

MURGITROYD & COMPANY



INTRODUCTION: Murgitroyd & Company: Delivering superior intellectual property services with annuity payment expertise and technology from Thomson IP Management Services

CASE SUMMARY: Murgitroyd & Company trusts the expertise, IP rules management and technology provided by Thomson IP Management Services to facilitate predictable, reliable and accurate patent renewal payments.

MURGITROYD & COMPANY

Among the largest and most progressive firms of European Patent and Trade Mark Attorneys, Murgitroyd & Company has extensive experience helping to manage and protect the intellectual property portfolios of leading organizations worldwide—across all industrial sectors. It has a staff of over 180, including approximately 60 professional staff operating from nine European offices with direct representation rights before the European Patent Office (EPO) and Community Trade Mark Office (OHIM) and many national patent offices and trade mark registries

in Europe. Murgitroyd has a deserved reputation for providing practical, commercially relevant and technically accurate advice. As an ISO 9001 quality-certified organization, it places great emphasis on customer service excellence, anticipating potential areas of difficulty and resolving problems effectively. To manage client IP portfolios efficiently, Murgitroyd utilizes a proprietary case management system that facilitates the sharing of information with clients, including providing secure web-based client access to case and file information and correspondence.

BUSINESS ISSUES

Assisted by ISO 9001 quality management system standards, Murgitroyd consistently strives to improve and refine business processes to achieve high customer satisfaction. The business has continued to expand as planned, and in 2004 Murgitroyd embarked on an exhaustive 6-month search for a strategic partner to help streamline the payment of over 4,000 client patent annuity payments annually. The effort was led by Keith Turner, the General Manager responsible for Business Development, and a small project team of experienced IP administrative staff, IT specialists and attorneys. As a part of the evaluation and selection process, the Murgitroyd team developed a detailed requirements

document and questionnaire that was sent to prospective service providers.

“We looked at four vendors in the marketplace. Unlike the other providers, Thomson IP Management Services didn’t simply give us a proposal with pricing on our requirements,” said Turner. “They came back wanting to learn more about what we wanted and needed to accomplish. They looked beyond our current situation and took the time to understand our business and technical systems and processes. They showed a willingness to look at alternative ways of doing things. And, they got the right people involved very early on in the project.”

“Thomson Reuters has provided Murgitroyd with a combination of responsiveness, reliability, and flexibility in technology, and a willingness to adapt this to our business requirements.”

— Keith Turner
General Manager Business Development, Murgitroyd & Company



THE THOMSON IP MANAGEMENT SERVICES SOLUTION

To deliver the most effective solution that would meet the customized needs of Murgitroyd, Thomson IP Management Services first planned and designed a pilot program that would test a select number of patent cases for renewal payments. The pilot program allowed for careful planning and quality assurance before a full launch. Throughout the pilot, both technical and business process interface procedures between the two organizations were tested and refined.

As Turner explains, "We were able to systematically test and review the renewals process on a step-by-step basis and build confidence. The front-end planning done by Thomson IP Management Services made it all go more smoothly. We grew confident that if problems did occur, they would be solved quickly and efficiently."

Following the success of the pilot program, Murgitroyd engaged Thomson IP Management Services to undertake all patent annuity payments on its behalf. The key steps that enable Murgitroyd to ensure a reliable, accurate patent payment process include:

- 1 Transmission of Data—Patent portfolio data listing cases due for payment is extracted from Murgitroyd's database and sent electronically to Thomson IP Management Services for processing.
- 2 Patent Decision Package Prepared—Thomson IP Management Services creates a report listing the cases due for payment and the cost of each. The reports generated are customized to Murgitroyd's needs.
- 3 Report Review & Instructions—Murgitroyd imports the incoming cost data into emails and letters automatically generated by its proprietary IT system. For larger clients, Murgitroyd is able to generate annual schedules. Murgitroyd clients are then able to review each case and specify whether each should be paid, held or abandoned.
- 4 Validation and Confirmation—Thomson IP Management Services runs Murgitroyd's data listing cases due for payment and associated data through a series of internal checks and balances to verify the validity of information and ensures that it meets specific country requirements for payment processing. They also review Murgitroyd's data to verify whether retroactive IP rules changes or database updates at Murgitroyd require payment for a prior processing period. Once complete, the data is then processed per the instructions provided.
- 5 Final Confirmation—Following payment, Thomson IP Management Services creates a final confirmation list of all cases paid and provides Murgitroyd with receipt of each payment.

CONCLUSION

Ultimately Murgitroyd required more than just a standard patent annuity payment solution; they needed a customized solution backed by a responsive, forward-thinking team. In selecting Thomson IP Management Services as its partner, Murgitroyd chose a peer offering equally high standards of quality customer service. As a result, Murgitroyd is assured that its patent renewal payments are reliably and efficiently paid on time. Turner concludes, "Thomson IP

Management Services has provided Murgitroyd with a combination of responsiveness, reliability, and flexibility in technology, and a willingness to adapt this to our business requirements. The transition to the new procedures took place as planned and within the expected timescales. The ongoing day-to-day renewals payment processes now in place between our renewals department and Thomson IP Management Services are working well. It runs very smoothly."

Thomson IP Management Services

Thomson Reuters

300 Franklin Center
29100 Northwestern Highway
Southfield, MI 48034-1095 USA
Phone +1 248 352 5810
Fax: +1 248 352 0754
Email: ipms.info@thomsonreuters.com

thomsonipmanagement.com
thomsonreuters.com
Brochure No. CO 08 8199 C CS
Copyright © 2008 Thomson Reuters



THOMSON REUTERS