

Customizable Client Extranets for Intellectual Property

“Pillsbury’s IP Management System has made it possible to download customizable reports that I can then share with our business executives and legal team to show status, process improvements and overall success. As a result, we have seen an exponential improvement in overall efficiency and value through leveraging this tool for both our patent and trademark portfolios.”

— Chief Intellectual Property Counsel for a major retail company

Pillsbury creates highly secure, customizable websites that allow clients to easily access and manage their trademark and patent portfolios.

As virtual dockets, these online databases provide clients with real-time information and at-a-glance custom reports on their trademark and patent portfolios and upcoming deadlines. The systems are also fully transparent—all users can see every document in the system, which enables more informed decision-making when issues arise. And multiple users can view the same material simultaneously, facilitating discussions between client and counsel or between coworkers.

Additional benefits of Pillsbury’s intellectual property management systems include:

- Streamlined and centralized data management
- Access to information at any time from any client location around the world
- Secure data protection through web authentication, data encryption and daily monitoring

- Increased efficiency and economy of a paperless system
- Personalized, value-added service from our domestic and offshore IT teams
- Direct client access eliminates the need for file requests, yet avoids the burden of in-house docketing
- Electronic billing integration
- Uploading utility to share large digital documents
- Document archive for IP licenses, settlements, and other agreements, as well as litigation submissions

Elements of IP Portfolio Management System Superior System Functionality

- Based on a faster, more user-friendly platform that improves speed and access for new and experienced users
- Single-window report interface reduces browser clutter
- Integrated document filter system helps users easily and quickly navigate vast files of pdfs, charts, registration certificates and other documents

Intellectual Property

- Upgraded bandwidth allows for uploading of very large documents that are too big for emailing
- Linked correspondence folders ensure that relevant documents are included in search results
- Fully compatible and functional for users of Mozilla Firefox web browsers

Exceptional System Security

- Web authentication: System access requires Pillsbury-managed individual user accounts and passwords. Passwords are not kept by Pillsbury employees and users have the ability to change their passwords directly.
- Daily system monitoring: Individual activity is monitored and logged in real-time to detect changes and unusual activity. Pillsbury can block non-standard ports from communicating with the server or make users aware of uncharacteristic activity.
- Data and communication encryption: All traffic to and from the site is SSL encrypted, preventing hacking and tampering, and provides confidential authentication and communications.

- IP Address: Our extranet sites cannot be accessed until the IP address of the users' computers are provided to Pillsbury and added to a "whitelist." This means that a user's name/password combination will only work from computers with a verified IP address on file with Pillsbury. We can also set up whitelists for a range of IP addresses so that all users from a particular company can access the site without having to provide each unique IP address.
- System-wide data backup: Server data is fully backed-up both nightly and weekly, allowing Pillsbury to quickly restore an individual record or an entire database.
- Server Reliability: Load-balancing and fail-over keep extranets reliably available. We use a redundant environment so that in the event of any technical issues (e.g., a power outage), users are automatically redirected to a different server. The Pillsbury-owned servers are housed in physically separate data centers, on the East and West coasts of the U.S. No outside host or providers have access to them. We also employ loadbalancing techniques to ensure users are directed to the fastest performing server based on current traffic or usage levels.

Trademark Prosecution

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■ General Application Information

Arysta Affiliate:	Serial #:
Reference #:	Filing Date: 11/23/2015
Country:	Publication Date: 01/15/2016
Trademark:	Registration #:
Status: Transferred - Transferred	Registration Date:
Owner:	Client Notes:

■ Actions Due

Date Due	Action Due	Action Type	Indicator
02/26/2016	Opposition Period Expires		

■ Events

Event Name	Event Date
Filing Receipt Received	12/07/2015
Post Examination Publication	
Instructions Received Date for new case	
Date of Last change	
Date of Entry	
Application Filing Date	

■ Class

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■ Active Ingredient

■ Goods

Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry.

Features of Pillsbury’s Trademark Management Systems

Each site holds the client’s comprehensive, fully searchable library of trademark registrations, applications, images, licenses, agreements, oppositions, disputes, all related correspondence, and any other digital materials the client wants to store.

Customizable Access

Each extranet accommodates multiple users within the client’s business. Access levels can be configured for each individual user. Foreign agents can be given limited access for easy and inexpensive gathering of trademark registration and renewal certificates. Business partners can also be given full or limited access, as determined by the client, which facilitates communication while preserving security.

Comprehensive Evidence Library

The site can be used for efficient collection and storage of supporting evidence that may be needed in litigation, including proof of trademark use, settlements and consent agreements.

Transparency

Clients have convenient 24–7 access to a virtual copy of their entire trademark docket, including entries from their Pillsbury counsel, relevant images, description of goods, comments and filing deadlines. They can also view the full history of any matter.

Streamlined Tracking

Users can monitor the status of their marks through comprehensive online reports that capture and sort all upcoming deadlines.

Customizable storage and retrieval

Files are individually coded per client preferences and pertinent information, and are easily retrievable with the system-wide search utility.

Advanced Search Capability and Tailored Reports Customizable Searches

Search can be tailored and limited based on multiple criteria. For example, a user can limit a search to matters involving anti-counterfeiting, or brand protection, or oppositions, etc.

Home Prosecution TM Prosecution Search Oppositions TM Oppositions Search Agreements Documents Contacts Patents >>

Trademark Extranet Logout

General Data

Trademark:

Class:

Serial #:

Filing Date: To

Registration Date: To

Goods:

Reg #:

Affiliate:

Pillsbury #:

Owner:

Report Title

Sort Order

1. 2. 3.

Trademark Prosecution Report

Status

Published
Refused
Registered
Registered/Opposed

Country Region

Country Region

Honduras (HN)
Hong Kong (HK)
Hungary (HU)
India (IN)

Active Ingredient

Additional Report Information to Display

Images Goods/Services Active Ingredient

Additional Options

Exact Match Display Results in New Tab/Window Export to Excel

Customizable Reports

Data from the search results can be included or excluded at will, allowing for very broad or very narrow reports as needed.

Relevant Results

Users can quickly access and identify marks and adverse party marks for all opposition and defense-related cases. Marks can also be distinguished by type (e.g., word vs. design).

Informed Prosecution

Clients can search the system for any relevant active and inactive trademarks held by others.

Features of Pillsbury's Patent Management Systems

The same level of customization and management that is afforded to trademark portfolios can also be applied to patent portfolios. Each site is capable of holding the client's comprehensive, fully searchable library of patents, applications, drawings, licenses, agreements, oppositions, disputes, all related correspondence, and any other digital materials the client wants to store.

As shown in this patent prosecution search interface, categories and parameters for searches can be customized to meet the client's needs and preferences.

Other features include:

- **Transparency:** Clients have convenient 24-7 access to a virtual copy of their entire patent docket, including entries from their Pillsbury counsel, relevant images, descriptions, comments and filing deadlines. They can also view the full history of any matter.
- **Streamlined tracking:** Users can monitor the status of their applications through comprehensive online reports that capture and sort all upcoming deadlines. The extranet is a great way to share large documents without clogging up e-mail servers.
- **Customizable storage and retrieval:** Files are individually coded per client preferences and pertinent information, and are easily retrievable with the system-wide search utility.
- **Customizable reports:** Data from the search results can be included or excluded at will, allowing for very broad or very narrow reports as needed.
- **Informed prosecution:** Clients can search the system for any relevant active and inactive patents held by others.

Document Archive

Each IP extranet has a section for "Documents," which may include in sub-folders, settlements, consents, licenses, and other IP documents. This feature serves as a permanent archive. It also accommodates litigation documents ranging from Complaints to Final Judgments, so that clients may track proceeding submissions and progress.

Pillsbury's Trademark Practice

Pillsbury's international trademark attorneys fully leverage the latest technology in handling our clients' portfolios. We provide value-added service to companies large and small, emerging and established, in the United States and around the world, in every industry. The Pillsbury team files an average of more than 2,600 trademark applications and obtains nearly 2,000 trademark registrations for our clients each year. Our depth of experience and knowledge positions us to provide superior service that is:

- Customized and client-focused, as our teams of trademark attorneys and legal assistants apply the law to meet clients' needs and determine practical and commercially realistic resolutions for their trademark problems;
- Proactive and economical, avoiding the twin evils of slow service and runaway expense.

Pillsbury's Patent Prosecution Practice

Each year Pillsbury's team files an average of 2,500 patent applications and obtains an average of 1,200 patents for our clients. From the largest organizations to the individual inventor, domestic or international, we guide our clients through the complex processes and procedures involved in obtaining the strongest patent protection to which an invention is entitled. We provide a proactive and aggressive approach to securing the broadest possible patents to help our clients obtain the maximum protection available.

ATTORNEY ADVERTISING. Results depend on a number of factors unique to each matter. Prior results do not guarantee a similar outcome.

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