

STN 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 adidas/pa or adid/paco
      148 ADIDAS/PA
      148 ADID/PACO
          (ADID/PACO)
L1    149 ADIDAS/PA OR ADID/PACO
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Here, we display the titles and patent assignees of a few records.

```
=> d ti pa 1-6

L1    ANSWER 1 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
TI    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.
PA    (ADID) ADIDAS INT BV

L1    ANSWER 2 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
TI    Asymmetric running shoes with wedge-shaped midsoles to raise lateral side
      of one shoe and medial side of other shoe.
PA    (ADID) ADIDAS INT BV

L1    ANSWER 3 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
TI    Athletic shoe, includes spikes with distal portion having Z-shaped
      cross-sectional shape.
PA    (ADID) ADIDAS INT BV

L1    ANSWER 4 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
TI    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.
PA    (ADID) ADIDAS SALOMON AG

L1    ANSWER 5 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
TI    Correlated set of golf clubs.
PA    (TAYL-N) TAYLOR MADE GOLF CO INC; (ADID) ADIDAS-SALOMON USA INC

L1    ANSWER 6 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
TI    Sports shoe having support to certain areas and good compression
      stability.
PA    (ADID) ADIDAS INT BV
```

We can use STN's ANALYSE command to find out which Derwent Classifications appear most frequently in this set of records. All we need to do is to type in ANALYSE, and STN will prompt us for all other information that it requires (alternatively, you can type in the whole command in one go). If we wish to confirm STN's recommendations, we just need to type in ".", (i.e. full stop/period), otherwise we can just type in our own option.

```
=> analyse
ENTER ANSWER SET OR ANALYZE L# OR (L1):.
```

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ENTER ANSWER NUMBER OR RANGE (1-):.
ENTER DISPLAY CODE (TI) OR ?:dc
L2          ANALYZE L1 1- DC :      21 TERMS

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By including "ans" in the display command, we can immediately see which particular records (from our original search) are associated with each individual Derwent Classification.

```

=> d 1- ans
L2          ANALYZE L1 1- DC :      21 TERMS

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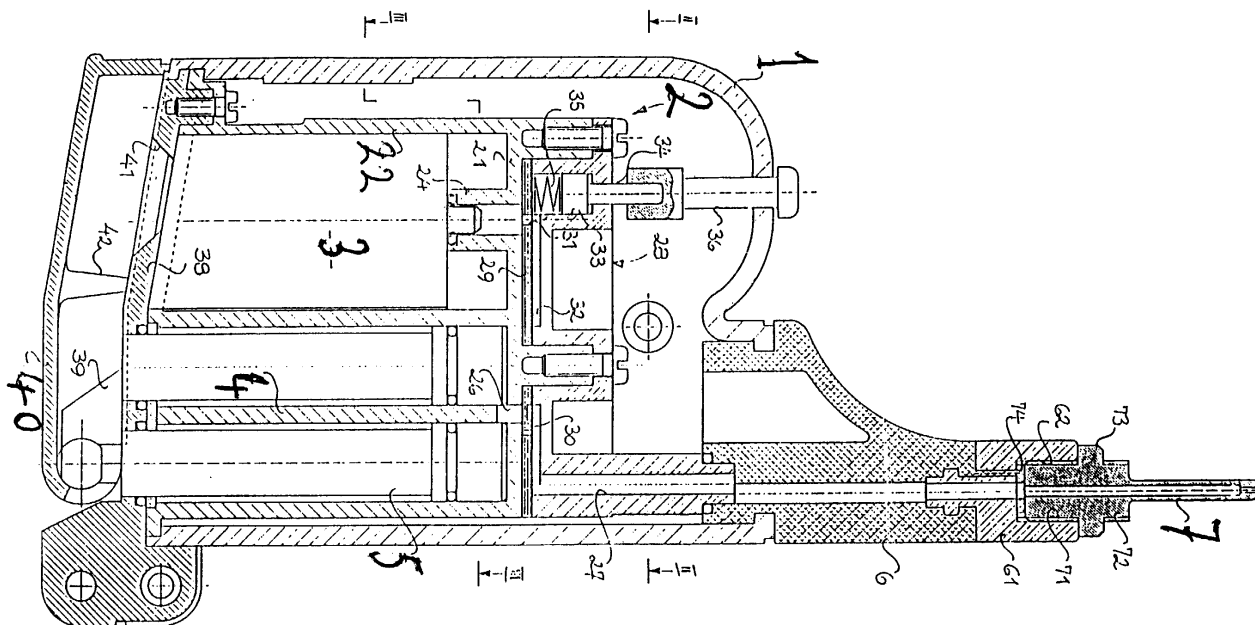
TERM #	# OCC	# DOC	% DOC	DC
1	118	118	79.19	P22 (ANS: 1,2,3,5,6,8,9,11,12,14,15,16,18,19,20,21,22,24,25,26,27,28,29,31,32,33,34,35,36,37,38,39,40,41,42,43,44,45,46,47,48,49,50,51,52,54,55,56,58,60,62,63,64,65,66,67,68,69,72,73,74,75,77,78,79,80,81,82,83,85,86,87,88,90,92,93,94,95,96,97,98,99,101,102,103,104,105,108,109,111,112,113,114,115,116,117,118,119,120,121,122,123,124,126,127,129,132,134,135,137,138,139,140,143,145,147,148,149)
2	27	27	18.12	P36 (ANS: 7,10,13,30,53,59,61,70,76,84,85,89,91,94,100,106,107,120,122,133,136,139,141,142,145,146,147)
3	18	18	12.08	A83 (ANS: 9,17,18,36,55,64,69,75,77,81,93,109,111,129,132,140,143,148)
4	6	6	4.03	A86 (ANS: 7,9,13,53,59,111)
5	6	6	4.03	P21 (ANS: 4,23,57,110,130,144)
6	4	4	2.68	F07 (ANS: 23,110,130,144)
7	3	3	2.01	Q23 (ANS: 16,83,94)
8	2	2	1.34	A14 (ANS: 7,13)
9	2	2	1.34	A23 (ANS: 7,77)
10	2	2	1.34	A25 (ANS: 13,128)
11	2	2	1.34	A32 (ANS: 17,148)
12	2	2	1.34	A82 (ANS: 128,131)
13	2	2	1.34	F08 (ANS: 128,131)
14	2	2	1.34	P73 (ANS: 53,128)
15	2	2	1.34	Q24 (ANS: 125,134)
16	2	2	1.34	Q56 (ANS: 38,39)
17	1	1	0.67	A17 (ANS: 7)
18	1	1	0.67	P24 (ANS: 71)
19	1	1	0.67	P32 (ANS: 114)

20	1	1	0.67 Q63
			(ANS: 36)
21	1	1	0.67 X25
			(ANS: 38)

From the result of our analysis 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). We can take a look at the Derwent Enhanced Title, Abstract and Image to find out more about this invention.

=> d 11 maxg 38

L1 ANSWER 38 OF 149 WPINDEX COPYRIGHT 2000 DERWENT INFORMATION LTD
 AN 1994-184376 [23] WPINDEX
 DNN N1994-145594
 TI Miniature hand air pump, e.g. for sports shoe - regulates air pressure in relatively small vol. using pressure sensor in housing.
 DC P22 Q56 X25
 IN RDUCH, J
 PA (ADID) ADIDAS AG
 CYC 1
 PI DE 4239794 A1 19940601 (199423)* 6p F04B033-00
 ADT DE 4239794 A1 DE 1992-4239794 19921126
 PRAI DE 1992-4239794 19921126
 IC ICM F04B033-00
 ICS A43B005-00; A43B013-20; F04B039-10
 GIS 38396



AB DE 4239794 A UPAB: 19940727
 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

FS EPI GMPI
FA AB; GI
MC EPI: 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 [SDI on STN](#)