

## **Reduce costs due to incorrect trademark renewal process**

Refer to published article, **Six Sigma in Corporate Law**, **Six Sigma Forum Magazine**, November 2004.

### **Problem:**

Corporate Law department in a large diversified global company faces huge processing costs when trademarks are renewed.

### **Approach:**

**Six Sigma DMAIC** project using **Value-added** analysis and **Logistic Regression** was completed to address the problem and determine the root causes. The underlying process was dramatically redesigned.

### **Results:**

This project resulted in \$1.5M in hard savings to the operating costs of the Corporate Law department.