

# A seamless solution



Limited by the technology of its IP software, Arla Foods decided to upgrade to a browser-based IP management system, that could bring its IP practices up to speed. **Tove Graulund**, chief IP counsel at Arla Foods, explains to Elodie Guillon why it selected CPA Memotech 2004

Can a complete IP management system make life in a busy IP department more efficient and trouble-free? The answer is yes, according to international dairy-product producer Arla Foods. It will be using CPA Memotech 2004 to streamline the company's IP practices, to cut back on unnecessary paper communications, and to bring its IP software up-to-date with the latest technology.

The success of Arla Foods' business practice is based on providing a high level of quality and service to its clients, and this extends to the IP department in which chief IP counsel, Tove Graulund, works. The IP team currently employs nine IP specialists, seven of who are based in the Tove's department in Copenhagen. They are responsible for looking after the company's trademarks, design marks, domain names, and all legal IP work.

## Managing the workload

With a trademark portfolio in excess of 5,000 global registrations, the need for an efficient IP management system, which lessens their workload and facilitates inter-departmental communication, is paramount. 'We are particularly looking to improve the information available to the marketing team,' explains Tove. 'It has a high level of interest in the IP landscape – both internal and external – but very little visibility into the Arla IP portfolio and the trademark team itself. Requests on its behalf for trademark and domain searches, as well as queries regarding brand coverage in various markets take a great deal of the trademark team's time, and can be very labour intensive.'

'Even though our old system proved excellent back for many years, the fact that its use was limited to our department meant that it soon became outdated in the company as a whole. We need a system



that can work within the entire framework of Arla Foods in order to reduce the time involved in communicating information that, up until this point, can only be accessed by our department.'

Arla Foods has found the solution to this problem in CPA Memotech 2004, a browser-based system that will track the company's IP data into one central database, accessible to all business units. By combining all of Arla Foods' IP information – trademarks, patents, domain names and contracts – in one central repository of information, authenticated employees will now be able to access the company's IP information, through a common interface, no matter where they are located.

But the advantages aren't just derived from increased accessibility. CPA Memotech 2004 will also bring benefits for company communication as a whole, as Tove explains: 'With CPA Memotech 2004 it is possible to e-mail a file link to a colleague, or to refer them to important data in the system. This will enable us to cut back on unnecessary reporting and communication, and to reduce our use of paper as a whole. It represents a much-needed technological advance for our company, and one that we are keen to continue. We are planning to use the system for document management, and, a few years down the line, I will be looking for these electronic files to replace our paper files entirely.'

For more information on CPA Memotech 2004, please contact Elodie Guillon at [eguillon@cpaglobal.com](mailto:eguillon@cpaglobal.com)

