

This week's lead article *New Research on Product Development and Intellectual Property Management* is from Bradford L. Goldense, President and CEO, Goldense Group, Inc. (GGI) and Anne Schwartz, Director of Publications, Goldense Group, Inc.

* New Research on Product Development and Intellectual Property Management *

Decisions made at the front end of the product lifecycle regarding products and their associated intellectual property have broad and powerful implications for the rest of a product's life. In the recently released results of its 2004 Survey, Goldense Group, Inc. (GGI), which has been researching and benchmarking industry practices since 1998, reports on the best practices and tools for selecting new products, the processes and tools that companies use to manage their intellectual property, and the most frequently used corporate metrics in industry.

GGI's primary research, the **2004 Product Development Metrics Survey**, was conducted by sending questionnaires to a wide distribution of product development professionals in North America, Europe and Asia. Responses were received from **202 companies** ranging from industrial and medical products to aerospace, defense, electronics, and chemicals industries. Respondents were asked to complete **75 questions** covering their demographic information and the following **five areas**: product selection process, product selection tools, intellectual property management process, intellectual property management tools, and top corporate metrics used in industry. The 2004 survey was completed by respondents from April through early August 2004 and **published in October 2004**.

Over the next five months, 2PLM, with GGI's permission, will publish selected research results and analysis for each of the five topic areas:

- **Product Selection Practices:** industry practices for front-end product processes and decisions
- **Product Selection Tools:** the most valued tools for product selection, innovation and creation of intellectual property
- **Intellectual Property Management Process:** industry practices for front-end IP processes and decisions
- **Intellectual Property Management Tools:** the most valued tools for IP selection, valuation, and registration
- **Top Corporate Metrics Used in Industry:** the most popular metrics companies use to measure and manage R&D

For more information about GGI's market research, go to GGI's web site, <http://www.goldensegroupinc.com/biannual.shtml>.

For more information about GGI's 2004 Product Development Metrics Survey, the research and the available reports, go to GGI's web site, <http://www.goldensegroupinc.com>. To purchase reports with text and graphical analysis of the results, go to http://www.goldensegroupinc.com/cgi/catalog.cgi?display_p355.