

# A Boutique Law Firm Delivers High-Value Due Diligence at Speed Using LexisNexis® PatentSight®

How PatentSight® data analysis helps Han Santos become a true partner and strategic advisor to its clients

## At a glance



### Customer

Han Santos, PLLC

### Requirements

- Guide decisions for clients during M&A activities
- Deliver patent due diligence in short periods of time
- Identify high-value, impactful patents for meaningful analysis in spaces with large portfolios
- Free up lawyers to do the strategic, higher-value work

### Solution

Working with PatentSight has enabled Han Santos to make sense of huge volumes of patent data in short periods of time, enabling their team to guide clients with data-driven insights when deadlines are tight.



## Han Santos

Based in Seattle, Han Santos is a boutique specialty law firm specializing in matters related to intellectual property, business transactions and technology law. Founded in 2013, the firm provides an alternative to large, traditional law firms by offering world-class, cost-effective solutions and takes a personal, value-oriented approach to its services. Han Santos helps its clients advance their business objectives by protecting, maximizing and leveraging their IP assets, both in the U.S. and globally. Its clients range from emerging startups to multinational corporations. Its team of legal and technical experts includes professionals with master's degrees in technical fields and with many years' experience working in the high-tech industry, giving them a deep understanding of a broad range of technologies.

*"We take this notion of counseling very seriously. And by allowing us to focus on bespoke law that meets the needs of the client, that's where PatentSight® helps out."*

**Pat Santos, Managing Partner, Han Santos**

## Business case

It was their experience working at large technology companies that gave Pat Santos and Andy Han, who met as University of Washington freshmen, the idea for a new type of legal services firm: one that would offer clients outside counsel but with all the strategic, value-oriented approaches offered by general counsel. "You can think of us as a bunch of attorneys that were in-house that went to outside counsel," says Santos. "Usually, it's the other way around."

When Santos and Han launched their firm in 2013, the world was slowly emerging from a two-year downturn, with economists predicting that growth in developed economies would remain weak for some time to come. For Han Santos, however, the business landscape offered plenty of opportunities. "The economy had its ups and downs," recalls Santos, who oversees the firm's growth. "But the challenges were the same: How do you get value and measurable business advantage out of your intellectual property?"

Helping clients do this is Han Santos' mission. And a key line of work for the firm is providing the data analysis and insights on IP needed by companies engaging in due diligence ahead of a merger or acquisition. Santos highlights three strategies for which companies are seeking data and analysis when looking to buy or merge with their competitors: defensive, offensive and standards-driven.

All three strategies have one thing in common: They require accurate patent analysis that identifies areas in which new technologies might be emerging, and provides an accurate picture of the global landscape of competitive patent portfolios. And when gathering and analyzing this data for clients during M&A activity, speed is of the essence.

## Rising demands for a rapid turnaround

In a business environment where competition is increasingly intense, firms like Han Santos are under pressure to deliver to their clients answers that are detailed and analytical but that also land on their clients' desks extremely fast. Given this high-stakes business environment, the firm needed a way to rapidly deliver what Richard Dodson calls a "first cut"—that is, identifying enough high-value, impactful patents to hand over a reasonably representative sample set to a smaller team of attorneys for analysis.

"In the two weeks you have, when you're up against it to come up with go/no-go decisions, you need to make some judgments on the strengths and weaknesses of the target compared to this vast competitive landscape," says Dodson. "Some of these competitive spaces are very large, with portfolios of 20,000 or 50,000 patents. The question is, how can we give meaningful analysis on such a large space."

*"When we talk about making use of technology, what we're really saying is that we're freeing up lawyers to do the more strategic, analytical, higher-value work."*

**Richard Dodson, Patent Analyst/Agent,  
Han Santos**

## The power of data-driven analytics

The answer, for Han Santos, has been to turn to technology. And working with the PatentSight software has enabled the firm to find a way of making sense of extremely large volumes of patent data in short periods of time by delivering data-driven insights to guide clients when deadlines are tight.

By using PatentSight® Patent Asset Index™—a measure of global technological strength and innovation—Han Santos can quickly gain insights into the relative quality of patents, whether across entire technology fields or in companies that are M&A targets. With a database that is updated weekly, users can monitor changes in the tech landscape and

spot disruptive innovations early on.

Critically, PatentSight enables them to do this cost effectively. "Due diligence is expensive," says Santos. "Essentially you need a small army of lawyers, all of them billing away. But with PatentSight, we can come up with a first approximation really quickly to help guide go/no-go decisions."

By enabling it to uncover potential risks, PatentSight data also helps Han Santos give its clients a substantial negotiating advantage during deal making, often resulting in lower acquisition prices.

Dodson highlights one PatentSight feature that the firm finds particularly useful: Its Tech Clusters matrix, which maps the highest-scoring clusters of technologies for patent owners across a given industry. "That gives us a really nice first cut that doesn't depend on the WIPO classifications, which are of interest to patent examiners but by and large are not useful for our purposes."

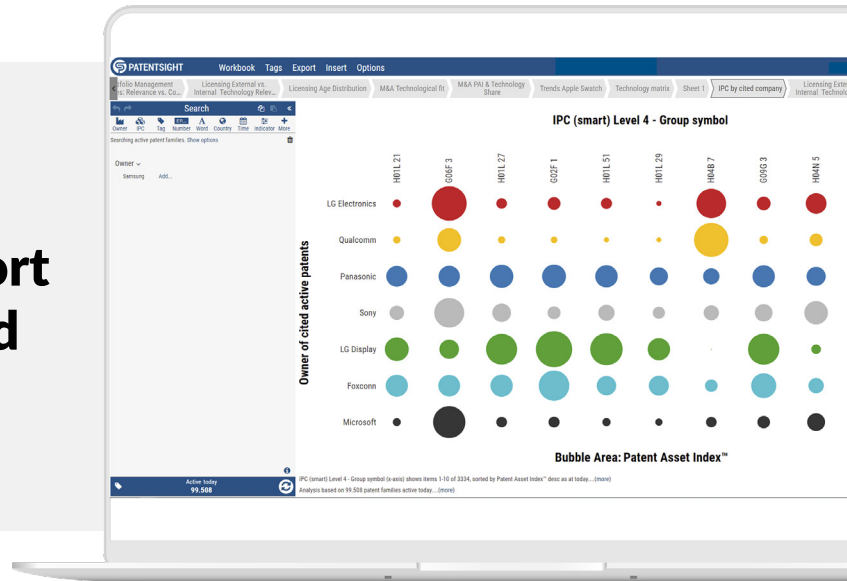
## The result

For a firm such as Han Santos, success can be partly measured in dollars. And in 2021 using PatentSight for general comparable company analysis resulted in \$700 million in acquisitions for its clients. Success can also be measured in risks avoided, and in some cases, PatentSight analysis has led to Han Santos advising clients to walk away from a deal.

With a powerful data collection technology tool at its fingertips, Han Santos can deploy its people skills where it really matters. "We're able to get the raw data quickly so we can spend more time on the analysis and on giving value to the clients," says Dodson. This means Han Santos can go beyond a role as an external advisor to becoming a true partner in deal making and negotiations, giving clients the ability to factor risk and IP value into their M&A strategies.

And of course, Han Santos has one other highly tangible way of measuring the return on its investment in PatentSight: repeat business. "Clients don't say 'good job'—they just give you more work and continue to make use of you," says Santos. "The fact that we have a long stream of repeat work is really how we measure success."

# Key PatentSight Capabilities That Support M&A Due Diligence and Strategic Consulting



## Actionable insights for strategic decision-making

A powerful and easy-to-use analytics platform, PatentSight delivers fast answers accessible to both top management and IP professionals.

- Evaluate companies and technologies
- Provide analysis for strategic decision-making
- Search and view individual patents and important details
- Benefit from patent information accurately assigned to the current ultimate commercial owner
- Enable strategic client partnerships with powerful insights and visualizations

## Quality metrics inform value and risk

The Patent Asset Index™ helps in assessing patent quality and reveals the true strength of the players in technology fields, enabling you to identify the key patents that require explicit attention.

Evaluate acquisition targets' patent portfolios for potential value, risk, and technological fit. Save remarkable amounts of time by finding answers to important questions:

- Are the targets particularly dependent on other competitors?
- Would this expose your client to potential litigation?
- Do targets have patents that are highly influential in their industries?

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Bringing clarity to innovation.

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