



Lecorpio Trademark Management

Key Benefits

With Lecorpio Trademark Management users can:

- Utilize configurable workflows for streamlining the TM clearance process
- Collaborate across the enterprise and with outside counsel
- Ensure that all requests are followed-up and all activity and correspondence is tracked
- Take advantage of pre-configured international trademark templates covering over 200 countries
- Categorize, classify and manage trademarks, brands, domain names, and copyrights
- Leverage integration with the USPTO to ensure data accuracy
- Utilize comprehensive case management to manage agreements and licenses
- Upload documents and create user defined fields
- Set alerts and reminders
- Integrate with Outlook™ and other e-mail systems to track communication

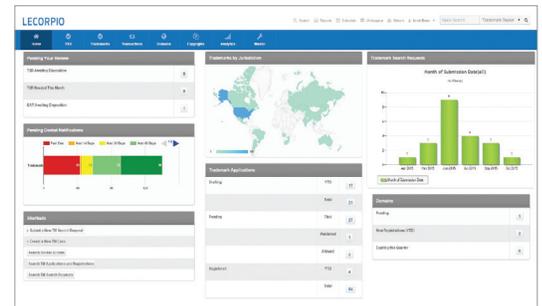
Simplify and streamline the trademark management lifecycle

Managing the entire trademark lifecycle can be a complex and time-consuming process to say the least, especially given the number of different vendors required - one vendor for clearance and watching, another vendor for domain registration, and another still for policing and enforcement. Add to this complexity tracking and responding to requests from the business, while working with outside counsel who may be managing registrations, renewals and escalated enforcements. Without a structured approach to managing the entire process, requests may be missed, registrations filed incorrectly, and data lost – all resulting in delays and potentially costly mistakes.

Implement process and gain control

Lecorpio Trademark Management provides discipline and structure to the trademark lifecycle by providing a centralized repository for all trademark information and activity supported by highly configurable workflows. Specifically, Lecorpio Trademark Management streamlines processes surrounding:

- Clearance request submission and review
- Docketing, filing, registration and renewal
- Licensing, policing, disputes and



Lecorpio Trademark Management Dashboard

Trademark clearance management

Lecorpio Trademark Management leverages configurable workflows and electronic forms for simplifying the trademark clearance process. Using the web-based portal, marketing and branding teams are able to submit new search requests for clearance. The trademark team can provide clearance opinions, attribution requirements and provide approvals for filing or use. All correspondence is tracked and all clearance reports can be stored within the system for future reference.

Docketing management

Once the decision to file has been made, users can rely upon built-in docketing capabilities. With access to over 200 country rules and over 2000 notification actions, Lecorpio Trademark Management automates every prosecution task. When relying upon outside counsel for registration and renewal of marks, access can be granted so that they can provide status updates. To further automate this process, users can create pre-defined lists of countries for docketing.

Key Benefits (cont.)

- Rely upon enterprise-class security with support for SSO
- Gain visibility into all information regarding registrations, renewals, oppositions, policing and enforcements in a single secure repository
- Access robust reporting providing analysis of all brands, trademarks, domains and associated assets under management by geo, technology or business unit

Portfolio management

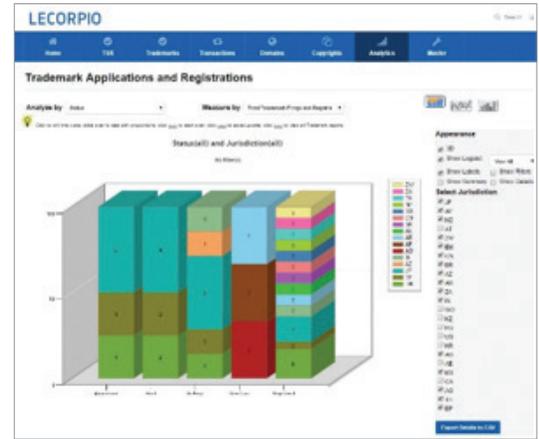
All trademarks under management can be categorized and associated to law firms, brands, groups, business units, or technology. The system provides comprehensive case management capabilities for managing brands, trademarks, disputes and agreements and can store proof of use, brand guidelines, licenses and any other documentation associated with each case. Activity, such as oppositions, enforcements, or litigation can be tracked and alerts can be set so that you never miss an important date - and you have a 360 degree view of all activity associated to the brand and/or trademark. In addition, Lecorpio Trademark Management can be integrated with Outlook™ and other e-mail systems to track all correspondence. And with Lecorpio’s commitment to ensuring the highest levels of data and system security and, users can rest-assured knowing that their data is protected.

Make informed decisions

With access to robust reporting, users gain insights into all aspects of the portfolio including geographical coverage, and policing and enforcement activity. This information can be helpful in identifying areas requiring more or less protection. Also, as trademark renewal decisions are made, having access to all associated assets such as domain names can be helpful, especially when marks are allowed to expire.

Leverage the power of Lecorpio

As part of the Lecorpio suite of intellectual property management solutions, Lecorpio Trademark Management is fully integrated with Lecorpio Patent Management so that patent and trademark records can be cross referenced. Lecorpio Trademark Management is also integrated with Lecorpio Spend Management enabling streamlined billing, and automated budgeting and forecasting for all marks under management.



Easy-to-Use, Robust Reporting

Why Lecorpio

Trusted by many of the world’s most innovative companies, Lecorpio is focused on serving the needs of intellectual property departments as they seek to gain greater control over the entire intellectual property portfolio lifecycle – from trademark clearance to prosecution all the way through renewal management. With Lecorpio, IP departments can speed innovation, contain costs, and reduce complexity while creating value.