



From the Editor

Good news for Dialog customers: we're helping you during these difficult economic times with a pricing freeze and a new feature "Searching Smart." Read the announcement and cost effective search tips for details. Our March issue of the Chronolog highlights the Business and News content on Dialog with articles on ABI/INFORM®, now enhanced with over 300 new titles. In this issue, also read Ron Kaminecki's column to learn how patents can help you search business topics; check out the overview of the Gale Group Free Files of the month for April; and take a look at Ron Rodrigues' story to see how Dialog's business and news databases can help you search for information on the defense and aerospace industry

And lest you forget about Dialog's breadth and depth of content, this issue has much more: EMBASE®, the free file for March, changes to CHEMSEARCH™ and there is additional Asian content in Derwent World Patents Index®. Finally, read about new Knowledge Center services in the interview with the Knowledge Center team and learn how Dialog search aids and new training materials can help you in locating appropriate databases.

Dialog freezes prices in 2009

With the current economic situation, we know that many of you are looking very closely at every expense and need to show the best return on every purchase of information or services. As one way to help you address this economic reality, Dialog will not increase prices in 2009 for the great majority of Dialog and DataStar databases. A small portion of databases will see an increase in 2009 — those for which the list price on all distribution channels is directly determined by the information provider.

For further assistance with managing your 2009 budget for Dialog services, contact your Dialog Sales Representative today. We are committed to making Dialog your best value for information.

Your connection to Dialog: The Knowledge Center

Do you know what you're looking for on Dialog or DataStar, but can't quite find it? Have a long list of search terms with no ideas where to begin? Unsure about how to order a fulltext document? Want to reconfigure DialogLink® for a new computer? The Dialog Knowledge Center is ready to help you no matter where in the world you may be!

One of Dialog's greatest strengths is our dedication to you, our customers. And our connection to you most often is our Knowledge Center. Our Knowledge Center director recently sat down with us to talk about the team — who they are, what role they play, and how their services evolve to provide even greater service to you.

Q: To set the foundation, can you explain what the Knowledge Center is and what its major responsibilities entail?

A: The Knowledge Center or KC, as it's often called, is the first line of support.

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Smart Searching

Smart Searching: Which pricing option is right for you?

Today, as we all try to minimize costs and maximize value, smart searching is more important than ever. Dialog offers two pricing options — DialUnits and Connect Time — to fit the different needs of searchers. The option you select is best determined by your individual searching behavior, usage patterns, or expertise in a given area.

- DialUnits measure the use of system resources. They do not measure "think time." Moreover, no DialUnits are charged for frequently-used functions, such as checking Bluesheets, consulting

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The Knowledge Center (continued from page 1)

We are the experts customers turn to for immediate assistance at Dialog. They contact us by telephone or email and often ask for help with product or strategy, from basic log-on issues, to product or database recommendations, to strategy assistance.

We get a broad range of questions: Which database is the best resource? How can I improve my search strategy? Can I use the special indexing or coding in a database to target my results? Which database has the fulltext of a specific publication? Thus, the mission of my team is to help clients use our products effectively and efficiently to locate the relevant, critical information they need to succeed. We also provide support to our own Dialog sales and account management staff as well as help them respond to clients.

Knowledge Center staff assists clients by guiding them step-by-step through a search in Dialog or DataStar, explaining how to sort search results or refine a search strategy so that they retrieve exactly the information they need. Most often our specialists answer questions with the first contact; however, if more complex analysis is needed, an expert will investigate and provide thorough responses through direct follow-up contact either by emailing or telephone.

Q: How would you describe your team? Can you give me some of the qualifications you look for in prospective team members?

A: Every member of the Knowledge Center is a dedicated professional with a passion for helping people. They all realize that accurate and timely information is vital. Each Center is prepared to assist with questions whether they deal with product functionality, intellectual property, business, science searches or technical support.

Approximately one-third of our staff has more than 10 years of Knowledge Center experience at Dialog and most of the rest of the team members have over five years. We have both product and subject experts. For example, our specialists in the intellectual property area include several attorneys, including a trademark attorney; in science we have PhD research scientists and engineering and consulting librarians; and in the business field our group members have masters' degrees in management and expertise in competitive intelligence. Our product experts are knowledgeable in domain access, firewalls, Alerts and much more.

Q: When and where can I get in touch with the Knowledge Center?

A: Centers operate in Australia, London in the United Kingdom and in Morrisville, North Carolina in the United States. However, all three regional Knowledge Centers serve customers throughout the world. They are available by phone 24 hours a day, Monday through Friday: in North America, at 1 800 334 2564 (800-3-DIALOG) and outside North America at 00 800 33 34 2564 or by email the KC at Customer@dialog.com at any time.

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Smart Searching (continued from page 1)

HELP screens, browsing title lists, or configuring Alerts. If you like to look over a list of titles online, are searching an unfamiliar topic, or are a relatively infrequent searcher, DialUnits may be the best choice for you.

- Connect Time, on the other hand, measures costs from the time you begin a database until you exit. Charges vary depending on the database you select and the length of your search session. A typical example where Connect Time is cost effective would be searching for a specific document with a known citation, title, or author. If you have significant search expertise, you may prefer connect time.

No matter which pricing option you choose, searching wisely will help you get the best value for the cost.

Announcements

Free Files of the Month for April

Try searching the two Cengage Gale files—**PROMT® (File 16)** and **Trade & Industry Database™ (File 148)**—for free during April. These two files are a must for business searchers. Although each file has a different focus, the two databases complement each other. PROMT is a “one-stop” database whose versatility and size enables you to re-search a product, its markets, materials used to produce it, competitive products, regulatory issues and other factors that impact a company, industry or business. With its detailed indexing, PROMT makes it easy for you to quickly link events with companies or products, saving you time and allowing you to target the specific kind of information you need. Trade & Industry Database, on the other hand, covers major industries, including international company, product and market information.

Each month a different "free file" will be offered, enabling you to use up to \$100 of free searching (either DialUnits or Connect Time) in the featured file. Output and Alerts charges

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The Knowledge Center (continued from page 2)

Q: Now that we know a bit about your team, can you give us some examples of the tasks for which your team is responsible?

A: As I mentioned, our foremost responsibility is to provide search and product assistance to customers. We also work together with other Dialog teams, such as marketing, product development, training and sales. For example, a KC product expert participates on teams creating new Dialog products; subject experts provide advice to content teams reloading databases and reviewing new content. In addition, KC team members now provide live online training and assist in creating training materials. Two major services the KC supports are the Alerts Bureau and Research Services. As you can see, Knowledge Center tasks are diverse and dependent on the varied expertise of the individuals on our team.

Q: You mentioned the Alerts Bureau. How does it work and how can the Alerts Bureau help Dialog customers?

A: As many customers know Alerts are ongoing, recurrent automated searches, executed independent of searcher efforts. The Alerts Bureau is a time-saving resource that puts the power of Knowledge Center specialists to work!

Our subject experts work with customers to define the specific information need; then we create strategies to push results to users to keep them up to date. Customers short on time use the Alerts Bureau, as do customers researching a less familiar topic. It's easy to have a member of the Alerts Bureau recommend databases or strategies or set up or edit an Alert. Customers just fill out the easy-to-use form located on the Dialog Web site at support.dialog.com/alerts/ to provide the information necessary to have the Alert set up on Dialog or DataStar.

Q: Sounds like an easy way to get the information you need when you want it. What are some of the topics customers might use Alerts to find?

A: Topics cover all subject areas and can be created in almost any database. Here are a couple of examples: an organization might need to stay abreast of new regulations or legislation in the pharmaceutical industry; or a company might watch a competing company's patents to see what new products they are developing. Dialog has newswires, trade literature, patents and trademarks to find this kind of information. A customer might want to find out who is citing its patents or make sure that another company is not infringing on a patent. Dialog has patent files that cover all regions of the world. These are just a few of the types of topics the Alerts Bureau works on.

Q: You also mentioned Research Services. I don't think I'm familiar with this service—can you explain a little further?

A: Dialog Research Services is a relatively new research outsourcing service that offers the subject-matter expertise of the KC team to provide searches on virtually any subject in order to save our customers time and money. Customers might find this service useful when searching for prior art, patents, trademarks, drugs in the pipeline, or adverse effects of drugs, just to name a few. KC experts can also con-

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Announcements (cont'd)

(Free Files cont'd from page 2)

are not included. For more details about searching the free file, see the **January Chronolog**. The Free File of the Month is announced in each issue of the *Chronolog*, as well as on the **Dialog Web site**. Review the **overview** of the Cengage Gale databases, and try these complementary files for free in April.

New cover page available for DialogLink 5 reports

If you use DialogLink® 5 report templates, you will want to download the cover page with the new Dialog logo. Just follow these directions. If you have already changed report covers to reflect your organization's own look and feel, nothing further is required.

To obtain the latest version of Dialog's Word Report cover sheet and styling, follow these simple steps

- Copy the following URL into your browser:
<http://cs.dialog.com/DL5/Reports/report.dot>
 - At the prompt, choose "Save"
 - Save the file in the folder —
C:\Program Files\Dialog\Link5\Current
- * At the next prompt when asked if you want to replace the file, answer "yes"

New edition: Drafting Agreements in the Biotechnology and Pharmaceutical Industries

Drafting Agreements in the Biotechnology and Pharmaceutical Industries is now available from Oxford University Press. This title offers precedent agreements and legal commentary in relation to the main types of commercial transactions encountered in the life-cycle of a product in the biotechnology

The Knowledge Center (continued from page 3)

duct competitor research, create, edit and maintain a client's Alert portfolio and even analyze data retrieved.

Q: How can a client take advantage of this service?

A: It's quick and easy. Customers simply contact Research.Services@dialog.com and describe the project or topic of interest. A research services representative follows up to discuss requirements, such as format, due date, budget, etc. with the customer, and then sizes the project. Upon agreement, the KC specialist will email the customer a written Statement of Work and project cost. The project work begins upon receipt of the signed Statement of Work. This service enables an organization to get the results they need from authoritative sources through searches conducted by experts in the field. In addition to using Research Services for ad hoc projects, some customers may wish to work with their account representative to build this service into their Dialog contracts.

Q: My final question: Why is your team's role so important to Dialog customers?

A: We are a group that adds value to the Dialog service. We help customers with search questions so they can conduct searches on their own. We also provide training to teach them to use Dialog products, understand search techniques and know the databases so they can get the answers they need. We aid customers in maintaining organization information flow using Dialog Alerts, and we provide on-demand searching through our Research Services. Finally, we assist in creating subject-specific training materials and aids to facilitate research needs.

We always look forward to hearing from our customers, and encourage them to call us whenever they have a question.

Watch for interviews with other groups at Dialog in the coming months. [View an on-demand version of the interview.](#)

Business & News Content Updates

ABI/INFORM enhanced with new titles on Dialog and DataStar

ABI/INFORM® ([File 15 / INFO](#)) is being enhanced with new titles on Dialog and DataStar. An additional 350+ titles, not formerly in File 15/INFO, are now available, providing greater industry depth. In addition, the number of articles in each update has more than doubled. Coverage of the top business publications includes:

- * Bank of England Quarterly Review
- * EIU Viewswire, Estates Gazette
- * Medical Patent Business Week
- * M&A Reports
- * Military & Aerospace Electronics
- * Government Procurement
- * Health Facilities Management
- * And more.

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Announcements, cont'd.

(New Edition cont'd. from page 3)

and pharmaceutical industries. It highlights the important differences between English law and other key European Union jurisdictions comprising Germany, France, the Netherlands, Spain and Sweden. The first updated release will also highlight differences between English and U.S. law. [Click here](#) for more details and to order a copy.

Join Dialog at AIIP conference in March

Join us at the AIIP Annual Conference March 26-29, 2009, in Albuquerque, New Mexico. This annual conference is the foremost event for learning, networking, and professional development for independent information professionals. Dialog plans two presentations: "Dialog Refresher" and "Meeting the Challenge: Adding Value to Your Service." Visit us in the exhibit area and at the training sessions. Complete your [registration](#) online today. We look forward to seeing you!

Quantum²

Quantum² Conversations

In marketing, we often speak of "packaging" a product. While this might bring a physical container to mind, as a marketing concept, packaging has a much broader meaning in that it covers all the ways to present and convey the value of a product or service. To learn more about this topic, you can [listen to](#) our Quantum² Conversation, "Packaging Your Information Services."

Training

Training schedule

Check the [training schedule](#) for March through June for all regions worldwide for new classes. Besides new product training classes, sign up for a special session such as: "Advanced Biomedical Searching on Dialog," "Chemistry Search Basics," or "Finding Corporate Family Information," to name a few.

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A back file of older materials for these titles will be added over time.

ABI/INFORM provides bibliographic citations and 150-word summaries of articles on all phases of business and management. Forty percent of documents added each week include fully searchable full-text articles.

UBM Computer Fulltext Database reloaded in new format

United Business Media (UBM) has migrated UBM Computer Fulltext Database ([File 647](#)), formerly named CMP Computer Fulltext, to a new format. This format has only been applied to new updates to the database starting in January 2009; the archive will remain unchanged. Several new fields—Record Type (RT=NEW or RT=CORRECTION) and Document Type (DT=)—have been added to enhance searching. Check the Bluesheet for all new and changed fields. Database updates and Alerts are current and will continue on a regular weekly basis.

SciTech Content Updates

March Free File of the Month—EMBASE

EMBASE® ([File 72,73](#)) is the free file of the month for March. The Excerpta Medica database is a biomedical and pharmacological database with the most up-to-date information about medical and drug-related subjects. More than 600,000 records are added annually with over 80 percent in recent years containing abstracts. Medical research specialists classify and index each record with terms and codes in accordance with Emtree, a highly developed classification schedule and controlled vocabulary, consisting of over 56,000 terms and more than 200,000 synonyms.

Try EMBASE for free in March to answer questions like:

- What is the latest published information on mortality from myocardial infarction?
- What recent research has been done at the Mayo Clinic on cancer?
- Are there any articles on the effects of caffeine (especially coffee and tea consumption) on fertility and pregnancy?

Each month a different "free file" will be offered, enabling you to use up to \$100 of free searching (either DialUnits or Connect Time) in the featured file. Output and Alerts charges are not included. For more details about searching the free file, see the [January Chronolog](#). The Free File of the Month is announced in each issue of the *Chronolog*, as well as on the Dialog Web site. Review the [overview](#) of EMBASE, and try out EMBASE today for free.

Training (cont'd)

New Dialog At-a-Glance on-demand recorded modules

Several new self-paced [At-a-Glance modules](#) have been added to the Dialog Web site. Continue to check for more modules coming soon.

- **Using Dialog Finder Files** — explains why you should use the powerful Finder Files—Dialog Company Name Finder™, Dialog Journal Name Finder™ and Dialog Product Code Finder™—and provides examples of their different uses.
- **Using DIALINDEX®, a Database Finding Tool** — illustrates what DIALINDEX (File 411) is, why you should use it and provides examples of how to use it.
- **Creating Alerts** — explains why you should set up Alerts and describes how to create them.
- **Understanding Word- and Phrase-Indexing on Dialog** — explains how to identify fields that require word-by-word searching with proximity connectors and those that require full phrases complete with punctuation.

Search Techniques

Each month the *Chronolog* presents search tips for Dialog and DataStar to provide you with a refresher or new tips to get the most out of the service.

Dialog Search Tip: Annotate your own personalized Bluesheets from DialogLink 5

A unique feature of DialogLink 5 enables you to have your own personalized electronic Bluesheets. Every time you open an annotated Bluesheet from DialogLink 5, your own notes will appear. In fact, you can add any note you want — even URL links to additional help or documentation on your organization's intranet. Your Bluesheet annotations are private and exclusive to your personal copy of DialogLink 5.

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CHEMSEARCH resumes updating

CHEMSEARCH™ ([File 398](#)), the primary source for looking up chemical nomenclature and chemical structure information, has resumed updating and is adding approximately 300,000 newly discovered chemical substances each month.

This unique database should be part of the core repertoire of any searcher performing chemical searches. At present, there are over 93 million CAS® Registry Numbers in the file. A new prefix (RE=), which references the number of times a particular CAS® Registry Number is included in CA Search®: Chemical Abstracts® ([File 399](#)), is now searchable; previously it was only displayed. CHEMNAME® ([File 301](#)) will be removed from Dialog on March 31, 2009. The addition of the RE= prefix to [File 398](#) makes this file unnecessary and will allow faster updating on [File 398](#) each month. An updated Bluesheet will be available for [File 398](#) by March 31, 2009.

Dialog: The world of Aerospace and Defense market information

By: Ron Rodrigues, MLS, senior content specialist



Ron Rodrigues

Ron Rodrigues Online searching became a reality during a very exciting time in technology and information services. In 1968 Lockheed Advanced Technologies won a NASA contract to build a solution for the management of the rapidly growing patent and non-patent technical literature from around the world. Of course, the solution was Dialog!

Dialog remains a leader within the industry that created it, i.e., the “military industrial complex,” by continuing to provide the depth and breadth of quality current and archival content to our customers. Searchers whose organizations are involved in defense contracts or whose

companies track defense products and technologies rely on Dialog for mission-critical information to:

- Keep track of orders and contracts and which government agencies, companies, products, and technologies are involved
- Keep watch on research and development spending and breakthroughs
- Stay informed about market trends, government regulations and procurement programs
- Monitor competitor activities involving product development and acquisitions
- Identify new and emerging technologies

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Search Techniques (cont'd)

Dialog Search Tip (continued from page 5)

To add your own notes to a Bluesheet, log on to DialogLink 5. BEGIN a file, such as EMBASE ([File 73](#)). In the Help and Information Pane, click the link to the EMBASE® Bluesheet. When the Bluesheet opens, a space with a flashing cursor appears at the bottom of the window, where you can enter notes. Add your notes and annotations and close the Bluesheet. The next time you log on to Dialog through DialogLink 5 and BEGIN 73, click the Bluesheet link. The Bluesheet will appear with your notes. You can continue to add additional notes as the need arises. [Click here](#) for an example.

DataStar Search Tip: Take advantage of the BASE database

DataStar searchers know they can get [Datashheets](#) for each database on our Web site. But did you know you can download the whole database search manual? In-depth details about each field and how to search it appear in the BASE chapter for most of the databases.

From DataStarWeb, enter the four-letter label BASE on the login screen. When you log in, DataStar will take you to the BASE database. Whether you are in Easy or Advanced search, just enter BASE-<database label> (e.g., BASE-EMED). The titles page provides a hyperlink to the table of contents where you can choose specific sections of the chapter to display.

The titles page also provides the basic display formats, where you can click radio buttons for Table of Contents or Free or Medium or Custom. The Medium format is the Datashheet. A little-known fact about BASE is that the Free format is the entire BASE chapter.

For DataStarClassic™ searchers, simply enter BASE as the database label. Then search on BASE-<database name> (e.g., BASE-EMED). Then **..PRINT ALL 1**.

Ron Rodrigues (continued from page 2)

Technical databases cover the essentials

A number of technical databases on Dialog will help you find information in these industries.

- **FBO Daily (Files 194,195)** is the compilation of all notices posted to FedBizOpps, the single point of universal electronic public access on the Internet to government-wide Federal procurement opportunities that exceed \$25,000. This information formerly came through Commerce Business Daily (CBD); however, the U.S. Department of Commerce has now ceased producing CBD but has requested all agencies to send their information to FedBizOpps. The announcements are generally searchable the day after they are published.
- **NTIS: National Technical Information Service (File 6)** comprises summaries of U.S. government-sponsored research, development, and engineering, plus analyses prepared by federal agencies, their contractors, or grantees. It is the means through which unclassified, publicly available, unlimited distribution reports are made available for sale from agencies such as NASA, DOD, DOE, HUD, DOT, Department of Commerce, and some 240 other agencies.
- **Federal Research in Progress (FEDRIP) (File 266)** provides access to information about ongoing Federally-funded research projects in the fields of physical sciences, engineering and life sciences. Research information is provided to NTIS by the sponsoring U.S. government agencies.

Dialog's science and engineering collection of databases contains more than 100 million records and has always been considered core to all aspects of aerospace and defense technologies. Databases like Inspec® (File 2), Ei Compendex® (File 8), and the family of CSA databases make for a formidable collection.

Looking at the business and industry files

Databases that cover the business and industry side of the defense and aerospace market provide specialized industry information on companies, products, markets and technologies.

- **Dialog Defense Newsletters (File 264)** is a collection of full-text newsletters from primary publishers in the field of defense. They cover rulings, regulations and other legislative activities that affect the defense industry.
- **Gale Group Aerospace/Defense Markets & Technology® (File 80)** provides full-text articles and abstracts of all aspects of the worldwide aerospace industry. Corporations in the aerospace/defense industry rely on A/DM&T:
 - for coverage of key industry sources
 - for details on competitors, products and technologies
 - to monitor government funding, budgets and contracts
 - to identify market opportunities in the defense and aerospace industries.
- **World News Connection® (WNC) (File 985)** is updated hourly and offers an extensive array of translated and English-language news and information. WNC is particularly effective in its coverage of local media sources from around the world. The material in WNC is provided to the National Technical Information Service (NTIS) by the Open Source Center (OSC), a U.S. government agency. WNC provides users with the power to identify what really is happening in a specific country or region.
- **FI Defense Market Intelligence Reports (File 589)** provides full-text global market research reports of unclassified defense and aerospace information. This file contains the most comprehensive and up-to-date data and analysis for the industry and provides valuable data on defense budgets; aerospace and weapons programs; power systems; and U.S. and international companies, agencies, or countries involved in the defense industry.
- No defense collection would be complete without **Jane's Defense & Aerospace News/Analysis (File 587)**. This database summarizes, highlights, and interprets worldwide events in the defense and aerospace industries. Markets covered include aircraft, missiles, space systems, military vehicles, ordnance, electronics, and warships. Budget areas include procurement, research and development, and operation and maintenance.

Whether you need technical data about defense or aerospace systems or business information on markets and industries of the military complex, the answer is still in Dialog.

Intellectual Property Content Updates

DWPI adds more Asian content with enhanced coverage of Taiwan

New enhancements to *Derwent World Patents Index*[®] (*DWPI*SM) ([File 350, 351](#)) provide more complete coverage of patents from Taiwan. Starting with patents published from January 2, 2008, English language titles, abstracts and associated DWPI manual coding will be produced for Taiwan Applications (TW A) and not Taiwan Granted Patents (TW B) as is currently the case. The number of TW applications is significantly higher than that of the granted patents. In addition, Taiwan Utility Models (TW U) are now contained in DWPI.

Taiwan was the world's 16th largest exporting nation in 2006, with exports valued at US\$224 billion. Industrial products accounted for 99 percent of all exports – the top sectors being electronics and optical devices. Developing semiconductor technology is the key industry in Taiwan. Its top trading partners in order are China, the United States, Japan and South Korea. From a patenting perspective Taiwan is a key authority given the technology being developed in the country and the number of manufacturing and R&D centers situated there.

Watch for further enhancements to the coverage of Taiwan later this year, including a three-year backfile of TW Unexamined Applications (2005-2007), and a five-year backfile of TW Utility Models (2003-2007). From DWPI Update 200907, the coverage of Taiwan in DWPI will include TW Unexamined Applications (TW A), TW granted patents (TW B), and TW Utility Models (TW U).

A Proximal and a Distal Tip

By Ron Kaminecki, MS, CPL, JD, Director, IP Segment, US Patent Attorney



Ron Kaminecki

Patents cannot be ignored as sources of business information

Once a person who introduced himself as an editor of a new high-tech newsletter dropped by my office and asked what was new on Dialog for his readers. I showed him several things and then I told him I would cover patents. "Patents!" he said, "I edit a high-tech newsletter; why would I talk about dusty old legal documents like patents?" For the first time in my life, I could not speak. I did not know what to say about his disdain for my favorite documents; so we exchanged pleasantries and parted ways, with me steaming a bit under the collar at this person's close-mindedness for using patents for anything but legal research.

Patent analysis is used by many companies to predict trends, evaluate technologies and look for opportunities. A typical analysis question revolves around finding similar patents to a target patent, as is the case when conducting a prior art search in which it is best to uncover all available technology or when a target patent makes a lot of money and others want to find closely related patents to license so as to enter that market. One easy technique to find similar patents to one patent is to search by the target patent's main classification code. On the cover of U.S.

patents, the first code is in boldface and is called its original classification. In *CLAIMS*[®]/U.S. Patents ([File 340](#)), you can narrow down a class code search by adding /OR (for original classification) to the end of the code as in: SELECT CL=43500000/OR that will restrict the search to just the main code. In U.S. Patents Fulltext ([Files 654, 652](#)), use /MA as the suffix to find the main code. In either case, the search will retrieve similar patents to the target patent.

By searching a class code for a patent and restricting it to those patents in which the code is the main subject, you can tally statistics on how many patents are in that area, or better yet, you can simply RANK the results to see which companies also have patents in that area. Such a ranked list would illustrate where other companies are spending money. And if the list was segmented by time slots, it could be used to track trends. For example, say that Set 1 contained the patents indexed by a class code as an original classification. By entering RANK PA, you will obtain a list of the patent assignees that have the most patents in that area. Ranking costs two cents per item ranked, making this an inexpensive way of determining the players in that area.

Finding a company's competitors

Sometimes business searchers want to find who competes in an unfamiliar area, and patents are a way of identifying the players in the market. Going one step further from the search above, instead of starting with one patent's class codes, you can start with a company name (e.g., "Use patents to determine which companies or individuals compete with Company

XYZ Corp.”), and SELECT the appropriate items. RANK CL (or RANK CLOR for the original classifications) to grab the class codes from this set and determine the most used class codes for the company. Then pick the top code or two, EXECUTE the results and RANK PA as above. This will find other companies with patents under the same class code.

Be careful, however, because class codes, like any kind of indexing, approximate the invention’s subject area. The codes are hierarchical; so a longer code will identify a more specific technology, but sometimes a broader code is used because there is not an appropriate specific code available. Again, for a company with very broad interests you will still be able to find competitors for a smaller area of interest by picking one class code from a company’s many codes.

This simple analysis works best on companies with a determined research focus because a large company with many patents in different areas will have class codes in many disciplines. It also depends upon the U.S. examiners to use the proper code and is probably as reliable as any database that uses humans to index subject intent. And, recall that U.S. examiners like to use U.S. codes over International Patent Classification (IPC) codes; so when analyzing U.S. patents, use U.S. class codes, just as you would when searching U.S. patents.

Recall the editor of the high-tech newsletter whom I mentioned at the beginning of this column? About two years after our meeting, I found myself opening an envelope with a return address from bankruptcy court. Inside was a formal letter detailing bankruptcy proceedings for the editor and his high-tech newsletter. See what happens when you ignore dusty old legal documents like patents?

For more information or an example of this search, contact me directly at [Ron Kaminecki](#).

DataStar Content Updates

IMS New Product Focus redesigned on DataStar

IMS New Product Focus (**IPLL**) has been redesigned to bring the database in line with current DataStar standards and to facilitate cross-file searching among related databases. IPLL monitors the launching of new pharmaceutical products in over 40 countries worldwide. Coverage is approximately 30 percent European Union (including the United Kingdom), 25 percent Latin America, 10 percent Japan, 5 percent North America, and 30 percent rest of the world.

Some new paragraphs have been added and others modified or deleted. For example, CAS® Registry Numbers are now supplied in the new paragraph RN, and Dose Forms in the new paragraph DF. Check the updated Datasheet for additional changes.

Note: On Dialog [File 446](#) combines data from two DataStar files IPLL and IPOP/IPPP (IMS Product Monographs).

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