

Spot Digital Aliens in Traditional Technologies

with Advanced Patent Analytics



Presenters



Gene Quinn

*Founder
IPWatchdog.com*



Marco Richter

*Head of Consulting & Customer
Success at PatentSight – A
LexisNexis Company*



Dr. Jochen Spuck

*Head of Product Development
at the Swiss Federal Institute of
Intellectual Property*

Why Patent Analytics matter

Key patent on relevant technology



A patent entitles its owner the right to exclude others from making, using or selling an invention for a limited period of time

Commercially successful product



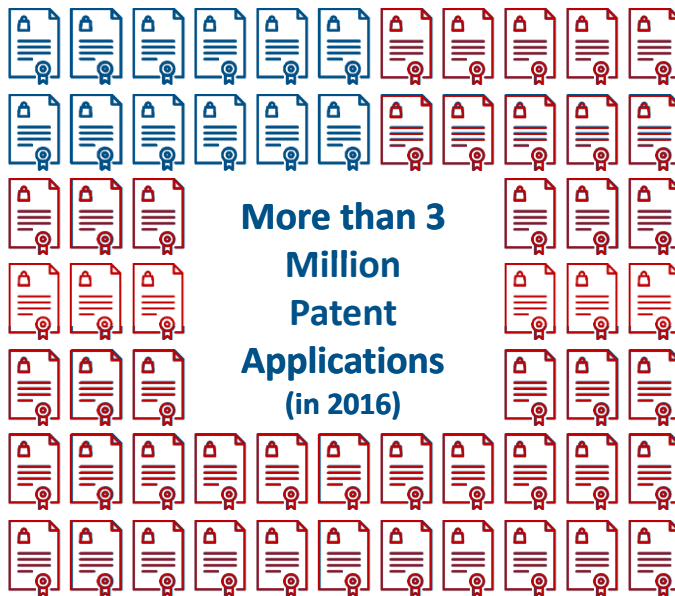
Patent-protected products can be sold exclusively for up to 20 years

High revenues and increase in stock price



Being able to sell relevant products exclusively maximizes revenues and can impact stock performance

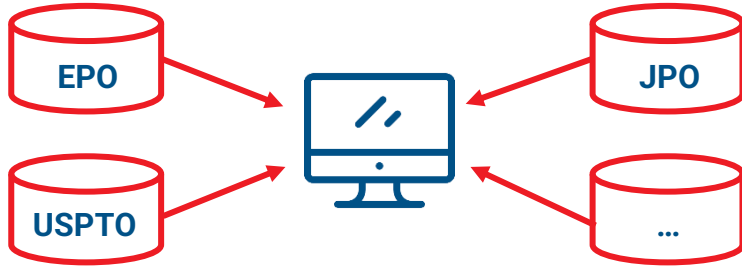
Challenge: How to identify key patents and the companies currently owning them?



Studies quote: 70 - 80% of
all patents have low or
even **no commercial value**

A new approach is required to efficiently identify key patents in the data haystack!

Data from patent offices worldwide

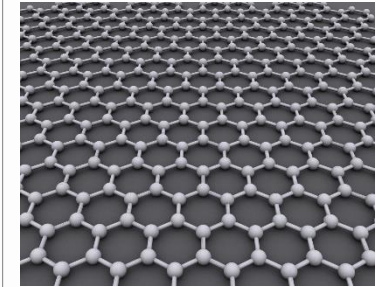


✘ Incomplete ownership information

✘ Ambiguous legal status information

✘ Errors: Wrong translations and misspellings

Competitor Scouting: Graphene



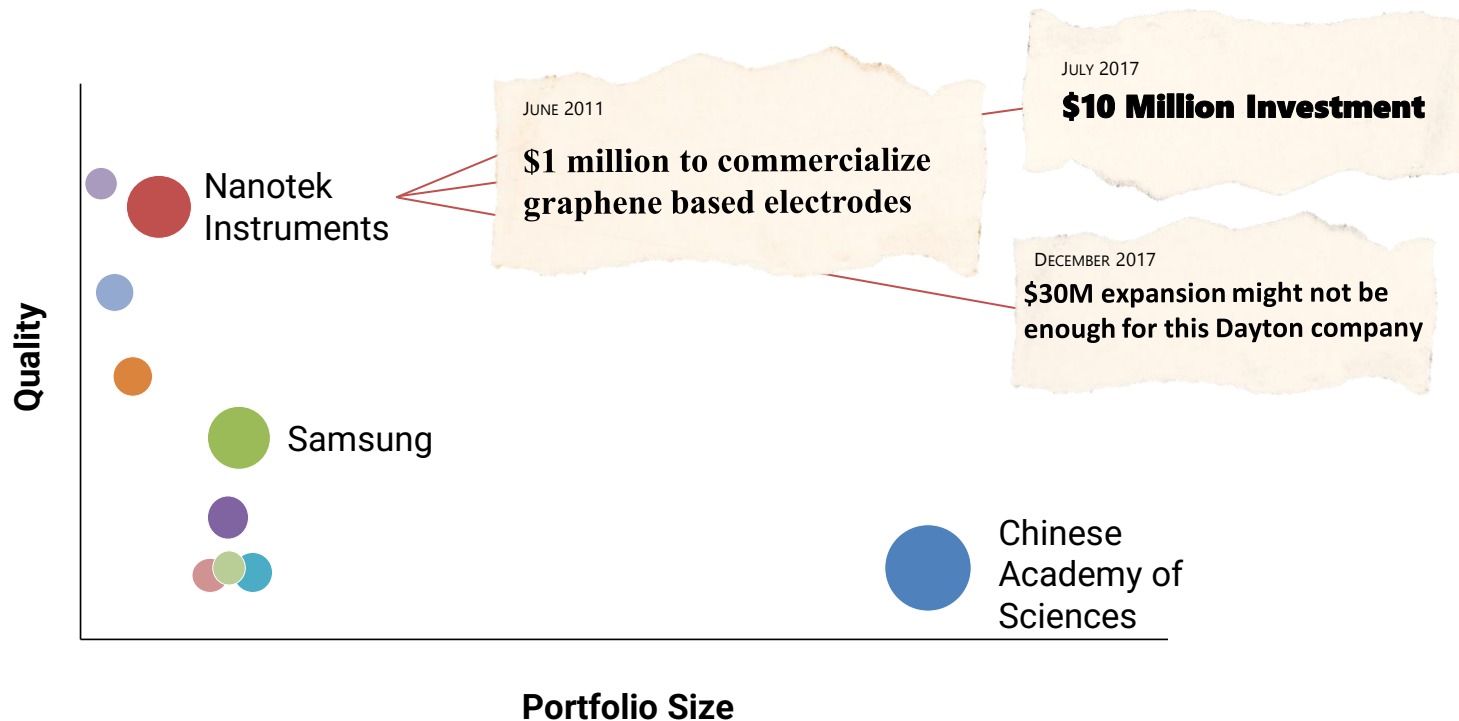
Graphene is an atomic-scale hexagonal lattice made of carbon atoms.

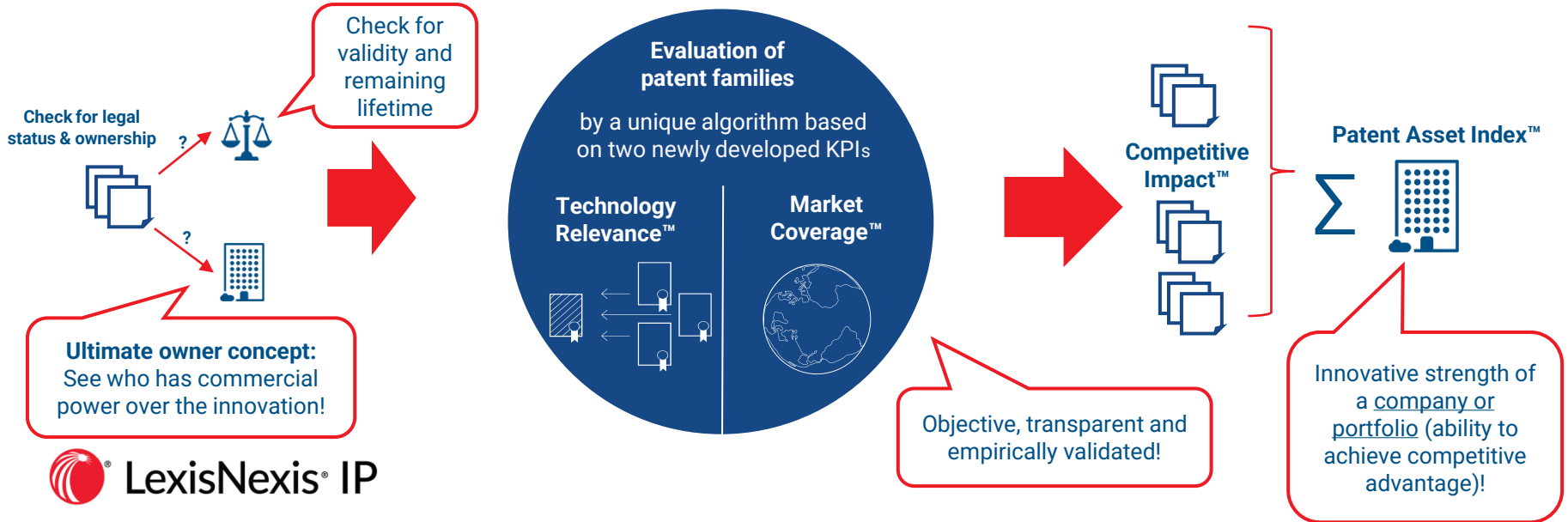
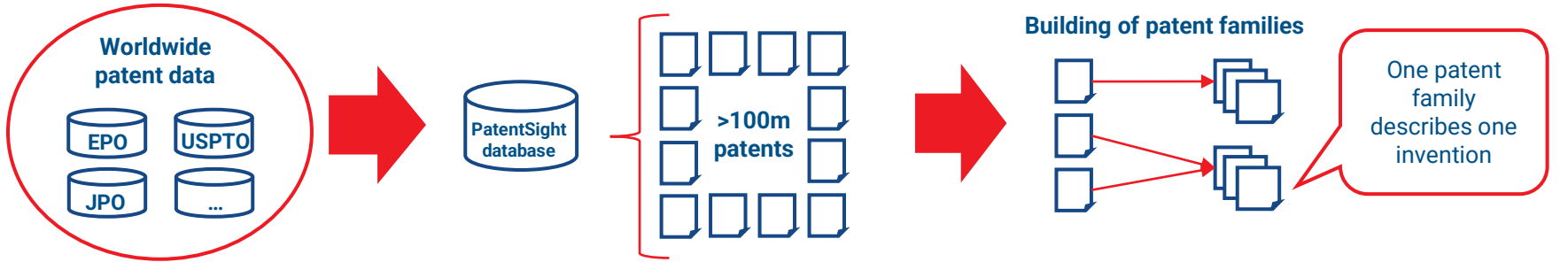


Chinese
Academy of
Sciences

Portfolio Size

Competitor Scouting: Graphene





Use cases



Use cases

Benchmarking
& Competitive
Intelligence

Yesterday

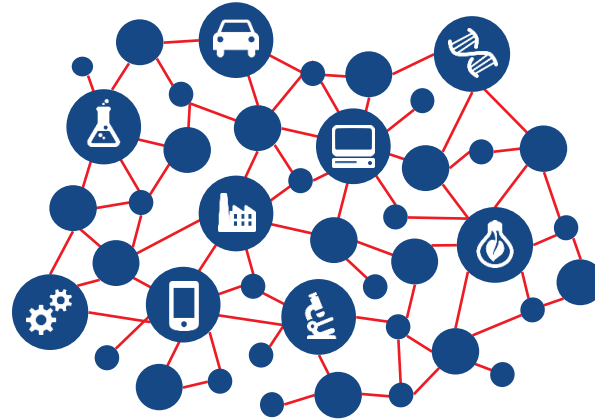
Traditional industries with
established value chains



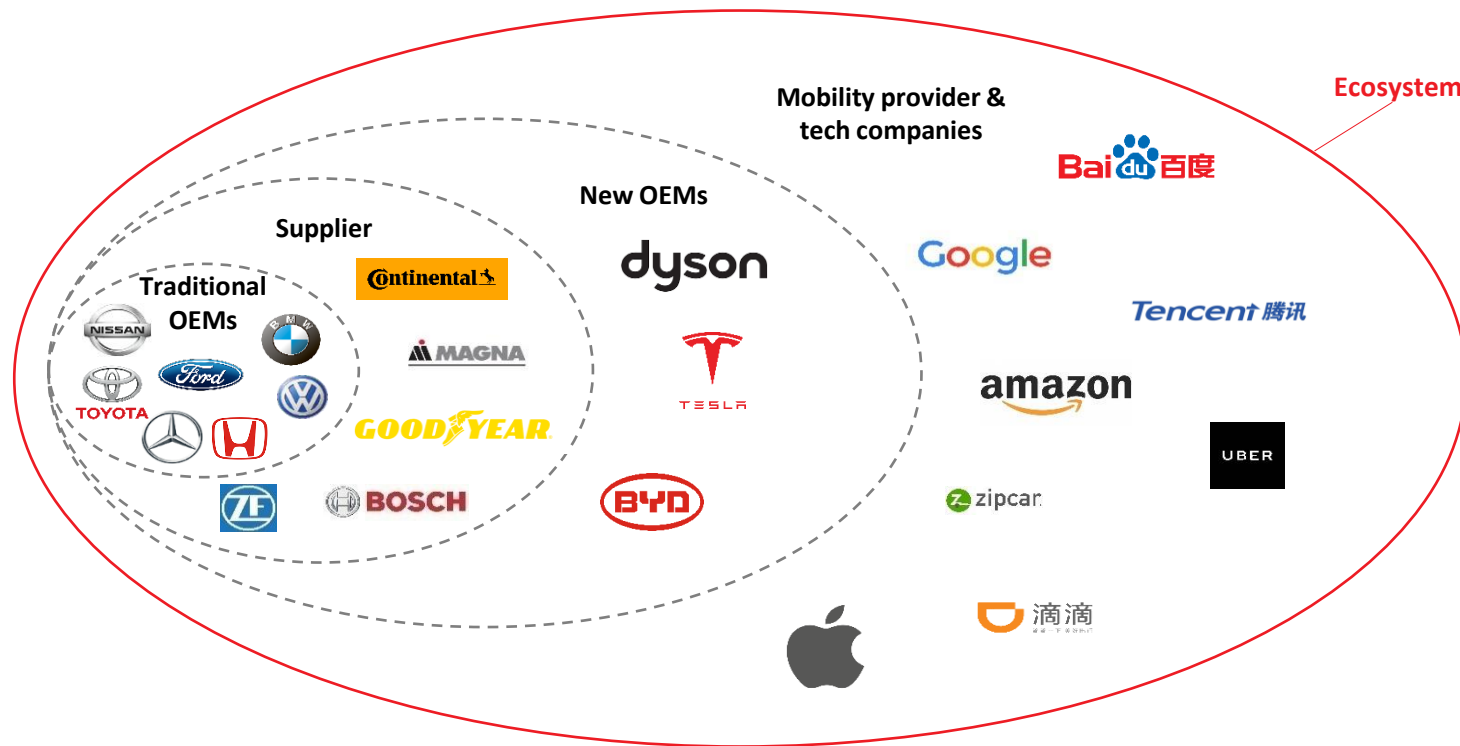
Digitalization

Today

New globally
interconnected ecosystem



Digitalization turns traditionally siloed industries into a complex ecosystem with many involved players

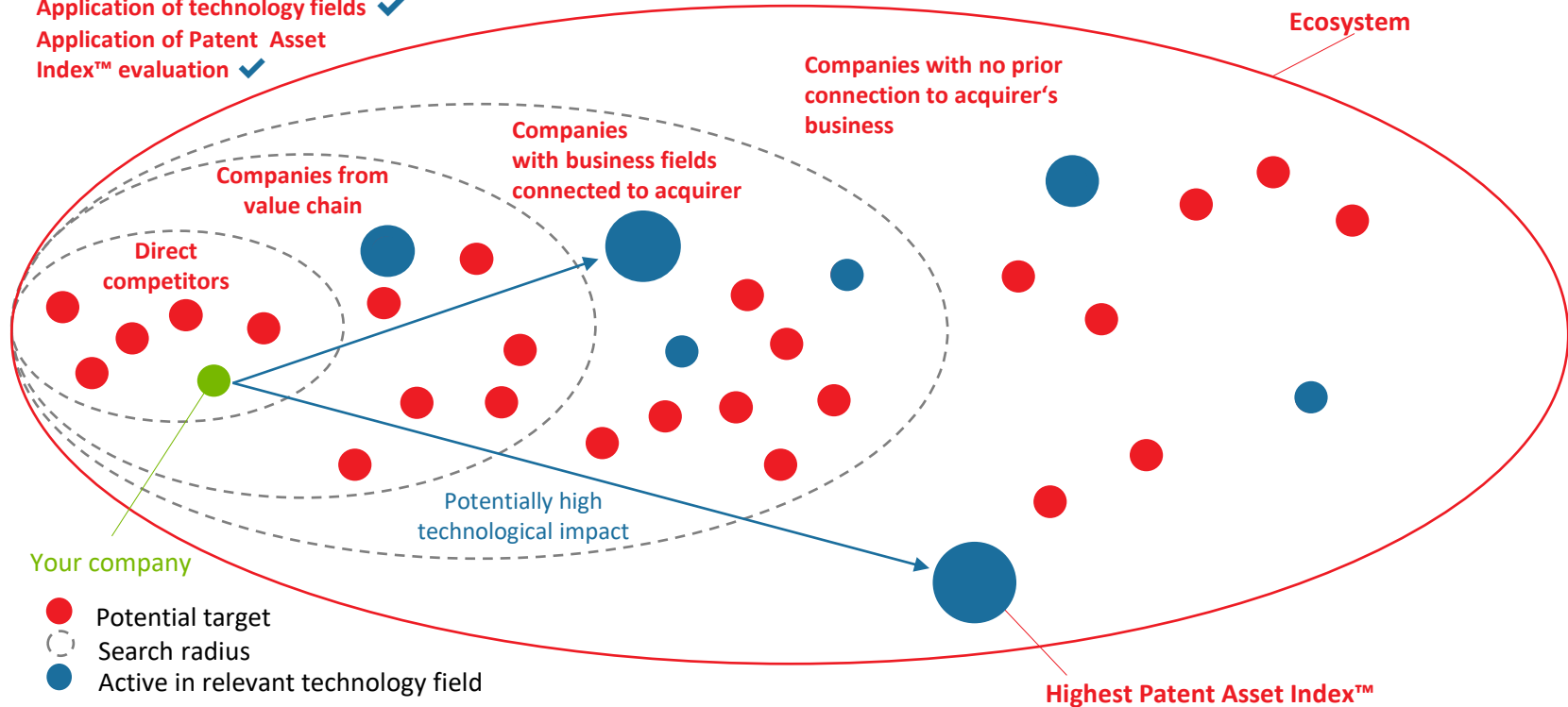


“It’s better to acquire disruptive technology than to be disrupted by that technology.”

Morgan Stanley

New approach towards identifying and selecting M&A targets in complex ecosystems

Application of technology fields ✓
Application of Patent Asset Index™ evaluation ✓



How to define a technology field

Highway to optimum precision and maximum recall



Noise

Start:

High Precision
Strong technical
definition

Goal:

Broad recall
Optimum precision
Application driven field
definition

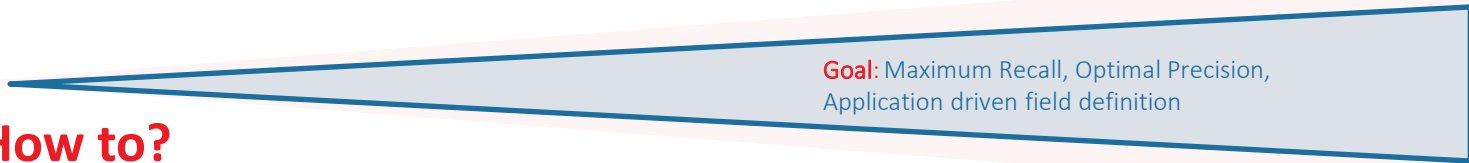
Avoid:

Low precision,
too large recall
or vice versa,
Diverging
content

Noise

How to properly define a technology field

Highway to optimum precision and maximum recall



Goal: Maximum Recall, Optimal Precision,
Application driven field definition

How to?

- Interview with technology experts
- Precise Classification (CPC, F-Terms)
- Precise Keyword Concepts in Claims/Title
- Added Value Databases (ETSI, FDA,..)
- Manual Document Evaluation
- Retrieval of precise, technology specific documents, followed by citation analysis and similarity routines

- Broader keyword concepts in claims/abstract, plus precise keywords in full-text, both in combination with larger class definitions (IPC, CPC, F-Terms, FI), different keyword concepts or within other technology fields.
- Setting up these technical concepts in 90° logic (avoiding combinations of parallel logic)
- Repeating random sample evaluation and noise screening for correction loops.

Avoid: Avoid:

Low precision, too large recall or vice versa, Diverging content

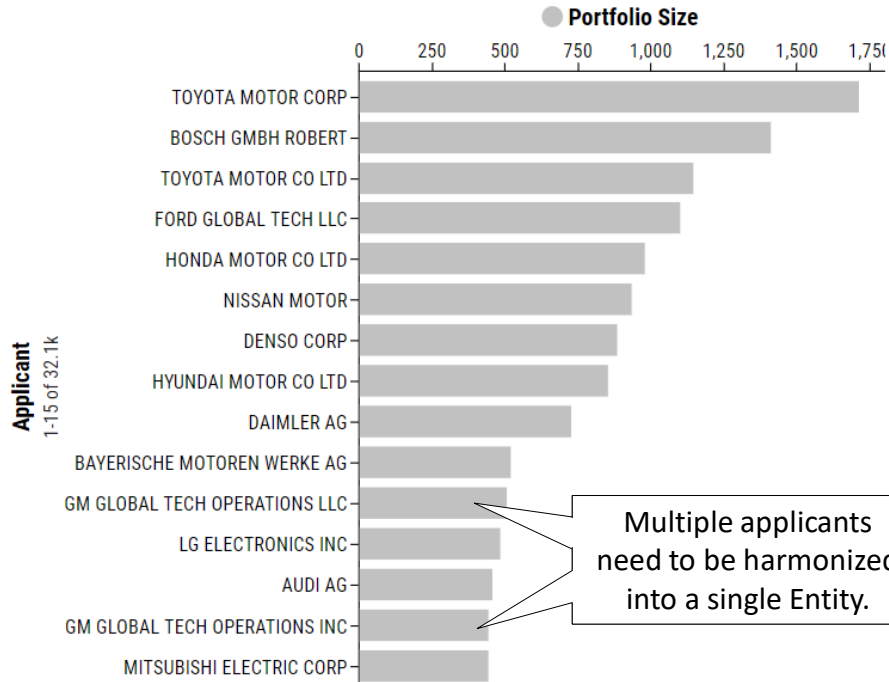
- Variable application driven keyword concepts with or without combination with larger or application focused class concepts (IPC, CPC) to broaden recall.
- Noise Reduction technics, such as not/not filter.
- Quality control of random samples by experts.

To the software

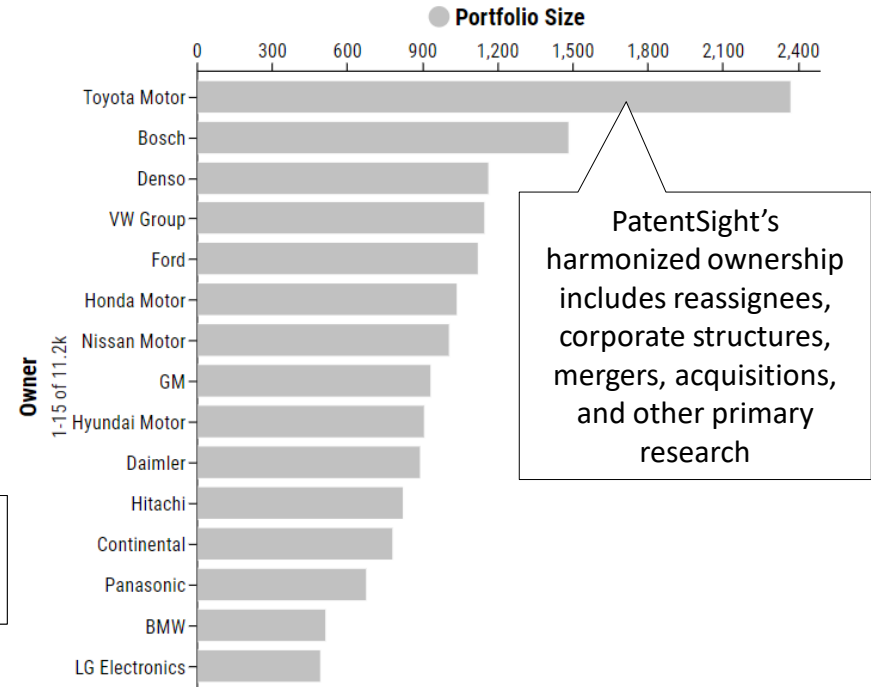


Competitor Scouting: Ultimate Owner Concept

Traditional Approach - Applicant

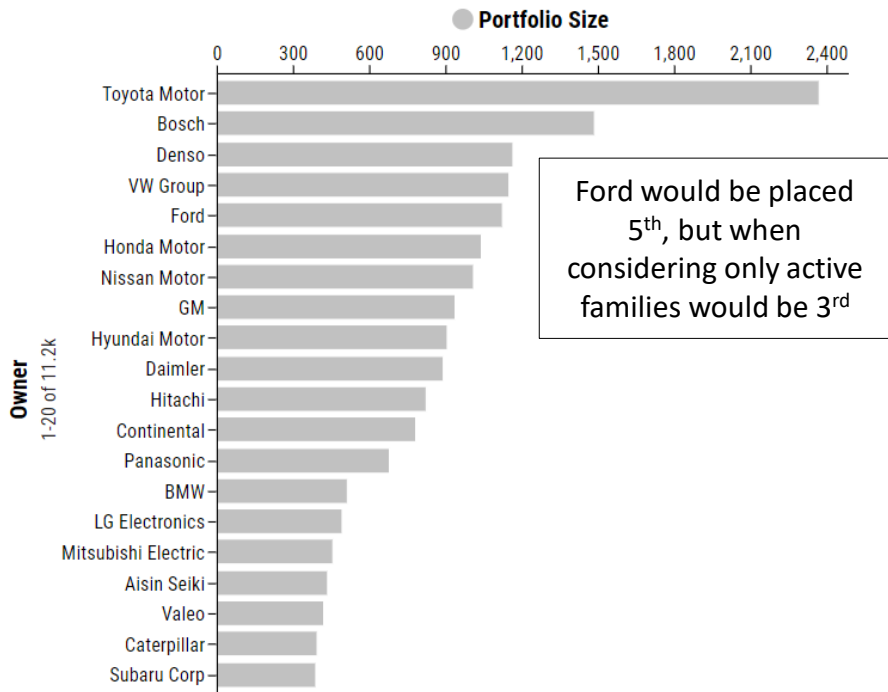


PatentSight Approach - Ultimate Owner



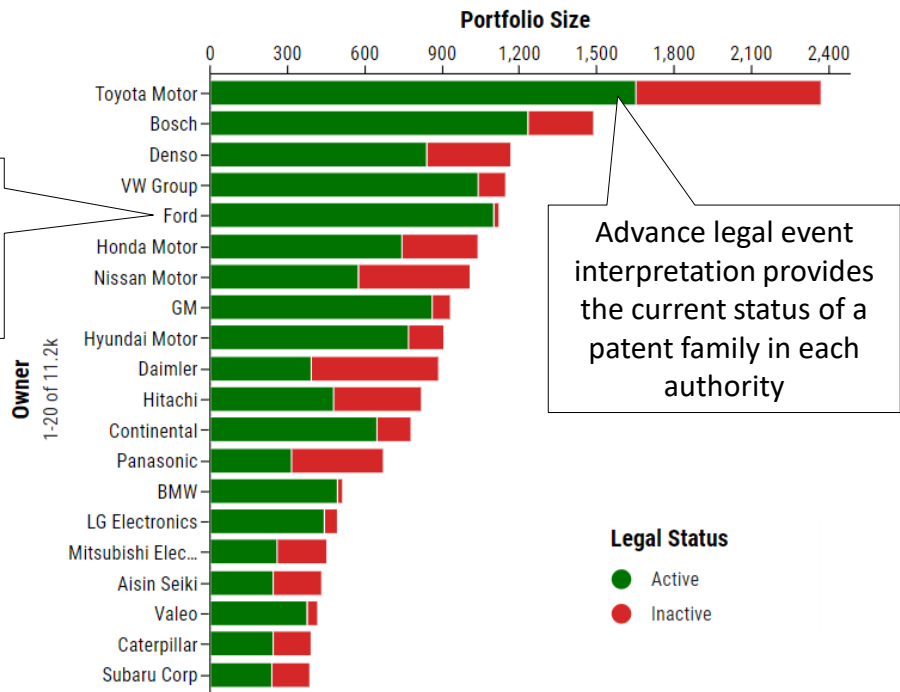
Legal Status: Determination of Patents still In Force

Traditional Approach: All patents (Force + Inactive)



Ford would be placed 5th, but when considering only active families would be 3rd

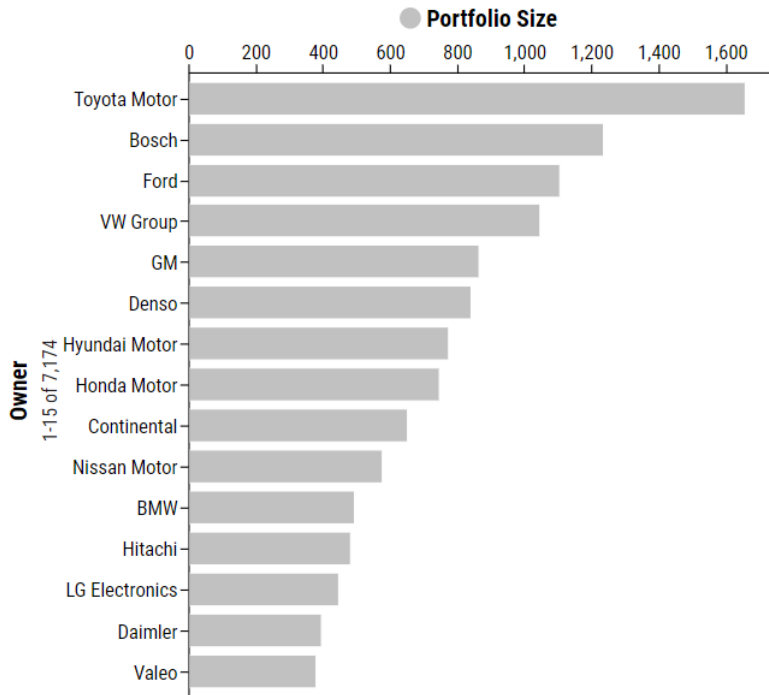
PatentSight Approach: Differentiating between In Force and Inactive



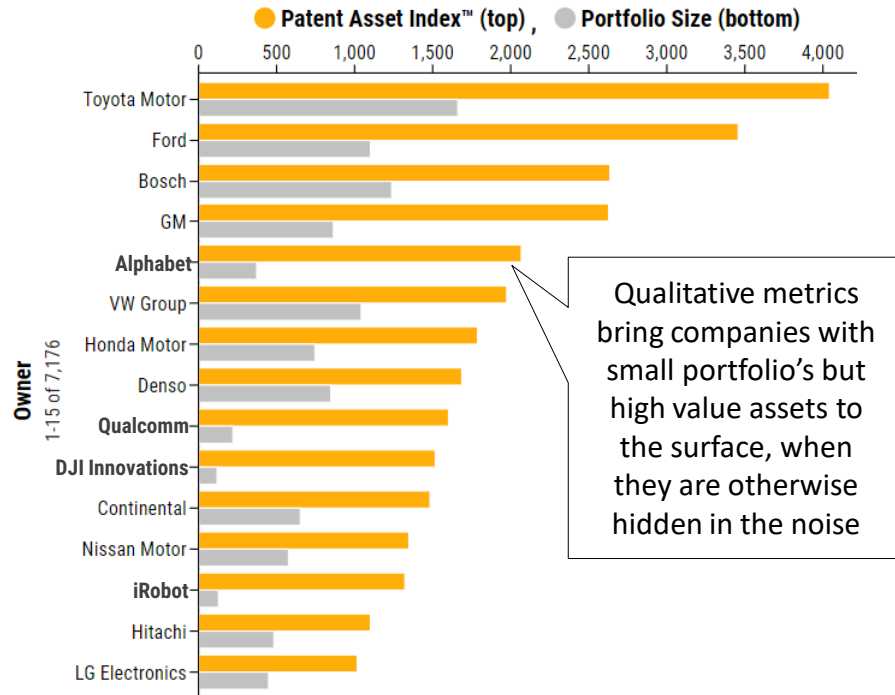
Advance legal event interpretation provides the current status of a patent family in each authority

Qualitative Indicators: Determination Patents of Value

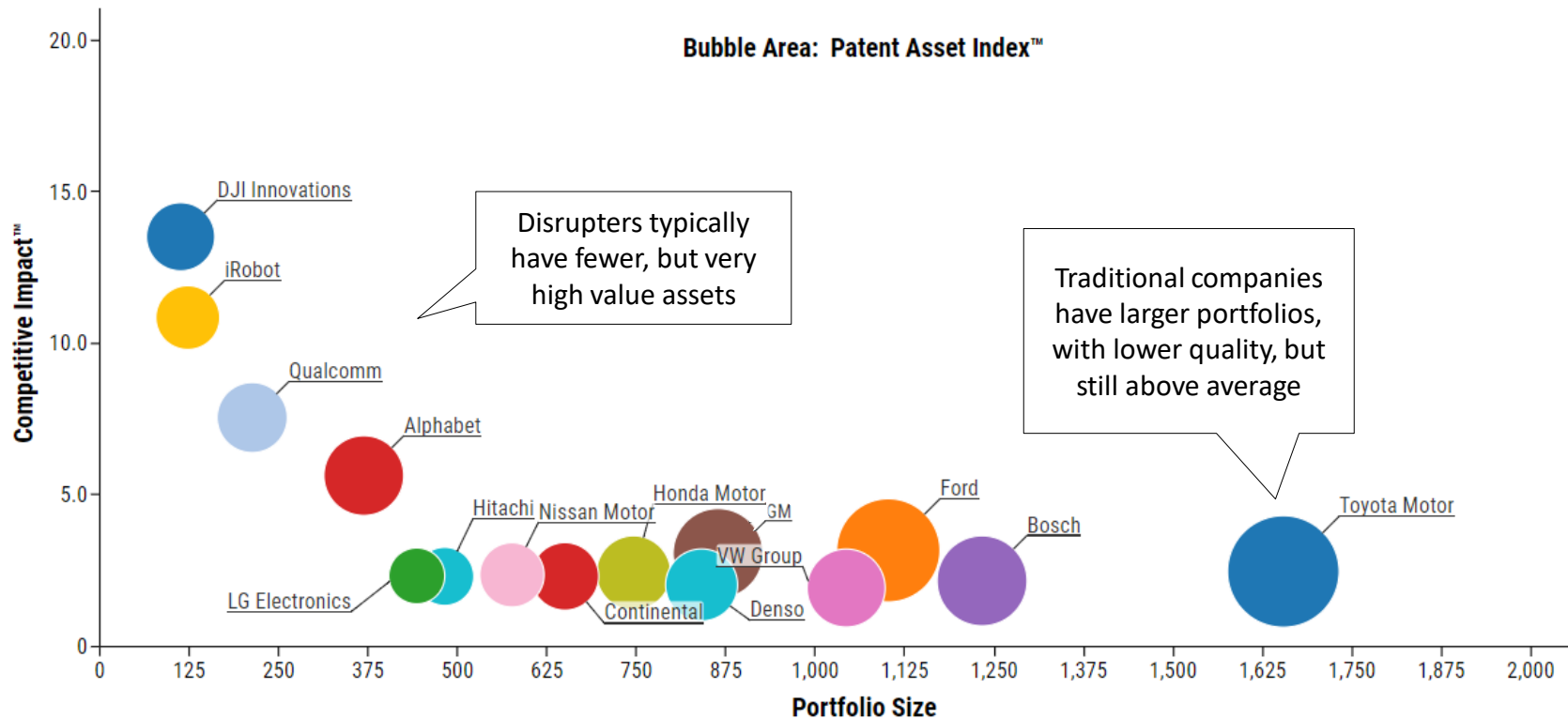
Traditional Approach - Quantitative



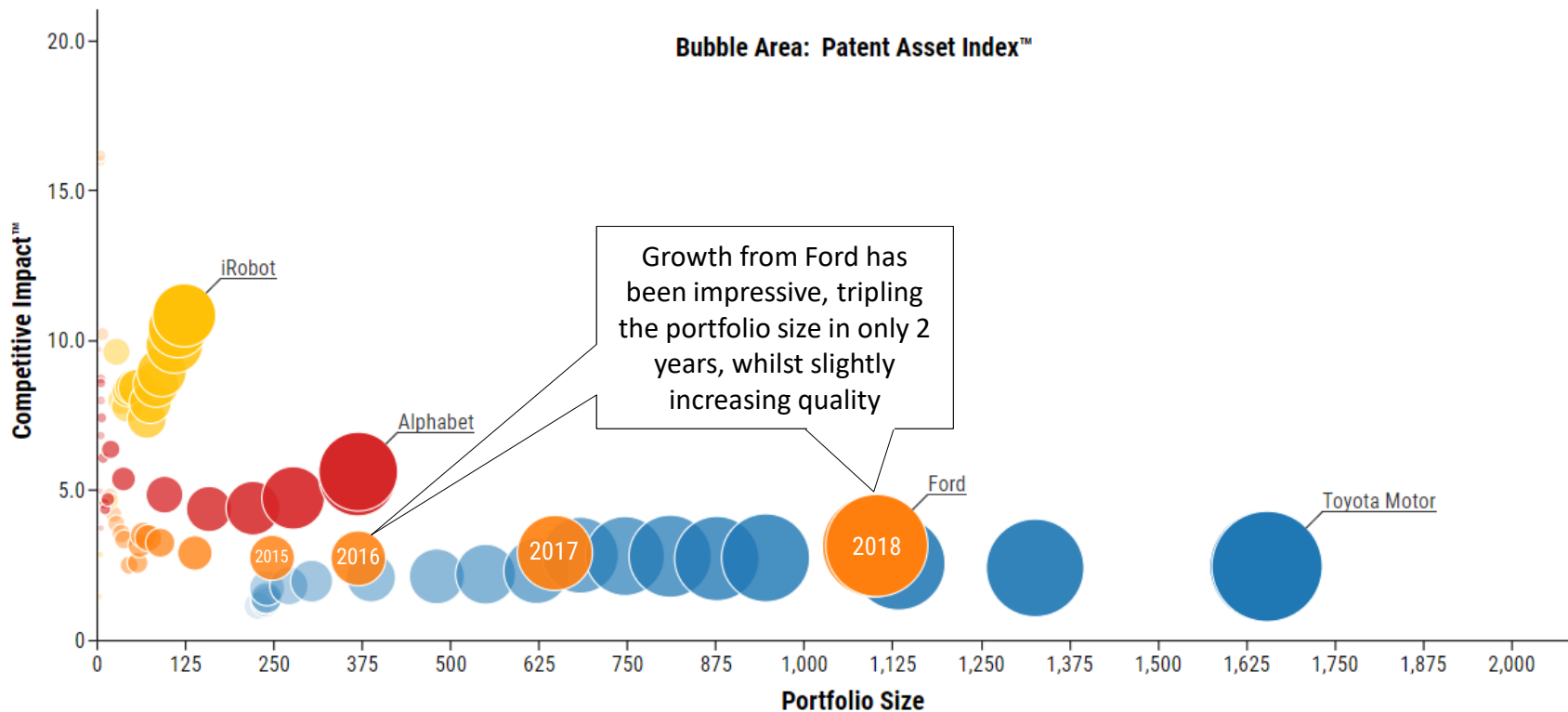
PatentSight Approach - Qualitative with the Patent Asset Index



Patent Landscape for Autonomous Driving: Today



Patent Landscape for Autonomous Driving: Growth

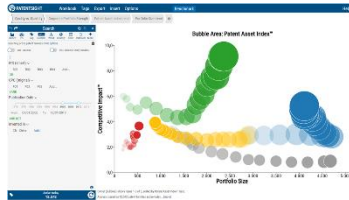


More about PatentSight

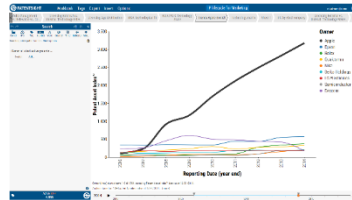


PatentSight reveals Insights for many applications

Benchmarking & Competition



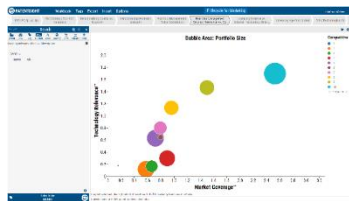
Trend Scouting



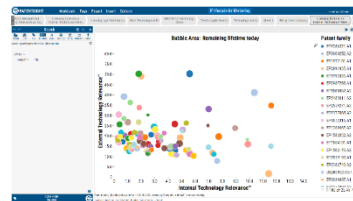
M&A and Due Diligence



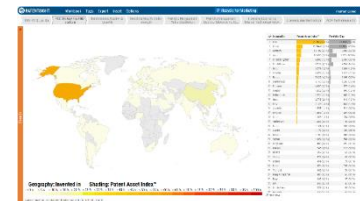
Portfolio Management



Licensing & Monetization



R&D and Filing Strategy



More about Advanced Analytics with PatentSight

Visit: www.patentsight.com

Schedule a demo at: www.patentsight.com/demo

The screenshot displays the LexisNexis PatentSight website. At the top left, it says "LexisNexis PatentSight®". Below this, a headline reads "Empower strategic decision-making with advanced but easy to use patent analytics based on best-in-class data quality". To the right of this text is a small image of a computer monitor displaying a colorful line graph. Below the headline, a sub-headline states "PatentSight enables unique insights for key applications:". The main content area is organized into a grid of six feature cards, each with an icon and a title:

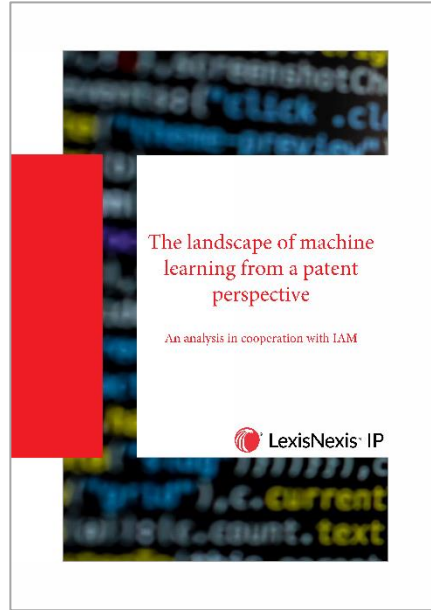
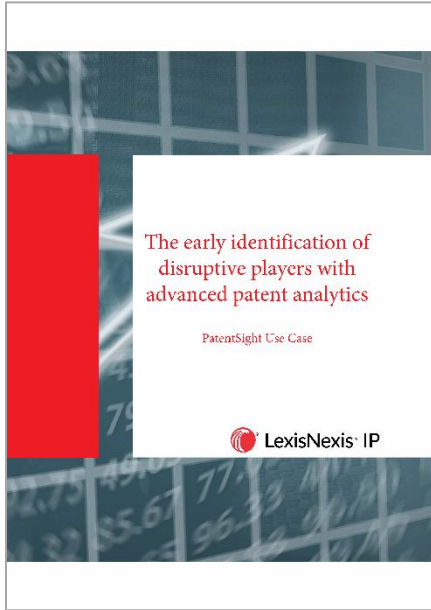
- Competitive Intelligence & Benchmarking**: Icon of a star. Text: "Use decision-making on the measurement of true patent portfolio strength and competitive factors while relying on industry proven KPIs to track progress."
- M&A and Due Diligence**: Icon of a person. Text: "Efficiently assess the value or risk of acquisition candidates, then analyze portfolios for technological fit, key patents and owners to critical IP questions."
- Disruptive Technology**: Icon of a lightning bolt. Text: "Spotting pipelines disruptive innovations and promising start-up companies with analytics that help you gain a competitive edge."
- License & Monetization**: Icon of a dollar sign. Text: "With analytics on patent portfolios in all technologies, you can both evaluate your most valuable patents for licensing and identify potential licensees."
- Portfolio Optimization**: Icon of a document. Text: "Answer key questions to define a country filing strategy, increase portfolio efficiency and identify competitive strengths and weaknesses."
- R&D Strategy**: Icon of a lightbulb. Text: "Improve innovation with a clearly defined business strategy that is connected to IP and can alert you to new entrants and potential partners."

At the bottom of the page, there is a red banner with the text "Please visit us at: LexisNexisIP.com/PatentSight to learn more". Below the banner, it says "© All content is IP LexisNexis IP Solutions".

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product information

More about Advanced Analytics with PatentSight

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For more information, contact:

Marco Richter

Head of Consulting & Customer Success

mrichter@patentsight.com

www.PatentSight.com

