

PFIZER INC.



INTRODUCTION: Pfizer Inc.: Centralizing trademark payment processes, improving operational efficiencies and reducing risk with Thomson IP Management Services.

CASE SUMMARY: Leading pharmaceutical research company Pfizer Inc. streamlines its workflow processes, improves efficiencies and reduces costs while managing a steadily growing trademark portfolio. Thomson IP Management Services provides a cost-effective, reliable solution—and peace of mind.

PFIZER INC.

Pfizer Inc. is the world's largest research-based pharmaceuticals company with 2005 revenues of \$51.3 billion. Pfizer's best-known products include the prescription medicines Lipitor, Viagra, Celebrex and Zoloft. The company's over-the-counter brands include Listerine, Benadryl and Sudafed. Pfizer has three business segments: health care, animal health and consumer health care. Its products are available in more than 150 countries.

The company's product portfolio has grown through a vigorous research program and a stream

of acquisitions which include Warner-Lambert, Parke-Davis and Pharmacia. Pfizer proclaims it is the industry's largest pharmaceutical research and development organization. In 2005, it spent an amazing \$7.4 billion on hundreds of different projects.

Recently, Pfizer has been engaged in an enterprise-wide effort to operate more efficiently and reduce costs. Centralizing and streamlining its trademark management processes is one such initiative that helps the company protect its valuable brands and yields a variety of important benefits.

BUSINESS ISSUES

Pfizer's ambitious R&D program, coupled with its history of acquiring complementary businesses, has made it the world's largest research-based pharmaceutical company. To more effectively manage its growth, Pfizer recently implemented a global initiative to reduce costs, enhance productivity and better protect its intellectual property. As part of this, a number of business processes were evaluated and modified. The result: a more agile organization that's able to quickly and confidently make decisions, and which has even more funds available for research, development and other initiatives.

With some 40,000 live trademarks, protecting its valuable brands is critical for Pfizer. The company implemented a global initiative to combat counterfeiting, giving its trademark rights management continuous, professional attention. The consequences of a mistake in this area could be devastating. Pfizer also recently launched an effort to centralize and streamline its trademark payment processes. The goal was to deliver greater efficiencies while reducing risk and error.

In 2004, Pfizer began to consolidate its trademark management processes, which had been dispersed among several departments and external legal counsel. The Intellectual Property Global Services (IPGS) group was created with overall responsibility for trademark research, filings, renewals and database management. This department now has offices in New York; Morris Plains, New Jersey; and Karlsruhe, Germany.

Following the establishment of the IPGS group, Pfizer transferred responsibility for a portion of its trademark renewals to Thomson IP Management Services. Previously, these had been outsourced to a law firm. Elvira Bruscke, Senior Specialist within IPGS, manages Pfizer's relationship with Thomson IP Management Services. She explains that Pfizer migrated its trademark portfolio management to Thomson IP Management Services in 2004 and it now also relies on Thomson IP Management Services for trademark payments and other services.



THE THOMSON IP MANAGEMENT SERVICES SOLUTION

Pfizer's documentation requirements are extremely demanding, according to Bruscke. "Besides the sheer volume of trademarks, our office commonly gets requests that require immediate action," she says. "Thomson IP Management Services is set up to take care of all our needs quickly, efficiently and in a way that ensures nothing gets overlooked."

Thomson IP Management Services provides Pfizer with these services:

- Accepts data transfers and validates the files against *IP Rules*
- Prepares all power-of-attorney and declaration-of-use documents and tracks the related correspondence
- Oversees agent instructions, including notification of renewals and abandonment
- Tracks and docket all correspondence and resolves any discrepancies
- Meticulously reviews renewal certificates for accuracy and sends copies to Pfizer on a monthly basis
- Calculates trademark maintenance costs in advance to facilitate budgeting
- Makes trademark payments on behalf of Pfizer for designated marks

Bruscke believes that having trademark payments centralized is a great benefit.

"At Thomson IP Management Services, a trademark professional has been assigned to us and manages our portfolio," she explains. "Having a single point of contact makes it much easier for us, and it frees up people in our department from time-consuming, detailed work, so we can focus on activities that add even more value to the organization."

Given the complexity of the renewal process, and because of the sheer volume of Pfizer's trademark portfolio, Bruscke states, "One of the greatest benefits of Thomson IP Management Services is knowing that nothing will be overlooked." After a recent acquisition, Pfizer discovered that the acquired company had lost a number of renewals because they were not entered into the system or were entered incorrectly. "Thomson IP Management Services was able to correct this by processing the records through its comprehensive *IP Rules* file," she notes, "and they have checks and balances in place to ensure that nothing will be lost going forward."

Pfizer benefits from other aspects of the Thomson IP Management Services trademark payment services, such as having third-party agreements and conflict documentation stored in the trademark database. All members of the team can access the information, which facilitates communication and helps ensure that trademarks are managed properly.

CONCLUSION

Thomson IP Management Services helps Pfizer meet its goals of having a centralized IP system for greater operational efficiency and to reduce risks. Bruscke credits this to Thomson IP Management Services processes and infrastructure, but adds that the quality of service is what makes the relationship extremely valuable.

"Our Thomson IP Management Services account manager understands our trademarks and our unique needs, including the fact that we often need to move very quickly. I can email a request in the morning and it will be handled the same day. This type of response time would have been unimaginable under our previous arrangements."

Thomson IP Management Services
Thomson Reuters
300 Franklin Center
29100 Northwestern Highway
Southfield, MI 48034-1095 USA
Phone +1 248 352 5810
Fax: +1 248 352 0754
Email: ipms.info@thomsonreuters.com

thomsonipmanagement.com
thomsonreuters.com
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— Elvira Bruscke,
Senior Specialist, IP Global Services Group, Pfizer Inc.



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