



Brand protection: RWS identifies evidence of IP infringement for a leading manufacturer

The client

A leading manufacturer of household appliances.

Solution elements

RWS IP Research: Crowd Search

The challenge

The client, who is a leading manufacturer, came to RWS with the suspicion that their design patent for an extremely popular home appliance was being infringed in the marketplace.

Elements of the design, from the shape of the product to placement of various functions, were being copied by lower quality competitors. Seeking to confirm their suspicions, and to protect their product's branding from dilution, they engaged the Crowd via a seven-week targeted Evidence of Use study.

The solution

Focusing on certain elements of the design, the client, working with RWS, broke the design into identifiable sub-parts based on the patent's claims.

This allowed the Crowd to highlight pictures of infringing models piece-by-piece, mapping each part to the requested elements. These highlights were clearly and readily available for review by the client in the AOP Connect™ platform, making the 400+ references easy to categorize, sort and review.

In addition to pictures of the potentially infringing devices, researchers included relevant documentation from the devices, including OEM manuals and information from the unit's packaging.

"OEM information submitted by the Crowd led directly to the identification of infringing parties and supported the client in their enforcement actions."

Key benefits for the client

- Identified evidence of infringement
- Identified infringing parties
- Results supported enforcement actions

The results

The researchers produced over 400 submissions of non-patent literature, with 90 of the submissions considered to be "hits" within the scope of the study. Several of the 90 hits demonstrated clear evidence of infringement and were mapped to each of the requested elements of the design.

Additionally, the OEM information submitted by the Crowd led directly to the identification of infringing parties and supported the client in their enforcement actions.

Key Data

- +350 Researchers viewed the study
- +200 Researchers qualified for the study
- 103 Researchers submitted references
- 37 of the participant researchers hold PhDs
- 50 of the participant researchers hold masters degrees
- +75 of the participant researchers hold bachelor's degrees
- Submissions were made in nine different languages
- Participating researchers were from 17 different countries



About RWS IP Solutions

RWS is the world's leading expert in IP research, patent translations, foreign patent filing and database services.

For over 60 years, RWS has led the industry and helped more than 10,000 clients protect and enforce their IP rights around the world. We can help you:

- Ensure the highest quality patent translations
- Cut costs and save resources
- Simplify and streamline

About RWS IP Research

RWS has the largest pool of IP researchers in the world, combining a team of in-house subject matter experts with a Crowd of over 40,000 skilled researchers.

Our Crowd works on a highly cost-effective 'contest' pricing model. This means you could have dozens, even hundreds of researchers working for you, with complete budget confidence.

Every study is managed by our team of skilled research managers who, in addition to years of research experience, have advanced educational degrees.

For more information, [get in touch](#).

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