DELIVERABLE

Project Acronym:	**PLuTO**
Grant Agreement number:	**250416**
Project Title:	**Patent Language Translations Online**

D8.3 Dissemination Activities (booth or workshop) at least 3 MT conferences and 3 IP events.

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Dissemination Level		
P	Public	
C	Confidential, only for members of the consortium and the Commission Services	☑

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision	Date	Author	Organisation	Description
1	22/03/13	L Grehan	DCU	Document creation and content addition
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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Executive Summary

As outlined in Deliverable 8.1 Dissemination Plan, the ultimate goal of the dissemination activities of the PLuTO project is to promote the project to a range of stakeholders, namely the general public, professional patent searchers, commercial prospects, and the scientific community.

In order to meet the ultimate goal of project promotion, a number of sub-goals must be achieved. These include:

- Build up awareness for PLuTO
- Demonstrate the technological capabilities of the PLuTO system
- Foster cross-disciplinary knowledge transfer between MT, IR and IP communities
- Engage end-users into a PLuTO community
- Educate users as to the usability of the PLuTO web services
- Establish the PLuTO system as de facto standard for online automatic patent translation.

Meeting with stakeholders face-to-face at international events provides an unparalleled opportunity to present the goals, activities, achievements and future plans of the PLuTO project. As such, Deliverable 8.3 is a key element in meeting the Work Package's above goals:

D8.2	Dissemination activities (booth or workshop) at least 3 MT conferences, and 3 IP events.	☑

Table 1. Deliverable 8.3, due in M36

Responsibility for this deliverable rests with Dublin City University (DCU).

The requirements of Deliverable 8.3 have been met and, in fact, surpassed. PLuTO has been represented by consortium members at three MT and seven IP conferences across Europe and North America. Attendance at two further IP conferences is planned for April/May 2013. In addition to having a booth and/or attending/delivering workshops, consortium members have attended numerous international conferences at which they have represented the project through informal networking and scheduled meetings with stakeholders. Finally, PLuTO members have attended a number of other conferences and events over the course of the project in their non-PLuTO roles and have used these opportunities to spread information on the project.

1. Work Progress and Achievements

PLuTO has been represented by consortium members at a total of fourteen events since Deliverable 8.2 was produced in October 2011. Attendance at 2 further events is planned for April and May 2013.These conferences are summarised in Table 2 below.

Category	Target	Actual	Countries
Machine Translation (MT) Conferences	3	3	France, Ireland, USA
Intellectual Property (IP) Conferences	3	7 (plus 2 upcoming)	Belgium, Germany, The Netherlands (1 upcoming), Ireland, Spain (3), USA (1 plus 1 upcoming)
Other events (e.g. Language Technology, networking)	N.A.	4	Ireland (4)

Table 2. Summary of number and location of events attended between M18 and M36

1.1. Machine Translation Events

In the area of Machine Translation (MT), PLuTO has been represented at three events since October 2011, as summarised below. Further details of these events, including a selection of photos, are provided in the Appendix.

Event	Date	Venue	Attendance Type
Localisation Research Centre (LRC) Conference	22-23 September 2012	Limerick, Ireland	PLuTO exhibition booth at Innovation Showcase.
AMTA Conference (American Machine Translation Association)	29-31 October 2012	San Diego, USA	A PLuTO paper entitled "*Supporting Global Patent Search with Machine Translation"* was presented at the conference. PLuTO also participated in the Technology Showcase.
EACL 2012 - Thirteenth Conference of the European Chapter of the Association for Computational Linguistics	23-25 April 2012	Avignon, France	Invited talk on "*PLuTO: Automated Solutions for Patent Translation*", was presented at special workshop on Search and MT.

Table 3. Summary of Machine Translation (MT) Conferences attended

1.2. Intellectual Property Events

In the area of Intellectual Property (IP), PLuTO has been represented at seven events during the reporting period, as summarised below. Attendance at two further events is planned for April/May 2013. Further details of these events are provided in the Appendix.

Event	Date	Venue	Attendance Type
EPO Patent Information Conference	18-20 October 2011	Kilkenny, Ireland	PLuTO exhibition booth manned and short presentation on PLuTO delivered.
IPI-ConfEx	11-14 March 2012	Barcelona, Spain	PLuTO exhibition booth.
International Trademark Association (INTA) Annual Meeting 2012	7-10 May 2012	Washington, USA	Attended
EPO Patent Information Conference	5-8 November 2012	Hamburg, Germany	Exhibition booths for IP Translator and Paronpro. 5-minute presentations for IP Translator and Paronpro.
The Pan-European Intellectual Property Summit (IP Summit 2012)	5-6 December 2012	Brussels, Belgium	Attended
The Pan-European Intellectual Property Summit (IP Summit 2012)	10-11 December 2012	Alicante, Spain	Attended
IPI-ConfEx	10-13 March 2013	Seville, Spain	PLuTO exhibition booth.

Table 5. Summary of Intellectual Property (IP) Conferences attended

Future Intellectual Property Events

WON AGM	18 April 2013	Utrecht, The Netherlands	Talk on "*PLUTO: Developing Machine Translation Solutions for Patents*"
PIUG (Patent Information User Group) 2013 Annual Conference	28 April -2 May 2013	Alexandria, USA	Talk on "*Introducing Machine Translation and the Challenge of Patents*"

Table 6. Summary of Future Intellectual Property (IP) Conferences

1.3. Other Events

Aside from events directly related to the technical aspects of the project, PLuTO was represented at a number of other events for the purposes of networking and promotion of the project.

Event	Date	Venue	Other
Visit of Irish Minister for Research and Innovation, Seán Sherlock TD	29 November 2011	Dublin, Ireland	Minister Sherlock met with PLuTO staff at DCU and viewed a demonstration of the PLuTO system.
Visit of Barrou Diallo, Head of R&D at the European Patent Office	23 January 2012	Dublin, Ireland	Mr Diallo met with PLuTO staff at DCU and viewed a demonstration of the PLuTO system.
Visit of Mary Mitchell O'Connor, TD and member of Irish Government Joint Committee on Jobs, Social Protection and Education	20 March 2012	Dublin, Ireland	Deputy Mitchell O'Connor met with PLuTO staff at DCU and viewed a demonstration of the PLuTO system.
Visit of Director General of Science Foundation Ireland, Professor Mark Ferguson	28 June 2012	Dublin, Ireland	Professor Ferguson met with PLuTO staff at DCU and viewed a demonstration of the PLuTO system.
Visit of UK Secretary of State for Business, Innovation & Skills, The Rt Hon Vince Cable MP	24 January 2013	Dublin, Ireland	Secretary Cable met with PLuTO staff at DCU and viewed a demonstration of the PLuTO system.

Table 7. Summary of other events attended

1.4. Related Dissemination Activities

In addition to having a presence at the abovementioned conferences, many of PLuTO's other dissemination activities enhance its participation and reinforce the impact of attending the events. These activities include:

1.4.1. Project Website

The PLuTO project website (http://www.pluto-patenttranslation.eu/) has been frequently updated to inform visitors of future events at which PLuTO consortium members will be in attendance and to summarise events attended. The site also enables visitors to sign up for project updates, to view examples of project benefits, and to access mock-ups of system prototypes. New websites have been created for IP Translator (http://iptranslator.com/) and Paronpro (https://paronpro.com/) to provide entrance points to PLuTO software, and to provide descriptions of products and value propositions as well as providing a sign-up point.

1.4.2. Social Media

Pre- or post-event, stakeholders can find out about project goals and activities through the project's PLuTO Facebook page. PLuTO has an active Twitter presence through the accounts @PLUTOpatents and @IPTranslator, which have disseminated 243 tweets to a total of 172 followers. Consortium members also tweet about upcoming events using the PLuTO hashtag #PLUTO-EU. The consortium's tweets provide updates on new features, events and activities, and the project's website blog provides thought leadership articles on relevant topics.

1.4.3. Communications Materials

Whatever the event, PLuTO consortium members take every opportunity to display and/or disseminate communications materials to participants and attendees. The project's communications materials include a project factsheet, a more comprehensive 6-page brochure, and business cards for project coordinators, which are given to new contacts made at events. A general PLuTO infographic has been created and is available in both poster and flyer format. Eye-catching leaflets and handouts have also been developed for IP Translator and Paronpro. For exhibitions, pull-up banners for PLuTO and IP Translator are displayed. These banners provide a strong visual cue to mark the project's presence at events. Finally, standard presentation templates for PLuTO, IP Translator and Paronpro are used at events to clearly brand presentations as forming part of the PLuTO project.

2. Dissemination Summary

Over the lifetime of the project, conference and workshop attendance has been a central element of PLuTO's dissemination activities. Table 8 below shows that dissemination targets were far surpassed with a total of eight MT conferences, three IR conferences and twelve IP conferences attended (against targets of four, one and four, respectively). Consortium members have already confirmed attendance at a number of upcoming events. These include the WON AGM, which will be held in Utrecht, The Netherlands in April 2013 and the PIUG 2013 Annual Conference, which will be held in Alexandria, USA in April 2013.

Category	Target	Actual	Countries
Machine Translation (MT) Conferences	4	8	Belgium, China, France (2), Ireland, Israel, USA (2)
Information Retrieval (IR) Conferences	1	3	Austria (2), Canada
Intellectual Property (IP) Conferences	4	12	Austria, Belgium (2), Germany, Netherlands (1 plus 1 upcoming), Ireland, Spain (3), Switzerland, USA
Other events (e.g. Language Technology, networking)	N.A.	9	Ireland (6), Belgium, Hungary

Table 8. Summary of events attended, M1 – M36

Initially there was a focus on MT events and, as the PLuTO MT technology became more developed, the consortium placed a greater emphasis on IP events. The nature of dissemination activities also

shifted from event attendance to more hands-on demonstrations at exhibition booths and presentations on PLuTO technology. Participation in these events has generated good visibility and strong brand recognition for PLuTO, which place the consortium in a solid position for further commercial exploitation of project outcomes.

Appendix

Machine Translation (MT) Conferences attended:

Event	Localisation Research Centre (LRC) Conference
Date/Loc	22-23 September 2012 – Limerick, Ireland
Description	The 17th Annual LRC Internationalisation & Localisation Conference addressed the theme "Social Localisation" and attracted 100 localisation and language services professionals from across Europe. The Conference was collocated with the CNGL Localisation Innovation Showcase.
Funded Attendees	John Tinsley (DCU - part project funded), Fred Hollowod (Symantec, PLuTO Advisory Board)
Justification	The LRC Conference is a leading MT-related conference, which provides a great opportunity to obtain feedback on software and technology and to learn from the experiences of other developers and companies operating in the market. There is a good mix of academic attendees and commercial participants, both from a user and a vendor perspective.

Event	AMTA Conference (American MT Association)
Date/Loc	29-31 October 2012 – San Diego, USA
Description	AMTA is the largest conference worldwide dedicated to MT. It is hosted biennially in North America and features one of the most active user tracks in addition to research presentations.
Funded Attendees	John Tinsley (DCU - part project funded)
Justification	A PLuTO paper entitled "*Supporting Global Patent Search with Machine Translation*" was accepted for publication at the conference and was presented by John during the user track. The user track is attended by parties not only from the Americas, but worldwide. It is a very significant forum at which to present and promote the initial fruits of the project, particularly the work with the EPO, and increase the visibility of the work being undertaken. PLuTO also participated in the Technology Showcase.

Event	EACL 2012 - Thirteenth Conference of the European Chapter of the Association for Computational Linguistics
Date/Loc	23-25 April 2012 – Avignon, France
Description	EACL is the triennial conference of the European Chapter of the ACL (EACL), the primary professional association for computational linguistics in Europe.

Funded Attendees	John Tinsley (DCU - part project funded)
Justification	EACL is a leading academic conference in the field of computational linguistics. It provides the opportunity to promote research carried out and supported under the banner of the European Commission. John delivered an invited talk on "*PLuTO: Automated Solutions for Patent Translation*" at a special workshop on Search and MT.

Intellectual Property (IP) Conferences attended:

Event	EPO Patent Information Conference
Date/Loc	18-20 October 2011 – Kilkenny, Ireland
Description	The EPO Patent Information Conference is one of the main international conferences for intellectual property professionals.
Funded Attendees	Páraic Sheridan (DCU), John Tinsley (DCU), Aalt van de Kuilen (WON), Stephen Adams (PLuTO Advisory Board)
Justification	Attendees at the EPO Patent Information Conference are the target market for IP Translator and Paronpro. It is therefore an invaluable opportunity to make the project visible, make connections with potential customers and collaborators, and to further develop existing relationships. PLuTO had an exhibition booth at the conference and Páraic delivered a short presentation on PLuTO.

Event	IPI-ConfEx
Date/Loc	11-14 March 2012 – Barcelona, Spain
Description	This is a major European conference for patent information managers and patent searching specialists.
Funded Attendees	Gudrun Magnusdottir (EST), John Tinsley (DCU), Declan Groves (DCU), Aalt van de Kuilen (WON), Stephen Adams (PLuTO Advisory Board)
Justification	Attendees at IPI-ConfEx are the target market for IP Translator and Paronpro. It is therefore an invaluable opportunity to make the project visible, make connections with potential customers and collaborators, and to further develop existing relationships. PLuTO had an exhibition booth at the conference.

Event	International Trademark Association (INTA) Annual Meeting 2012
Date/Loc	7-10 May 2012 – Washington, USA

Description	This is an annual event for legal professionals with an interest in trademarks and related intellectual property. The event attracted 9,500 IP experts from 140 countries.
Funded Attendees	Gudrun Magnusdottir (EST), Jochen Hummel (ESTEAM)
Justification	Attendees at IPI-ConfEx are the target market for IP Translator and Paronpro. It is therefore an invaluable opportunity to make the project visible, make connections with potential customers and collaborators, and to further develop existing relationships. Gudrun and Jochen attended the event and networked.

Event	EPO Patent Information Conference
Date/Loc	5-8 November 2012 – Hamburg, Germany
Description	The EPO Patent Information Conference is one of the main international conferences for intellectual property professionals.
Funded Attendees	John Tinsley (DCU), Páraic Sheridan (DCU), Ingimar Andresson (ESTEAM), Heidi Depraetere (CrossLang), Gudrun Magnusdottir (ESTEAM), Jochen Hummel (ESTEAM), Aalt van de Kuilen (WON), Stephen Adams (PLuTO Advisory Board)
Justification	The EPO Patent Information Conference's 450+ attendees are the target market for IP Translator and Paronpro. It is therefore an invaluable opportunity to make the project visible, make connections with potential customers and collaborators, and to further develop existing relationships. PLuTO consortium members manned exhibition booths for IP Translator and Paronpro and delivered 5-minute presentations for IP Translator and Paronpro.

Event	The Pan-European Intellectual Property Summit (IP Summit 2012)
Date/Loc	10-11 December 2012 – Alicante, Spain
Description	This is a large EC- supported event attended by over 600 delegates from the IP sphere.
Funded Attendees	Gudrun Magnusdottir (EST), Jochen Hummel (ESTEAM)
Justification	Attendees at the IP Summit are the target market for IP Translator and Paronpro. It is therefore an invaluable opportunity to make the project visible, make connections with potential customers and collaborators, and to further develop existing relationships. Gudrun and Jochen attended the summit and networked.

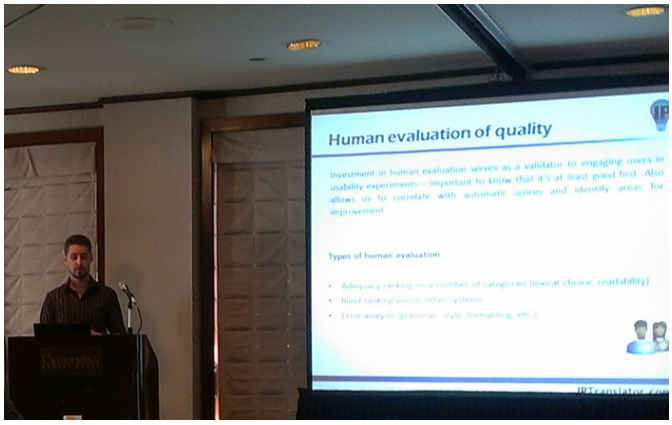
Event	IPI-ConfEx
Date/Loc	10-13 March 2013 – Seville, Spain
Description	This is a major European conference for patent information managers and patent searching specialists.

Funded Attendees	Gudrun Magnusdottir (EST), John Tinsley (DCU), Diane Foley (DCU), Aalt van de Kuilen (WON), Stephen Adams (PLuTO Advisory Board)
Justification	Attendees at the EPO Patent Information Conference are the target market for IP Translator and Paronpro. It is therefore an invaluable opportunity to make the project visible, make connections with potential customers and collaborators, and to further develop existing relationships. PLuTO consortium members attended the summit and networked.

Photographs of PLuTO Consortium Members at International Events

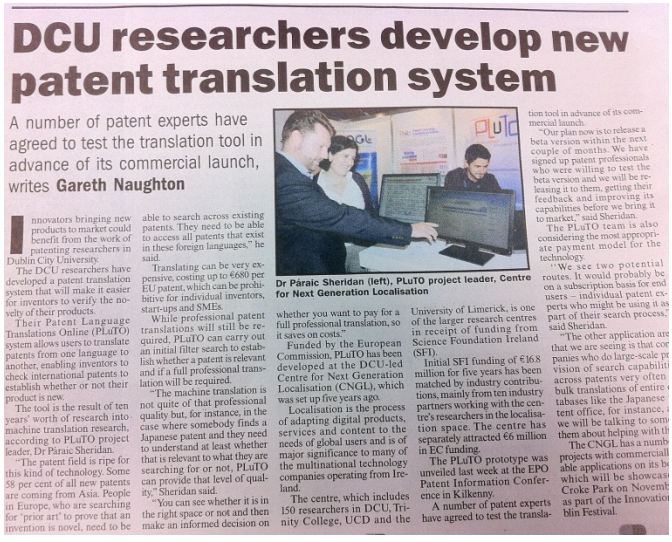
1 Páraic Sheridan of Dublin City University presents PLuTO to UK Secretary of State for Business, Innovation and Skills, The Rt Hon Vince Cable MP during a visit to DCU in January 2013

2 PLuTO member Páraic Sheridan (DCU) promotes IP Translator's exhibition stand during the plenary session of the European Patent Office's Patent Information Conference in Hamburg, Germany in November 201



3 John Tinsley (DCU) discussing the evaluation of machine translation quality at AMTA 2012 in San Diego, USA in October 2012

4 Declan Groves (DCU) at the PLUTO booth during the IPI-Confex conference in Barcelona in March 2012



DCU researchers develop new patent translation system

A number of patent experts have agreed to test the translation tool in advance of its commercial launch, writes **Gareth Naughton**

Innovators bringing new products to market could benefit from the work of patenting researchers in Dublin City University.

The DCU researchers have developed a patent translation system that will make it easier for inventors to verify the novelty of their products.

Their Patent Language Translations Online (PLuTO) system allows users to translate patents from one language to another, enabling inventors to check international patents to establish whether or not their product is new.

The tool is the result of ten years' worth of research into machine translation research, according to PLuTO project leader, Dr Páraic Sheridan.

"The patent field is ripe for this kind of technology. Some 58 per cent of all new patents are coming from Asia. People in Europe, who are searching for 'prior art' to prove that an invention is novel, need to be able to search across existing patents. They need to be able to access all patents that exist in these foreign languages," he said.

Translating can be very expensive, costing up to €680 per EU patent, which can be prohibitive for individual inventors, start-ups and SMEs.

While professional patent translations will still be required, PLuTO can carry out an initial filter search to establish whether a patent is relevant and if a full professional translation will be required.

"The machine translation is not quite of that professional quality but, for instance, in the case where somebody finds a Japanese patent and they need to understand at least whether that is relevant to what they are searching for or not, PLuTO can provide that level of quality," Sheridan said.

"You can see whether it is in the right space or not and then make an informed decision on whether you want to pay for a full professional translation, so it saves on costs."

Dr Páraic Sheridan (left), PLuTO project leader, Centre for Next Generation Localisation

Funded by the European Commission, PLuTO has been developed at the DCU-led Centre for Next Generation Localisation (CNGL), which was set up five years ago.

Localisation is the process of adapting digital products, services and content to the needs of global users and is of major significance to many of the multinational technology companies operating from Ireland.

The centre, which includes 150 researchers in DCU, Trinity College, UCD and the University of Limerick, is one of the larger research centres in receipt of funding from Science Foundation Ireland (SFI).

Initial SFI funding of €16.8 million for five years has been matched by industry contributions, mainly from ten industry partners working with the centre's researchers in the localisation space. The centre has separately attracted €6 million in EC funding.

The PLuTO prototype was unveiled last week at the EPO Patent Information Conference in Kilkenny.

A number of patent experts have agreed to test the translation tool in advance of its commercial launch.

"Our plan now is to release a beta version within the next couple of months. We have signed up patent professionals who were willing to test the beta version and we will be releasing it to them, getting their feedback and improving its capabilities before we bring it to market," said Sheridan.

The PLuTO team is also considering the most appropriate payment model for the technology.

"We see two potential routes. It would probably be on a subscription basis for end users – individual patent experts who might be using it as part of their search process," said Sheridan.

"The other application are that we are seeing is that companies who do large-scale pr vision of search capabiliti across patents very often bulk translations of entire tabases like the Japanese tent office, for instance, we will be talking to som them about helping with th

The CNGL has a numb projects with commercial able applications on its b which will be showcas Croke Park on Novemb as part of the Innovatio blin Festival.

5 Ireland's national *Sunday Business Post* newspaper covers PLuTO's presence at the European Patent Office's Patent Information Conference 2011 in Kilkenny, Ireland