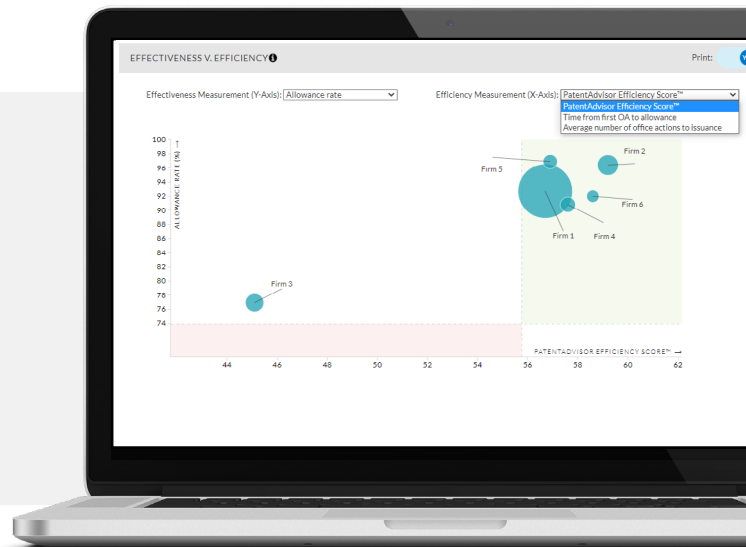


Easily and Objectively Measure Prosecution Performance

LexisNexis PatentAdvisor®
Benchmarking Reports



How to know whether your prosecution performance is better than average?

Given the outcome variability at the USPTO, how can you tell whether good results were just luck of the draw? The all new real-time fully-customizable PatentAdvisor™ Benchmarking Reports (Outside Counsel for a Company and Company/Law Firms in a Tech Space) level the playing field by taking examiner difficulty out of the equation and scoring purely for efficiency with the proprietary PatentAdvisor Efficiency Score.

Unlike allowance rate, the PatentAdvisor Efficiency Score is:

- Normalized for examiner difficulty
- Normalized for number of applications
- Not directly penalized for abandonments

We have ranked every patented and abandoned application in our system for efficiency, based on different standards for red (difficult), yellow (average), and green (easy) examiners.

Based on their application scores, each law firm and corporation will receive:

- A red examiner score
- A green examiner score
- A yellow examiner score
- An overall score that is a weighted average of their red, green, and yellow scores

The score ranges from 0 to 100, with average being 50.

PATENTADVISOR EFFICIENCY SCORE™ Print: YES

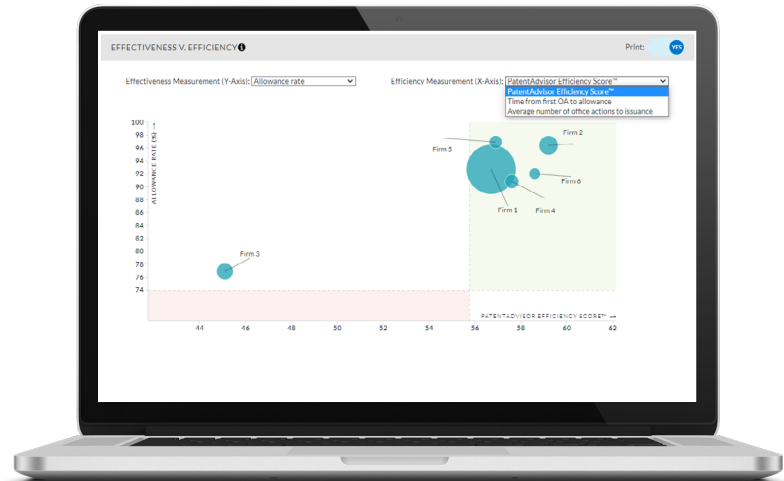
Some examiners are more difficult than others. PatentAdvisor's Efficiency Score levels the playing field by scoring every application for efficiency, based on a different standard for red (difficult), yellow (medium) and green (easy) examiners.

1 - 6 OF 6

Name	Overall score	Score with red examiners	Score with yellow examiners	Score with green examiners
Firm 1	56.7	44.3	57.2	57.9
Firm 2	59.2	71.3	58.6	58.5
Firm 3	45.1	34.8	47.2	44.4
Firm 4	57.6	46.4	56.6	61.1
Firm 5	56.9	47.5	57.3	56.8
Firm 6	58.6	75	58.2	58

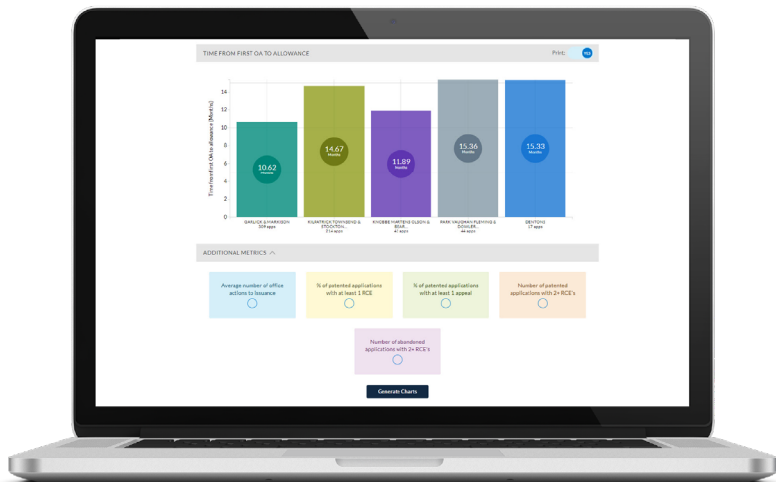
Where does your prosecution performance fall on this chart?

The efficiency chart visualization enables you to easily see who is working the most efficiently and the most effectively. The most efficient and effective law firms can be found in the top right corner.



The PatentAdvisor Efficiency Score leverages the LexisNexis PatentAdvisor® Smart Detection System to provide the best accuracy available

This enhanced level of detail and normalized data is provided by the exclusive PatentAdvisor™ Smart Detection System. By looking to data from multiple sources within the PAIR record and incorporating elements of artificial intelligence, the Smart Detection System is able to determine which law firm should be assigned to an application with a greater degree of accuracy than ever before available.



Easily customize these on-demand PatentAdvisor Benchmarking Reports in real-time

The PatentAdvisor Benchmarking Reports also include a comparison of the Time to Allowance for any law firm and/or corporation you choose to include in the analysis.

LexisNexis® Intellectual Property Solutions.
Bringing clarity to innovation.

To learn more visit us at
lexisnexisip.com/PatentAdvisor