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Trademark Due Diligence Searches: A Must for Brand Management

An important aspect in any company is to protect the brand identity of its products. Imagine that you have been assigned the task of locating and identifying the current status of your company's or client's trademarks. The reason for the task is to develop an ongoing program to protect the brand identity embodied in those marks. However, you don't want to stop there; it is also important to recognize that "common law," or unregistered trademarks, are also legally protected. Common law dictates that a mark that is used in commerce has rights, in the same way that you have some rights in your own name, even though not very many people register their names as trademarks!

Due diligence is an integral piece of intellectual property practice and brand management. The generally accepted definition of due diligence is "any research, maintenance and documentation that protects your company from infringement litigation." Activities that are a part of due diligence include pre-filing strategy evaluation searches for prior art, by searching trade magazines and newsletters, as well as post-filing searches to protect a potential mark from administrative glitches and infringement. Adding to the complexity are those instances where a brand is widely used in a specific geographic area but not registered, and the Internet, which has provided an opportunity to market and brand consumer goods without a traditional brick and mortar business and where the only registration required is the domain name. Common law marks and domain names, which are registered via competing, non-governmental agencies and are loosely regulated, are now "de rigueur" considerations when determining brand strategy. For these reasons, it is imperative that intellectual property as it relates to trademark activities is researched, updated, and documented.

Dialog has the content and search features, such as Dialog OneSearch® categories, the REPORT command and Dialog Alerts, to make trademark due diligence searching easier and to help keep intellectual property portfolios up to date.

RESOURCES

Two comprehensive OneSearch categories provide the best option to obtain a comprehensive view of an intellectual property portfolio. The first of the OneSearch categories is TMKS, which includes TRADEMARKSCAN® – U.S. Federal, U.S. State, Community Trademarks and the International Register files, as well as the recently added Domain Names database (File 225). Another helpful category is COMMON, which contains several marketing and trade databases from Gale Group, including PROMT® (Files 16, 160), Trade & Industry Database™ (File 148), Marketing & Advertising Reference Service® (File 570), and Newsletter Database (File 636), Consumer Reports, (File 646), TableBase™ (File 93), and Brands and Their Companies (File 116). These databases are useful for searching for common law trademarks.

COMPILING REPORTS

All of these resources will help a company to compile a complete picture of its brand and position in the market. Consider the example of Company Y, a small local U.S. company. Company Y registers its mark at the Secretary of State in its state of incorporation, which is where it is actively marketing its goods and building goodwill. There are two potential issues that are easily discoverable by its marketing or legal department. The first issue is that the mark is already in use in another state or geographic region. This is not particularly troubling if the company wishes to remain a small, local company. However, if Company Y has dreams of expansion and growth, then the discovery of the competing mark through a due diligence search using the TRADEMARKSCAN – U.S. State and Federal files (Files 246 and 226) has the potential to save the company not only millions of dollars but also the goodwill instilled in its brand.

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NEW ON DIALOG

Dialog Announces Latest Initiatives in Ongoing Transformation of Pricing Strategy

Building on the twin concepts of trust and value established when the 2002 pricing changes were introduced last year, Dialog continues to transform its overall pricing strategy in an ongoing effort to create a simpler pricing model and one that reflects the value to the customer.

The latest announcement, addressing Dialog® and Dialog DataStar™ pricing changes effective February 1, 2003, was communicated to affected customers in January.

Senior Vice President of Strategic Marketing Cynthia Murphy summarized the changes by saying, “During 2003 Dialog will implement no large-scale pricing changes for Dialog and Dialog DataStar customers.”

This announcement is quite favorable relative to most of the changes implemented by other online information services businesses in the marketplace this year.

In a few areas, Dialog has harmonized prices for services across regions and files and also has made modifications where required by information providers. The pricing changes instituted by information providers, affecting only four percent of Dialog files, became effective January 1, 2003.

For Dialog overall, 96 percent of the files have no change in DialUnit or Connect Time charges, and 73 percent of the files have no change to output charges. While almost all Dialog DataStar files changed due to the conversion to a U.S. dollar standard, most changes were less than one percent.

Some examples of the changes made are the standardizing of prices for individual news files, rationalizing the AlertSM profile price across all TRADEMARKSCAN® files, and harmonizing prices between Dialog and Dialog DataStar.

These are the latest initiatives in Dialog’s ongoing review of its pricing strategy. Additional pricing initiatives are expected to be announced later in 2003.

For a complete list of pricing changes, visit the Dialog Corporate Web site at support.dialog.com/pricing.

Dialog Partners with CABI *Publishing*

CABI *Publishing* has recently launched a new Web site (www.ICMfocus.com) entirely devoted to integrated crop management (ICM). ICM is a way of limiting the damaging impact of some farming practices on the environment, while achieving good crop health and maximum yields, and ensuring long-term agricultural sustainability.

At the heart of ICMfocus is a database of over 900,000 research summaries. Drawn from CABI *Publishing’s* world renowned CAB ABSTRACTS® (Dialog File 50), the records cover the past decade of research in all aspects of ICM, including integrated pest management and biocontrol, cropping systems, soil cultivation, crop nutrition and sustainable crop production. Key scientific publications from around the world, in more than 40 languages, are reviewed by in-house subject experts, who take only the highest quality and most relevant research to create easily digestible, comprehensive summaries.

Using a simple to use, pay-per-record searching facility provided by Dialog, CABI’s technology partner, database searches are offered completely free of charge, giving the opportunity to pay only for the summaries required. Once a search term has been entered, the user is given a list of matching results of record titles and users enter either their Dialog account number or credit card details for immediate desktop access.

For more details please see www.icmfocus.com.

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Three New Channels Added to DialogPRO

DialogPRO, Dialog's newest information solution specifically designed for the small business professional, is a collection of information channels focused on different markets. Each channel is made available on a flat subscription rate with three subscription packages available within each channel. A Primary subscription package provides the essential information needed in your market. At a slightly higher rate, a Plus package provides access to even more content. A Premier package offers a comprehensive information solution to the small business professional. There are no caps or limits on the amount of information you use under any of the subscriptions.

In 2002 DialogPRO introduced channels in Advertising, Biotech, Consulting, Defense, News and Competitive Intelligence. The Competitive Intelligence channel and the News channel provide vital information to all markets.

NEW CHANNELS

DialogPRO now has three new channels tailored to the needs of small businesses:

► **Energy:** The Energy Channel has the information searchers in the Energy industry need in order to generate ideas for product development, identify business opportunities, and monitor industry trends. Content in the Energy Channel includes unlimited access to leading research literature from databases like INSPEC®, Ei Compendex® and NTIS, market research reports from Frost & Sullivan and global patents. It also provides news from Dialog NewsRoom, a collection of over 7,500 sources. Dialog NewsEdge, available as part of the Premier subscription package, offers news topics on the environment, nuclear energy and renewable energy sources, all handpicked based on their relevance to the energy industry.



Energy Channel: Headline News

► **Engineering:** The Engineering Channel provides the information engineers need to conduct comprehensive literature searches, monitor industry trends, follow cutting edge technologies through a global patent collection, and stay ahead of the competition. Content in the Engineering Channel includes unlimited access to research literature in databases like INSPEC, Ei Compendex, PASCAL and Chemical Engineering & Biotechnology Abstracts; global patents; regulatory information from sources such as NTIS; Dialog NewsRoom and more.

► **Patent:** The Patent Channel enables patent professionals to access fulltext patent materials, determine legal status and family information, and follow industry trends. Content in the Patent Channel includes unlimited access to fulltext patent collections in the United States and Europe, legal status and family records from INPADOC and Derwent World Patents Index, and hand-picked news topics from Dialog NewsEdge focused on issues that matter to patent professionals.

Full Dialog Collection: An additional "channel" is also available that allows DialogPRO subscribers to access all of the Dialog content via DialogWeb on a transactional basis. Moreover, the Dialog document delivery service is available enabling DialogPRO customers to order the fulltext of documents on a transactional basis as well.

TRADE SHOWS

March 12-15
Anaheim, California, USA
Society of Competitive Intelligence Professionals

March 24-26
New Orleans, Louisiana USA
American Chemical Society Spring Meeting

March 24-26
Helsinki, Finland
Biotech Helsinki

March 26-27
Birmingham, United Kingdom
Total Library Solutions

March 31 - April 3
Arlington, Virginia USA
Defense Technical Information Center Annual User Conference

April 7-9
New York, NY USA
Association for Information & Image Management

SEARCH TIP

SEARCHING THE ROTATED TRADEMARK INDEX

When searching in the text of a trademark in any of the TRADEMARKSCAN® databases, you can search for a string as a whole word or as a suffix with any number of leading characters. Simply search in the Rotated Trademark Index (TR=) and utilize the @? suffix. For example, to search for words that end in MYCIN, you would enter:

?s tr=mycin@?

This search would pick up these marks: AGRI MYCIN, T-MYCIN, BIMYCIN, RAPAMYCIN, and ETRUSCOMYCIN, but would not retrieve MYCINOL or RIBOMYCINE.

You can also search for a string as a whole word or as a suffix with a specified number of leading characters by adding the appropriate number of question marks. For example,

?s tr=mycin@? ? - retrieves MYCIN as a whole word or as a suffix with up to one leading character

?s tr=mycin@?? - retrieves MYCIN as a whole word or as a suffix with up to two leading characters

?s tr=mycin@??? - retrieves MYCIN as a whole word or as a suffix with up to three leading characters

Cathy Surles, Knowledge Center, USA

NEW ON DIALOG

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Three New Channels Added to DialogPRO

WANT TO FIND OUT MORE?

Searching DialogPRO is quick and easy because it combines predictable research options and quality content with a collection of intuitive search forms. Visit the DialogPRO product page at products.dialog.com/products/dialogpro/ or contact your Dialog sales representative to see if your organization can benefit from DialogPRO.

For more information, see the online story at support.dialog.com/publications/chronolog/200302

Searching Made Easy with Dialog Company Profiles

Dialog Company Profiles (DCP) is a fully integrated resource bringing together company profiles, brand information, rankings, company histories, chronologies, news, and trade journals. DCP was designed for use not only by traditional users of business information, but also for researchers throughout an organization, including sales, marketing, finance and management professionals. The interface is built around the inquiries of professionals and requires minimal user training to become productive quickly.

Why should you consider Dialog Company Profiles?

- ▶ Easy to use by all staff who need company and industry information
- ▶ Excellent for generating and researching sales leads and business development opportunities
- ▶ Easy to research and identify corporate structures. Navigation provides a quick way to locate corporate parent and subsidiary companies.
- ▶ Seat-based subscription pricing. DCP can be searched extensively for a flat rate.
- ▶ Usage reporting available to monitor your investment
- ▶ Can be set up for access by network IP address to bypass the login screen. This eliminates the problem of managing passwords for user groups and provides easy access.

An example illustrates one of the special features of Dialog Company Profiles. DCP indexes company profiles and news articles by Standard Industrial Classification (SIC) codes and North America Industry Classification System (NAICS) codes. These codes are used by the U.S. and other governments to classify businesses into industries or lines of business. A search by SIC or NAICS code makes developing an industry profile a very simple task. DCP provides a convenient SIC and NAICS lookup function. In addition, you can look up a company and investigate its ranking within its industry.

First, select a company of interest (e.g., Allegiance Healthcare Inc.); then click Industry Overview. The search (Company="Allegiance HealthCare Corp.") found the following three industries:

5047 - Medical Dental Hospital Equip & Supply

3842 - Surgical Appliances and Supplies

8741 - Management Services

Simply select the industry of interest, click the link, and a list of companies with these SIC or NAICS codes will be displayed, sorted by revenue.

For more information about Dialog Company Profiles, including content and prices, contact your Dialog sales representative or the Knowledge Center, or visit our Web site at: www.dialog.com/products/companyprofiles/.

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Trademark Due Diligence Searches: A Must for Brand Management

Typical trademark searching using term rotation (TR=) and truncation afford searchers the best chance of locating even obscure marks, and users can also couple these terms with classification codes and even design codes.

1. *Trademarks.* Identifying marks when maintenance fees are due is an important part of keeping a company's intellectual property portfolio current. For maintenance of registered marks, the following search using the REPORT command will present information that will tell you at a glance which marks are due for maintenance under Section 8 of the Trademark Act. To compile the original, or baseline, report, use TRADEMARKSCAN – U.S. Federal (File 226) in the following search:

```
File 226:TRADEMARKSCAN(R) -US FED OG=030121/AP=030103
(c) 2003 Thomson & Thomson
```

```
Set Items Description
?select tr=trademark?
S1 313 TR=TRADEMARK?
?select et=trademark
S2 13 ET=TRADEMARK
?select (s1 or s2)/active
180 S1/ACTIVE
4 S2/ACTIVE
S3 180 (S1 OR S2)/ACTIVE
?report s3/tx,rn,on,dr/all
```

Use the trademark name with the TR= and ET= prefixes (e.g., select tr=mycin?).

Then display the text of the mark (TX), the registration number (RN), the last reported owner (ON), and the date registered (DR) using the REPORT command.

As part of due diligence it is prudent to discover if another company is using an Internet address that is easily confused with yours, such as companyx.net, or that can be used to disparage your brand, such as companyxsucks.com. These days it is also good strategy to preemptively register negative domain names, such as companyxsucks.com, in an effort to prevent others from benefiting from your brand.

2. *Domain Names.* Maintaining a registered domain name is an important task for businesses. Stories abound about companies that have lost their domain name as the result of an administrative oversight or a failure to register a domain name. Creating a baseline report to track domain names is very similar to creating a trademark report.

```
File 225:DIALOG(R):Domain Names
(c) 2002 Dialog & SnapNames.
```

```
Set Items Description
?select et=trademark
S1 853 ET=TRADEMARK
?select trademark/do
S2 853 TRADEMARK/DO
?select tr=trademark?
S3 7681 TR=TRADEMARK?
?select s1 or s2 or s3
853 S1
853 S2
7681 S3
S4 7681 S1 OR S2 OR S3
?select s4/whois
S5 3816 S4/WHOIS
```

Search et=trademark (or s trademark/do). Then report s1/do,ed,on/all.

The report command here represents the domain name (DO), the expiration date (ED) and the owner (ON).

The limit to Whois provides information about the current owner.

CREATING ALERTS

Setting up an Alert in TMKS and COMMON for ongoing due diligence is an economical way to update your baseline information. When you execute your search strategy, searching on the company name, the mark, or both, a few minutes to set up a multifile Alert that delivers information to your e-mail inbox will provide a continuous flow of new data.

It is important to find the proper critical information in a timely manner, and Dialog is particularly powerful for investigating common-law trademarks or unregistered marks currently in use. Further information is available from any Dialog Knowledge Center.

Jeannie Beeston, Knowledge Center USA

Ron Kaminecki, Director, Intellectual Property Market Segment

Dialog Announces InfoStar Winners from Australia, New Zealand

Dialog announced that Australia's Karen Tempest and New Zealand's Lorraine Tremain are the first winners of the company's Quantum² InfoStar Awards from the Asia Pacific region. Libby Trudell, Dialog senior vice president of information professional development, said, "Not only do Karen Tempest and Lorraine Tremain both represent excellence in the information profession, they also manage to pursue a wide range of other interests and activities. We are honored to celebrate their achievements."

SEARCH TIP

EASY COMPETITIVE INTELLIGENCE WITH GALE GROUP F&S INDEX™ FILE 18

Do you need a list of competitors in your market for competitive intelligence purposes? The Gale Group F&S Index (File 18) is full of short, concise news announcements on companies in the marketplace. Find out what the company you are interested in sells. For this example, we looked at Millipore which sells peptides.

B 18

S PEPTIDE? (S) (SALE? OR MARKET)

(Search for the peptide product in the same paragraph as the words “sales” or “market”)

RANK CO ALPHA CONT

(Rank the companies mentioned and list them alphabetically in a continuous listing)

10

(Show first 10 companies in the list; to see all competitors, substitute ALL for a number)

ALPHA BIOMEDICALS INC.
ANTIVIRALS INC.
APPLIED BIOSYSTEMS
ASTRA
AVECIA LTD.
BACHEM AG
BACHEM CALIFORNIA
BACHEM FEINCHEMIKALIEN
BACHEM FEINCHEMIKALIEN AG
BECKMAN COULTER INC. ...

You now have a list of all the competitors selling in the peptides market. You can then use this search to set up Alerts to track your competition.

NEW ON DIALOG

Interactive Alerts Update

Interactive Alerts are a cost-effective way to keep staff in your organization up to date on news affecting your industry. Choose from a wide range of titles and have a table of contents delivered to users.

Several new titles have been added:

- ▶ *Business Week*
- ▶ *Aviation Daily*
- ▶ *Aviation Week & Space Technology*
- ▶ *Financial Times Top Stories*
- ▶ *Financial Times Biotech News*
- ▶ *Medical Devices & Surgical Technology Week*
- ▶ *Genomics + Genetics Weekly*

Choose one of the new titles or request some of the following popular titles:

- ▶ *American Banker Interactive Alert* – sent the day of publication
- ▶ *SCRIP Pharmaceutical* – key industry source
- ▶ *CLINICA Pharmaceutical* – industry news
- ▶ *Proux Daily Essentials Drug R&D* – information every business day
- ▶ *Jane's Defense Weekly* – defense industry news

A single Interactive Alert subscription allows multiple staff at your organization to receive the table of contents each time the Alert is run. The monthly cost for a profile is:

- ▶ Title for 1-10 users: \$15
- ▶ Title for 11-30 users: \$30
- ▶ Title for 31+ users: \$45

Any fulltext articles ordered are at the fulltext prices listed in the Dialog Bluesheets for each file. Dialog ERA™ discounts are automatically applied when applicable to maximize cost savings.

HOW TO SUBSCRIBE

The Interactive Alerts service is available exclusively through DialogWeb.

- ▶ **DialogWeb Command** – Click the **alerts** button, then the **Add Subscriptions** link under the Interactive Subscription Alerts header. Select the desired title from the dropdown list and then enter the e-mail address to which the Interactive Alert should be sent.
- ▶ **DialogWeb Guided** – Click the **favorites** button, then the **modify** button next to **Subscriptions to Interactive Alerts**.



DialogWeb Command

For more information about Interactive Alerts, including a full list of available titles and prices, visit the Dialog Web site at: support.dialog.com/pricing/dialog/int_alerts.shtml; for Interactive Alert setup help see: support.dialog.com/techdocs/. You can also contact your Dialog sales representative or the Dialog Knowledge Center nearest you.

FROM THE EXPERTS ...

FINDING PATENT LICENSING INFORMATION ON DIALOG

A company can grow its business without extra research and development just by licensing a technology. There are several non-patent databases that may provide coverage of licensing agreements, as well as information about patents available for licensing.

LICENSING AGREEMENTS

Although INPADOC/Family and Legal Status (File 345) occasionally indicate the existence of a patent licensing agreement, several of Dialog's non-patent databases are a better source for this type of information. Business & Industry™ (File 9), Gale Group PROMT® (Files 16, 160) and Dialog Global Reporter (File 20) often contain articles that provide more details on such licensing arrangements and may give information on agreements not covered by INPADOC. Patent numbers may not be mentioned in the articles, and patent number searching is not supported in these databases. Therefore, strategies using key words and relevant descriptor terms are required to retrieve articles pertaining to licensing agreements.

1. In Business & Industry (File 9), you can locate articles related to patent licensing agreements by restricting your search with the Concept Term (CT=) "patent license." For example, to find articles that discuss licensing agreements involving TiVo, Inc:

```
?B 9
?S TIVO/CO
?S CT=PATENT LICENSE
?S S1 AND S2
```

2. In Gale Group PROMT (Files 16, 160), you can find articles that discuss licensing agreements by restricting your search with the Event Name (EN=) "strategic alliances" and with key words describing the agreement. For example, to find articles that discuss licensing agreements involving influenza vaccines:

```
?B 16
?S INFLUENZA (W) VACCINE?
?S EN=STRATEGIC ALLIANCES AND (LICENS?(IN) (PATENT? OR AGREEMENT?))
?S S1 AND S2
```

3. Dialog Global Reporter (File 20) may provide even more comprehensive international coverage of patent licensing agreements than Business & Industry or Gale Group PROMT. You can find these articles by using the "patents licensing & standards" descriptor. For example, to find licensing agreements involving Telefonica SA:

```
?B 20
?S TELEFONICA (W) SA/CO
?S PATENTS LICENSING & STANDARDS/DE
?S S1 AND S2
```

PATENTS AVAILABLE FOR LICENSING

Some Dialog files may provide information regarding patents available for licensing. This information is generally limited to pharmaceutical patents. IMS R&D Focus (Files 445, 955) will allow you to find pharmaceutical patents available for licensing worldwide and in specific countries. To find licensing opportunities for drugs pertaining to a specific disease or condition, search the disease or condition in the Clinical Indication field (/IN) and restrict your results with the limiter Licensing Available field (/AVAIL):

```
?B 445
?S CANCER/IN
?S S1/AVAIL
```

To further limit your results to patents available for licensing in a specific country or worldwide, use the Country Available for Licensing field (CL=):

```
?S S2 and CL=JAPAN
?S S2 and CL=WORLDWIDE
```

Susan Forbes, Knowledge Center, USA

Roger K. Summit Scholarship Winner in Asia

Dialog is pleased to announce that Weiping Yue, originally from the People's Republic of China and now studying at the University of New South Wales, is the winner of the company's 2003 Roger K. Summit Scholarship award for the Asia Pacific region. Stuart Doig, Dialog vice president for Asia Pacific, said, "She has an outstanding record in her academic work, and we are pleased to be able to help her continue her studies and research." At the University of New South Wales' School of Information Systems, Technology and Management, Ms. Yue is pursuing her doctorate degree.

DON'T MISS THIS STORY

Investext on Dialog and
Dialog DataStar on page 9.

NEW TITLES ADDED TO
NewsRX INCLUDE:

AIDS Vaccine Week
Anti-Infectives Week
Biotech Business Week
Cancer Gene Therapy Week
Cancer Vaccine Week
Cardiovascular Week
Clinical Oncology Week
Clinical Trials Week
Gastroenterology Week
Hematology Week
Life Science Weekly
Mental Health Weekly Digest
Obesity & Diabetes Week
OBGYN & Reproductive Week
Pharma Business Week
Respiratory Therapeutics Week
Science Letter
Tuberculosis Week

NewsRx Extends Coverage of Healthcare Reporting

From the end of January 2003 forward, NewsRx (File 135/RXNS) has added 18 new titles to its file. See sidebar for listing.

Two of the existing titles have changed names:

- ▶ *Bioterrorism Week* (formerly *Bio-Terrorism.Info*)
- ▶ *Managed Care Weekly Digest* (formerly *Managed Healthcare.Info*)

The number of unique articles submitted through the NewsRx Newsletters has doubled from a weekly total of 500 in December 2002 to 1,000 articles in February 2003.

NewsRx has provided information to healthcare professionals and consumers for over 16 years. NewsRx collects information from more than 5,000 articles published in medical journals and related trade magazines each week and creates stories tailored to specific newsletters. The publisher also covers over 20 medical conferences each year.

For further information on NewsRx on Dialog and Dialog DataStar, consult the relevant Dialog Bluesheet and Dialog DataStar Datasheet. The NewsRx content is also available through Dialog NewsEdge and will be integrated into Dialog and Dialog DataStar NewsRoom later this year.

Pharmaprojects Introduces New Pharmacokinetics Data

The recent reload of Pharmaprojects (File 128/PHAR), the database tracking worldwide pharmaceutical R&D published by PJB Publications Ltd., introduces a new field highlighting the pharmacokinetic data that has been published on a drug. This information looks at the absorption, distribution, metabolism and excretion rate of a drug once it has been administered, including how long it lasts in the body, how much of it is distributed and the maximum concentration which is attained. This kind of information is becoming increasingly important in drug development, as it may affect the way a drug is delivered and how acceptable it will be to patients. For example, a drug whose pharmacokinetic parameters allow it to be taken as a pill once daily is likely to be preferred to one which must be administered by injection four times a day.

Previously this information was presented in the text, but to make it easier to identify and to search, it is now contained in its own field in tabular format. In addition, the amount of pharmacokinetic data held in the file is being increased.

The first part of the table indicates in which species and at what doses the drug was given to generate the subsequent pharmacokinetic values, as they can be species and/or dose dependent. Where available, human data is given (e.g.: Human (5mg po bid)). This means that 5mg of the drug has been administered orally twice a day. Pharmacokinetic studies are carried out in animals, such as monkeys, dogs and rodents, prior to human testing and these are also reported.

It is hoped that this improved presentation and increased coverage of pharmacokinetic data will be of benefit to users on several fronts. First, it adds to the scientific content of each record. Second, it can be used to help make an assessment of the likelihood of a drug reaching the market or its possible market size. Finally, companies involved in drug delivery might find it useful to identify candidates that might benefit from reformulation in their proprietary delivery technologies.

For questions relating to searching Pharmaprojects on Dialog or Dialog DataStar, call the Knowledge Center nearest you. Consult the Dialog Bluesheet and Dialog DataStar Datasheet for Pharmaprojects for further information on the location and the searchability of the pharmacokinetics data.

[For more information, see the online story at support.dialog.com/publications/chronolog/200302](http://support.dialog.com/publications/chronolog/200302)

NEW ON DIALOG DATASTAR

MEDLINE® Reload 2003 on Dialog DataStar™

The MEDLINE reload on Dialog DataStar was completed on January 12, 2003. The database is reloaded every year because the National Library of Medicine reindexes relevant documents from the whole database with changed medical terms.

Generally, the NLM does not retrospectively index all MEDLINE citations with new MeSH® Headings when they first appear. Therefore, searching for a new MeSH term may effectively limit retrieval to citations indexed after the term was introduced. However, changed or deleted terms are usually applied to the whole database during the NLM's end of year processing.

The 2003 changes are summarized as follows:

- ▶ **MeSH changes:** A total of 1,251 new descriptors were added to MeSH 2003. Ninety-three descriptors were replaced with more up-to-date terminology, 20 descriptors were deleted, and more than 1,727 see references were added. Lists of all new descriptors and of deleted and replaced descriptors are posted on the NLM's MeSH Web site at www.nlm.nih.gov/mesh/changes2003.html.

The MeSH changes affect a number of subject areas. For a complete list see the online version of the March-April *Chronolog*.

- ▶ **Age Groups:** After many years, the Tree arrangement of age groups and other descriptors formerly grouped with age groups have been changed for 2003 MeSH. See the online version for a listing.
- ▶ A new **subheading**, ethics (abbreviation ES), has been added with 2003 MeSH.
- ▶ The **publication type**, Electronic Journals, has been deleted.
- ▶ **New Quick Subheadings:** In response to customer requests, Dialog DataStar has introduced some new Quick Subheadings. See the online version for a listing of specific changes.

For fastest results on Dialog DataStar Classic, precede your query with QS: 1_: QS BREAST-NEOPLASMS WITH QD

- ▶ The structure of a Dialog DataStar record remains the same in 2003 as in 2002.
- ▶ **MeSH headings in Alerts profiles:** Customers who are using MeSH terms in their Alerts profiles are encouraged to check that the Headings are still valid against the 2003 MeSH. MeSH 2002 is still available in MV02; MeSH 2003 is available in MVOC. To adjust Alerts to the new MeSH 2003, please compare MV02 with MVOC and change your search strategy where necessary.

Consult BASE (BASE-MEDL) and print the chapter entitled MEDLINE Reload 2003 for a complete list of changes. If you have further questions, please consult your nearest Knowledge Center.

Note: The Dialog reload on MEDLINE is scheduled for Spring 2003.

For more information, see the online story at support.dialog.com/publications/chronolog/200302

TOXLINE Special (TOXNET) Data Added to Dialog and Dialog DataStar ToxFile

The TOXLINE Special (TOXNET) material has been integrated into ToxFile (File 156/TOXL) on Dialog and Dialog DataStar. This material derives from an assortment of specialized journals and other sources published by government departments and international organizations. Sources included are from the International Labor Office, the Swedish National Chemicals Inspectorate, the U.S. Developmental and Reproductive Toxicology Technical Committee and others. The TOXLINE Special development on Dialog services integrates the TOXLINE Core information (TOXBIB) from the National Library of Medicine with the specialist TOXNET data thus facilitating the search for toxicology-related material. For additional information on the TOXNET integration, consult the Dialog Bluesheet or the Dialog DataStar Datasheet or BASE (search for BASE-TOXL), or contact your nearest Knowledge Center. The January/February *Chronolog* also provides further information on the nature of the TOXLINE Special material and its significance for toxicology-related searching (support.dialog.com/publications/chronolog/200301/).

Investext® Adds Coverage

Investext, the world's largest online database of company and industry research, has been further enhanced. Document coverage has been increased back to January 2002. Thomson Financial has also replaced the current format with a new one generated from the original broker and banker source documents.

The current design of the file has been preserved, and most changes are transparent; however, the resulting documents in Dialog File 545 now more closely match the original PDF documents. This is particularly true of the text appearing on each page, page numbering, and the construction of the table of contents for each document.

Note: File 745 contains the entire Investext collection in PDF format.

Investext has also been reloaded on Dialog DataStar in order to provide more extensive coverage. There are now three Investext databases on Dialog DataStar:

- ▶ INVE – contains reports from November 2002 to date. Reports from January to October 2002 will be added to the database soon.
- ▶ IV01 – currently contains data from January 1993 to December 2002.
- ▶ IV92 – includes reports from July 1982 to December 1992.

Search BASE-INVE on Investext on the Dialog DataStar service for further details.

NEW ON DIALOG DATASTAR

DON'T MISS THIS STORY

Pricing on Dialog and Dialog DataStar on page 2.

Dialog Partners with the Royal Society of Medicine

In July 2002 Dialog launched a joint project with The Royal Society of Medicine, one of the largest providers of postgraduate training for doctors in the United Kingdom, to provide information services to its membership, regardless of location. To achieve this goal, Dialog worked with the Royal Society of Medicine Library to offer access to a select group of medical databases via a customized interface. The RSM now has access to:

- ▶ MEDLINE® (1966-present)
- ▶ EMBASE® (1974-present)
- ▶ Cochrane Database of Systematic Reviews (CDSR)
- ▶ Database of Abstracts and Review of Effectiveness (DARE)

In addition, full support is available online and also from the Library staff in the form of workshops and one-to-one tutorials.

Mr. Paul O'Shaughnessy, Pharmaceutical Sales Manager, U.K., said, "Dialog is delighted to work with the Royal Society of Medicine Library to bring medical information direct to clinicians to support their work and practice." Dame Deirdre Hine, President of the RSM 2000-2002, commented, "This is an exciting initiative that benefits RSM Fellows and members by making high quality medical information available at the touch of a button. As a Fellow located outside of London, I'm delighted that this initiative allows all RSM Fellows to access these databases regardless of location." Ian Snowley, RSM Director of Information Services, stated, "Dialog worked hard to accommodate our needs and already after nine months, usage by our Fellows has exceeded our expectations."

Don't miss these WebEx training dates in the U.S.

- 4/23 Dialog Basics -
Part 1, 12 pm - 1 pm EST
- 4/30 Dialog Basics -
Part 2, 12 pm - 1 pm EST
- 5/22 Dialog Basics -
Part 1, 12 pm - 1 pm EST
- 5/29 Dialog Basics -
Part 2, 12 pm - 1 pm EST

Training on the Spot: Introducing WebEx™

Dialog now offers a new approach to training—WebEx. In addition to attending our regular classes (training.dialog.com/sem_info/calendar/), you can now sign up for interactive training that takes place at your preferred location and requires only an Internet connection.

WebEx is an online interactive training tool that brings Dialog instruction right to your desktop. You benefit by saving the time and the cost of traveling to a common meeting place. As a result, you get pertinent information quickly without leaving the work area.

WebEx shares live presentations with anyone, anywhere in virtual groups. There is no limit to the number who can attend a WebEx session. WebEx also integrates teleconferencing into the training. You can see search demonstrations from your screen, ask questions, interact with other trainees, print a training manual and record and playback the training session – all from your desk.

To register for WebEx sessions, go to tlr.webex.com/tlr. Click the date tab to see a daily or monthly calendar of classes. If you know the date, just click the registration hyperlink right next to the session you want to attend. You can also check the time zones and change to your time zone by clicking the top right side of the class schedule.

Once registered, you will be able to join a live Dialog Internet training. **Note:** If you are looking for a specific topic, enter the topic or enter "Dialog" in the search box to see a listing of WebEx classes offered by Dialog.

If you are interested in WebEx courses in the United Kingdom, you can view the schedule at www.dialog.com/training. For the rest of Europe, Africa and Asia Pacific, contact your local office for full details.



WebEx Main Screen

Training Schedule

Training classes on Dialog's services are held throughout the world. For the most current schedule and for registration information for all locations, check the Dialog Web site: training.dialog.com/sem_info/calendar/. Highlighted in this issue are training classes from the United States, the United Kingdom and China. Other countries will be featured in future issues.

UNITED STATES

NORTHEAST

Boston, Massachusetts

4/3	Pharmaceutical Science Information
4/3	Pharmaceutical Business Information
4/9	Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
4/10	Developing Patent Research Expertise, Pt. 3: Prior Art
4/10	Developing Patent Research Expertise, Pt. 4: Competitive Intelligence
4/16	Company Intelligence
4/16	Market Intelligence
4/24	Developing Dialog Searching Expertise, Pt. 4: Power Searching
4/30	Dialog Basic Skills Review
5/7	Biomedical Information Seminar
5/8	Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
5/14	Chemistry for Non-Chemists
5/15	Developing Patent Research Expertise, Pt. 1: Patent Basics
5/15	Developing Patent Research Expertise, Pt. 2: Patent Families & Legal Status
5/21	Dialog Basic Skills Review
5/22	Developing Dialog Searching Expertise, Pt. 3: Advanced
5/29	Intellectual Property: Trademark & Copyright Applications

New York, New York

4/8	Developing Dialog Searching Expertise, Pt. 1: Fast Start
4/15	Developing Dialog Searching Expertise, Pt. 2: Intermediate
4/17	Brown Bag: Domain Names database

4/23	Market Intelligence
4/29	Brown Bag: Search Tips & Tricks
5/6	Developing Dialog Searching Expertise, Pt. 1: Fast Start
5/8	Brown Bag: Dialog NewsRoom
5/14	Developing Patent Research Expertise, Pt. 1: the Basics
5/20	Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
5/28	Asia Pacific Corporate Intelligence on Dialog

SOUTHEAST

Philadelphia, Pennsylvania

4/7	Developing Dialog Searching Expertise, Pt. 1: Fast Start
4/9	Dialog Basic Skills Review
4/21	Market Intelligence
4/23	Fast Start to DataStarWeb
5/5	Developing Dialog Searching Expertise, Pt. 2: Intermediate
5/14	Developing Dialog Searching Expertise, Pt. 3: Advanced
5/19	Developing Dialog Searching Expertise, Pt. 4: Power Searching
5/21	Dialog Basic Skills Review

Arlington, Virginia

4/1	Dialog Basic Skills Review
4/8	Developing Dialog Searching Expertise, Pt. 3: Advanced
4/10	Company Intelligence
4/15	Developing Dialog Searching Expertise, Pt. 1: Fast Start
4/22	Fast Start to DialogSelect
4/29	Fast Start to Dialog1
5/6	Engineering Information & Techniques
5/7	Developing Dialog Searching Expertise, Pt. 3: Advanced
5/13	Fast Start to Dialog1

5/14	Chemistry For Non-Chemists
5/20	Intellectual Property: Trademark & Copyright Applications
5/21	Dialog Basic Skills Review
5/27	Fast Start to DialogSelect
5/28	Business of Science

Atlanta, Georgia

4/1	Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
4/8	Fast Start to Dialog1
4/8	Fast Start to DialogSelect
4/15	Dialog Basic Skills Review
4/18	Developing Patent Research Expertise, Pt. 1: Patent Basics
4/22	Search Basics Using DialogWeb
4/29	Company Intelligence
5/6	Developing Dialog Searching Expertise, Pt. 3: Advanced
5/12	Developing Dialog Searching Expertise, Pt. 4: Power Searching
5/20	Company Intelligence
5/23	Search Basics Using DialogWeb
5/27	Fast Start to Dialog1
5/27	Fast Start to DialogSelect

Cary, North Carolina

4/10	Dialog Basic Skills Review
4/17	Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
4/24	Developing Dialog Searching Expertise, Pt. 3: Advanced
5/1	Dialog Basic Skills Review
5/8	Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
5/15	Developing Dialog Searching Expertise, Pt. 3: Advanced

Special Sessions: Derwent Training on Dialog

Chicago, Illinois

4/3	International Patents
4/3	Patent Search Techniques
4/4	Advanced Searching
4/4	Competitive Intelligence

Los Angeles, California

5/21	International Patents
5/21	Patent Search Techniques
5/22	Advanced Searching
5/22	Competitive Intelligence

Don't miss the North America Update 2003 nearest you!

4/1	Chicago, Illinois
4/2	Philadelphia, Pennsylvania
4/3	New York, New York
4/9	Montreal, Canada
4/10	Toronto, Canada
4/15	Vancouver, Canada
4/16	Los Angeles, California
4/17	San Francisco, California
4/23	Washington, DC/ Arlington, Virginia
4/29	Ottawa, Canada

Check the Dialog Web site for a listing of Updates in Europe.

continued on page 12

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Training Schedule

Chronolog®

The *Chronolog*
(ISSN 0163-3732) is
published by:

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W-300046/3-03

MIDWEST

Chicago, Illinois

- 4/2 Developing Dialog Searching Expertise: Pt. 3: Advanced
- 4/8 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 4/15 Company Intelligence
- 4/22 Market Intelligence
- 4/29 Dialog Basic Skills Review
- 5/6 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 5/13 Developing Patent Research Expertise, Pt. 1: Patent Basics
- 5/20 Developing Patent Research Expertise, Pt. 2: Patent Family & Legal Status
- 5/27 Developing Dialog Searching Expertise, Pt. 4: Power Searching

St. Paul, Minnesota

- 4/8 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 4/8 Introduction to Trademark Searching Using DialogWeb
- 5/6 Developing Patent Research Expertise, Pt. 1: Patent Basics
- 5/6 Developing Patent Research Expertise, Pt. 3: Prior Art

SOUTHWEST

Dallas, Texas

- 3/19 Developing Patent Research Expertise, Pt. 1: Patent Basics
- 3/25 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 3/26 Developing Dialog Searching Expertise, Pt. 2: Intermediate
- 3/27 Dialog Basic Skills Review
- 4/15 Developing Dialog Searching Expertise, Pt. 3: Advanced
- 4/22 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 4/24 Developing Dialog Searching Expertise, Pt. 2: Intermediate
- 5/13 Developing Dialog Searching Expertise, Pt. 1: Fast Start
- 5/14 Dialog Basic Skills Review
- 5/15 Developing Dialog Searching Expertise, Pt. 2: Intermediate

WEST

Los Angeles, California

- 3/25 Dialog Basic Skills Review
- 3/27 Developing Dialog Searching Expertise, Pt. 3: Advanced
- 4/22 Developing Dialog Searching Expertise, Pts. 1 & 2: Fast Start and Intermediate
- 4/24 Company Intelligence

UNITED KINGDOM

London

- 5/7 Dialog Profound
- 5/8 Dialog DataStarWeb
- 5/13 Overview to Dialog Classic
- 5/14 Dialog Profound
- 5/15 DialogWeb
- 5/20 Dialog DataStar Classic for Experienced Users
- 5/21 Dialog Profound
- 5/22 Dialog DataStarWeb
- 5/28 Dialog DataStar Biomedical
- 5/29 DialogWeb
- 6/3 Overview to Dialog DataStar Classic
- 6/4 Dialog Profound
- 6/5 Dialog DataStar Web
- 6/11 Dialog Profound
- 6/12 DialogWeb

CHINA

Beijing

- 4/8-10 Dialog Basics
- 4/14-18 Business, Patent, and Chemical Seminars
- 5/6-8 Dialog Basics
- 5/29 Free Consultation Session

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