



trademark renewals
enhanced



a new trademark renewals service

As the trademark market continues to grow in size, it is more important than ever to ensure the accuracy and efficiency of trademark renewals. That is why CPA is unveiling a new operating system that will deliver a better service to its clients.

Due to a rapid increase in trademark filing in the past 20 years, we estimate that the number of global trademarks available for renewal will exceed 750,000 by 2008. Registrations globally have more than trebled since the 1990s, as companies increasingly look to find new ways of using their intangible assets to extend into new territories of rapid growth. Marketing has also increased on a global scale, as big multi-nationals exploit their brands across a worldwide market. As these brands go global, so too do the trademarks that underpin brand value.

However, as companies become more aware of the value of their trademark assets, they are also looking to employ better systems for managing them. They require robust processes to ensure that their trademarks are renewed at the appropriate time to meet jurisdiction specific deadlines. As a result, CPA has invested heavily in its trademark system and processes, building a foundation for future innovation.

designed
for you

'CPA has been helping clients manage their Trademark renewal portfolios for almost 20 years,' explains Paul Hogan, CPA's Head of Trademark Operations and Supplier Management. 'We have built our reputation by alleviating pressure on in-house teams and management and ensuring that renewal deadlines are achieved in a timely manner. Just like our clients, we work to constantly innovate and improve our service.'

'The new system has been designed to meet our clients' needs as we know that many of you have specific requirements for how and when you would like to organise the renewal of your trademarks and the type of information that you need to best manage your portfolios. Over the years we have gathered extensive client feedback and conducted research into specific clients needs. Many of the features delivered by our new system have been based on this feedback.'

CPA can now provide our clients with a service that can be tailored to their needs and requirements. This is something we feel sets us apart from our competitors. For example, whether you wish to instruct your trademark renewals 12 months in advance or on a case by case basis, we can set up the system to deliver this for you.

We have also developed a number of new reports to support clients in their decision making processes. Many of the design changes are based on getting our clients key information earlier in the renewal process to support their decision making and budgeting processes.

so what have we changed?

There are four key areas where our service has changed:

Better documentation – considerable improvements to our renewal notices, invoices and formalities documents to make them easier to understand, more accurate and flexible to meet your needs.

Better case management – developments have been made to make us a more efficient service provider with process improvements including increased automation of data handling and tools to enable more effective account management.

More flexibility and personalisation – changes to documentation and information reporting, from the information we provide, to how and when we provide it.

Greater accuracy – changes include increased use of automation, enhanced data checking capability and new system and date logic.

documentation

Documentation

Documentation is an area you asked us to review and improve. We have introduced a number of enhancements and changes across the suite of documents we produce from reminders through to invoices:

- Filing requirements will be included on our reminders to support your decision making process.
- Renewal notices are now issued earlier to give you more time to make a decision and obtain any documentation required to complete the renewal.
- All of our formality documents have been reviewed to clarify and clearly outline the action, documentation and deadlines required to support the renewal process.
- To support your request to reduce paper volumes, we have now developed consolidated case listings and reports, which is good for you and good for the environment.
- Where possible we have included title update and legalisation fees in our invoice to give you more transparent cost information and control.
- Greater clarity is now provided on our credit notes so you are clear in the reason it has been issued to you.

case management

Case management

Our new system brings with it lots of process improvements, some of which will not affect our clients on a day to day basis, but you can be assured that they mean we are now a more efficient operation and organisation. Some of the areas where you will see direct benefits around how we manage your cases include:

Data management

- We have enhanced a number of processes to ensure you get confirmation of your instructions sooner, with greater clarity on the additional document and actions required to support key events and renewal deadlines.

- Improved processing times for electronic data exchange through increased automation of data and improved bulk update processes.
- Enhanced reporting to support electronic data management streamlining queries from CPA.
- Improved case and name searching to reduce the possibility of duplicate cases or accounts being added to the system.

Account management

- Greater global access to renewal information for all our client facing staff to support client query management.

- You can now see a number of formality and title update key events on line giving you peace of mind that this important work has been completed.
- We can now hold greater detail regarding the chain of title in our system, which means we can provide you with a more accurate picture of your portfolio history.
- An accumulated action report is now produced for case queries, so cases are queried until a response or resolution action is noted.

flexibility and personalisation

We always aim to be flexible to meet your needs and we recognised that additional flexibility was required in certain areas of our service. The new system will provide you with the following enhancements:

- Dual branding of renewal notices, which means if you are an attorney firm we can include your logo on the documents we send to your clients making the association clearer and reducing confusion around our strategic relationship.
- We can now provide flexible timings for action reports and input, amend and address reports, meaning you receive them when appropriate to you.
- Electronic input reports are now provided in MS Excel, meaning you can filter and manipulate the data according to your needs.
- Our reports can now be e-mailed to the appropriate person responsible for the cases meaning no paper, better for you and for the environment.

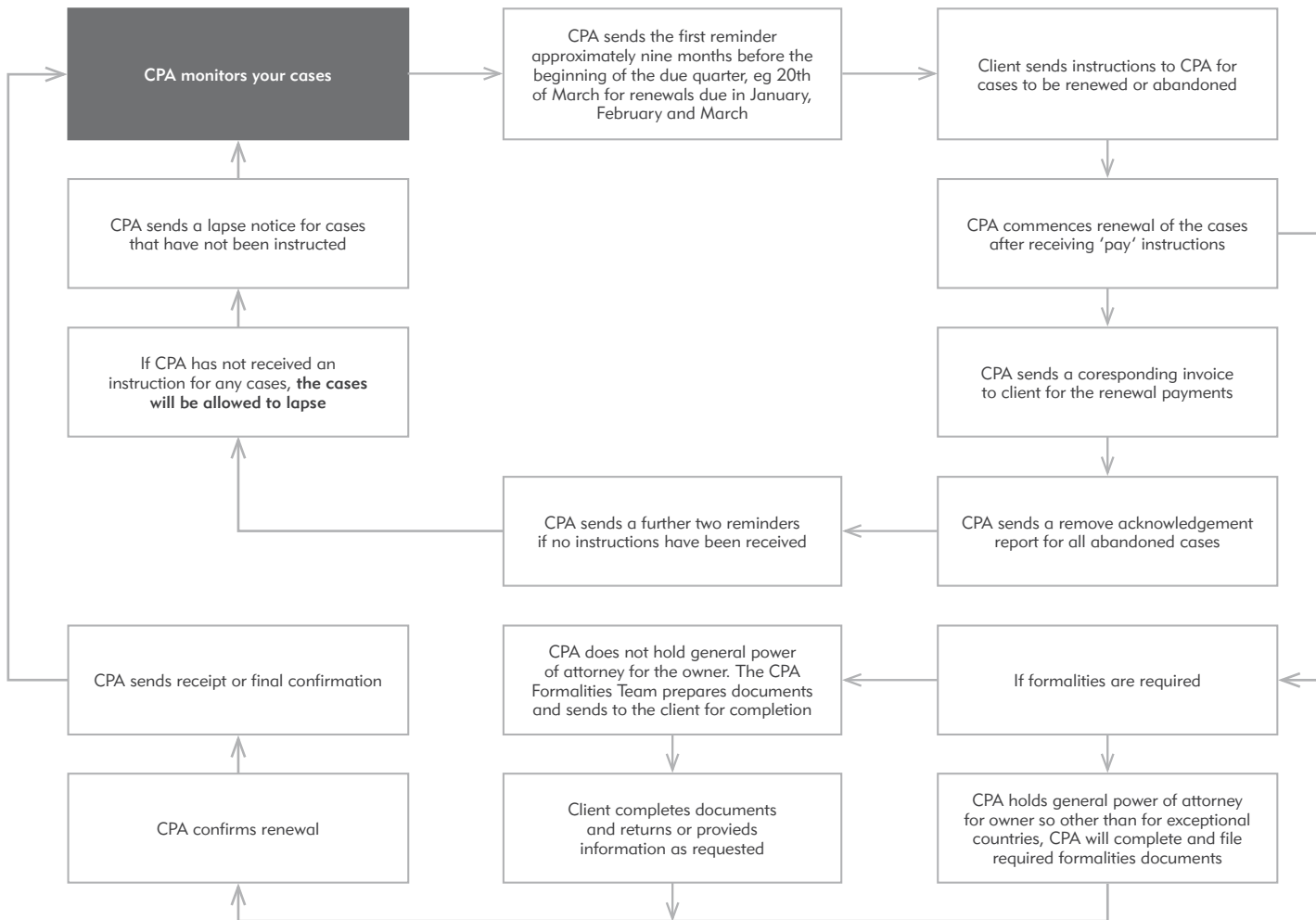
greater accuracy

Accuracy in our business is paramount and our systems now work even harder to support our teams in making sure everything is as accurate as possible. Some of the areas of improvement are:

- Assuming we hold the correct base date information our law engine can now verify the renewal dates for every renewal, significantly reducing the risk of incorrect dates.
- We have improved how we hold and manage multiple events associated with a single case such as Philippines and US affidavits of use.
- Instructions can now be processed 12 months in advance of a renewal date with an acknowledgement letter sent out straight away informing you of what is needed to renew.
- Improved and enhanced data checking processes supported by system logic to improve overall data loading accuracy and efficiency. For example, date logic rules have been introduced so the system will issue an alert if non logical dates are loaded.

work flow diagrams and renewal cycles

Instruct service – quarterly



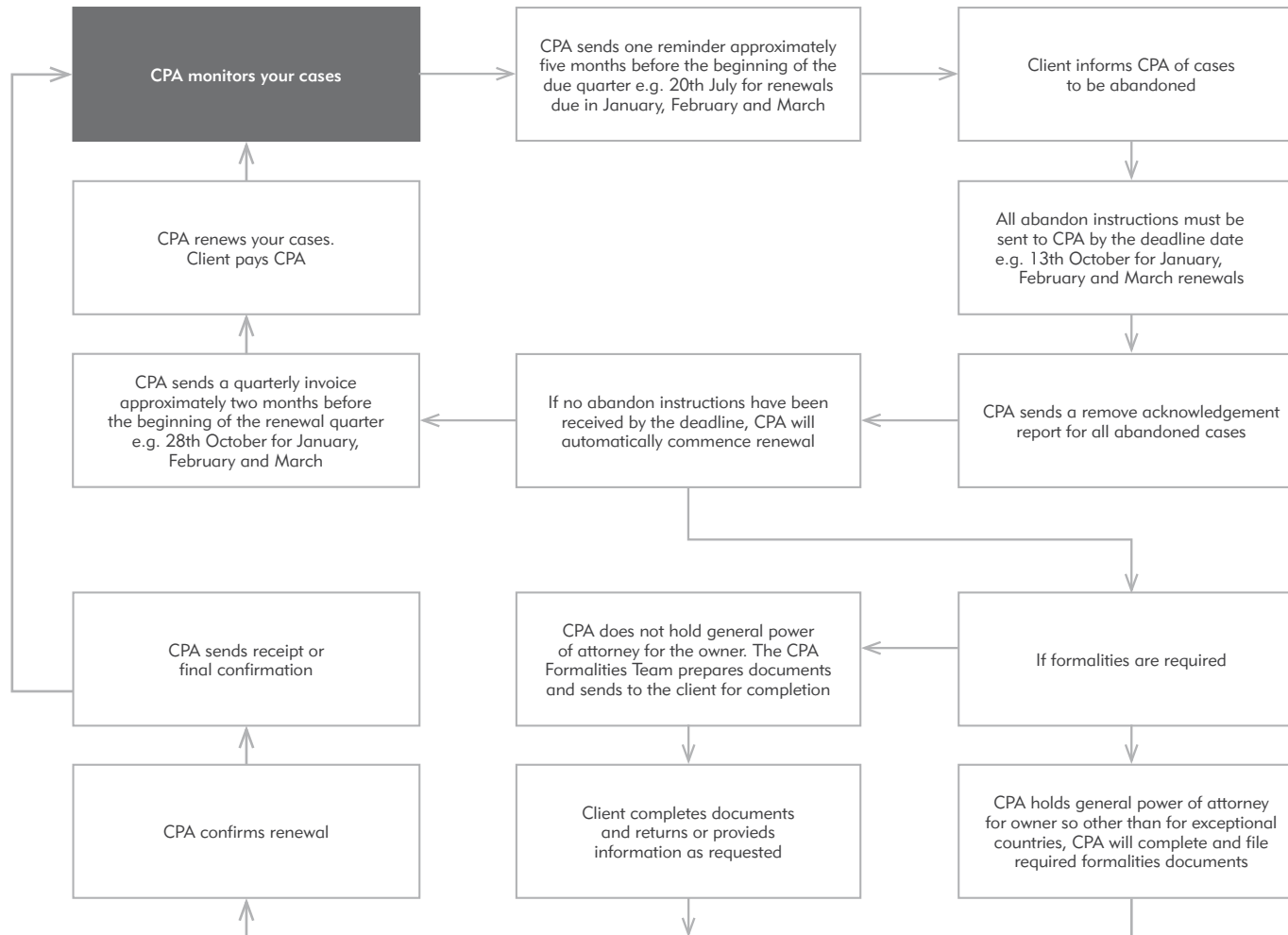
Instruct service – quarterly cycle

Trademark renewals due	1st renewal notice month	2nd renewal notice month	3rd renewal notice month	CPA Invoice Date
Quarter 1 January February March	April	July	October	Produced on receipt of instructions
Quarter 2 April May June	July	October	January	Produced on receipt of instructions
Quarter 3 July August September	October	January	April	Produced on receipt of instructions
Quarter 4 October November December	January	April	October	Produced on receipt of instructions

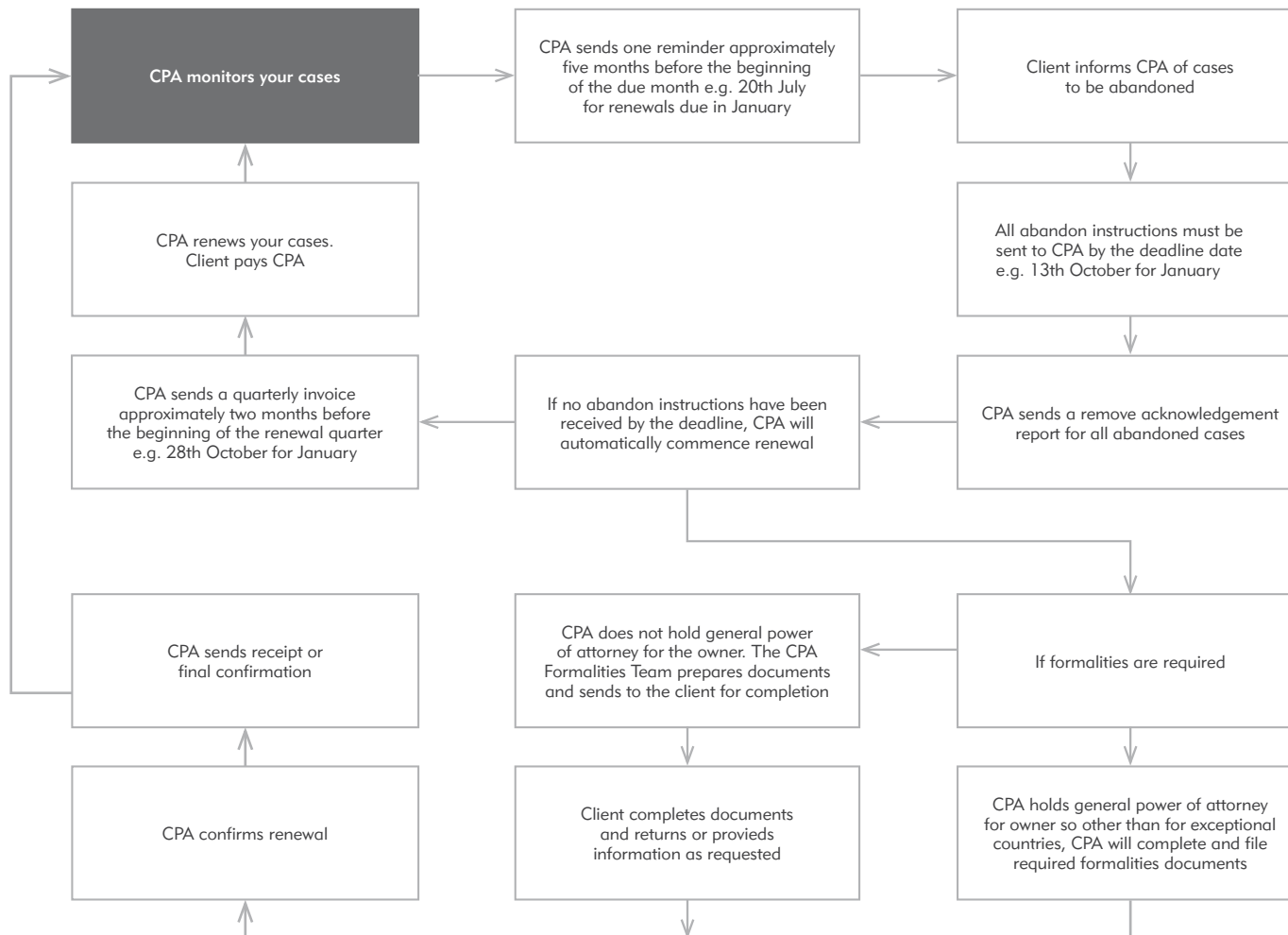
Instruct service – monthly

Trademark renewals due	1st renewal notice month	2nd renewal notice month	3rd renewal notice month	CPA Invoice Date
January	April	July	October	Produced on receipt of instructions
February	May	August	November	
March	June	September	December	
April	July	October	January	
May	August	November	February	
June	September	December	March	
July	October	January	April	
August	November	February	May	
September	December	March	June	
October	January	April	July	
November	February	May	August	
December	March	June	September	

Automatic service – quarterly



Automatic service – monthly



Automatic service – quarterly cycle

Trademark renewals due	Renewal notice date	Last date for abandonment	CPA Invoice Date
Quarter 1 January February March	July	13th October	28th October
Quarter 2 April May June	October	13th January	28th January
Quarter 3 July August September	January	13th April	28th April
Quarter 4 October November December	April	13th July	28th July

Automatic service – monthly

Trademark renewals due	Renewal notice month	Last date for abandonment	CPA Invoice Date
January	July	13 October	28 October
February	August	13 November	28 November
March	September	13 December	28 December
April	October	13 January	28 January
May	November	13 February	28 February
June	December	13 March	28 March
July	January	13 April	28 April
August	February	13 May	28 May
September	March	13 June	28 June
October	April	13 July	28 July
November	May	13 August	28 August
December	June	13 September	28 September

frequently asked questions

We do hope the previous pages have explained the changes sufficiently; however the following questions and answers should help with anything else you want to know. If you can not find the answer to your questions here, please contact your local client service team, numbers for which are on the back page, who will be happy to help you.

1. Will I have to change the way I work with CPA?
No not really, the majority of changes simply mean it will be easier to work with us and take less time. The only change to procedures is that renewal notices will now be sent earlier. See question 8 for the new timetable.

2. You talk about your online service, is this CPA Direct?
No, we now have a new online tool for trademark renewal clients called CPA Workbench. Working in much the same way as CPA Direct, this is a real time window for you on our trademark system. It is a very simple and intuitive tool to use and you can view an interactive demo at www.cpaglobal.com/trademarks.

3. I have both patent and trademark renewals services with CPA, what do these changes mean for me?
Your patent renewals service will continue as normal. The changes will only affect your trademark renewals service. Trademark cases will now be accessed through the CPA Workbench as detailed above which you will need to log onto separately. Trademark cases will no longer be accessible via CPA Direct.

4. What about the patent renewals service, aren't these changes needed there too?
Yes they are and we have a team currently working a project to define how the patent service should be improved. We will involve our clients in this scoping work as your feedback is really important in designing the right service.

5. How much time will these changes save me?
This is a really difficult one to answer as it depends on how you work with us and how you manage the administration at your end, but we do believe you will achieve greater efficiencies.

6. Some of these changes don't make sense, I thought some of these things happened anyway?
Right now, some of our clients may have been receiving a service where some of the aspects, such as not sending confirmation reports for example, have been managed manually. The new system allows us to remove a lot of these manual work arounds saving time and reducing the risk for error.

7. Why have you had to cleanse the data, I thought this was carried out when our business was taken on originally?
We carry out data cleansing and checks when we take your data onto our system. These additional checks are to make sure the data has transferred correctly and we have the information we need to renew your cases accurately.

We now group the information differently and can add further details, so these have been added along with a cross check on renewal dates against our laws engine.

Subsequent cases added to our systems either through organic growth or acquisitions have not necessarily gone through this take on process and so need to be checked. Also in the time since cases were added to CPA's database, inaccuracies can arise in the data which need to be identified and tidied up.

8. When should I now expect renewal notices if they are going to be issued earlier?
The new renewal cycles can be seen in the tables on page 12 & 13.



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