

Future Forward

The Impact of A.I. in the
Pharmaceutical Trademark Space

PTMG, Malta – October 18, 2024

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Meet the speakers



François Neuville

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Clarivate



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Head, Legal Brand Protection
Sandoz International GmbH

Agenda

Introduction to Artificial Intelligence (A.I.)

Leveraging A.I. in the Pharmaceutical Brand Lifecycle

- Name Generation
- Pharma TM Clearance
- Pharma In Use
- Contentious Matters / Enforcement
- Portfolio Maintenance
- Commercialisation
- Leveraging Data and Analytics for better decision making

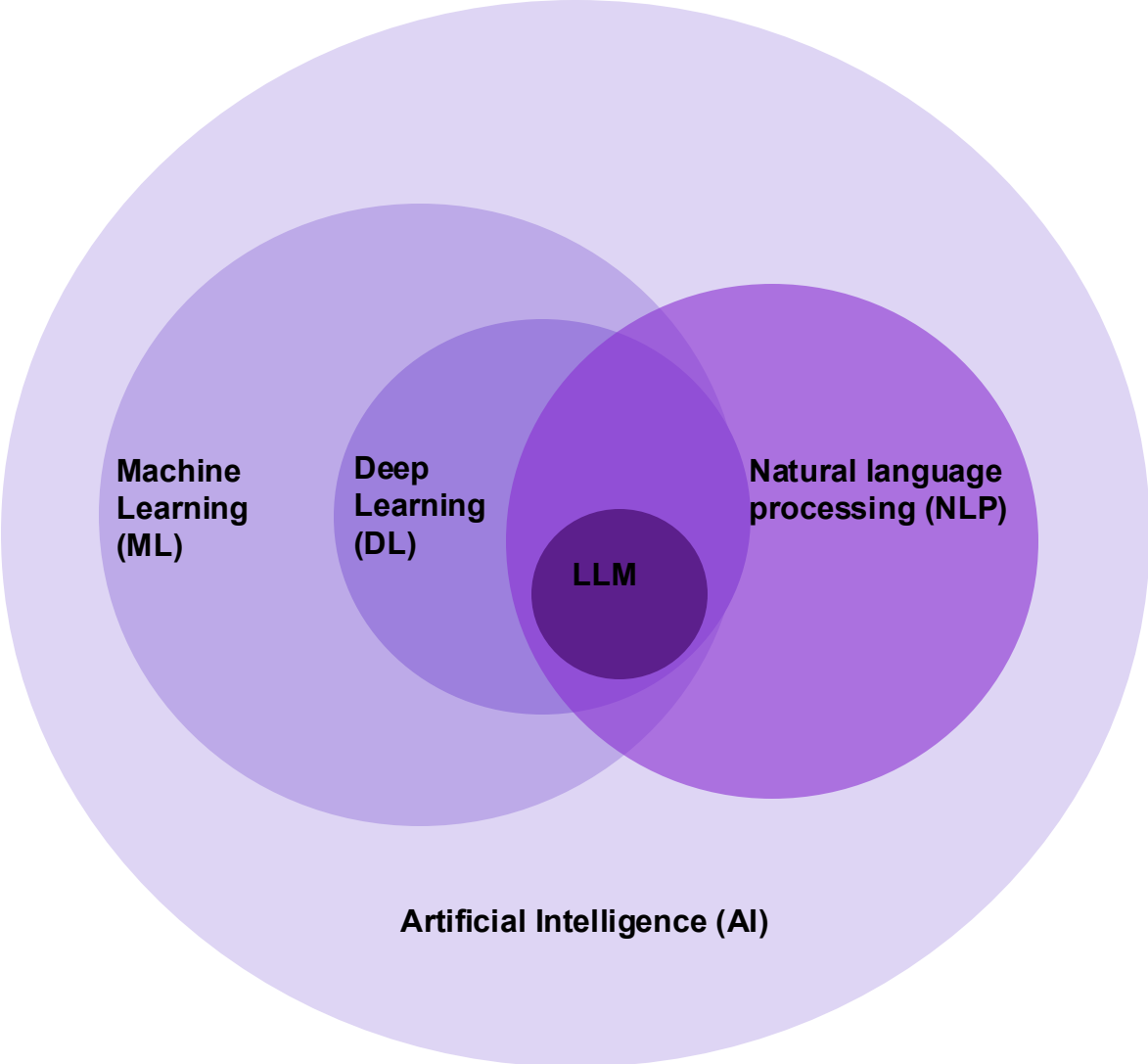
Key Takeaways

“The key to success with AI is not just having the right data, but also asking the right questions.”

Ginni Rometty
Former CEO of IBM

AI? ML? DL? NLP? LLM?

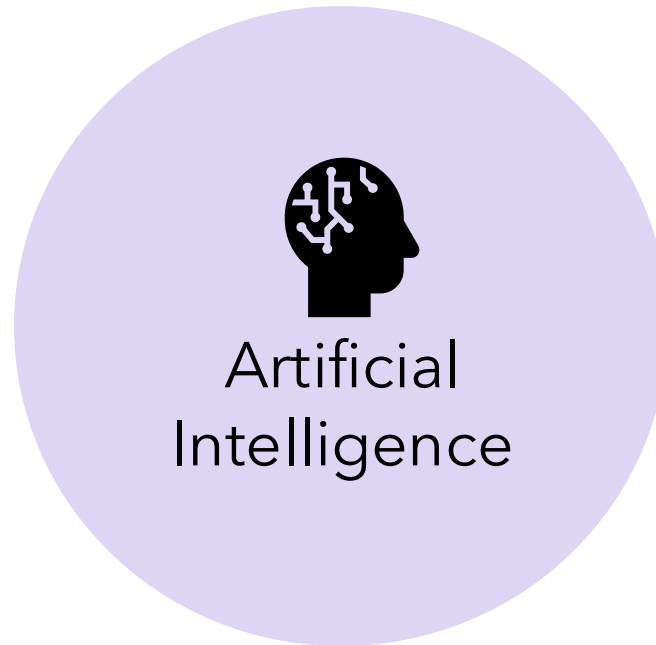
All the same?



Selecting the right use cases to fuel your organization's AI journey

Tasks

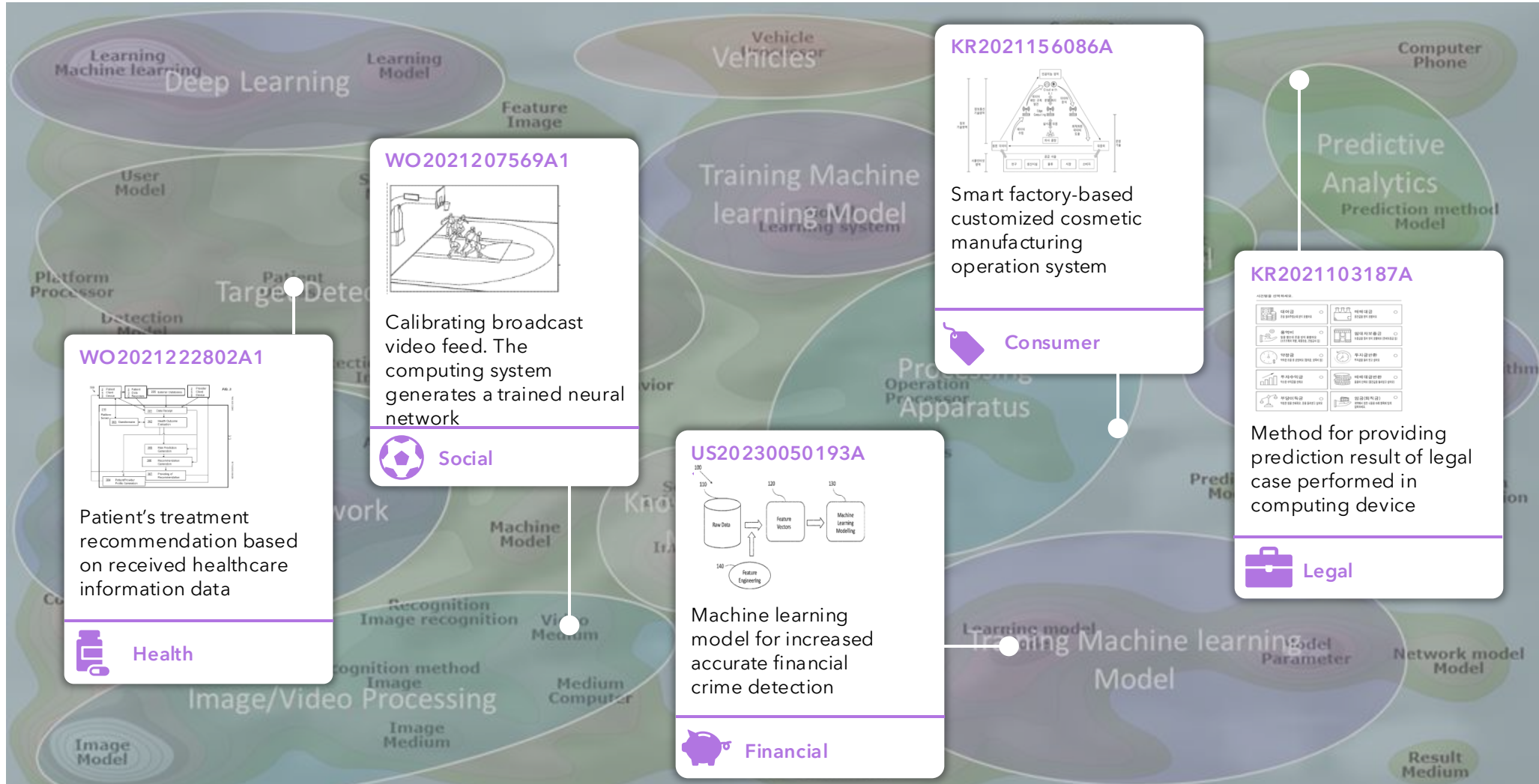
- Text summarization
- Text classification
- Information retrieval
- Named entity recognition
- Natural language generation
- Competitive analysis
- Question answering
- Machine translation
- Predictive analytics



Technologies

- Natural language processing
- Machine learning
- Deep learning
- Search engineering
- Knowledge graphs
- Topic modelling
- Reinforcement learning
- Information extraction
- Large language models

AI is growing fast and is a key feature in many business and consumer applications.



AI encompasses a wide range of capabilities

Accelerating and simplifying our everyday

Level of intelligence



Narrow (ANI)

Limited in scope
(specific focused
tasks)



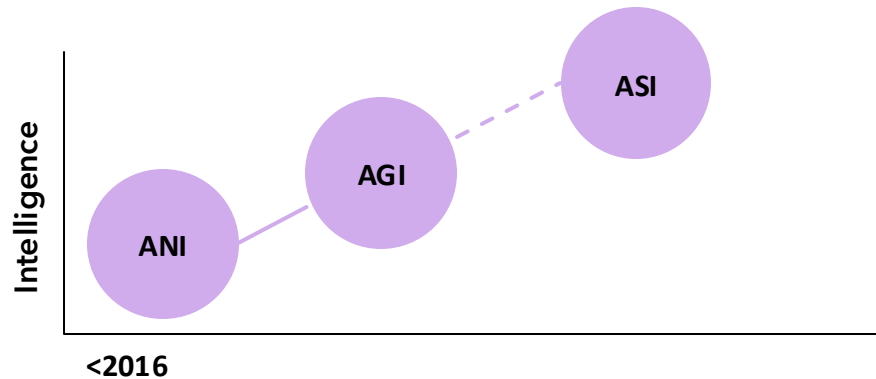
General (AGI)

Problem solving
(on par with humans)



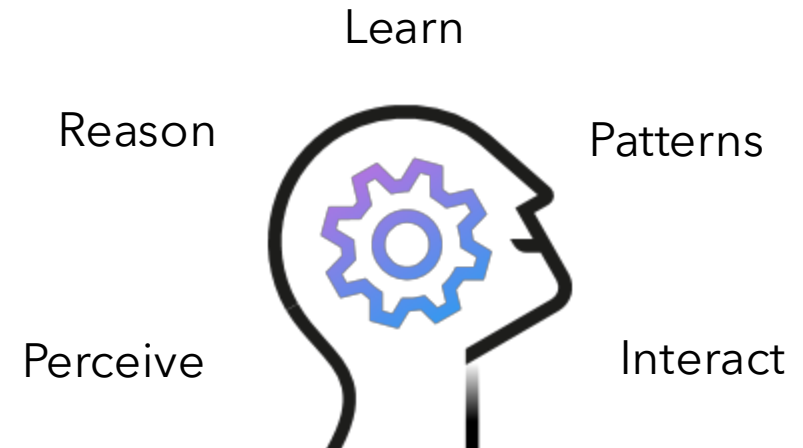
Super (ASI)

Surpasses human
intelligence



The objectives of AI and modern computing

**Machine-led capability to perform
cognitive functions associated
with humans.**



AI: where do you stand?

Slido Interactive Survey

“AI is a tool. The choice about how it gets deployed is ours.”

Oren Etzioni

CEO, A12 and Professor of Computer Science

A hand reaching out towards a robotic hand in a laboratory setting. The background is a blurred laboratory with various pieces of equipment and bright lights. The hand is positioned on the right side of the frame, reaching towards the left. The robotic hand is on the left side, reaching towards the right. The background is a blurred laboratory with various pieces of equipment and bright lights.

Leveraging Artificial Intelligence in the Pharma Brand Space

What challenges do you need
solved?

A.I. as an Ally

What problems can A.I. help solve?



Name Generation



Pharma TM Clearance - TM Registers + Regulatory



Pharma In Use - Competitive Landscape



Contentious Matters / Enforcement



Portfolio Maintenance



Commercialisation



Acquisitions & Divestments

Finding a Trademark

How is it done now vs how can AI help streamline existing process?



Current state of the art

How we do it?



Process

Name ideation

Q&D searches

Base application

6 month priority period



Challenges

Increasingly cluttered Pharma
TM Registers

Pressure to deliver cleared
candidates faster & cheaper

Geographical scope variable



Meeting the challenges

Increased reliability of AI
search tools

Holistic overview vs. multiple
sources of truth

Clearer overview of how
regulatory guidelines applied
(e.g. by NRG in EU)

Better context re competitive
landscape – actual or
theoretical risk?

Can ChatGPT help out of the box?

can you suggest names for an oncology drug?



Sure! Here are some suggestions for oncology drug names:

1. **Oncurex**
2. **Cytosolve**
3. **Tumorclear**
4. **Neoplasis**
5. **TheraCure**
6. **Cancelex**
7. **MaligGuard**
8. **CellBane**
9. **OncoLift**
10. **ElysiumRX**

Feel free to let me know if you have specific themes or aspects you want to incorporate!



Asking ChatGPT

why did you select these?



I selected these names based on a few criteria:

1. **Relevance:** Each name includes elements that relate to oncology, such as "Onco," "Cure," and "Tumor," conveying the drug's purpose.
2. **Memorability:** The names are designed to be catchy and easy to remember, which is important in branding.
3. **Connotations:** Many of the names evoke positive associations, such as healing ("Cure"), clarity ("Clear"), or strength ("Guard").
4. **Unique Sound:** I aimed for a balance between being distinctive and professional, ensuring they sound appropriate for a pharmaceutical product.

If you'd like different themes or styles, I can come up with more options!



Next Gen AI Tools

Is there a better name?



Pharmaceutical Names for Oncology treatment

SERION[®]

[Home](#)
[Naming](#)
[TM go365™](#)
[SAEGIS®](#)
[Price & Order](#)
[Nordic Search](#)
[Inbox & Analysis Tool](#)
[Watch](#)

Name It

CATEGORIES

Pharmaceuticals
↓ Class 5 | Names: 62

Education, Entertainment, Sporting and Cultural activities
↓ Class 41 | Names: 52

Computer and Software services, Scientific services
↓ Class 42 | Names: 81

Medical, Beauty and Agricultural services
↓ Class 44 | Names: 132

Medical Instruments
↓ Class 10 | Names: 67

CYTOXARPH

CYTOXINADE

CYTOXYL
THYME

CYTOXYGEL
XD

CYTOXYTUSS
HSP

CYTOXYL -
COUGH RE-
LIEF

Status Check ⓘ

LEGACY TOP LEVEL DOMAINS

- ✓ cytoxarph.com
- ✓ cytoxarph.net
- ✓ cytoxarph.org

TRADEMARKS

✓ Benelux	✓ Ireland
✓ Bulgaria	✓ Italy
✓ Croatia	✓ Latvia
✓ EU IPO	✓ Lithuania
✓ Cyprus	✓ Malta

Show more availability ⓘ

Alternatives ⓘ
(Select to add to report)

PHONETICS

CYTOXARF

CITOXARPH

SITOXARF

CITOXARF

SEMANTICS

⚠ We are unable to retrieve any results at this time.

Show more alternate spellings ⓘ

Class Predictor ⓘ

CYTOXARPH has characteristics most similar to marks in classes **5** and **10**

1	5	9	10	42
---	---	---	----	----

US PTO
EUIPO

Show complete graph ⓘ

Include a Comment

Write a comment...

2000 characters remaining

CYTOXAME-

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Next Gen AI Tools

Is there a way to find better brand names for use in the pharma market?

Can I get a better POCA Score?

The **Phonetic and Orthographic Computer Analysis** (POCA) program is a software tool that uses an advanced algorithm to determine the *orthographic and phonetic similarity between two drug names*. Aim is to avoid potential confusion with existing pharma brand names to minimise the risk of medication errors and patient safety issues arising.



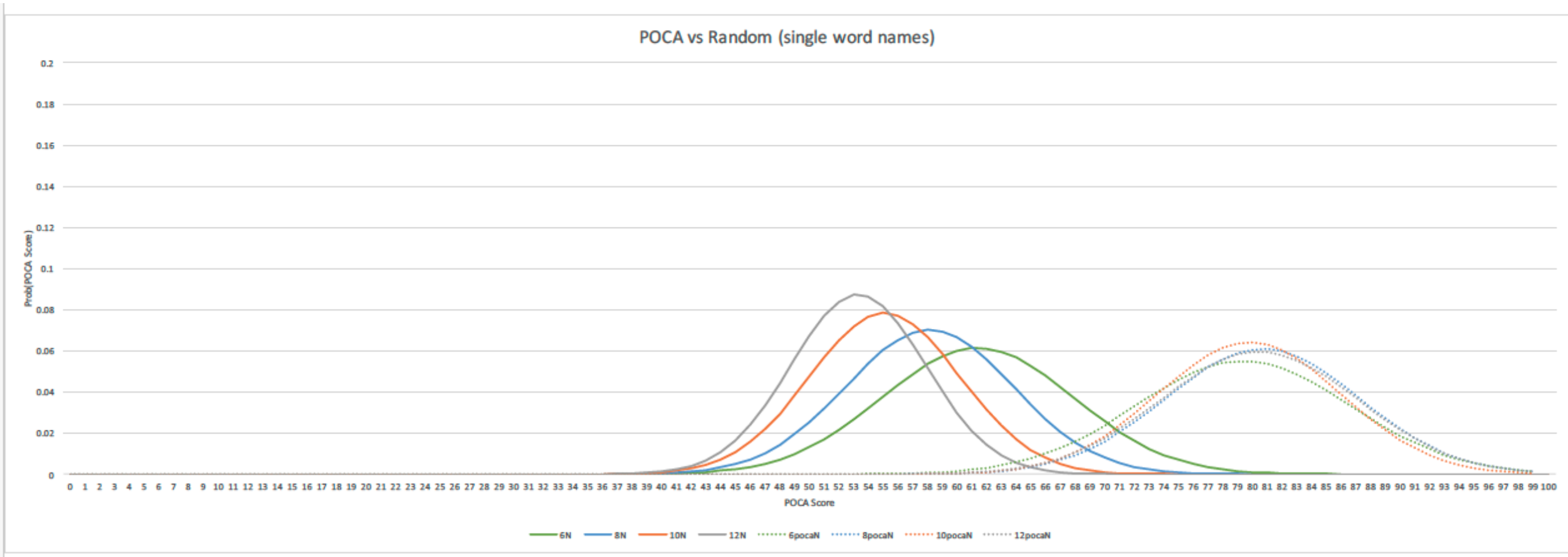
How does POCA work?

- The program compares a candidate drug name against multiple drug names found in several different “data sources” contained in the software.

Data Sources

- Drugs@FDA (updated monthly)
- RxNorm (updated monthly)
- Suffixes in the proper name of approved biological products (updated monthly)
- United States Adopted Names (updated twice a year)
- Health Canada?
- European Medicines Agency?

POCA vs. Random (Single Word)

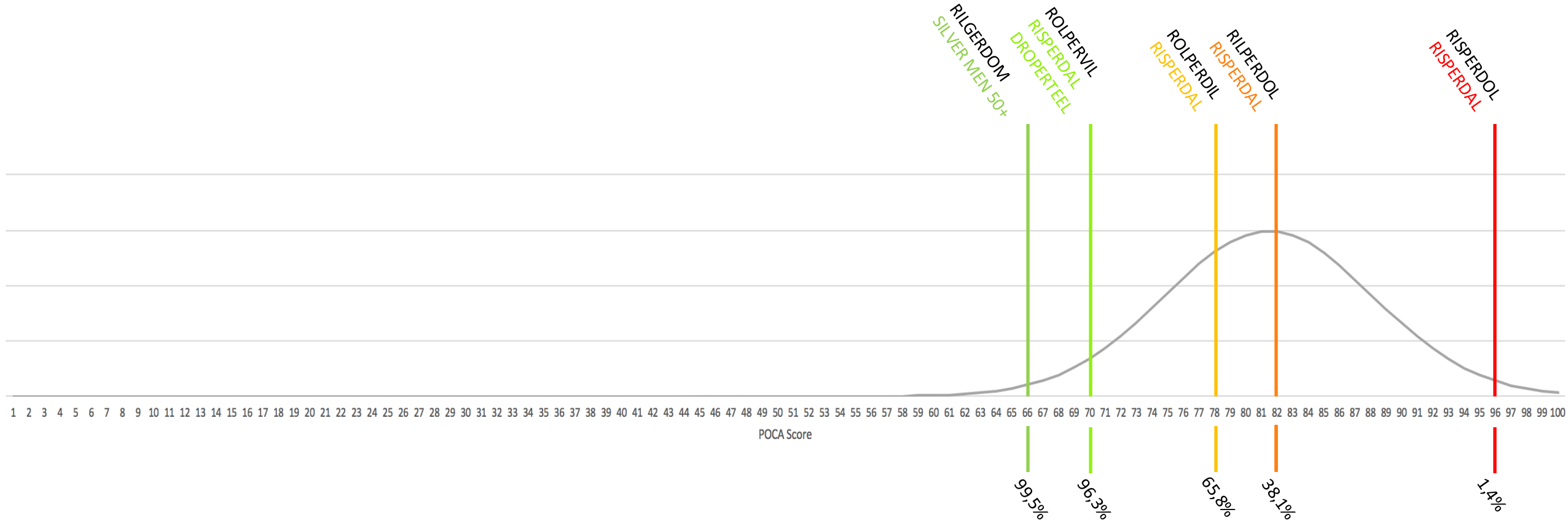


How does my score compare to all Pharma marks?

Trademark
Name

RISPERDOL

optimize



Example DISPEDRAL

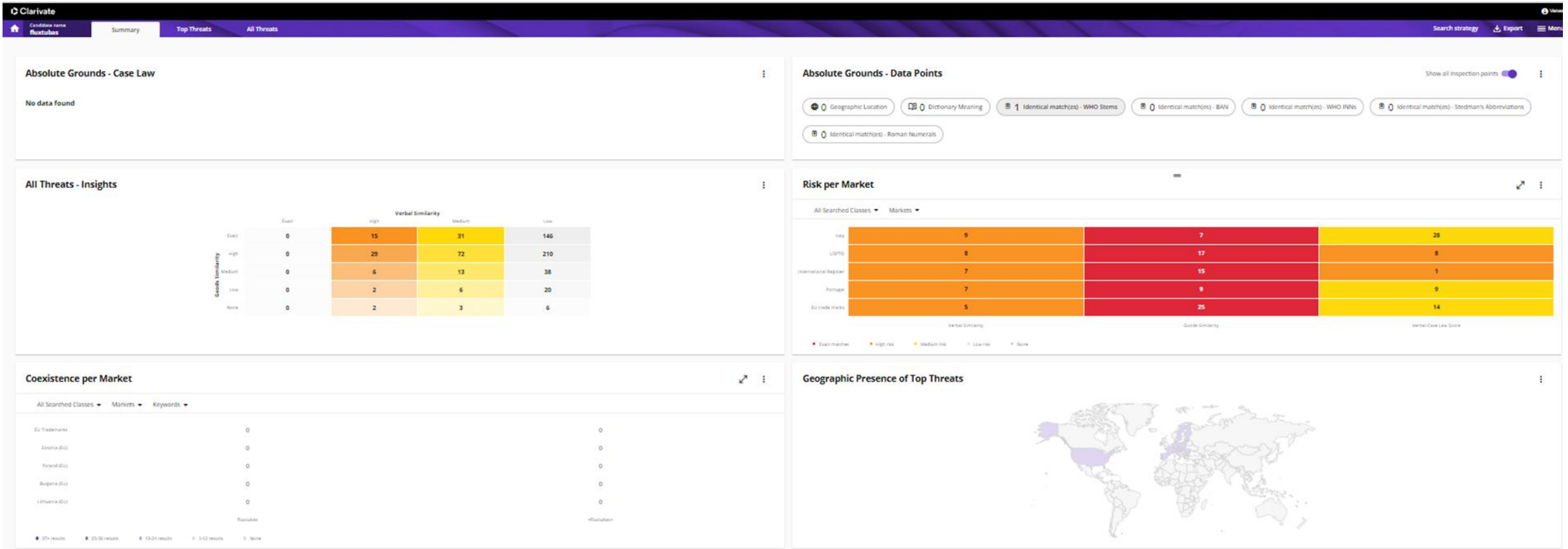
Optimized Name	POCA Score	Closest Existing Drug Name(s)	Parent Name
DISPEDRAL		78RISPERDAL	DISPEDRAL
QISPEDRAL		73RISPERDAL	DISPEDRAL
DISPEHRAL		76RISPERDAL	DISPEDRAL
DISPEHEAL		68MUSCLEHEAL	DISPEHRAL
QISPIDRAL		68RISPERDAL, QIN PI DRY	QISPEDRAL
DISPEXRAL		70RISPERDAL, DESPEC SR	DISPEHRAL
DISPEHIRAL		72RISPERDAL	DISPEHRAL
DISPEXWAL		68DYSPEPSIA	DISPEXRAL
DISPEXXRAL		65DESENEX SPRAY	DISPEXRAL
DISPEXXAL		66LASIX SPECIAL	DISPEXRAL
DISPHEHEAL		66MUSCLEHEAL	DISPEHEAL

Trademark Clearance

Analysis of Fluxtubas using an AI-powered tool

[Brand Landscape Analyzer \(compumark.com\)](https://compumark.com)

Fluxtubas



Fluxtubas

Clarivate

Candidate name: fluxtubas

Summary | Top Threats | All Threats

Search strategy | Export | Menu

TOP THREATS

RESET

- FLUTIBASE (GR, PT, PT)
- FLUXOVAS (IT)**
- FLEXIBAN (WO, IT, CY)
- FLEXITUBE (US, WO)
- FLUBASON (WO, IT, PT)
- FYSUBAC (RO, PT)
- FLUXOBRAL (PT)
- FLUXILASE
- LUTINUS (WO, BX, EM)

Verbal Similarity

94% **HIGH**

Verbal Case Law Prediction Score

51% [See closest 15 cases](#)

POCA Score

76%

Goods and Services

MEDIUM [Explore results](#)

- Pharmaceutical preparations **MEDIUM**
- Anti-epileptic pharmaceutical preparations **MEDIUM**

Classes: 05

Goods Case Law Prediction Score

100% [Explore results](#)

Image

Owner

NGN HEALTHCARE - NEW GENERATION NUTRACEUTICALS S.R.L.

Size of Total Portfolio: Ngn Healthcare New Generation Nutraceuticals [Explore results](#)

Globality: Ngn Healthcare New Generation Nutraceuticals [Explore results](#)

Litigation: Ngn Healthcare New Generation Nutraceuticals

Direct Case History [?](#)
No cases found

Reputation/Fame [?](#)
No cases found

Litigiousness of Owner [?](#)
No cases found

Identical Pharma Threats

No identical pharma threats found

Fluxtubas

Clarivate Vanessa Claba

Candidate name: **fluxtubas** Search strategy Export Menu

Summary **Top Threats** All Threats

TOP THREATS RESET

- FLUTIBASE GR
- FLUTIBASE PT
- FLUXIPAS PT
- FLUXOVAS IT**
- FLEXIBAN WO
- FLEXIBAN IT
- FLEXIBAN CY
- FLEXITUBE US
- FLEXITUBE WO
- FLEXIBAN WO
- FLUBASON IT
- FYSUBAC PT
- FLUXOBRAL RO
- FLUXILASE PT
- LUTINUS WO
- LUTINUS BX
- LUTINUS EM

FLUXOVAS VERBAL GOODS

Market	Registration Date	Application Date	Registration Number	Status	Legal
Italy	20 DEC 2019	09 MAY 2019	302019000030095	REGISTERED	

Verbal Similarity 94% HIGH

Verbal Case Law Prediction Score 51% See closest 15 cases

POCA Score 76%

Goods and Services MEDIUM

- Pharmaceutical preparations MEDIUM [Explore results](#)
- Anti-epileptic pharmaceutical preparations MEDIUM

Classes
05

Image

Goods Case Law Prediction Score 100% Explore results

Owner
NGN HEALTHCARE - NEW GENERATION NUTRACEUTICALS S.R.L.

Size of Total Portfolio: Ngn Healthcare New Generation Nutraceuticals Explore results

Globality: Ngn Healthcare New Generation Nutraceuticals Explore results

Fluxtubas

Clarivate
Candidate name
fluxtubas
Summary
Top Threats
All Threats
Search strategy
Export
Menu

TOP THREATS

RESET

- ▼ FLUTIBASE ⓘ
 - FLUTIBASE GR
 - FLUTIBASE PT
 - FLUXIPAS PT
 - FLUXOVAS IT
- ▼ FLEXIBAN ⓘ
 - FLEXIBAN WO**
 - FLEXIBAN IT
 - FLEXIBAN CY
- ▼ FLEXITUBE ⓘ
 - FLEXITUBE US
 - FLEXITUBE WO
 - FLEXIBAN WO
 - FLUBASON IT
 - FYSUBAC PT
 - FLUXOBRAL RO
 - FLUXILASE PT
- ▼ LUTINUS ⓘ
 - LUTINUS WO
 - LUTINUS BX
 - LUTINUS EM

Verbal Similarity HIGH

88%

Verbal Case Law Prediction Score ?

55%

[See closest 15 cases](#)

POCA Score ?

62%

Goods and Services HIGH

Pharmaceutical preparations MEDIUM [Explore results](#)

Anti-epileptic pharmaceutical preparations HIGH

Classes

05

+

Image

+

No image available

Identical Pharma Threats

Pharma In-Use	POCA
2	2

+

Geographic Presence - All Trademarks [Explore results](#)

Owner: Laboratorio Farmaceutico Sit Specialita Igienico Terapeutiche

Goods Case Law Prediction Score

No prediction score found

+

Owner

LABORATORIO FARMACEUTICO S.I.T. SPECIALITA' IGIENICO TERAPEUTICHE S.r.l.

Size of Total Portfolio: Laboratorio Farmaceutico Sit Specialita Igienico Terapeutiche ? [Explore results](#)

1-10 11-100 101-1000 1000+

Globality: Laboratorio Farmaceutico Sit Specialita Igienico Terapeutiche ? [Explore results](#)

Local Regional Multiregional Worldwide

+

Litigation: Laboratorio Farmaceutico Sit Specialita Igienico Terapeutiche

Direct Case History ?

No cases found

Reputation/Fame ?

No cases found

Litigiousness of Owner ? [Explore results](#)

1-10 11-100 101-1000 1000+

In-Use

In Use (<https://tmlift.com/searches/44/search-results>)



Fluxtubas

Status ●

Start Search

Started searches: Trademark Search[In use, News, Health agency] Owner check

Select columns ▾

Export

🕒	#	Trademark name	Business risk assessment	Image	Jurisdiction	Trademark info	Owner information	Owner check	Classes	In use links	News links
●	4	FLUXOVAS			Italy	<p>Status Registered</p> <p>App. No. 302019000030095</p> <p>App. Date 2019-05-09</p> <p>Reg. No. 302019000030095</p> <p>Reg. Date 2019-12-20</p> <p>Exp. Date</p>	NGN HEALTHCARE - NEW GENERATION NUTRACEUTICALS S.R.L.	<p>https://www.ngnitalia.it</p> <p>Name: NGN HEALTHCARE NEW GENERATION NUTRACEUTICALS SRL</p> <p>Address: VIA NAZIONALE 207, 83013 MERCOGLIANO, Italy</p> <p>Most senior principals: FABRIZIA GUERRA</p> <p>Yearly revenue: \$1,154,053.00</p> <p>Primary industry code: 5912</p> <p>Primary industry: Ret drugs/sundries</p> <p>...</p>	5	<p>www.farmacosmo.it</p> <p>farmaciedelsorriso.it</p> <p>www.farmasave.it</p> <p>www.docpeter.it</p> <p>www.topfarmacia.it</p>	
●	5	FLEXIBAN			World Intellectual Property Organization (WIPO)	<p>Status Registered</p> <p>App. No.</p> <p>App. Date</p> <p>Reg. No. 426438 A</p> <p>Reg. Date 1976-11-16</p> <p>Exp. Date</p>	Meda AB	<p>https://www.mylan.com</p> <p>Name: Meda AB</p> <p>Address: Pipers Väg 2, Box 906, 170 73 Solna, Sweden</p> <p>Most senior principals: LARS H ANDREA REJNUS</p> <p>Yearly revenue: \$272,820,150.00</p> <p>Primary industry code: 5122</p> <p>Primary industry: Whol drugs/sundries</p> <p>...</p>	5	<p>PT www.farmaciaon.pt</p>	
●	6	FLEXIBAN			Cyprus	<p>Status Registered</p> <p>App. No. 17193</p> <p>App. Date 1976-08-25</p> <p>Reg. No. 17193</p> <p>Reg. Date 1976-08-25</p> <p>Exp. Date</p>	MERCK SHARP & DOHME CORP.	<p>https://www.merck.com</p> <p>Name: Merck Sharp & Dohme LLC</p> <p>Address: 126 E Lincoln Ave, 07065-4607 Rahway, United States</p> <p>Most senior principals: ROBERT M DAVIS</p> <p>Yearly revenue: \$5,627,010,702.00</p> <p>Primary industry code: 2834</p> <p>Primary industry: Mfg pharmaceutical preparations</p>	5		

tmLIFT
Demo Demo User


Fluxtubas

Start Search Started search

risk ent Image

FLUXOVAS

https://www.farmacosmo.it/integratori/fluxovas-30-compresse-integratore-funzionalita-cardiovascolare-121153/



L'e-commerce del benessere a portata di click

GRATIS

SPEDIZIONE GRATUITA DA € 79,90

Salta la fila al telefono


Servizio Clienti: 02 8362 3081
Lun-Ven - 09.30 / 12.30 - 15.00 / 17.00

IT | EN

Vuoi ottenere la **spedizione gratuita**? → [Clicca qui!](#)

Integratori > Benessere cardiovascolare >

NGN HEALTHCARE - Fluxovas 30 Compresse - Integratore Per Funzionalità Cardiovascolare



- 25.01%
€ 26,00 **€ 19,50**

Compra ora. Paga dopo 30 giorni con **Klarna**. [Scopri di più](#)

o 3 rate da **€ 6.50** senza interessi. **scalapay**

● **DISPONIBILE**

Guarda tutti i prodotti a marchio **NGN HEALTHCARE**

Il reso è facile e gratuito

PROGRAMMA **Fidelity PUNTI** su di te **AMO**

Questo articolo vale **10 PUNTI** Scopri di più

QUANTITÀ

- 1 +

ACQUISTA

Acquista in sicurezza

- Certificati dal Ministero della Salute
- Trasparenza e affidabilità
- Protezione acquisti SSL
- Pagamenti sicuri

Extra Sconto Quantità

da 5 Pezzi, risparmi: **1%**

da 10 Pezzi, risparmi: **2%**

Spedizione gratuita per ordini superiori a € 79,90

Fai una domanda su questo prodotto

Prodotti 100% originali e certificati

Trustpilot

SCHEDA TECNICA

OPINIONI

DOMANDE E RISPOSTE

SPEDIZIONE E RESI

INFO DISPONIBILITÀ

ANDAMENTO PREZZO

Integratore alimentare per la funzionalità cardiovascolare.

Caratteristiche

Fluxovas, integratore a base di "Taurisolo", estratto polifenolico da vinacce di Vitis Vinifera (cv Aglianico), è in grado di regolare la corretta funzionalità dell'apparato cardiovascolare e contribuisce alla normale

App. No. 17102 4607 Rahway, United States

Enforcement

Fluxtubas vs Fluxovas (IT302019000030095)

<https://opposition-assistant.darts-ip.com/trademark-search>



Opposition Assistant (Beta version)

Log out

Applicant's mark

Verbal element (required) *
fluxtubas

International nice classes
5 Nice Class...

Number between 1 and 45

Goods and Services

5.69. Pharmaceutical preparations

Nice Mark's goods and services Nice subclass AI matched nice classification

Nice	Mark's goods and services	Nice subclass	AI matched nice classification
5	pharmaceutical preparations	5.69.	Pharmaceutical preparations

Opponent's mark

Verbal element (required) *
FLUXOVAS

International nice classes
5 Nice Class...

Number between 1 and 45

Goods and Services

5.439. Pesticides 5.204. Herbicides

5.233. Bandages (Menstruation —) 5.C61. Extracts for medical purposes

5.69. Pharmaceutical preparations

Nice Mark's goods and services Nice subclass AI matched nice classification

5	products subject to protection	5.439.	Pesticides
5	products subject to protection	5.204.	Herbicides

Jurisdictions

Country/Region (required) *
EM - European Union Intellectual Property Office (EUIPO)

[Clear all fields](#)

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SANDOZ

Fluxtubas vs Fluxovas (IT302019000030095)

<https://opposition-assistant.darts-ip.com/trademark-search>

Clarivate

Opposition Assistant (Beta version)

Log out

Overall similarity

75.3%

Historical cases

Verbal similarity

Goods and services similarity

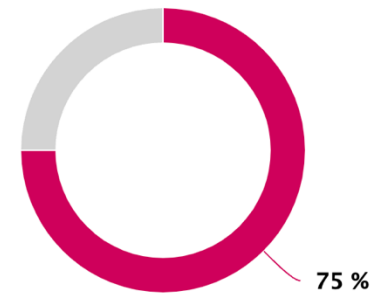
Frequency of terms

Distinctiveness issues

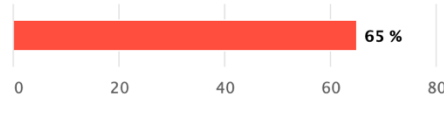
Arguments (GenAI)

Similarity overview

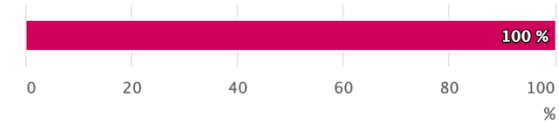
Overall similarity score - HIGH



Verbal similarity - MEDIUM



Goods and services similarity - HIGH



Man vs. Machine

Slido



Visual Similarity

Which one would you pick? OPTION A

While the trademarks FLUXTUBAS and FLUXOVAS share a common prefix "flux" and a similar suffix "as," these elements alone do not sufficiently establish a high degree of similarity.

The presence of distinct components within each trademark—specifically "TUB" in FLUXTUBAS and "OVA" in FLUXOVAS—introduces significant differentiation. These segments contribute unique meanings and associations that can lead to different consumer perceptions.

Additionally, the overall length and structure of the trademarks differ, with FLUXTUBAS containing an additional syllable and a more complex consonant cluster. This complexity may affect how consumers process and recall the trademarks, further distancing them in the marketplace.

Visual Similarity

Which one would you pick? OPTION B

Although the signs FLUXTUBAS and FLUXOVAS share the common prefix “flux” and similar suffix “as”, the overall visual impression conveyed by the respective signs is different due to the following elements:

- **Second Halves:** of each sign differs – “TUBAS” vs. “OVAS”.
- **Shapes of Letters** : the presence of the letters “T” and “B” in FLUXTUBAS helps differentiate that sign from the more rounded letters “O” and “V” in FLUXOVAS creating a subtle visual contrast in the middle part of each sign.
- **Length:** visually, the signs are different a FLUXTUBAS consists of 9 letters whereas FLUXOVAS consists of only 8 letters.
- **Handwriting:** although the signs share a common prefix, their 2nd and 3rd syllables (“TUBAS” and “OVAS”) have clear differences when handwritten. The 2nd syllable in FLUXTUBAS begins with the visually distinctive upstroke letter “T” which creates a different handwriting rhythm.

Despite sharing a common prefix, overall the signs are distinguishable as they have a different length, contain different vowel patterns (U, A, O vs U, O, A), have different 2nd and 3rd syllables and (as pharmaceutical trademarks), would be written differently.

Phonetic Similarity

Which one would you pick? OPTION A

Although the relevant signs share the same common prefix (FLUX), aurally the signs differ in the syllables TU vs. O and VAS vs. BAS.

Those differences reduce the perceived similarity between the signs and, despite having a common initial prefix which is the dominant element of both signs, that prefix is endowed with a low degree of distinctive character for the pharmaceutical goods concerned.

As a result, the differences between the marks when examined counterbalance to a large extent the perceived phonetic similarities. Therefore, it is concluded that the marks are aurally similar to at best an average degree.

Phonetic Similarity

Which one would you pick? OPTION B

The vowel sounds and syllable structure differ after the prefix: "tubas" (/tjuːbəs/) vs. "ovas" (/oʊvəs/). The stress pattern is different, with "fluxtubas" having primary stress on the first syllable and "FLUXOVAS" on the second syllable.

Conclusion: The trademarks exhibit notable distinctions in their phonetic structure, particularly in the suffixes and stress patterns, which contribute to their dissimilarity.

Conceptual Similarity*

Which one would you pick? OPTION A

While both trademarks share the prefix "flux," which suggests a common theme of flow or movement, they diverge significantly in their specific meanings.

"Fluxtubas" implies a focus on tubes or cylindrical structures, indicating a connection to fluid dynamics or transportation, whereas "FLUXOVAS" suggests a biological context related to "ova," which are eggs.

This difference in thematic focus highlights that, despite the shared root, the trademarks evoke distinct concepts—one related to physical structures and the other to biological elements.

Therefore, the conceptual divergence indicates that they are not identical in meaning or context, undermining any argument for their similarity.

Conceptual Similarity*

Which one would you pick? OPTION B

The signs in question share the same dominant prefix “Flux” which, when used as a noun, means *“the action or process of flowing”* or *“any effect that appears to pass or travel (whether it actually moves or not) through a surface or substance”* or *“ a constant state of change.”*

To determine whether the signs are conceptually similar, each sign must be viewed as a whole taking into account whether either has a specific meaning and whether any differences between the respective signs are sufficient to differentiate the concept each conveys.

“FLUXTUBAS” combines the common element “Flux” with “Tubas” which derives from the Latin word *“tubus”* meaning a *“hollow cylinder, pipe or canal”*. When viewed in its totality, “FLUXTUBAs” conveys the concept of a substance flowing through a hollow tube.

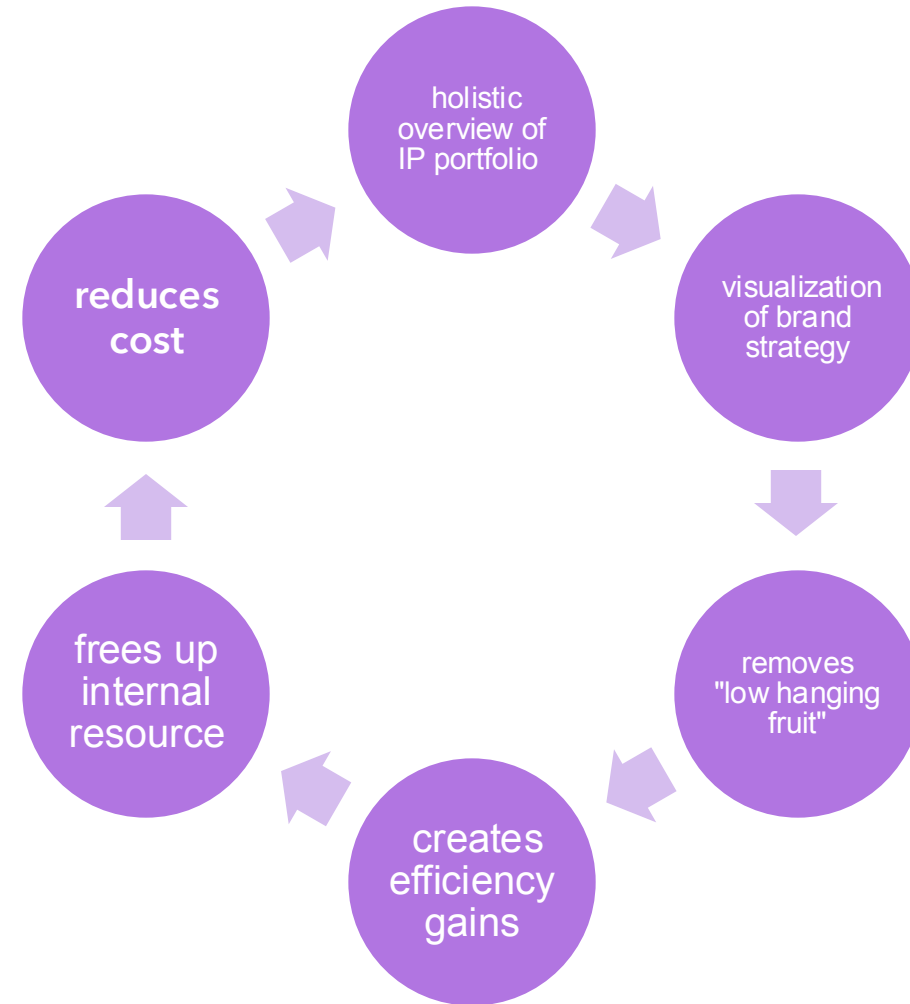
In contrast, “FLUXOVAS” incorporates the common prefix “Flux” with the term “Ovas” which (as a medical term) refers to eggs (ova) produced by females in the human reproductive cycle.

Based on the above analysis, and taking into account that “flux” is commonly used in relation to pharmaceutical products, “FLUXTUBAS” and “FLUXOVAS” are not conceptually similar and are distinguishable.

Portfolio Maintenance

Portfolio Management

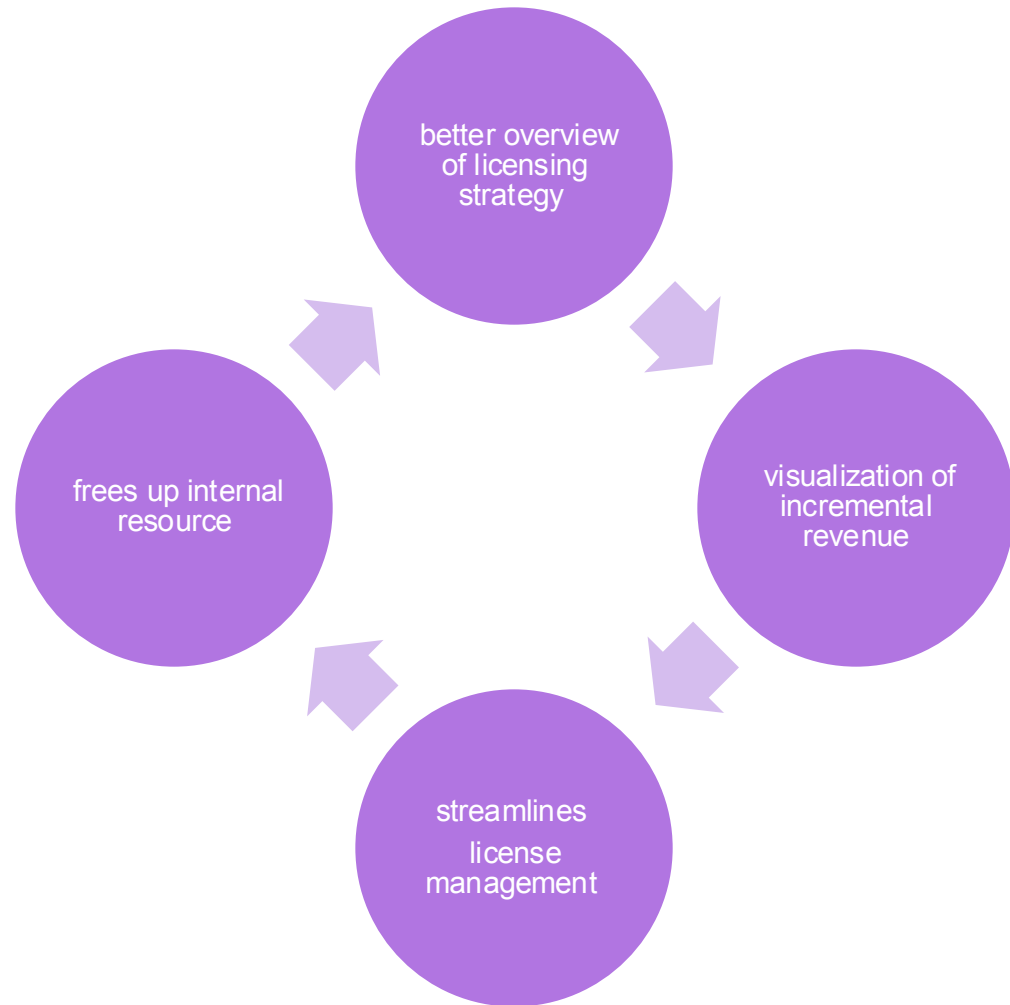
Simplification Increases Speed & Reduces Costs



Commercialisation

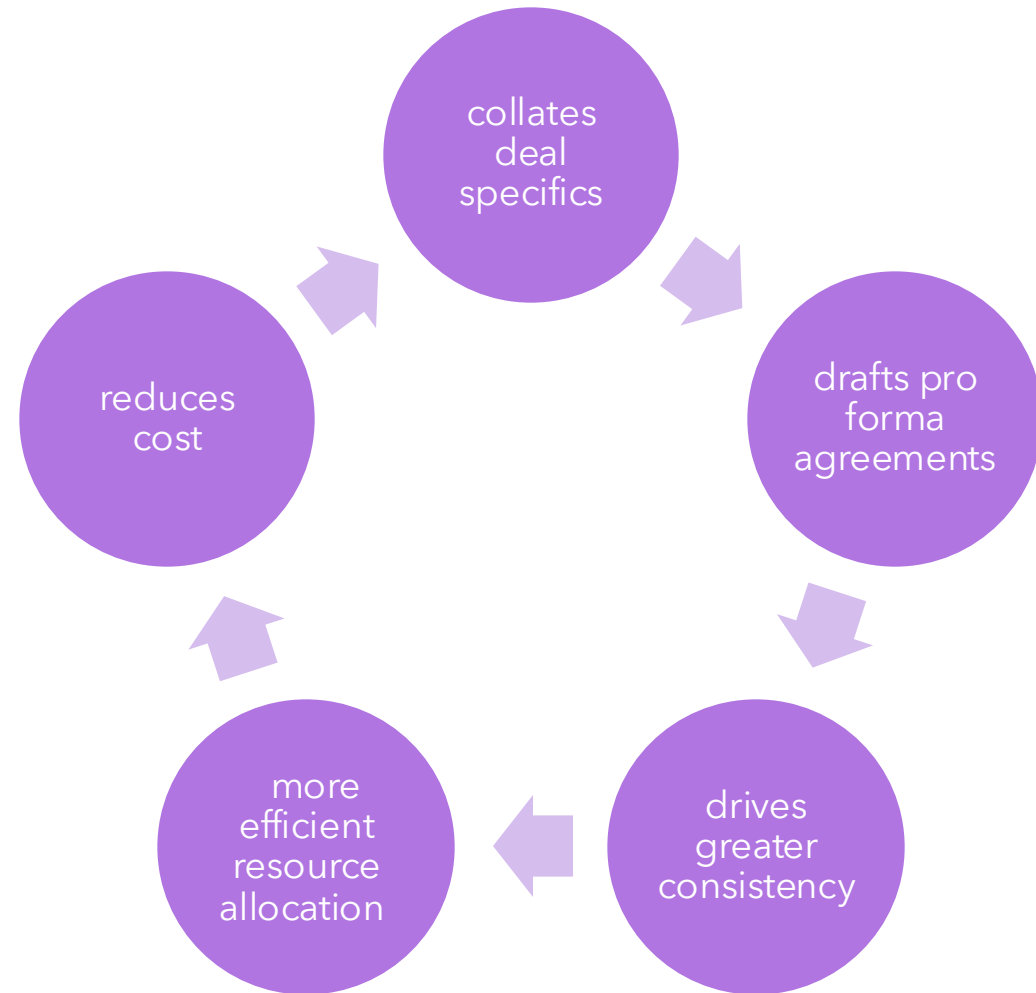
Commercialisation

Simplifies Contract Management



Commercialisation

Drives Efficiencies



Leveraging Trademark Data and Analytics for better decision making

Data Analytics

Drive Efficiencies

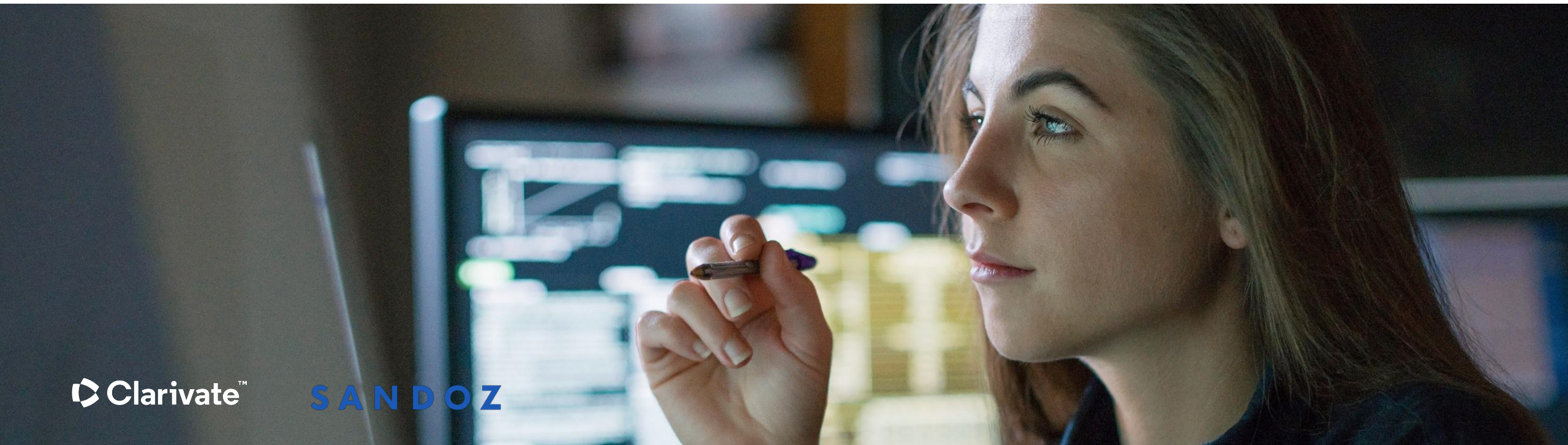
- Provides portfolio overview of the target company(ies)
- Reduces cost
- Enables more efficient allocation of resource

Data Quality

- Accuracy of data supplied to VDR
- Ability to plug the information gaps?
- Flexibility to extract & visualize data for the deal team

Agreements (Settlement, Co-Existence, Licenses)

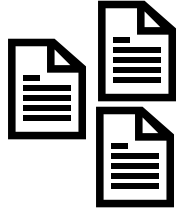
- Increases clarity - number, parties, territories
- Restrictions on use – indication and/or geographical – impact on deal value?



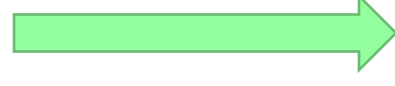
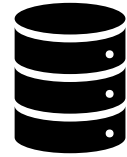
Improve data quality: Example of Harmonization of Entity names

Entity Resolution

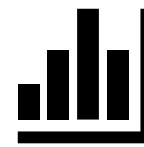
Unstructured data



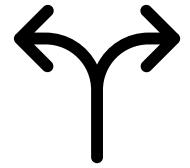
Structured data



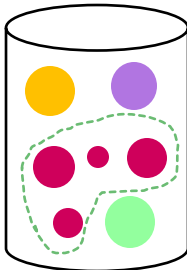
Insights



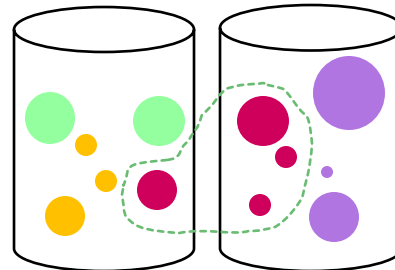
Decision making



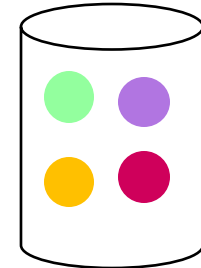
Deduplication



Record linkage



Canonicalization



International Business Machines Corporation,
 International Business Machines Corporation
 International Business Machines Corporation
 International Business Machines Corp
 INTERNATINAL BUSINESS MACHINES
 CORPORATION

Patent Data - International Business Machines Corporation
Trademark Data - IBM Corp
Domain Name Data - Red Hat, Inc.
Litigation Data - Cognos Inc.
Research Data - IBM Research

Name: **International Business Machines Corporation**
 Alias: **IBM**
 Country: **US**
 Ticker Symbol: **IBM:XYNS**
 ISIN: **US4592001014**

Portfolio Overview - Sandoz

COMPANY A

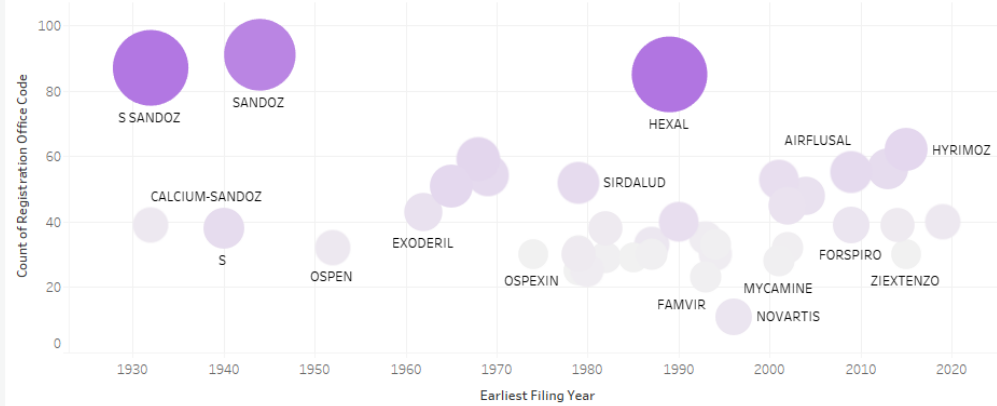
TRADEMARK PORTFOLIO OVERVIEW

ACTIVE TRADEMARKS

11,731

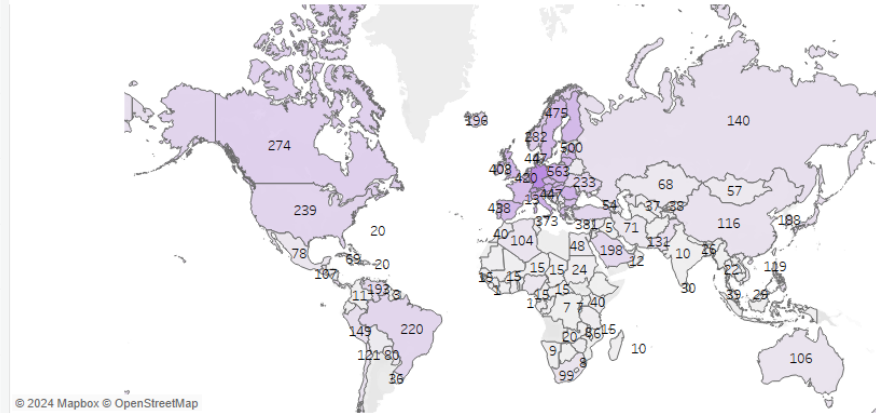
BRANDS TIMELINE

Showing verbal elements with at least 30 filings



FILINGS MAP

Counting currently active trademarks only



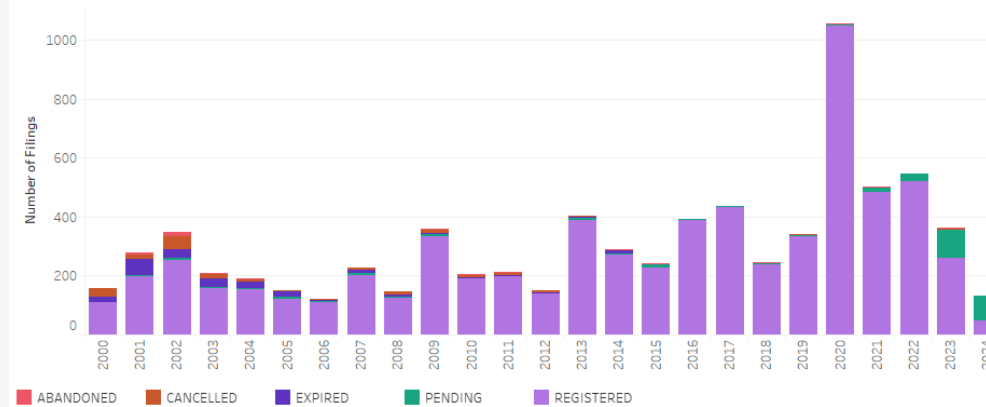
NICE CLASS ACTIVITY

Counting currently active trademarks only



FILINGS HISTORY

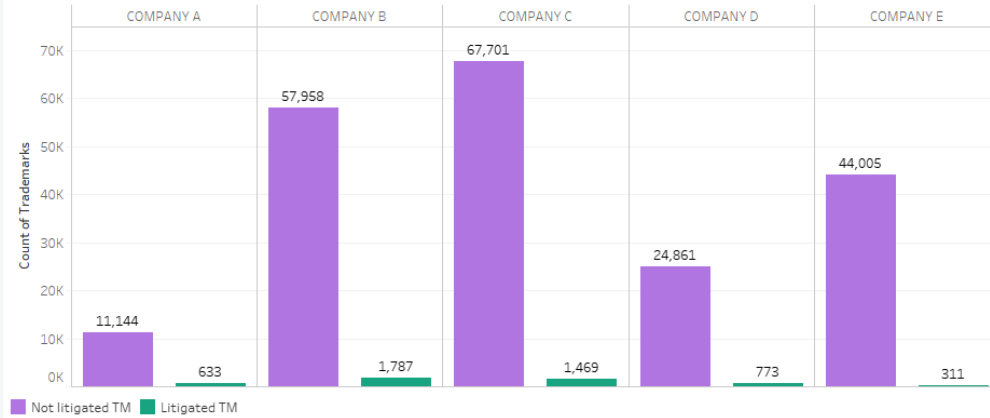
Number of filings over the years by status



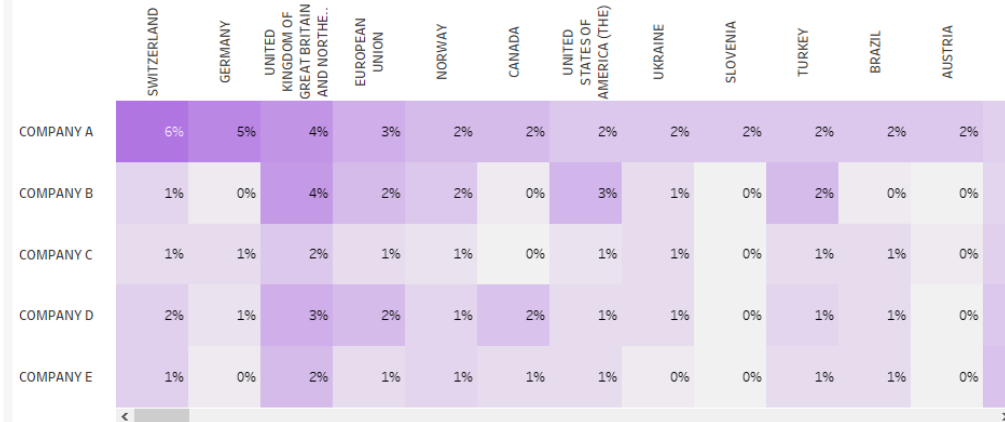
Trademark Portfolio Analysis - Comparison

TRADEMARKS COMPETITIVE ANALYSIS

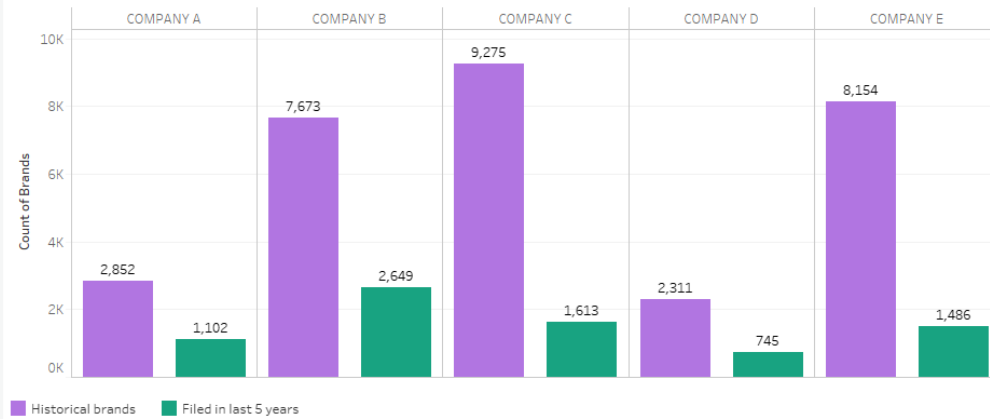
Trademark active filings & litigations



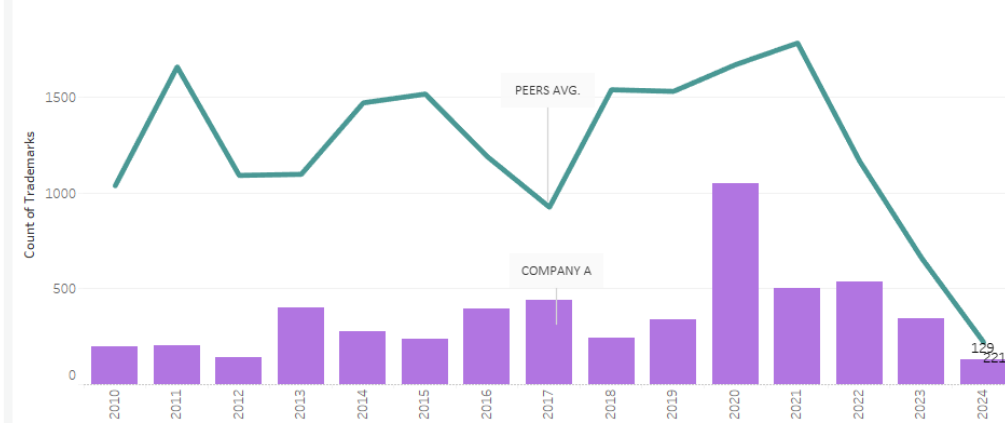
Geographical distribution



Brands history



Filing trend vs. peers average along time



A final round of questions



Questions?



Thank you

François Neuville

Senior Vice President, Brand IP

Clarivate

Nicholas Foot

Head, Legal Brand Protection

Sandoz International GmbH