that may be over a hundred lines long.

IRFS2008

In this session we will cover advances in interface design and ask how they will impact information professionals in the future. We will look at examples combining the complexity and depth of traditional patent information retrieval with new interface designs that make query creation and data manipulation much more transparent and straight-forward and will allow simple collaboration between users and reproducible results.

CHEMICAL PATENTS: TOWARDS GENUINELY EFFECTIVE SEARCHING?

***Peter Willett, University of Sheffield**, Co-Chair of the Chemistry session*

Patents are one of the most important types of information source for industrial research and development, and nowhere is this truer than in the highly competitive pharmaceuticals industry. Pharmaceutical patents resemble others in making claims about the novelty and/or efficacy of some entity: however, these claims can be described not only in textual terms, but also by the chemical structure diagrams of the novel molecules for which patent protection is being sought. Systems for handling chemical patents must hence provide effective tools not just for handling text but also the representation and searching of structural information. Techniques for handling individual chemical molecules are now well-established, using the methods of chemoinformatics, but more sophisticated approaches are required here, since a patent claim will typically involve not just a single molecule, but a whole class of structurally related molecules. Each such class (called a generic or Markush structure) can contain thousands of individual molecules (potentially millions in some cases) and this raises a whole range of problems that must be addressed if effective access is to be provided to large files of chemical patents.

The session on the Friday morning will discuss current approaches to the processing of textual and chemical data. The session will start with a review from Dr John Barnard of current methods for the handling of chemical structures in patents, and he will then be followed by Dr Tim Miller who will describe the systems that are used to handle the chemical structures in the world's largest patent database, the Derwent World Patent Index. The second part of the session focuses on language-based processing. Prof. Patrick Ruch will provide an overview of the methods currently available, illustrating the talk with examples from his extensive studies of text mining in medical databases. The application of text mining to patent databases will be discussed by Dr Nicko Goncharoff in his description of the methods used at Surechem to identify and extract chemical names from the full texts of chemical patents (with the names subsequently being converted to structural form for subsequent retrieval using the techniques discussed in the first part of the session). The session closes with a panel discussion looking at the ways in which current patent systems can be expected to improve over the next few years. The session will be of interest both to those with IR backgrounds and those with IP backgrounds, since it will discuss a very unusual type of retrieval task (the searching of generic chemical structures), in a commercially important sector (the pharmaceutical industry), and using sophisticated techniques (language processing and chemical graph matching) that are not commonly encountered in operational patent retrieval systems.

THE IRFS EXHIBITION 2010

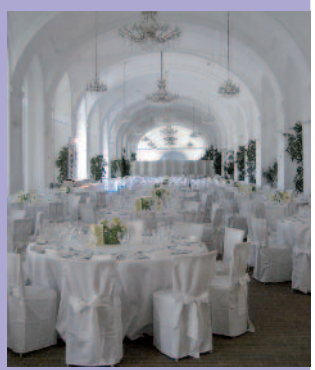
IRFS2008 Exhibition

The Exhibition provides the possibility to explore and test innovative applications in the field of professional information retrieval and knowledge management, some of them at the development stage, others on the verge of being launched. Throughout the exhibition providers of innovative proprietary and open-source solutions will demonstrate advancements regarding current challenges information professionals are facing. Minesoft, for instance, will present their new patent analytics tool, and Matrixware will demonstrate their ability to search for numeric ranges. Research groups, for example from the University of Sheffield, will showcase their latest project results and present prototypes. The IRFS Exhibition is the place to present novel technologies, gather feedback from end-users and align one's work with market needs, as well as to connect with potential industrial/commercial partners. With its focus on novelty solutions and services, the IRFS Exhibition 2010 will not only bring together research and industry, but also expose state-of-the-art solutions to a wider audience for the first time.

THE VENUE: IMPERIAL RIDING SCHOOL HOTEL

The IRF Symposium, the Strategic Seminar and the IRF Scientific Conference will take place at the Imperial Riding School Vienna. Built in 1850 as the emperor's horse riding school, the hotel reflects the imperial past of the Austrian capital. Situated in the diplomatic quarter, close to the Vienna city centre, this hotel is a perfect starting point to explore the treasures of Vienna: Located in close vicinity are the Belvedere Palace with its renowned art collection and the Wiener Konzerthaus, one of Vienna's largest institutions in international musical life.

GALA DINNER: ORANGERIE, SCHÖNBRUNN PALACE



The symposium's gala dinner will take place on June 2 in the unparalleled setting of the **Schönbrunn Palace Orangerie**. The building was originally conceived as a baroque greenhouse, but the Habsburgs soon started using it as a venue for spectacular festivities and events. As the festive imperial setting will be complemented with classical music, the gala dinner will be serving Austrian culinary delights in an incomparable atmosphere.

VISUAL WORKFLOWS FOR IR AND IP

***Anthony Trippe, 3LP Advisors** - Chair of the Tutorials and Practice Class on June 1*

IP for IR

There is a mantra among professional patent searchers that you never search a single source when trying to conduct an extensive search. Patent searchers also subscribe to the old saying that there is more than one way to skin a cat. In practical terms what this really means is that professional patent searchers will work with multiple databases and use a variety of searching techniques in order to capture as many relevant answers as possible. During this session the presenter will walk through a real search situation that was conducted several years ago. This search involved using many different database and several different searching techniques. It is hoped that by seeing a detailed example such as this one the members of the IR community will understand better the needs of the IP searching community.

Visual workflows for IP Experts

For the patent searching professional the use of a command line interface has been the primary method of working with databases and search techniques for more than 40 years. There are a number of reasons for this, including the fact that most professional searchers were apprenticed to experienced searchers at the beginning of their careers who passed along their methods and techniques. Command line Boolean driven search methods also come closer to total recall than any other technique that has been introduced to this community to date. In this session a method of information retrieval called visual pipelining will be introduced to the IP searching community. This method has found common use in the bioinformatics, cheminformatics and text mining communities for the last several years as a means of making difficult and detailed tasks simpler to conduct and easier to share with the broader community. By the end of the tutorial, members of the IP community will see the potential for applying this technique to their work in building search queries.

Finally, a practice class will bring elements from both tutorials together and provide a demonstration of how the complicated search example used in the IP for IR class can be adapted to the visual pipelining methodology introduced in the IR for IP tutorial.

ANALYSING THE PERFORMANCE OF R&D

***Tim King** - Programme Chair of the Strategic Seminar*

I have been asked to be the Programme Chair for this day, and I thought I would tell you a little about the aims of the seminar and also tell you who we already have booked to come and talk.

The seminar will offer an insight into how IP can be managed in an organization, creating revenue opportunities while at the same time providing feedback on the success or otherwise of R&D activities. This all-day seminar is aimed at executives responsible for business and valuation aspects of Intellectual Property (IP) within their organization.

Dr. Desai Narasimhalu, Director of Innovation and Entrepreneurship at the School of Information Systems at Singapore Management University will talk about "Innovation Management and IP Audit". He will be telling us about how companies maintain market lead by generating a string of successful innovations, and about how these basic building blocks can be audited to determine whether each IP is best licensed out, turned into a product or abandoned.

In the Best Practice track, David Walsh, Information Scientist at Pfizer, will be talking about how patents are managed at Pfizer, and how the free sources of full text patent data must be assessed quickly. This is a particular problem when the patents are deliberately obfuscating and rely on specific underlying meta languages. Gerald Landl, Head of IP & Standards at voestalpine Stahl, will show how the search within very big numbers of documents can be much more efficient when using a graphical interface showing search results as a landscape.

Anthony Trippe from 3LP Advisors will be talking about IP valuation, while Professor Dr. Holger Ernst from the Otto Beisheim School of Management will be giving a talk entitled "Patents as a Measure of R&D Activity", covering the Patent Asset Register, and why this is an objective comparison.

The seminar will also cover patents as standards, tools that can be used to manage IP and how a large organization profits from IP. Dr. Franck Cuypers from PricewaterhouseCoopers will talk about his experience in setting up a Corporate IP Department for SwissRe, which was the first IP department in the insurance industry. There will also be a panel discussion which I am sure will be lively. I hope to see you there.

Did this newsletter meet your expectations?
Which topics would you like to read about in the next issues?
Please send your comments and suggestions to
newsletter@ir-facility.org

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