

# IP management systems

How to choose the best software for your business

“You have to meet  
the challenges of  
complex markets”

Discover the strengths of digitalization in a  
globalized world



Benefits of IP  
management  
solutions



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# To start.

Rise to the top in a global market environment

Business success in the 21st century will be enjoyed by innovative firms that can secure and leverage Intellectual Property (IP) rights to enter new and lucrative markets. It is no longer enough to simply be a pioneering risk-taker — IP owners must be proactive in registering their rights with offices around the globe and in policing against infringers and counterfeiters. This is what it takes to rise to the top and stay there in an interconnected, digitalized market environment.


Although the idea of monetizing intangible properties through licensing agreements is highly attractive to business owners and executives, many are not sure where to begin when trying to audit their company's IP. Your logo can be trademarked, but what about a company slogan used in press releases and marketing? Can you patent the new product packaging developed by one of your in-house teams? Add to that the issue of deciphering differences in national IP regimes, some of which allow for the registration of industrial designs / design patents or other specialized rights, and an IP audit can be an exercise in extreme frustration for a novice entrepreneur.

Obtaining and managing IP rights is most difficult for the least modernized firms, as the learning curve is unforgiving. Once registered, there are many maintenance fee payments and other responsibilities to handle if you want your rights to remain enforceable against competitors and copycats. Many companies recognize that managing their IP rights internally is incredibly strenuous but still too important to risk mistakes. Even when this task is outsourced, collating input from multiple law firms into a centralized system takes time and risks an invaluable overview. For companies that do not want to miss the wood for the trees, an IP management software solution is a wise choice.

## Managing IP rights internally

Too important to risk mistakes





# What does an effective IP management system do?

While several IP management software solutions are available, there are certain essential functions any enterprise-level system must include to be truly efficacious. Superior docketing tools are critical to proper IP management, providing due-date reminders and creating shortcuts for quick access to related IP assets. Given the global nature of modern business, reinforced data security is also a must-have in an IP management program. These robust cybersecurity measures ensure that employees in disparate corners of the world can access the key information they need to conduct business while keeping hackers and malicious actors from stealing data. Secure communication and transfer methods help protect the assets that often serve as the cornerstone of an organization's success.

A business that operates across national borders knows that differences in regulations can significantly impact commercial activities. It is no different in the world of intangibles, where national IP offices will often have various schedules for maintenance fee payments as well as varying filing requirements and deadlines. Staying on top of IP registration and prosecution rules is even more challenging in the face of changes and reforms wrought by national or regional IP offices. For example, the upcoming Unified Patent Court of the European Union will drastically reshape patent litigation in participating states in the years ahead. On the other hand, one would expect the United Kingdom's recent withdrawal from the European Union to create a significant ripple effect in IP

governance, but this is not the case. The right IP management system will help your company navigate these nuances in IP registration and prosecution and incorporate rule changes through regular software updates.

Automation is the most valuable attribute that an IP management software solution can bring to companies of any size. Manually handling a company's IP assets can absorb a great deal of employee time and effort, driving some companies to neglect IP management and focus instead on other business activities. This decision is as understandable as it is ill-advised, especially when there are cost-effective software solutions out there. Efficient IP management programs automate much of the administrative work of maintaining IP rights, including payment processing, responding to official correspondence and meeting statutory filing deadlines.

**Automating these jobs reduces the workload to simple data entry and personnel support, mitigating the risk that human error could lead to the loss of IP rights through failure to comply with post-registration rules.**



Finally, flexibility is another crucial feature that your company should demand from its IP management software. "One-size-fits-all" solutions cannot appropriately adapt as firms intensify their business operations and expand IP filings into new territories. The best IP management solutions aid innovative startups and successful multinationals alike, offering a platform that effortlessly scales up or down to meet the unique demands of a company's R&D or branding activities.

# DIAMS iQ

The enterprise-level IP management system of choice

All of these qualities and more have been built into the core of Dennemeyer's flagship IP management software solution, DIAMS iQ. This state-of-the-art platform includes all the tools your business teams need to collaborate on R&D, analyze corporate filing activities and automate essential administrative tasks to satisfy IP office deadlines.

Patenting firms will derive particular value from the **Invent module** of the DIAMS iQ management platform. DIAMS Invent provides R&D teams with an efficient system for visualizing roadmaps in innovation activities. Invent's dashboard tool provides an overview of a company's entire invention portfolio, including user-friendly displays indicating tasks to be completed and key performance indicator (KPI) charts. The module's interface can be customized, allowing a firm to set unique approval and review rules, workflow stages and even calculations of inventor remuneration. Invent also incorporates the Octimine artificial intelligence (AI) tools from Dennemeyer for conducting machine learning-based patent searches. This cutting-edge technology significantly increases the quality of prior art searches over traditional Boolean-operator methods.

With all of these visualization and investigative tools at the ready, users are empowered to make data-driven decisions, determine at a glance the most relevant KPIs for their IP strategy and cross-analyze portfolio data with external streams such as enterprise resource planning (ERP) and customer relationship management (CRM).

“The best IP management solutions aid innovative startups and successful multinationals alike.”

The **Collaborate module** of the DIAMS iQ platform is designed to provide useful information to a company's external partners while prioritizing IP-asset security. A company's IP executives can use Collaborate to authorize specific parties to access individual IP assets, thereby granting the information certain employees need while sandboxing those same resources as effectively as possible. Collaborate also automates email notifications with customizable templates, integrates with publicly available docketing tools provided by national IP offices and facilitates interfaces optimized for mobile devices.

A maximal return on investment for a particular IP asset or portfolio will not translate into wider strategic gains if that return cannot be accurately tracked.

**DIAMS Direct** ensures that employees responsible for IP-related business activities stay up to date regarding the current status of a company's IP. This browser-based module quickly creates detailed, read-only displays for several types of intangible properties, including patents, trademarks and industrial designs.

DIAMS Direct's search tools allow portfolio managers to quickly identify those specific assets that are pivotal to their administrative or licensing responsibilities. In addition, DIAMS Direct offers a KPI visualization summary to give users a more intuitive display for understanding their top countries for IP filing as well as the number of filings and registrations per year.

# DIAMS U

A compact IP management solution for smaller businesses

While Dennemeyer's DIAMS iQ platform is ideal for corporations with large IP portfolios to manage, startups and entrepreneurs benefit more from management tools tailored to the needs of a younger business. Law firms and organizations handling portfolios of up to 2,000 IP assets will find the DIAMS U software platform perfect for their management needs.

DIAMS U preserves the modular structure and many of the principal tools that make DIAMS iQ so effective for large-sized entities, only condensed into a software platform designed with small- and medium-sized enterprises (SMEs) in mind. Once installed in a corporation's network, DIAMS U provides wizard tools to create IP records for multiple jurisdictions at once. Integrated CRM tools ensure that the contact information for relevant attorneys and local agents is attached to individual asset entries. Cost center management tools help SME executive staff properly allocate budgets for IP-related activities, while a task management display provides convenient reminders on deadline dates and to-do items. Additionally, a module dedicated to IP-adjacent matters allows users to keep track of those issues that have the most direct bearing on their unique situation.

For law firms responsible for managing smaller IP portfolios on behalf of clients, DIAMS U provides a means to allocate client documents and correspondence to specific assets automatically. Through its integrated search tools, the document management system in DIAMS U helps legal professionals quickly identify the specific documents they need from extensive correspondence histories. Documentation-exporting tools also assist attorneys in creating audit and cost reports and other detailed records that can be readily distributed to clients. This deft procedural oversight helps instill peace of mind and confidence in the firm's management abilities.

One of the aspects of DIAMS U to make it such a favored option for SMEs is the implementation of application programming interfaces (APIs).


Business owners can use API tools to schedule payment transfers to cover patent renewals and other maintenance fees. Documentation for trademark and design renewals can also be automatically generated using the APIs incorporated into DIAMS U. As with DIAMS iQ, Dennemeyer regularly updates the DIAMS U platform to account for changes in national IP filing rules, putting SMEs on the same footing as their larger cousins when it comes to staying on top of regulations. Where DIAMS U differs from its sister software is in its pre-configured delivery. Dennemeyer has crafted an out-of-the-box solution that does not require an extensive implementation project while still providing options to tailor its structure to the customer's needs.

Finally, whether your business operates the comprehensive DIAMS iQ platform or uses the more lightweight DIAMS U solution, all of Dennemeyer's customers benefit from a professional duty of care. Software development staff are consistently available to customers who need help migrating data onto the DIAMS management platforms. They can even provide training for firms that need a better handle on how these systems function. Dennemeyer's development team members are constantly working on upgrades to the DIAMS suite of tools, expanding capabilities while maintaining the highest data privacy and security standards.

## Peace of mind and confidence

Deft procedural oversight





# IP assets and the rise of remote work

The COVID-19 pandemic has irrevocably changed the world in many ways. One of its most notable effects on business has been the upending of the traditional workplace, with remote jobs making many office spaces redundant. According to a [Gallup poll conducted in September 2021](#), 45 percent of full-time employees in the United States worked remotely for at least a portion of their workweeks, with 25 percent working from home full-time. For white-collar jobs, including most office positions, the rate of distancing-working for any time rose to 67 percent.

On the whole, countless employees worldwide have embraced the work-from-home revolution, even if that means more distractions from family members and loved ones. The lack of a commute has made traffic jams and crowded subways a distant memory for many, and most employees find themselves just as productive when working from home, if not more so. However, for SMEs and enterprise-level firms, the shift away from a controlled working environment has created numerous concerns for the security of data accessed via external networks and the collaboration of team members contributing from separate locations.

In many ways, national IP offices have been encouraging work-from-home setups. Although paper applications have traditionally been the preferred filing mode for IP offices, modernization efforts have led many to embrace electronic filing systems as the new norm. These IP offices have made most IP search functions available online, with maintenance fees and renewal frameworks also published on their websites. Even infringement proceedings in courts across the globe have been making greater use of internet channels for tasks that could only have been conducted in person before the pandemic. Both DIAMS platforms available through Denнемeyer guarantee that businesses are well situated for the digital revolution that continues to overturn traditional practices in IP filing and registration.



45%

of full-time employees in the United States worked remotely for at least a portion of their workweeks



# Benefits

Users of DIAMS  
enjoy the following advantages:

## RELATED INFORMATION AND TASKS

A modular structure that affords easy navigation to assets and documents. All records can be easily linked together, aggregating related information in a well-structured and intuitive way.

## MAILING LIST CUSTOMIZATION

For effortlessly building letter, report and email templates. Drafts interface directly with contact and IP data to deliver bespoke and professional mass correspondence. Make sure that the right content is sent to the right person at the right time.

## CUSTOM WORKFLOWS

The creation of custom workflows for each step of the IP life cycle – from invention disclosure through prosecution, opposition, licensing and more. Each team member has the most up-to-date information to hand. At the same time, teams have a clear view of tasks in progress, jobs to be done and completed assignments requiring supervisor approval. Teamwork can be coordinated digitally and standardized with best practices for all involved.

## AUTOMATIC TRACKING

Records of all changes and time spent on IP assets. Considerably simplifies performance analysis and markedly streamlines reporting to clients and other stakeholders.

## EXTENSIVE AUTOMATION

To reduce time spent on batch processing and standard tasks. DIAMS integrates seamlessly with other Denmeyer services and can exchange renewal instructions, certificates and invoices with our payment service department in just a few clicks.

## REPORTING & COLLABORATING WITH EXTERNALS

By generating regular reports automatically, DIAMS allows time and resources to be redirected to handling external partnerships and provides extra tools to aid in this endeavor. Document-sharing and inbox-management capabilities simplify communication, and a read-only portfolio view for externals offers a secure and convenient way to keep stakeholders informed.



# Making the choice.

If your business is considering changing its software platform or adopting an IP management solution for the first time, ask yourself the following questions:

## **What does your company's IP network look like?**

Does it heavily leverage collaboration with external R&D partners? Are IP assets registered at many different IP offices under multiple legal regimes? How many law firms and external stakeholders are you collaborating with?

## **Who are the key employees and stakeholders who need access to information about your company's IP assets?**

How much sandboxing is required to keep sensitive assets safeguarded? What kind of data-security risks are posed by external partners and employees working from home?

## **How many employees are working on in-house IP matters?**

How often do they need to collaborate on portfolio management? Do these employees need access to IP portfolio information while working remotely from each other?

## **How many corporate entities contribute to your business's R&D efforts?**

Do you have software tools that enable effective partnership on innovation processes? Do you need to index multiple IP assets associated with a single product line, including patents, trademarks and designs?

Whether you are a law firm, SME or a larger organization, Dennemeyer has the DIAMS platform to suit your current and future needs. Our experts in the fields of law, programming and AI are standing by to help you actualize your intangible properties and fully realize your IP's potential. Get in touch with us today to find out more.

## Your company's IP network

What does it look like?



"DIAMS iQ is a fantastic product. It provides an invaluable system to manage Intellectual Property practices and patent practices. It includes the key features required to manage and prosecute patents, and also includes many advanced features to help process applications. After-sales support is great and is extremely quick to correct any issues. DIAMS iQ is a very flexible system, and I would highly recommend this software."

**Anthony Alder**

Principal, Alder IP



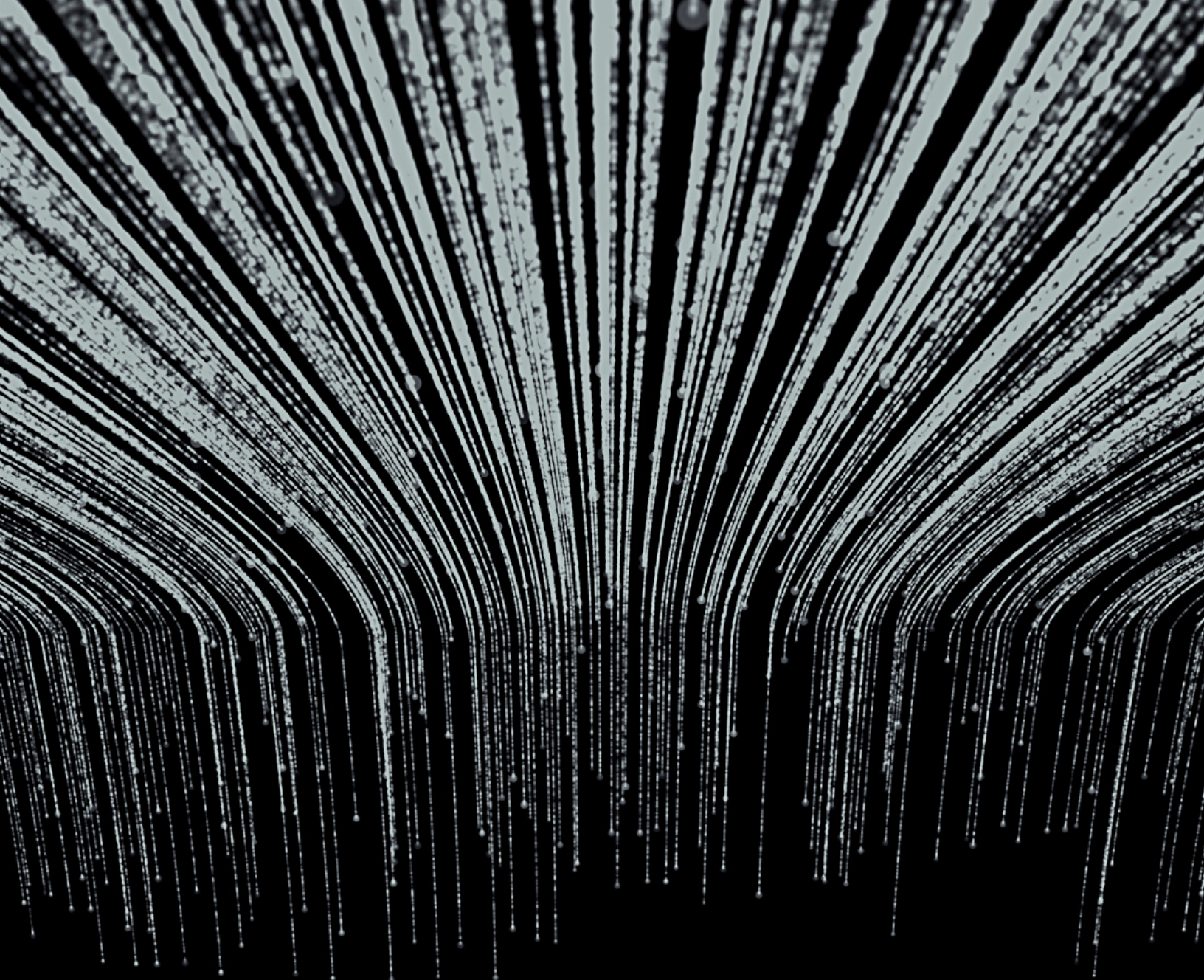


# DIAMS

suite.

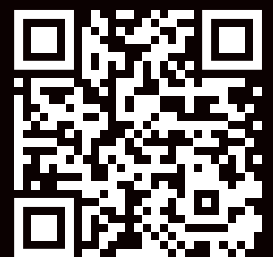
IP management  
**software solutions**  
for organizations of any type and size





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