



lyondellbasell

Patent Translation Services

Translating Success

How LyondellBasell uses *Clarivate Analytics* patent translation services to save time, reduce costs and protect its IP worldwide

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Innovation is in the DNA of LyondellBasell. As one of the world's premier plastics, chemicals, and refining companies, their innovative thinking enables the production of a wide range of useful products – such as electronics, food packaging, construction materials, automotive components, sports equipment, medical supplies, and more.

LyondellBasell has a long history of innovation. For more than 50 years, LyondellBasell scientific discoveries have substantially improved quality of life through chemistry

LyondellBasell owes much of their success to an extensive worldwide portfolio of issued and pending patents. As of December 31, 2014, they owned approximately 5,000 patents and patent applications worldwide. This represents millions of pages to be translated and localized for patent offices throughout the world.

And that demands a significant amount of time and resources dedicated to both translating foreign language patents into English and submitting their own patents for regional translations. Without that time and effort, LyondellBasell and their invaluable IP could be at risk of infringement or litigation.

 *We began the engagement by interviewing, analyzing and understanding LyondellBasell's patent filing processes and needs.*

Brooke Gunter, Account Manager, Clarivate Analytics

Many vendors, more complexity

In the past, LyondellBasell relied on a number of local law firms and vendors in various countries for IP translation services, which was less than ideal. According to Chief IP Counsel Jeff Griffin, “Not only was this time consuming to manage, but the costs were varied and difficult to predict effectively.”

Quality and consistency were also difficult to control. “You don't know who's doing your translation... if they're using onsite people, in-house people. You don't know if you're getting a reasonable cost,” says Jeff. “And you're dealing with so many different people that it's just hard to manage. I don't have the manpower in-house to go to each one of those different agents and try and manage the quality and then negotiate rates for each one. It's too many cooks in the kitchen – too many people to manage.”

The solution

LyondellBasell began to search for new translation providers, seeking services available at an affordable cost without having to compromise on quality. Jeff saw the benefits of the *Clarivate Analytics* quality-assurance process immediately. One example of this is the careful process *Clarivate Analytics* uses to select the most appropriate expert for each project. Translators are chosen based on a combination of skills, including an advanced degree or industry experience in the technical domain of the matter to be translated, proven experience with the source language, native-level proficiency in the target language, and a familiarity with the peculiarities of the language used in patents.

“With one contact point and a single billing process for all of their translation needs, Jeff and his team can simplify their workflow and benefit from the economies of scale and other efficiencies that derive from using one provider for all of their language needs,” says Jeremy Rosie, Director of the *Clarivate Analytics* Patent Translation Services. Jeff and his team were already familiar with *Clarivate Analytics* through daily use of both *IP Manager*, a workflow solution, and *Derwent Innovation*, a patent research and analysis platform. Thanks to that good pre-existing relationship and *Clarivate Analytics* proven ability to quickly and accurately process high-quality translations for multiple countries, partnering with *Clarivate Analytics* for patent translations was an easy decision for LyondellBasell.

“We realized that LyondellBasell needed a simple patent translation solution embedded in their workflow that would enable the team to speed the process and manage the costs while maintaining high quality at all times” said *Clarivate Analytics* Account Manager Brooke Gunter.

“If our intellectual property wasn’t translated properly, the patent can lose all its value and expose our business to additional competition. That’s why we trust *Clarivate Analytics*.”

Jeff Griffin, Chief IP Counsel, LyondellBasell

Ensuring high quality and staying in budget

Clarivate Analytics provides expert translations into more than 50 languages, with specific coverage of the main languages required by patent jurisdictions worldwide. “*Clarivate Analytics* provides us with a one-stop-shop for IP tools and patent translations. [They’ve] allowed us to use a fixed process for translating international patent filings. It’s removed the variability in using multiple regional vendors to carry out translations – making our workflow easier to manage,” says Jeff. “And I don’t have to communicate with 30 different people around the world trying to sort out issues.” *Clarivate Analytics* translation services are embedded in customer workflows and timelines. “I can implement my processes,” says Jeff. “I don’t have to adapt to the process of all these different agents.” From the initial quote through translation, editing, proofreading, formatting, and delivery, quality is assured every step of the way.

Time is of the essence

Timing is everything in a predominantly “first-to-file” world. LyondellBasell can’t afford missed opportunities due to late filings. “We are a leader in technology in many areas,” says Jeff. “And so ensuring that we have the proper protection for those inventions is critical to our competitive position overall.” Jeff trusts *Clarivate Analytics* to not only get their translations done right but on time as well.

“Easy choice”

“It was an easy choice to select *Clarivate Analytics* for IP translation services,” says Jeff. “I quickly came to trust the service from a quality standpoint and knew it provided considerable cost savings. *Clarivate Analytics* has always been timely, while being flexible with our processes and timeframes.”

Who we are

Clarivate Analytics accelerates the pace of innovation by providing trusted insights and analytics to customers around the world, enabling them to discover, protect and commercialize new ideas faster. We own and operate a collection of leading subscription-based services focused on scientific and academic research, patent analytics and regulatory standards, pharmaceutical and biotech intelligence, trademark protection, domain brand protection and intellectual property management. *Clarivate Analytics* is now an independent company with over 4,000 employees, operating in more than 100 countries and owns well-known brands that include *Web of Science*, *Cortellis*, *Derwent*, *CompuMark*, *MarkMonitor* and *Techstreet*, among others. For more information, visit clarivate.com

To learn more, visit:

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