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Enterprise-Wide Innovation and Asset Management Solution from Thomson Reuters Helps

Syngenta Legal and IP Function Drive Integrated Strategies and Global Collaboration

Leading agriculture innovator implements Thomson IP Manager software, patent payments and services

BINGHAM FARMS, MI, March 5, 2013 – The [Intellectual Property \(IP\) & Science](#) business of Thomson Reuters, the world's leading provider of intelligent information for businesses and professionals, today announced a partnership to provide Syngenta, a leading agricultural company, with an integrated, enterprise-wide asset management solution. The partnership aims to standardize and centralize IP and legal contracting processes. It will support the development of integrated strategies, enable global collaboration across the different units of Syngenta and minimize risk.

As part of Syngenta's search for a new intellectual asset management solution provider, the company engaged the Thomson Reuters IP management consulting team as a partner in a thorough business needs analysis and solution development program. The goal of this was to better understand current and future business requirements, and opportunities for operational efficiency.

The Thomson Reuters consultants worked closely with leaders and change agents from across Syngenta to assess systems, define a long-term vision, and establish a configured solution that addresses people, processes and technology. Syngenta ultimately selected an enterprise-wide solution including Thomson IP Manager because of its product's unique ability to link patent and trademark assets with contracts across product lines to form the "magic triangle" of IP-contracts-products. In addition, the team chose IP Payments from Thomson Reuters to ensure accurate portfolio maintenance and legal services from the Thomson Reuters Legal Process Outsourcing (LPO) unit.

In a joint development project, Thomson Reuters and Syngenta designed a holistic solution that provided links between contracts, products and IP, improving the strategic deployment of legal, IP and licensing assets in support of Syngenta's growth agenda, as well as improving quality of information and portfolio-level management data. The new platform allows full visibility and management of rights and risks in a rapidly growing and increasingly complex business environment; where there are multiple dependencies between IP rights, licensing, contracts and products.

Cynthia Murphy, senior vice president of IP Solutions at Thomson Reuters, said of the partnership: "The goal of Thomson Reuters, as the world leader in IP asset management, is to enable clients to manage their portfolio assets and minimize risk across all stages of the innovation life cycle. Our partnership with Syngenta exemplifies the value we provide international innovators and the mutual benefit reaped from such relationships."

"The expertise, breadth of knowledge and collaborative spirit of the Thomson Reuters team, combined with the company's world-class solutions and services, was an ideal complement to Syngenta's IP and legal expertise," said Pierre-Etienne Boin, head Agribusiness Legal and IP at Syngenta. "We look forward to a long partnership."



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For more details on Thomson IP Management Services, go to <http://thomsonipmanagement.com>.

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