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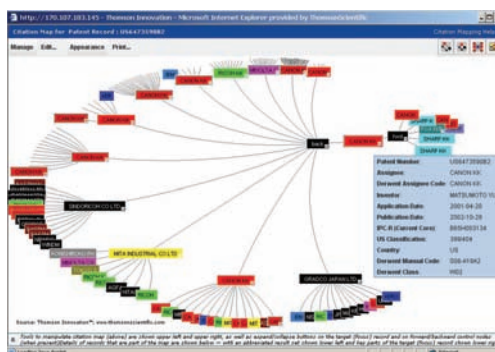
Creating a New Standard in IP Research and Analysis

Thomson's Innovation platform allows users to visualize their changing, global data to accelerate their innovation capabilities.

Thomson Scientific, a division of the Thomson Corp., Stamford, Conn., has recently introduced a new intellectual property (IP) research and analysis solution, Thomson Innovation. With this tool, researchers are able to simultaneously search worldwide editorially enhanced patent data, Asian patent data translated into English, scientific literature, and business and news sources. The design and development of Thomson Innovation was focused on improving the content and features over existing Thomson products.

Designed in collaboration with more than 1,800 researchers (Thomson customers), this toolset is expected to accelerate ideation, improve productivity, minimize risks, and gain a competitive advantage for the user. The tool can be used by a wide range of professionals, including attorneys and paralegals, engineers, information professionals and librarians, IP specialists, product development managers, R&D professionals, and scientists. The toolset provides:

- Comprehensive prior art search mechanisms with the ability to simultaneously search patents and scientific literature
- Expanded Asian patent coverage, including translations of Japanese full-text and additional editorially enhanced abstracts of Chinese data
- Full-text patents and published applications from the U.S., Europe, WIPO, England, France, Germany, Japan, and Korea
- Patent file histories, and INPADOC bibliographic data
- A fully integrated searchable database combining Derwent World Patent Index, with full-text patent data
- Support of strategic IP decisions through:
 - Powerful analysis and visualization tools, including charts, citation mapping, and search result ranking
 - Integration of business and news resources
 - Enhanced collaboration capabilities, including customizable folder structures enabling users to organize, annotate, search, and share relevant data.



Users can visualize their data using many features such as the Citation Map.

Image: Thomson Scientific

Visualizing the data

Thomson Innovation allows users to visualize their citation data by using its Citation Map feature. With this tool, users can quickly analyze patents cited as references by the focal-patent, as well as those that have since cited it. Citation data is often used to track competitive activity in a technology, identify potential patent infringement situations, and provide insights for use in the valuation of patent assets.

The Citation Map feature is possibly the most useful component of Thomson Innovation. Its graphic nature allows the information to be grasped in a much more intuitive manner, with relationships easily visualized, even in the most complex arrangement.

The product also has an enhanced charting capability through the use of pre-defined templates of common analyses. Custom charts are also available. Multi-color highlighting capabilities also let users quickly locate terms of interest on the record view. "My terms" can also be used as a highlight on all searches, without the need to include them in the search.

Thomson Innovation also provides manual code

browsers that help users find relevant patent classifications and automatically populate selected codes into their search form. This brings the sophistication of powerful classification systems, like the Derwent Index, which was once solely in the realm of informational professionals, to novice users.

Business and news sources include news articles, financial data, market information, and industry and economic indicators from reliable Gales sources, such as TableBase, New Product Announcements, and the Research Centers Directory.

The system also provides a highly flexible record view that allows the user to view multiple drawings in a patent record at once or choose to hide the image panel altogether to view more text.

Thomson Innovation's filtering systems allow users to quickly narrow their results to focus on the most important records. Users can apply as many filters as they choose across four fields of their choice. This tool is intended to give its users a competitive advantage by:

- Quickly identifying relevant records
- Saving search time by previewing queries
- Resuming work where it was left off through a search history feature
- Elevating the search by combining queries
- Setting up alerts to monitor competitors or an industry
- Being the first to know about changes related to a watched record
- Transforming large volumes of data into meaningful information
- Sharing research findings with team members by exporting the data in a variety of formats
- Easily placing and reconciling document orders.

—Tim Studt

RESOURCES

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<http://scientific.thomson.com>

To learn more, visit www.thomsoninnovation.com