



Some of the exciting and modern features that WorldMark users can expect to see include:

Modern user experience

- Users can configure each screen to show different sections in the most appropriate order
- Screens fit to device being used (from wide-screens displays to iPads and cell phones)
- True calendar views, not just tabular list of due dates
- Outside Counsel access through a browser

System flexibility and configurability

- Full classification/portfolio management standard
- Broader localization for more languages around the globe

Reporting

- HyperView, allowing you to visualize your Trademark portfolio and operations
- Export to PDF to create reports for distribution throughout your organization

Task automation to reduce manual efforts

- Closing tasks by the law engine as part of the workflow
- Auto update on status, such as flagging a TM as inactive
- Automatically update laws rather than requiring a manual install
- Email integration/Outlook plug-in to get incoming emails



WorldMark to ANAQUA Migration Program

WorldMark® clients now have a clear migration path to the industry leading ANAQUA IP Management System.

Anaqua is the premier choice for leading companies of all sizes including Nike, GSK, Kimberly Clark, and Oxylane/Decathlon.

Users will find a number of significant new capabilities when migrating to the ANAQUA SaaS Solution. The solution is hosted in Anaqua's secure data center, meaning users only need a browser to utilize the software. And as a SaaS solution, ANAQUA is updated regularly, giving all clients access to the latest capabilities.

ANAQUA can be used from home, work, and while on the go. Access can be through a tablet or users can choose between Apple and Windows for PC options. Outside Counsel can also get into the software through a web portal, again just using a browser. Even better, with the ANAQUA SaaS/Cloud solution, no burden is put on internal IT resources.

ANAQUA provides an exceptional global database of country laws which cover well over 200 jurisdictions for Trademarks. The software uses these workflow rules to help protect IP portfolios and manage workloads. Clients automatically receive these updates on a quarterly basis through the ANAQUA Cloud platform.

WorldMark to ANAQUA Migration Program

ANAQUA is a feature-rich solution, with capabilities extending well beyond Trademarks. Anaqua clients have the opportunity to access more capabilities. The system can grow as your needs change. Some other key features that are available include:

- Anti-counterfeit tracking through a mobile app
- Patent management
- Patent analytics
- Patent drafting
- Attorney and document decision workspaces
- Auto-document processing
- Integration with third-party software

Complementing the ANAQUA Solution are a broad range of optional Services that help drive even more value from the software investment. These optional services are available when needed and include:

- Trademark renewals
- Trademark search
- Docketing
- Title updates
- Data verification
- Intelligent Document scanning

IT JUST KEEPS GETTING BETTER

As the software is regularly being enhanced, users can look forward to more innovative features, such as reporting, analytics, and an enriched user experience.

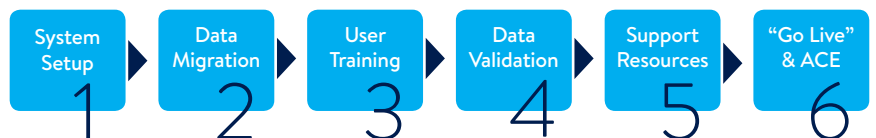
The enhancements are driven by both client needs and the market. The user community gets together at Anaqua's annual conference, and the Anaqua Community Exchange (ACE) gives users access to detailed product and service information. FastCasts, short "how-to" webinars, are presented biweekly, giving more information on using the solution.

MIGRATION PROCESS

Migration from WorldMark to ANAQUA will follow a well-defined methodology that Anaqua has tuned over time for many clients who have migrated from other systems. This process has been further refined to consider the unique needs of WorldMark Users.

The proven methodology is designed to get clients up and running with the ANAQUA solution in six weeks. Anaqua will lead each client through all the necessary steps for configuring the system, training users, and migrating data. Each client's specific implementation will be tailored to consider selected features and configurations.

1. Set up the new system using a copy of the client's WorldMark system and configure ANAQUA based on the current WorldMark environment
2. Migrate data into the new ANAQUA system
3. Train users
4. Client review of the data to validate that it came over as expected
5. Introduce clients to the support resources that will be used going forward
6. "Go live" along with access to ACE and additional training



INNOVATE



PROTECT



OPTIMIZE



STRATEGIZE



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