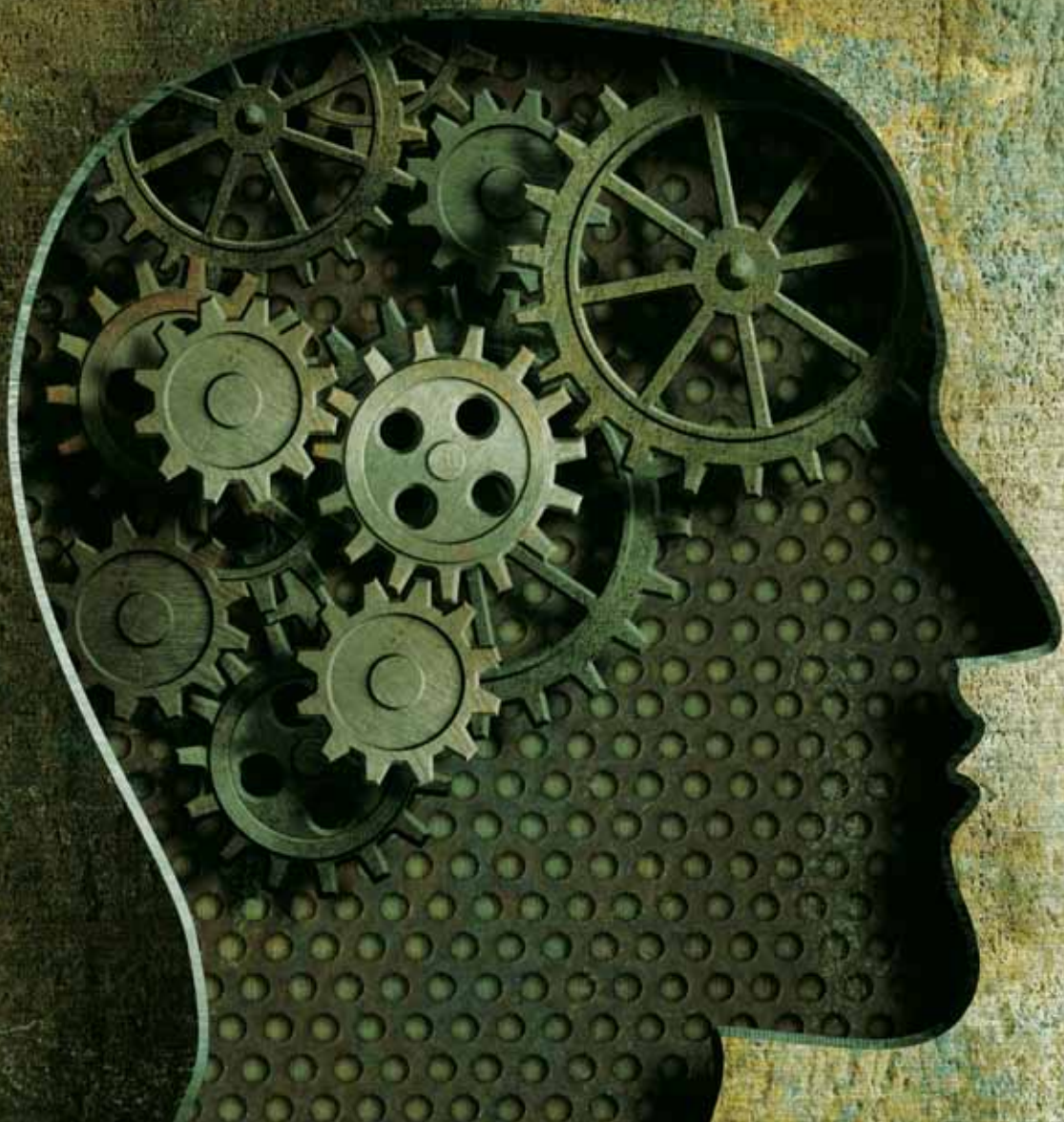




ADVANCED

IP LIFECYCLE MANAGEMENT

Extract the most from your IP portfolio



PRESENTING NovumIP

'NovumIP – the first full end-to-end IP Lifecycle Management Application in the cloud'

NovumIP has been designed to allow brand aware companies and Law Firms to accurately manage and extract value from their intellectual property assets and those of their clients.

The majority of Executives pigeon hole intellectual property (IP) as a consideration or cost for the Legal department. They are unaware that their company's IP can help them attain a number of strategic corporate goals from entering new markets to generating an additional revenue stream. This can only be done if IP is managed as seriously as other company assets.

NOVUM | IP



SEARCH

The unique characteristic of NovumIP is its premier search capability. Traditionally, it has proven difficult for company and legal executives to gain a holistic and rapid view of all their IP data. The speed with which you can ingest and index IP data means time-consuming administrative tasks are automated so you can focus on higher-value work.

The complex workflows woven into the IP lifecycle require accuracy in all aspects of handling internal and external IP data. The ability to rapidly search, identify, ingest and analyse trusted legal data allows automated contextual matching, automated population of records and task generation. This all seeks to minimise risk and provide a competitive advantage not seen to date.

“ We are very proud of our global IP operation, but it took us 15 years to get to this stage. For you to take 10 months to complete a full end to end implementation of NovumIP is very impressive”.

Global IP Head, Multi-national engineering conglomerate



WORKFLOW

NovumIP enables IP workers to provide restricted access – should they wish – to specific internal and external users as well as to specific sets of IP data. Users can access the platform to carry out administrative tasks, view the status and run reports. Its configurable workflow and fully integrated web-based platform means companies can truly be collaborative and bridge the gap between IP as an isolated cost and recognise it as a lucrative asset.

The workflow element further drives activities and tasks according to a company's strategy and in alignment with jurisdictional laws. NovumIP enables you to benefit from full transparency on spend, newly generated ideas, perceived risks and recognition of value. All of these will aid Executives in making qualified decisions on their IP portfolio.

KEY FEATURES:

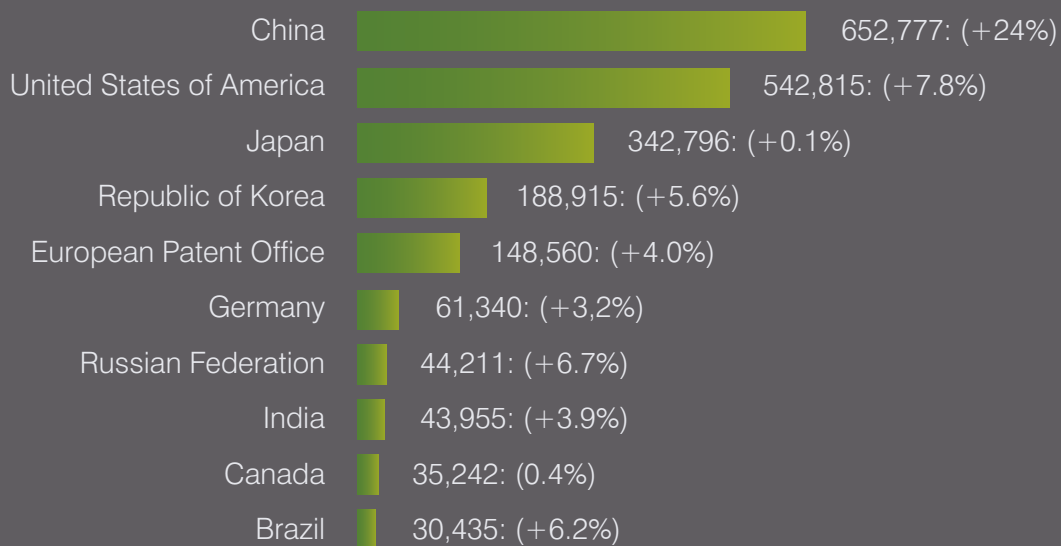
- Preconfigured for the IP lifecycle
- Auto-generated alerts through emails and calendar integratio
- User access security can be controlled down to field, event and action level
- Full audit trail
- Configure to align to your processes
- Multiple languages supported
- Ability to tailor screens layout and actions per user role



THE MARKET

The use of technology in IP management is a concept which is slowly being embraced by the industry. When asked if they would use technology (in particular, cloud based) to automate, streamline and extract value from their IP portfolio, the majority of IP Executives said, 'yes'. Their issue is how and with whom.

NovumIP seeks to combine disruptive technology and the knowledge of IP to provide a truly unique offering. The fact that the number of IP applications have risen year on year requires a rapid, secure and robust response. The market is in need of flexibility of implementation and a true partnership to ensure company business needs are met.



Patent applications for the top 10 offices:



REPORTING

Reports and Dashboards are an integral aspect on the NovumIP platform. Users are able to easily create their own specific analytical visualisation. Our reports and dashboards are intuitive and can be created real time. This creation of transparency on activities, costs and IP pipeline allows IP Executives to accurately manage up to the Board and to shareholders.

One of the key benefits is to facilitate effective risk mitigation and carry out informed decision making. Some of the typical variables used to create reports and dashboards are:

- Submissions
- Applications
- Costs
- Third parties
- Claims
- Contracts
- Revenues

Please note that reporting is also mobile & tablet enabled.



FUNCTIONALITY

NovumIP is used to provide company and legal executives full control over their IP portfolio. This requires robust functionality transcending idea submission to spend management. Further, it manages all intellectual assets, including patents, trademarks, designs, domains and licensing contracts.





INTEGRATION

NovumIP provides a collaborative network for all of the stakeholders required to make your IP Lifecycle truly work. The underlying processes and stakeholders which support your lifecycle need fluid integration to various external sources to reduce risk, increase automation and avoid costly errors.



The majority of IP divisions have existing IP data in disparate legacy systems. Due to our seasoned knowledge and proprietary technology used to migrate data from various databases or indeed the web, we work with clients to ensure continuous cleansing and enriching of their IP data ecosystem.

CLOUD VS ON-PREMISE

CLOUD: Provides instant access, with full functionality, configuration flexibility and robust security.


- Hosting location based on client preference.
- Full compliance for Data Protection Regulation and Export Controls.
- Full service management, provision for backup, disaster recovery and automatic software upgrades.

ON-PREMISE: Installation in your data centre, working in partnership with your IT team. Configuration is based on your organisational needs.

NovumIP can be purchased on a modular as well as a full license basis – therefore, you can acquire the electives you require for the cases you manage.

“ Speed of implementation matters to us, not only because we had an urgent need to have a solution for our patent portfolio management, but also because it gives us confidence that we do not need to wait a long time when we need enhancements or for something new in the future.”

Harri Honkasalo, Group Director of Patenting, Nokia Corporation



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WE LOOK FORWARD TO PARTNERING WITH YOU