

Patent information is a path to success

Our company entered into a contract with «Questel in Russia» firm for providing an access to professional data bases for conducting the patent search.

The presentations of the company for constructive departments of LMZ and «Electrosila» were preceding this; within the bounds of them the possibilities of the search system and different alternatives of the obtained information analysis were demonstrated. According to the presentations results the branch specialists confirmed the necessity of obtaining an access to the professional data bases of «Questel in Russia» firm.

– Information and knowledge in the present-day world are the main components of the output product competitiveness, – says the Head of the Intellectual property management department of the Property relations administration of the Legal questions directorate of “Power machines” **Tatyana KRUGLIKOVA.**

– The intellectual property in foreign companies often costs considerably more than tangible assets. The forth part of the Civil Code of the Russian Federation has come into effect since January 1, 2008, in compliance with which inventions, utility models, industrial designs, trade secrets (know-how), trademarks, computer programs, data bases and so on in particular refer to the intellectual property. Many of the above-listed objects are covered by patents and certificates, which is called in turn the patent information and documentation. The patent information is necessary for enterprises almost of all the branches, including industrial facilities, investment organizations and lending agencies,

research centers, institutions and other organizations.

– **Tatyana Mikhailovna, what are the benefits of obtaining the patent information?**

– It is necessary for choosing prospective trends for investment, meanwhile enabling to reveal innovative leaders, to forecast the investment payback and to evaluate actual competitiveness of a new product and risks of its lagging from the competitors. Also the awareness of the patent information is important for concluding large contracts for export/import of new machines and equipment. They help in settling the issues on development or purchasing a license for technical solutions, to eliminate potential legal complaints upon possible violation of the patent rights of the third parties, especially at change of the output product lines and selling equipment, particularly abroad.

It is well known that 70 – 90% of the information contained in the patent documents is not published anywhere else. Patent is the initial publication which can indicate new directions of competitors’ technical developments, which is necessary for forecasting appearing competing products and services several years before they are launched at the market. Patents also enable to reveal innovative leaders by countries, regions, industrial branches, and to identify “hidden partners”: Practically the patent documentation research and analysis is one of the components of the competitive intelligence.



Tatyana Kruglikova: «An access to the data bases will enable obtaining the complete information on advanced technical solutions and innovative developments of the competitors in the shortest possible time».

– **Currently many specialists use the Internet for searching the required information...**

– You are right, but the Internet resources represent a huge array of unstructured information. The search is tiresome and inefficient requiring enormous time and labor expenditures. In order to simplify search of the desired data the professional data bases are created in the world. Using the professional data bases enables performing quick comprehensive and complete search of all the information required.

– **Why «Questel» firm was selected in particular?**

– The professional data bases of this company are one of the universally recognized sources of the necessary information. The firm ensures maximal completeness and reliability of the patent documentation research. The collection

engine. The statistical analysis of the search results allows performing an analysis of the patent activity of the companies by years and countries; determining who works and upon which developments by specific directions for different companies; drawing conclusions on really perspective trends of developments; defining strategic markets of various companies’ interests; revealing partners for cooperative developments. The search results can be exported via electronic mail.

– **For which particular purposes is a quick and convenient access required for constructive subdivisions of “Power machines” branches to the informational sources and how is it being implemented?**

– Such an access is essential for successful performing research and the investment works at the expense of the investment funds of our company. The access to the data bases will enable to obtain the complete information in the shortest possible time on advanced technical solutions and innovative developments of the competitors. For providing an access to the data bases LMZ and “Electrosila” are provided with individual passwords. One can operate from any computer using the password round-the-clock up to March 31, 2010. During this period the Intellectual property management department will be collecting remarks and offers on organizing and operating the data bases which will be subsequently taken into account at resolving an issue on prolongation of the contract or on reasonability of approaching other informational services. The contact phone numbers of the department: 326-76-73, 326-74-85 and 326-76-83.

The patent data bases of the company are the copies of the patent documents in the PDF format, abstracts of the patent documents of the most patent-pending countries, mostly in English, fullest information on relative patents including their legal status. The general features of the company approach are as follows: the widest coverage of the information field, taking into account all the document characteristics important for various kinds of research, focus of analytical capabilities on the most popular types of analysis, providing the intuitively obvious search

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