

GSK Streamlines and Automates Trademark Management Processes with ANAQUA



Seeking Greater Efficiency

Before implementing ANAQUA®, the GSK team was using two separate legacy systems to manage their trademark portfolio. The two systems, although linked, were independent of each other – one managing data and the other - a GSK approved document management system - for managing documents. Tracking everything was a challenge, given the volume of trademark applications and renewals the team handles with filings in over 100 countries. With such a labor-intensive, multi-touch process requiring team members to manage trademark applications and renewals manually via email, there was impact on productivity and resources. Without automation, the staff was burdened by repetitive and manual workloads, making it difficult to focus on more valuable tasks for the business.

The GSK Legal Brand Protection team recognized that a more intelligent, efficient, and unified approach for their trademark management processes was in order. Specifically, they needed an advanced IP Management solution that offered automation to save time on repetitive tasks, consistency and flexibility to accommodate their evolving needs, accessibility through the Web, integrated reporting, and built-in workflow tools.

Making the Change

To address these needs, following an extensive review process, GSK Legal Brand Protection selected ANAQUA as their new IP Management solution. The team saw significant value in moving to an integrated platform, so there was organizational buy-in from the top down. All parts of the organization were receptive to this change and became actively involved in the selection and implementation of ANAQUA as their new system – ensuring everyone's voice was heard.

With ANAQUA, GSK trademark data and documents could finally be merged into a single system, enabling the team to be more effective and efficient on one accessible, global platform. They benefitted from consistency and standardization across all business areas. With these simplified and locked down processes in place, the organization was able to perform trademark actions in a more standardized and unified way.



Profile

GSK is a science-led global healthcare company with three businesses that research, develop, and manufacture innovative pharmaceutical medicines, vaccines, and consumer healthcare products. As a leader in this space, they work hard to protect their intellectual property (IP), with over 90,000 active trademarks in their portfolio.

“The ANAQUA platform has truly changed the way the team works,” said Joanne Green, Vice President and Trademark Counsel. “Previously we had to manually send separate emails for large filing programs and then index each email into a separate electronic filing system. Now ANAQUA automatically does this for us.”

“ANAQUA has greatly simplified the pipeline process using search and clearance automation including reviewing of searches and reporting back to internal lawyers,” said Maggie Tilbrook, Manager, Pharma Trademark Development.

Most notably, the trademark management cycle now benefitted from automation specifically in the application, renewals, and search and clearance processes. With the use of automated templates, the team was able to drive greater efficiency, streamline operations, and reduce the time it took to format, send, and index emails for new filings and renewals. With ANAQUA, GSK could send an application request in minutes or expedite a bulk trademark filing. For example, filing several trademarks in multiple countries could take up to three hours. It now takes 30-45 minutes to file – a 70% decrease in time required. Additionally, with ANAQUA’s automatic indexing, GSK has reduced the amount of time spent manually saving each email into an electronic filing system.

“The ANAQUA platform has truly changed the way the team works,” said Joanne Green, Vice President and Trademark Counsel. “Previously we had to manually send separate emails for large filing programs and then index each email into a separate electronic filing system. Now ANAQUA automatically does this for us.”

ANAQUA has also increased efficiency within the renewals and search and clearance processes. Through automation, GSK simplified their renewal process and reduced the time it took to monitor tasks by 50%. Template improvements, reduced internal data entry, improved monitoring and tracking, and the ongoing revision of the process has also helped simplify the trademark search and clearance process.

“ANAQUA has made a huge difference to our renewal process,” said Wendy Woolmore, Team Leader, IP Formalities and Domain Name Management. “We can now see the status of each of our renewals, along with the external counsel we are using, very easily. We can bulk instruct our external counsel, run reports on renewal dates, and are easily able to monitor the status of our renewals. Our process is now streamlined, efficient and simple.”

LOOKING AHEAD

ANAQUA has been a real gamechanger for GSK, and the company knows there is still more to leverage from the IP management platform. As GSK expands their usage of ANAQUA, they will be looking to track metrics through Anaqua’s web-based analytics and business intelligence tool that creates dynamic, interactive dashboards and reports containing private and public data. The analytics tool provides organizations with critical insight into their internal operations and external IP landscape to further align their IP portfolio with the business.

GSK continues to work with the Anaqua team, providing valuable input to help shape the platform’s future enhancements, and is a key member of several Anaqua client working groups, sharing ideas with other industry and technology leaders. Through these partnerships, Anaqua and its client community are helping to transform IP into business success.



70% reduction

in time required for mass filing in 20 countries



increased

consistency and standardization



simplified

and locked down processes



streamlined

operations



www.anaqua.com

31 St. James Avenue
Boston, MA 02116 USA
+1 617 375 5808

© 2019 Anaqua, Inc.
All Rights Reserved.
ANAQUA is a registered
trademark of Anaqua, Inc.