

Henkel

A Brand like a friend

**Optimising the Use of Registered
Industrial Designs:
A Workflow Management Approach**

**Humberto Montenegro
Corporate Intellectual Property - Patents**

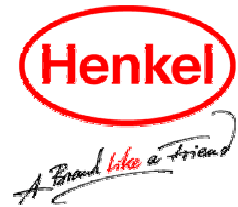


Overview



- **What is a Registered Industrial Design**
- **Why are Designs important for Henkel**
- **Henkel Product Portfolio**
- **Until the Year 2003: A Picture is worth a 1000 Words**
- **As of 2004: A Picture still worth a 1000 Words?**
- **Why is a Picture no longer worth a 1000 Words?**
- **A Picture is to be worth a 1000 Words again!**
- **DesignFinder-Project**
- **Looking for a Partner and Finding one**
- **Outlook**

Product, Packaging, Design, Brand



Product: ingredients, composition



Perls



Powder



Tabs



Liquid

→ protected by pending patents

Packaging: functional features



→ protected by pending patents

Packaging Embodiment:
shape, appearance, design



→ protected by registered industrial designs

Brand Name



→ protected by registered trademark

How to protect a complete product?



Product: innovative ingredients in an efficient composition, packaged in appealing design, making the life easier, simpler and nicer



Product Packaging Embodiment:

→ protected by **registered industrial designs** (shape, appearance, design)

Product: ingredients & composition

→ protected by pending patents

Product Packaging: functional features

→ protected by pending patents

Brand Name

→ protected by registered trademark

Registered Industrial Design



- According to the harmonised European design laws on the legal protection of designs (Directive 98/71/EC)
 - “**Industrial Design**”: covering ornamental or aesthetic, 2- and 3-dimensional appearance of a product or a product part ...
 - “**Appearance**”: resulting from line, contour, colours, shape or form and the material used in the product or its decoration.
 - “**Product**”: including parts of a complex product, packaging, get-up, graphic symbols and typographic typefaces, but excluding computer programs ...

Why are industrial designs important for Henkel



- They enhance consumer recognition of brand products in the market place
- They add value to a product by supporting the product claim or offering an advantage to the consumer
- They help to reduce production costs by its multiple use in different products

Henkel Product Portfolio (I) Laundry & Home Care

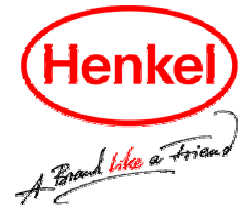


Cosmetics & Toiletries



Henkel Product Portfolio (II)

Consumer & Craftsmen Adhesives



Henkel Technologies

Purmelt



LOCTITE



Adhesin

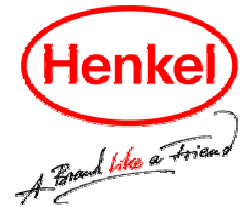
technomelt
supra

Until the Year 2003: A Picture is worth a 1000 Words



- **Paper-based circulation („Current Awareness“)**
 - **Screening the official publications**
 - Paper Gazettes
 - CD-ROM for WIPO
 - Dedicated searches at several intellectual property offices
 - **Gathering the relevant items**
 - **Compiling the results**
 - **Distributing**
- **Low effort, highly efficient – but old infrastructure**

What happened as of 2004: A Picture still Worth a 1000 Words?



- **Changing information landscape among the IP-Offices**
 - WIPO, DPMA, INPI, UKPTO, OEPM, USPTO offering proprietary, publicly available databases on their Website
 - OHIM publishing registered industrial designs exclusively on its website
 - Paper Gazettes being discontinued
- **No commercial provider available**
 - No comprehensive designs-database as with patents or trademarks
 - Importance of industrial designs neglected

Why is a Picture no longer worth a 1000 Words?



- **Enormous effort required to process the relevant information**
 - **A variety of user interfaces at every single IP-Office**
 - Individual database layout making the access more difficult
 - A variety of good and less good approaches
 - Only national language at the website of the offices
 - **Different terms of use and coverage at every single office**
 - Free of charge or chargeable database access
 - No comprehensive or no back-log-file data coverage

A Variety of User Interfaces in 2004

Henkel

Hague Structured Search Page

This page provides a structured search interface to the Hague Express database. A simpler search interface is available on the the [Simple Search Page](#).

Sort Results: Chronologically By Relevance

Query:

International Deposit Number	=	
AND	Owner	=
AND	Deposit Date	=
AND	Locarno Class	=
AND	Article Designation	=
AND	Priority Number	=
AND	Designated States	=

Search Re

View of OHIM Interface 2004 - 2006



HARMONISIERUNGSAMT FÜR DEN BINNENMARKT
MARKEN, MUSTER UND MODELLE

Suche auf die gesamte Web

Tragen Sie bitte Ihre Suchkriterien unten ein

Themen: Blatt für Gemeinschaftsgeschmacksmuster

Eingabe von Suchbegriffen: 09-04 AND Henkel

Erweiterte Suche (erlaubt und, oder, *, ? sowie andere Kriterien benutzen)

Index Kerbe	Beschreibung
1	80% 000019542_0001.htm
2	80% 000019542_0002.htm
3	80% 000019542_0003.htm
4	80% 000019542_0004.htm
5	80% 000019542_0005.htm
6	80% 000019542_0006.htm
7	80% 000019542_0007.htm
8	80% 000019542_0008.htm

Neue Suche ■ Suche verfeinern ■ <<Vorherige 20 ■ Nächste

Adresse: http://oami.eu.int/bulletin/rcd/2003_016/000019542_0002.htm

- 21 000019542-0002
- 25 DE EN
- 22 09/04/2003
- 15 09/04/2003
- 45 30/09/2003
- 11 000019542-0002
- 72 Monika Schmitt
-
- Wolfgang Barthel
-
- Ingeborg Graefe
-
- Ion Canavoiu-Opratescu
-
- Babara Grossmann
- 73 Henkel Kommanditgesellschaft auf Aktien
Henkelstr. 67
D-40589 Düsseldorf
ALEMANIA
-
- HENKEL KGaA
Henkelstr. 67
D-40589 Düsseldorf
ALEMANIA
- 74 Henkel Kommanditgesellschaft auf Aktien
Ingeborg Graefe
c/o Henkel KGaA
Henkelstr. 67
D-40589 Düsseldorf
ALEMANIA
-
- Henkel Kommanditgesellschaft auf Aktien
Rita Riddering
c/o Henkel KGaA
Henkelstr. 67
D-40589 Düsseldorf
ALEMANIA

DPMA excellent in 2004 and even better since 2005



Einsteigerrecherche

Recherche formulieren

(11) Registernummer [40000116](#)

(22) Anmeldetag [12.01.2004](#)

(15) Eintragungstag [12.01.2004](#)

(45) Veröffentlichungstag: **akt. Publikation** [24.04.2004](#)

(54) Bezeichnung/Erzeugnisse

(21) Aktenzeichen

(73) Inhaber

(74) Vertreter

Alle Waren- und Übertragungsklassen

Suche in allen Textfeldern

Gelöschte Anmeldungen übergehen

Trefferliste konfigurieren

Registernummer Eintragungstag

Musterzahl Warenklassen

Trefferlistensortierung nach

Treffer / Seite

Patente und Gebrauchsmuster
Marken
Geschmacksmuster

Download
Einsteiger
Experte
Assistent
Locarno-Klassifikation

Startseite > Geschmacksmuster > Einsteigerrecherche > Trefferliste

Suchergebnis

Suchanfrage: (INH="henkel*") NOT ALF=1 NOT ABB=1

TREFFERLISTE: 106 TREFFER ([ANGEZEIGTE TREFFERLISTE HERUNTERLADEN](#))

Nr.	(11) Registernr.	(15) Eintragungstag	(73) Inhaber	(22) Anmeldetag	(28) Musterzahl
1	40000537	08.03.2000	Henkel KGaA, 40589 Düsseldorf	24.01.2000	4
2	40001515	06.04.2000	Henkel Ecolab GmbH & Co oHG, 40589 Düsseldorf	17.02.2000	1
3	40001516	06.04.2000	Henkel Ecolab GmbH & Co oHG, 40589 Düsseldorf	17.02.2000	1
4	40002391	17.04.2000	Henkel KGaA, 40589 Düsseldorf	08.03.2000	1

A Picture is to be worth a 1000 Words again!



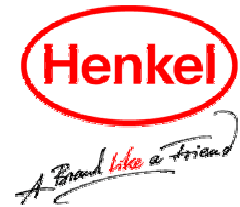
- **Define IP-Offices required for business needs**
- **Develop a temporary solution for a transition period**
 - **Try to use available systems at Henkel**
 - **Avoid additional investment in hardware & software**
 - **Expandability of the system**
 - **Identify feeds of raw data for industrial designs**
- **Identify most suitable model**
 - **Application programmed for own use**
 - **Cooperation with a partner and commercialisation**

Setting up the designFinder-Project



- **Optimized Searching of industrial designs**
 - Standardised search mask and presentation of results
 - Overview and detailed view of the found results
 - Printing of the search results incl. the images
- **Workflow for notifying staff of new designs**
 - Selection of relevant designs by Patent Department
 - Information of R&D and Packaging Development
- **Simple, automatic upload and maintenance of electronic data**
 - for DPMA, HABM, WIPO, UK PTO, OEPM, INPI, USPTO, ...

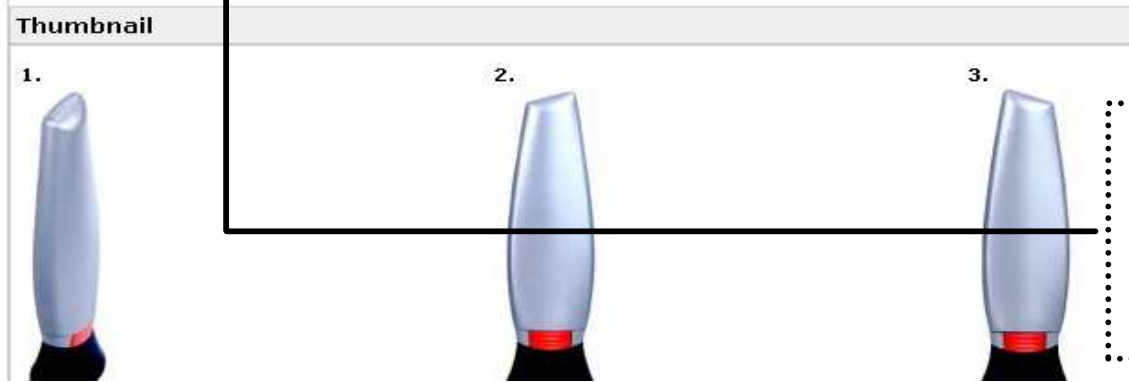
designFINDER – Detailed View (I)



Full record: WO000065744 [Send Via Email](#) [Print Page](#) [Close Window](#)

Field Name	Description
Title ⁵⁴	1.-8. Containers
Locarno classes ⁵¹	09-01
Owner ⁷³	HENKEL KOMMANDITGESELLSCHAFT Henkelstraße DE 40589 Düsseldorf
Registration Number ¹¹	D065744
Registration date ¹⁵	
Number of Designs ²⁸	8
Expiry Date of deferment ⁴⁶	
Application Number ²¹	
Application Date ²²	2004/08/04
Publication date ⁴⁵	2005/01/01
Representative ⁷⁴	HENKEL KOMMANDITGESELLSCHAFT
Description ⁵⁷	

Hyperlink to web-site of the national office



INID-Codes "nn" according to WIPO ST.80

designFINDER – Detailed View (II)



Field Name	Description
Priority Number	404 01 732.0
Priority Date	2004/03/17
Priority Country	DE
Designer	Matthias Rhode, Broichérdorfstrasse 50a, D-41564 Kaarst;
National Class	09

Field Name	Description
Model numbers to which priority applies	8
Expiration Date of Validity	2009/08/04
Offices group	BG, CH, KP, RO,

HAGUE STATUS	
Bulletin date	Description
2005/01/01	Filed under 1999 act

User's designs

Upload Image:

Legal status,
family and other
information

designFINDER – Results Screen

What do the Thumbnails show



Flag symbols indicate the national office

Elements of bibliographic information marked with different colours

Title (54)

Application Date (22)
YYYY/MM/DD

Owner (73)

Publication Date (45)

Registration Number (11)

Locarno Class (51)

designFINDER – Workflow

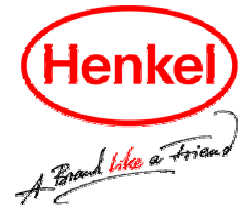


Image	Title	Date	Company	ID	Date	Change state	Tags
	Büroartikel	05.07.2004	Henkel Kommanditgese ...	000198817-0006	21.09.2004	Change state	None
	Büroartikel	05.07.2004	Henkel Kommanditgese ...	000198817-0005	21.09.2004	Change state	Highlighted
	Büroartikel	05.07.2004	Henkel Kommanditgese ...	000198817-0004	21.09.2004	Change state	None
	Büroartikel	05.07.2004	Henkel Kommanditgese ...	000198817-0002	21.09.2004	Change state	None
	Büroartikel	05.07.2004	Henkel Kommanditgese ...	000198817-0001	21.09.2004	Change state	None
	Büroartikel	25.06.2004	Henkel Kommanditgese ...	000195185-0001	07.09.2004	Change state	None

Workflow
Tags

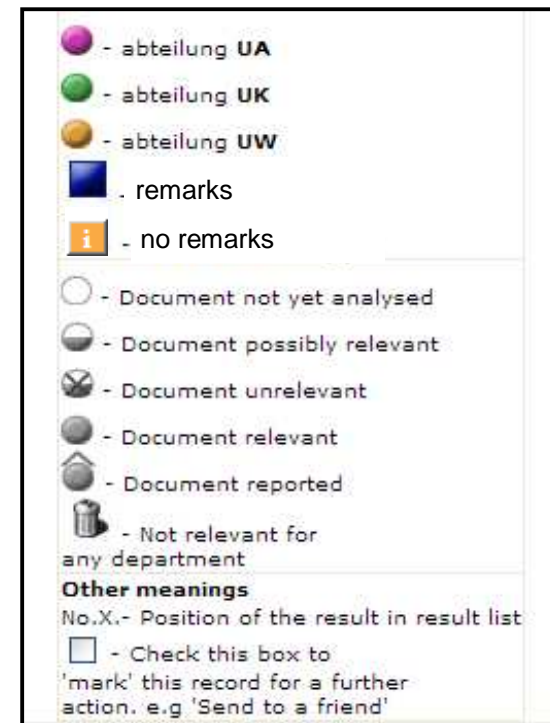
designFINDER – Workflow

What do the Thumbnails show



Workflow
Elements
with Colours
and Symbols

Explanation

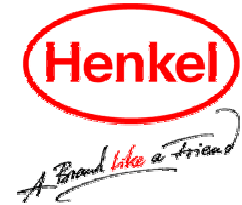


Looking for a Partner and Finding one



- **Our core business are consumer brands but not databases for end-users**
- **Cooperation with designMuster Ltd.**
 - **Taking care of data and system maintenance**
 - **Ensuring system availability**
 - **Allowing expandability of the system**
 - **Offering a multilingual user interface**
 - **Benefiting from a end-user product**

Outlook



- **Successful project with designMuster Ltd.**
- **Product is being positioned in the market**
 - Advantage of a commercial database run by professionals
 - Enhanced value by getting other users on board
 - Improved cost-value-ratio
- **Database maintenance and expansion**
 - Implementation of a multilingual user interface
 - Expansion of the database by including additional offices
 - Backlog-File for the key offices (if electronically available)

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