

KNIME in EU Trade Marks and Designs analysis

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Any views or opinions expressed herein are those of the author and do not necessarily reflect the views of OHIM, or those of its management or staff.

ToC

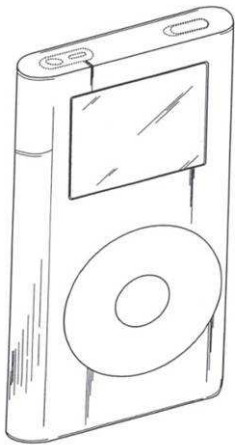
- **OHIM products and processes**
- **OHIM / Market interaction**
- **KNIME in Business Analytics**
- **OHIM hot topic(s)**
- **What will / may be next?**
- **[Backup]**

OHIM products and processes

OHIM Industrial Property Rights

Registered Community Design (RCD)

- Protects the **outward appearance of a product or part of it, resulting from the lines, contours, colours, shape, texture, materials and/or its ornamentation** (OHIM, 2009)
- Limited renewals (max. 25 years)
- Mostly a formality-driven process
- ~400k reg. & pub., 7k refused / withdrawn, 33k pending (w/deferment)



[RCD 152715-0001]

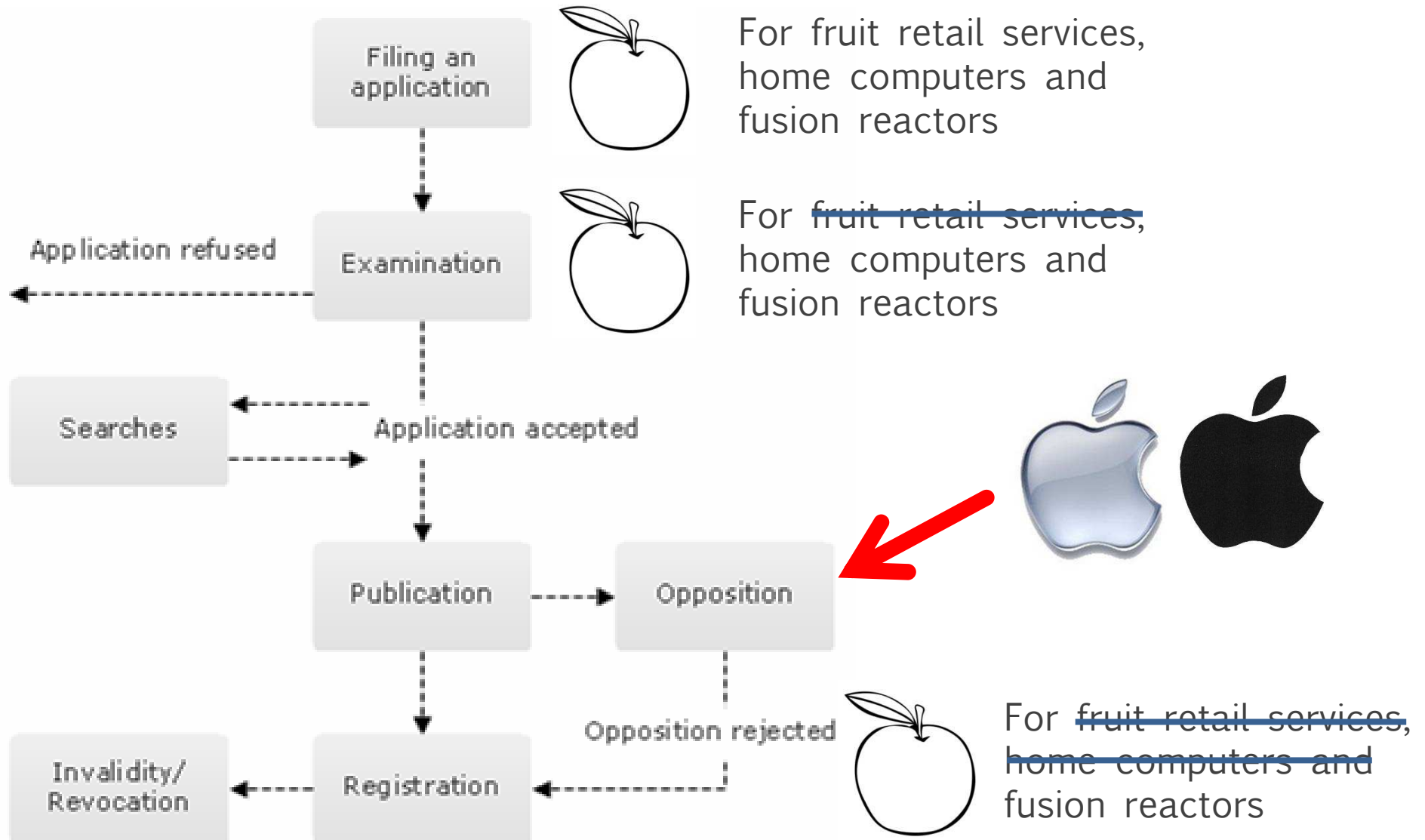


[CTM No. 6314546]

Community Trade Mark (CTM)

- Can be **any sign which serves in business to distinguish the goods and services of one undertaking from those of other undertakings and over which the owner has an exclusive right** (OHIM, 2009)
- Unlimited renewals
- More complex legal process & reqs. than RCD
- ~590k registered, ~112k refused / withdrawn, ~113k pending₅

CTM registration process example



[OHIM 2009]

OHIM, QMD and PMU

The Acronyms

- OHIM: Office for Harmonization in the Internal Market (aka “the Office”)
- QMD: Quality Management Department
- PMU: Performance Management Unit

The Structure

OHIM (*President Wubbo de Boer*)

↳ QMD (*Director Nathan Wajsman*)

↳ Business Analysis & Project Management Support Service
(Business Area Managers; Head of Service: Rainer Tretter)

↳ Performance Management Unit (PMU)

- *René H.*
- *Marc Richter*
- *Alexia R.*

↳ Project Management Office (PMO; Head: Nellie S.)

↳ Quality Management System team (QMS; PM: Claire D.)

OHIM, QMD and PMU

QMD Mission

...contribute to the efficient management of the Office's resources and to maximise clients' satisfaction.



PMU Mission

- Offer the OHIM, and in particular its Management, an **effective statistical [...] reporting tool** which assists [...] decision making.
- Offer the OHIM and particularly its senior and middle managers:
 - **quantitative analysis** of main processes, [...] proposing and maintaining [...] performance indicators [...]
 - **detection and explanation of deviations** and anomalies in the production flows or in defined quality standards [...] to establish corrective actions.
 - [...] **analysis of the impact changes** in the processes, technologies or in user behaviour **may have** on production flows and defined quality standards.
- Develop [...] an **OHIM Work Programme [with] quantifiable objectives** for all the Office's activities [...]



OHIM, QMD and PMU

A word on statistics

1770, “science dealing with data about the condition of a state or community,” from Ger. Statistik, popularized and perhaps coined by Ger. political scientist Gottfried Aschenwall (1719-72) in his “Vorbereitung zur Staatswissenschaft” (1748), from Mod.L. statisticum (collegium) “(lecture course on) state affairs,” from It. statista “one skilled in statecraft,” from L. status (see state (n.1)). [...]

Source: www.etymonline.com

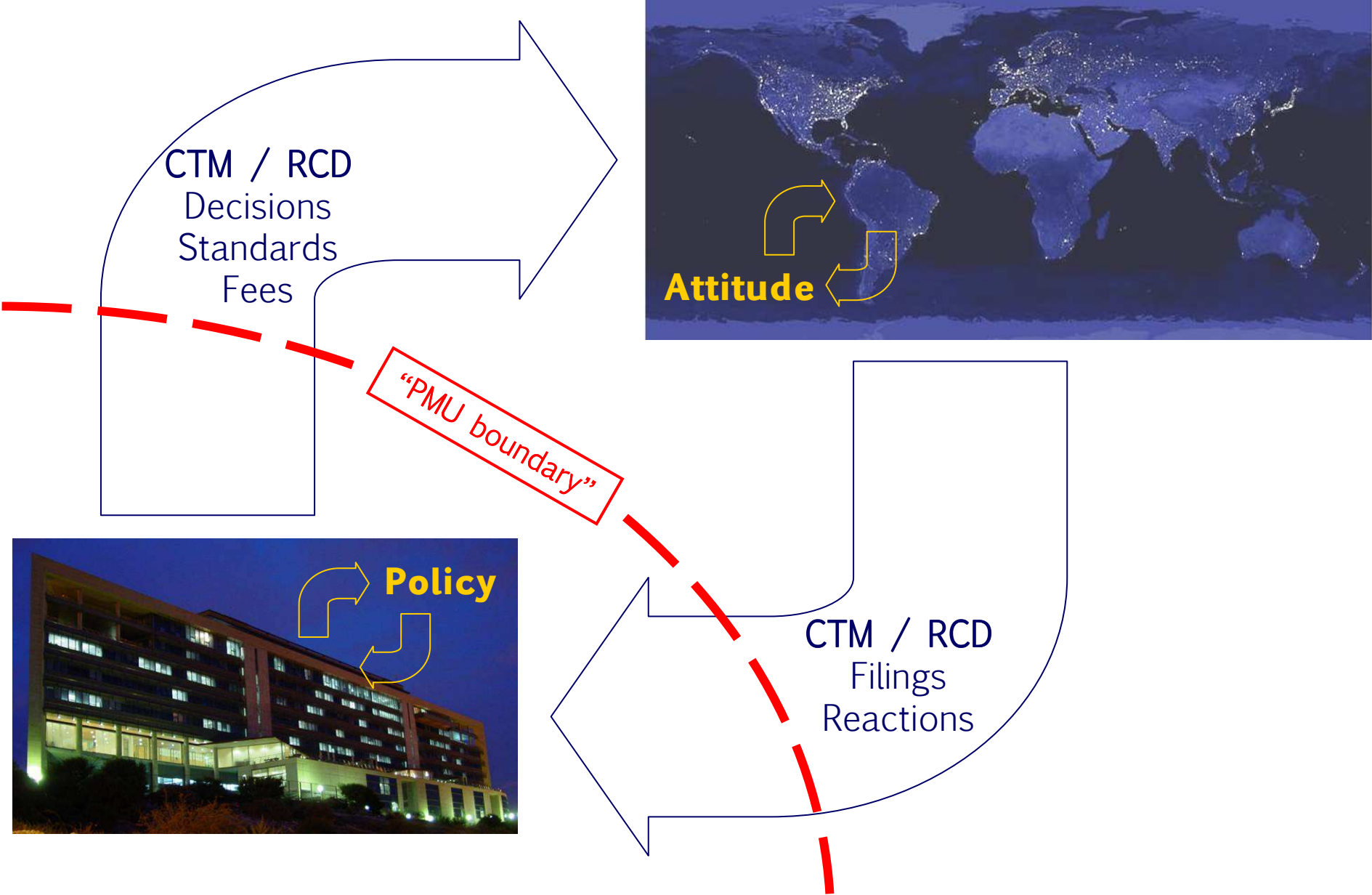


OHIM Statistics and Reporting

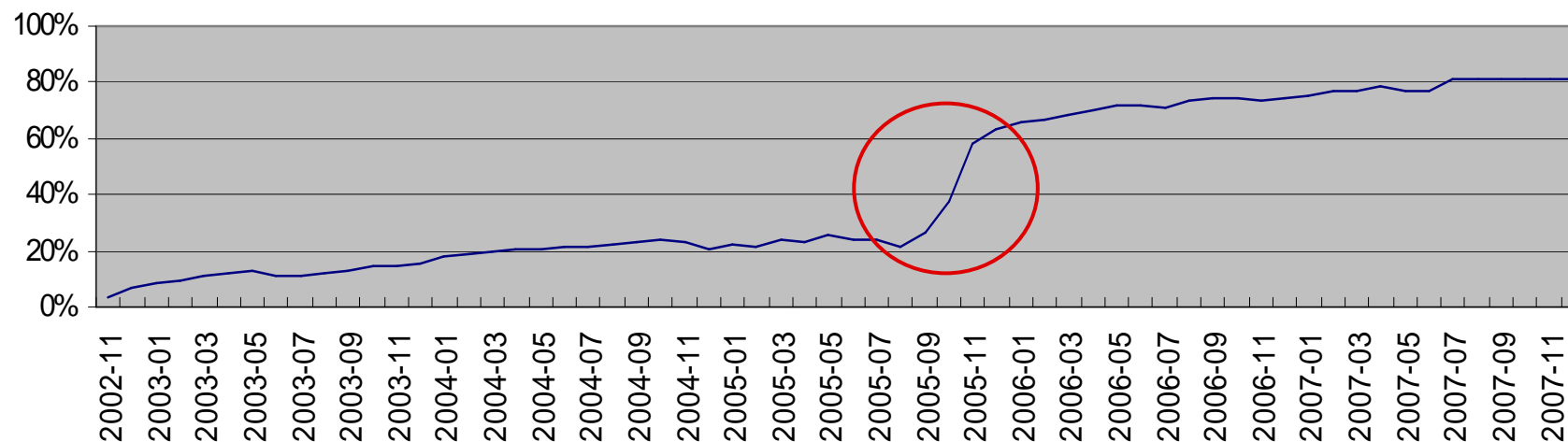
- **300+ reports** maintained by PMU alone
- Analyses based exclusively on **descriptive statistics in 99 % of the cases**

OHIM / Market interaction

OHIM / Market interaction



OHIM / Market interaction

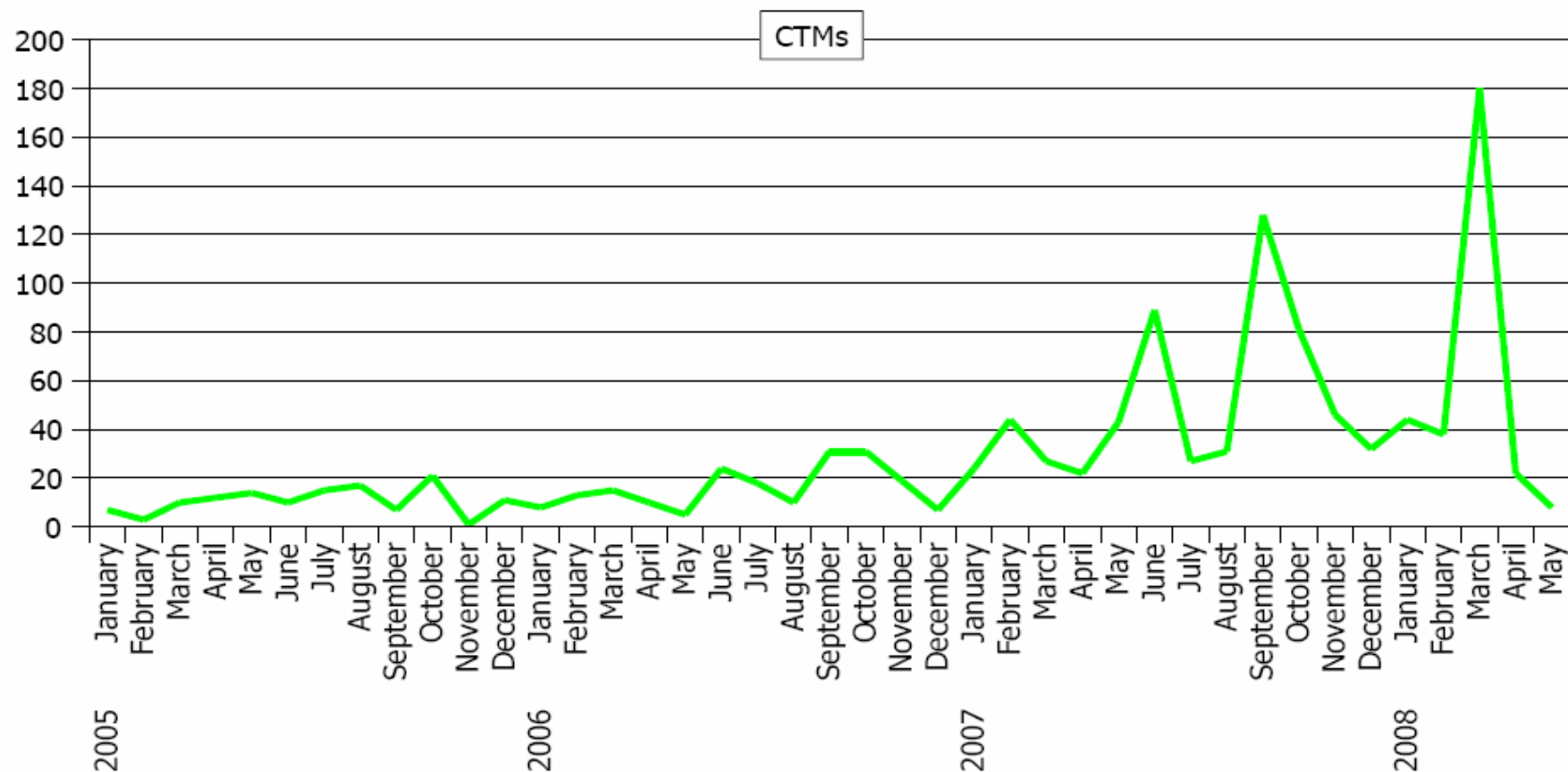


- 2001: CTM e-filing & CTM online
- From 2003: e-business strategy
 - RCD e-filing & RCD online
 - E-communication
 - Online access to files
 - My Page...
- 2005: Fee reduction for e-filing
- 2007: Future Working Methods for the 2011+ horizon

OHIM / Market interaction

2007: Potential loophole in OHIM policies permits non-payment exploit under certain circumstances

2008: Policy loophole to be closed in the medium term, exploiters to be warned and/or penalised in the short term

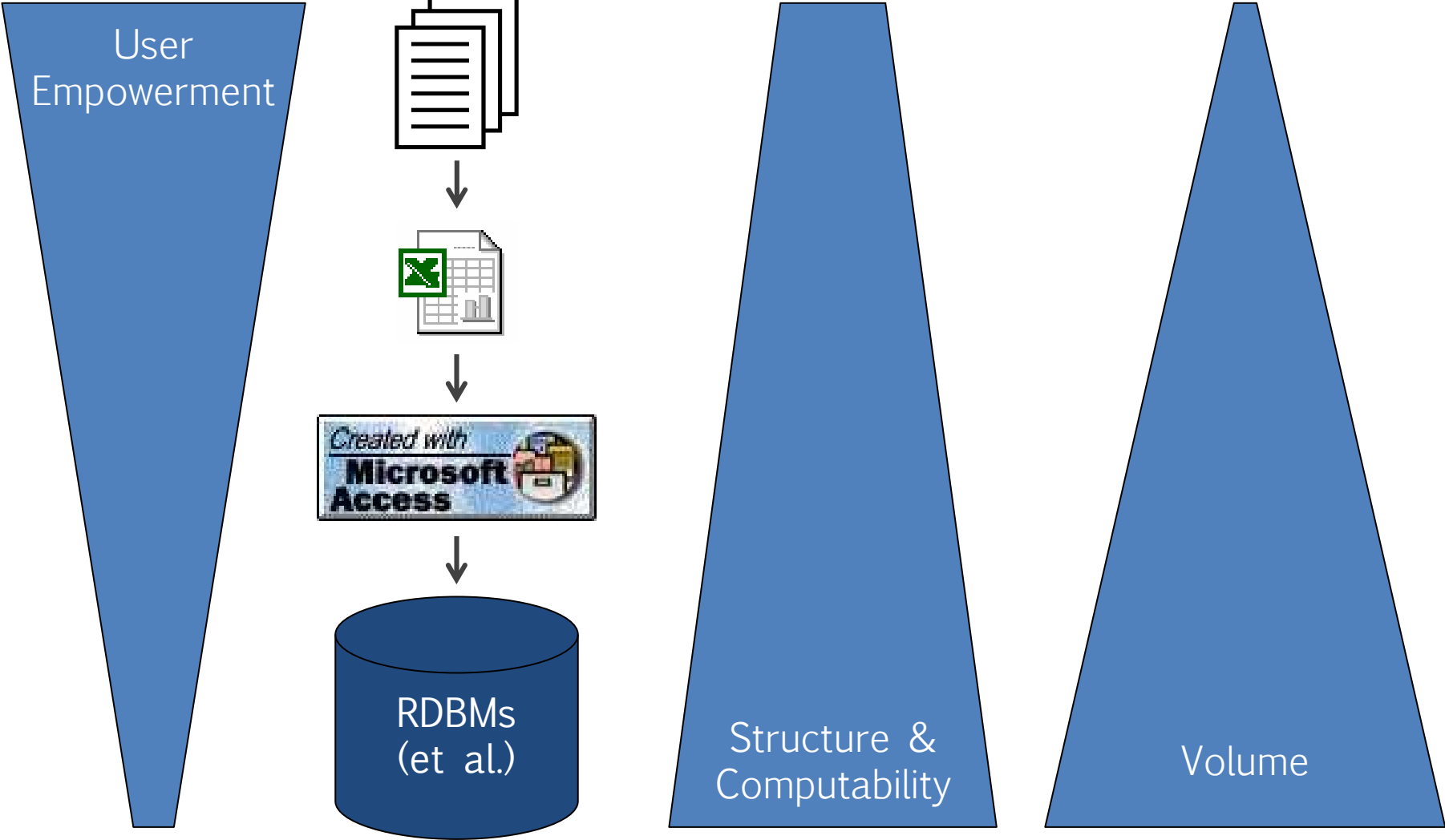


KNIME in Business Analytics

Data Analytics Pareto

- **Pareto rule:**
20 % of effort to get 80 % of a solution
- **Research Analytics Pareto** (after exp. design):
20 % data shaping, 80 % analysis & mining
- **Mid-size Business Analytics Pareto:**
20 % analysis, 80 % data shaping (and finding!)

Mid-size Business Analytics “Food Chain”



Business Analytics specifics

- Typical problems:
Diverse sources in need of exploration, time pressure
- **Rule #1:** Keep it simple, stupid!
 - Useful: Whatever gets the job done
 - Simple queries (if any)
 - Traceable processing, self-documenting
 - No “rocket science”, i.e.
 - » no hard-to-explain algorithms!
 - » ordinary visualisations
 - » but: get users accustomed to terminology and methodology
- **Rule #2:** Most Business Analytics is highly (!) political

Business Analytics Processing



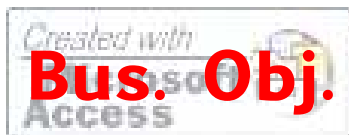
- Popular (& powerful!) for many Business Analytics tasks
- Unlimited data shaping / inspection possibilities, easily automated via macro recording
- But: Difficult to impossible to read / reproduce / audit / adjust some automation tasks, data volume limits pre-2007



- Benchmarked vs. Excel:
 - No data limits, tons of potential
 - Extra visuals non-IT researchers got used to (boxplots etc.)
 - Easy to read / reproduce / adjust workflows
 - Cognitive benefits of mapping, geometric orientation
 - More structured approach needs some getting used to for non-IT analysts



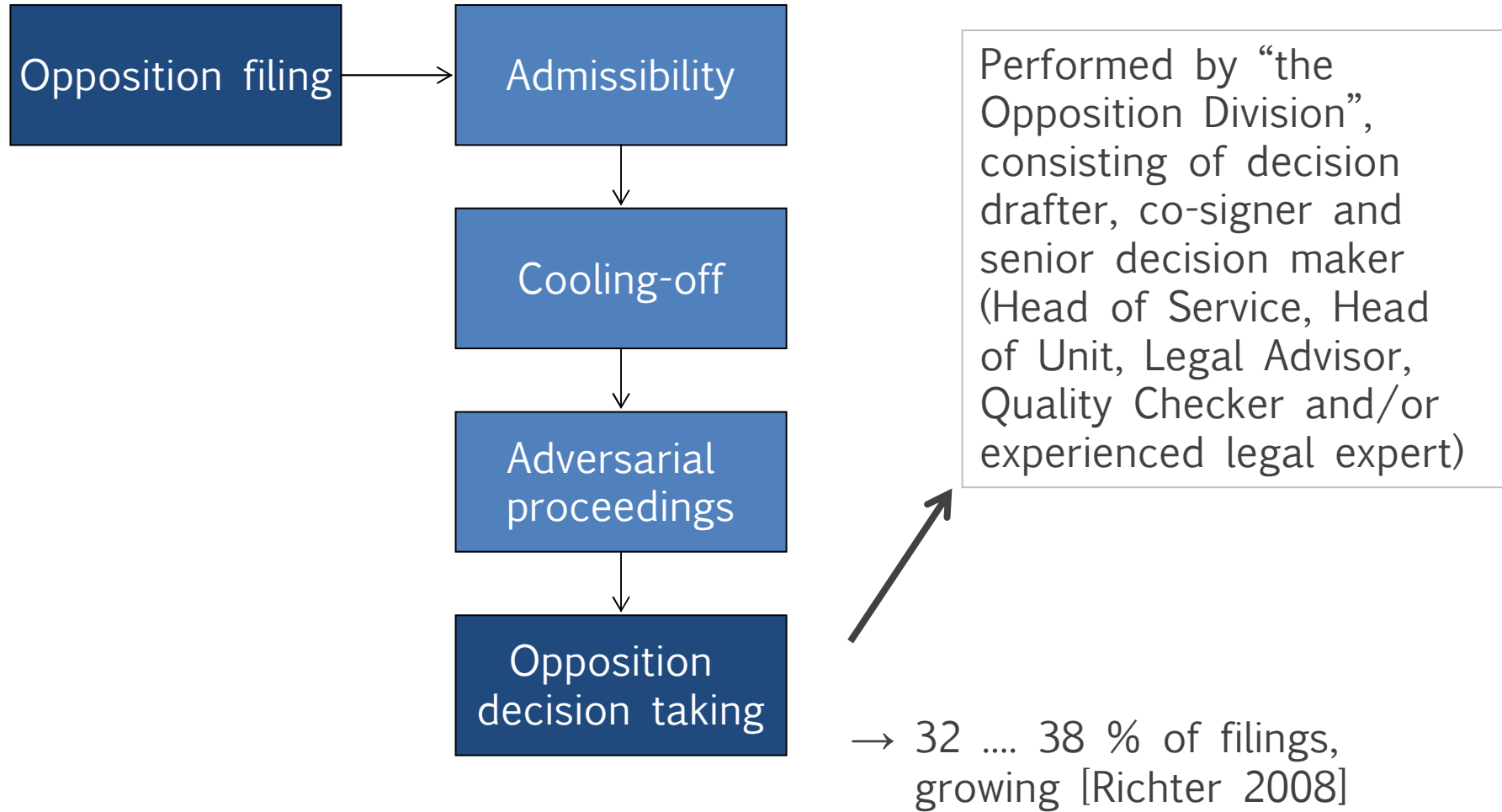
- IT analyst's favourite (c/f KNIME devs' Java Snippet ☺)
- Queries can become monstrous to read, ranging from intimidating to impossible for non-IT analysts
- No visuals, no analysis history



- “Structured Excel” – huge formula and scripting power
- Same risk: Non-transparent “over-messaging” of data
- Less visual options / flexibility
- Benefits: Report scheduling, Web Intelligence drilling & filtering

OHIM hot topic(s)

Oppositions: Procedure & ex officio decision

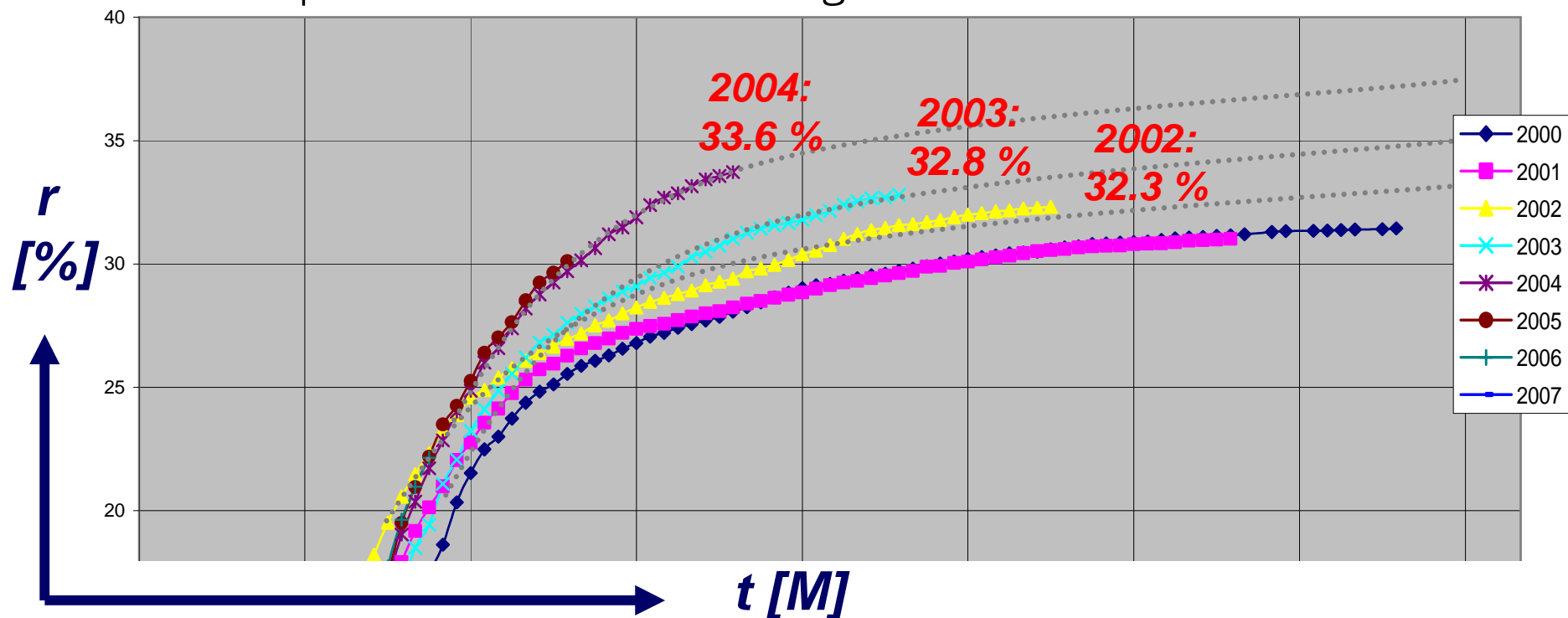


An (old) example: Opposition forecast

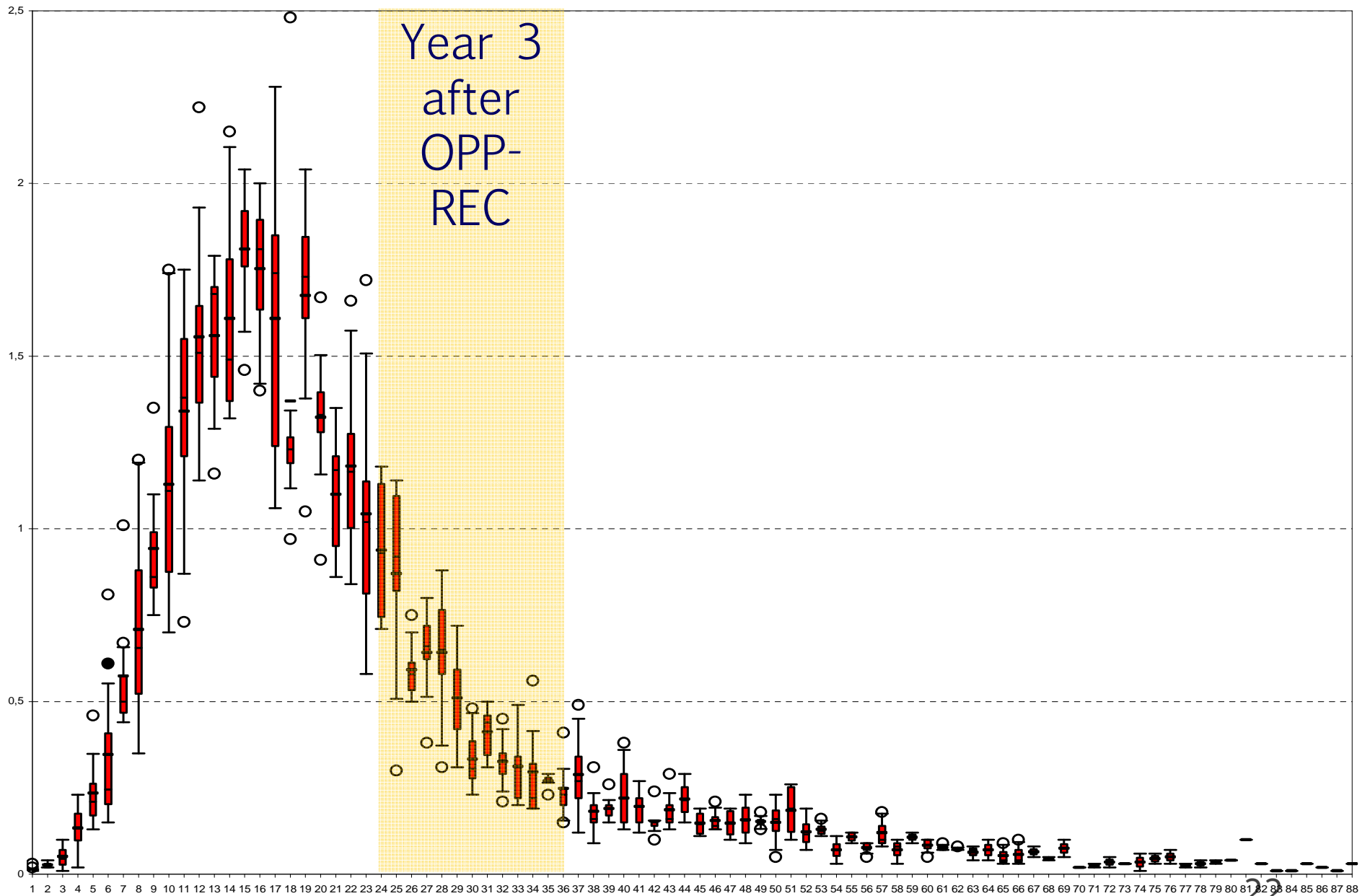
- Misleading data in PMU report:
At time of first analysis, 262 ratios seemed to be approx. constant

Status	2002	2003	2004	Total
262	32%	33%	33%	33%

- A ratio forecast approach shows the real progression, along with a (possible) behavioral change:



Opposition: Time to decision-ready



Oppositions: Quantities and quality

- There are ~ 30,000 oppositions “in the pipeline”, at least 10,000 of these do (or will) require an *ex officio* decision
- 6,000 opposition decisions should be taken annually (2010 plan: 8888) within the 17-week timeliness standard in 99% of cases
- Individual targets usually range between 110 and 140 decisions/year (from 12/2009 difficulty-adjusted)
- Opposition decisions have to adhere to the OHIM Quality Standards
- Checked aspects: Decision outcome, content, format

Oppositions: Shortcomings & staff concerns

- Consistent underproduction (2008: 4,800 vs. 6,000 objective) and non-compliance with timeliness standards
- Quality issues (80% error free vs. 95% target)
- Perceived training deficits

→ **2008/09 Management initiative:**

The “2009 Opposition Taskforce” project
aka OP09

The logo consists of the letters 'OP' stacked above the numbers '09'. The characters are bold, black, and have a slight 3D effect with a drop shadow.

Data acquisition questionnaire

[The “global file difficulty” questionnaire – decision author (Version ++)

Introductory remarks

Please bear in mind that **this is not an exam**, which means that **there are no “right” or “wrong” answers** to any of the questions. Please answer truthfully and without thinking too much about a single answer. As explained, and **regardless of asking for your name, your individual answers will be kept strictly confidential** and only be reported about in an anonymised form. Your name is needed in this case only to “link” you to your files and to ask you for clarifications if necessary.

File and decision maker data

Author name: _____

OPP file number: _____

Facts & procedure drafting (NEW)

Net time invested (hours / minutes): _____

File screening and strategy definition (before drafting)

Started (date & time): _____

Finished (date & time): _____

Net time invested (hours / minutes): _____

Rating of difficulty

extremely easy or
very easy

easy

medium

hard

extremely hard or
very hard

1

3

5

7

9

G&S comparison (drafting)

Did you write the G&S comparison yourself?

yes no

If you did not, skip the time fields below and **assess the difficulty only.**



Started (date & time): _____

Finished (date & time): _____

Net time invested (hours / minutes): _____

Rating of difficulty

extremely easy or
very easy

easy

medium

hard

extremely hard or
very hard

1

3

5

7

9

Signs comparison (drafting)

Started (date & time): _____

Finished (date & time): _____

Net time invested (hours / minutes): _____

Rating of difficulty

extremely easy or
very easy

easy

medium

hard

extremely hard or
very hard

1

3

5

7

9

Overall assessment (drafting)

Started (date & time): _____

Finished (date & time): _____

Net time invested (hours / minutes): _____

Rating of difficulty

extremely
easy or
very easy

easy

medium

hard

extremely hard or
very hard

1

3

5

7

9

Global difficulty rating of file (considering all of the above)

extremely
easy

very
easy

easy

somewhat
easy

medium

somewhat
hard

hard

very
hard

extremely
hard

1

2

3

4

5

6

7

8

9

Comments / details (if any):

[not part of the published version]

[not part of the published version]

[not part of the published version]




[not part of the published version]

**What will / may
be next?**

What will / may be next?

- Further data model consolidation
 - Clean up the “worst sources”
 - Add more relevant sources into the data warehouse
- Keep fostering analysis acceptance & understanding
- Expand difficulty-based models
- Help KNIME bridge the gap (“nerd to management”)
- Complement “human early warning systems” by data mining
- Test some large-scale KDD initiatives

Questions? In person @ KUM today or via

-  **(+ 34) 965 13 9100 (switchboard)**
-  **(+ 34) 965 13 8711 (personal extension)**
-  **(+ 34) 965 13 9143 (QMD fax)**



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Backup

[not part of the published version]