

Outperforming your Peers

Insights from leading innovators on our Top 100 list



Housekeeping

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- If you have questions during the presentation, please send us via the Question Tab
- You can download the slides from the system



'Outperforming your Peers'

Today's agenda

- **Opening thoughts**
- **Introduction of the 'Innovation Momentum' report and methodology**
Innovation Momentum 2022: The Global Top 100
- **Round table conversation**
why are today's guests on the Global Top 100 list?
- **Final thoughts**
- **Q&A**

'Outperforming your Peers'

Host and presenter



Gene Quinn

Founder and CEO,
IPWatchdog



Nicholas Valentino

Lead IP Customer Success,
LexisNexis Intellectual Property
Solutions

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Today's panel



Jake Mangan

Senior IP Counsel &
RAN Team Portfolio
Manager at Ofinno



**Pauline
Baumgartner - Harris**

VP Intellectual Property at
Firmenich



Mark Campagna

Sr. Director Patent
Portfolio Strategy at
Medtronic



Sean Sullivan

Lead Intellectual Property
Counsel at 4Catalyzer

Innovation Momentum 2022: The Global Top 100

Who is leading the innovation race? Find out in the "Innovation Momentum 2022: The Global Top 100" report

To uncover forward-thinking patent development and spotlight true technological contemporaries across industries, a first-ever report measuring the dynamics of innovative strength over the last two years and recognizing technology owners who outperform their peers is now available. The result is a more inclusive list of innovators, capturing not only mature multinational innovators but also small start-ups with early disruptive innovation.

In the report, you will find:

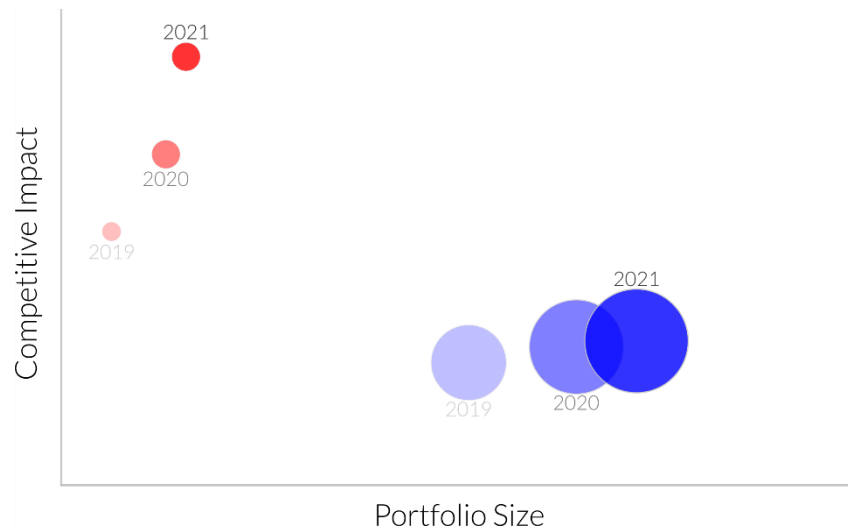
- An explanation of the new methodology used to determine the list.
- The complete list of the most innovative companies across the globe
- A breakdown of the industries experiencing the most innovation activity.
- A regional analysis of innovation
- A deep dive into 3 highly innovative industries.



Motivation

The Motivation for the **Innovation Momentum** development is to have a method to **identify patent portfolios with a high momentum in its development** over time which

- is wholly transparent, building on the Patent Asset Index methodology
- captures year-on-year changes to portfolios
- identifies young, strong, small patent portfolios
- identifies large, well maintained patent portfolios
- is applicable to different categories like technologies, industries, patent owners, or geographical regions



The Methodology: Based on the Patent Asset Index™

**Technology
Relevance**



**Market
Coverage**



Competitive Impact

Individual strength
of a patent family



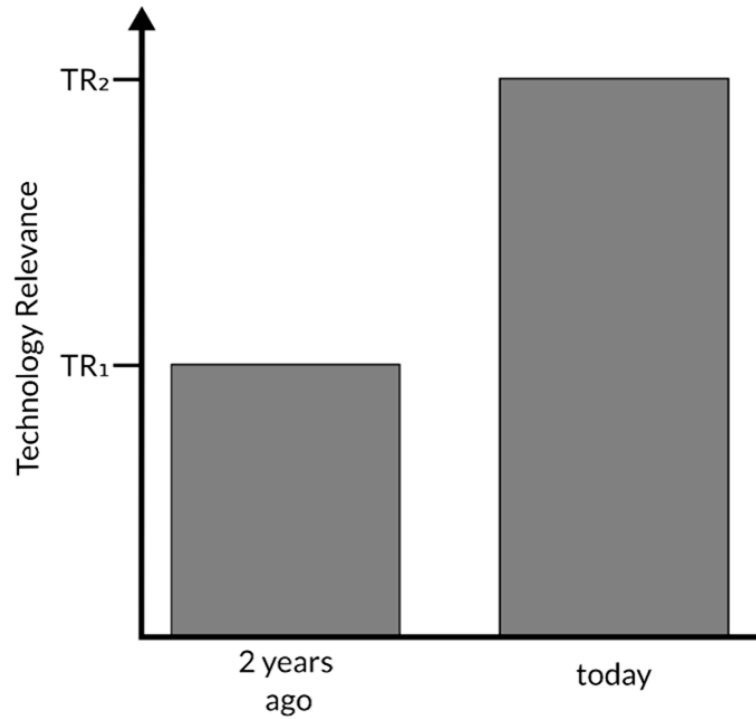
**Patent
Asset
Index™**



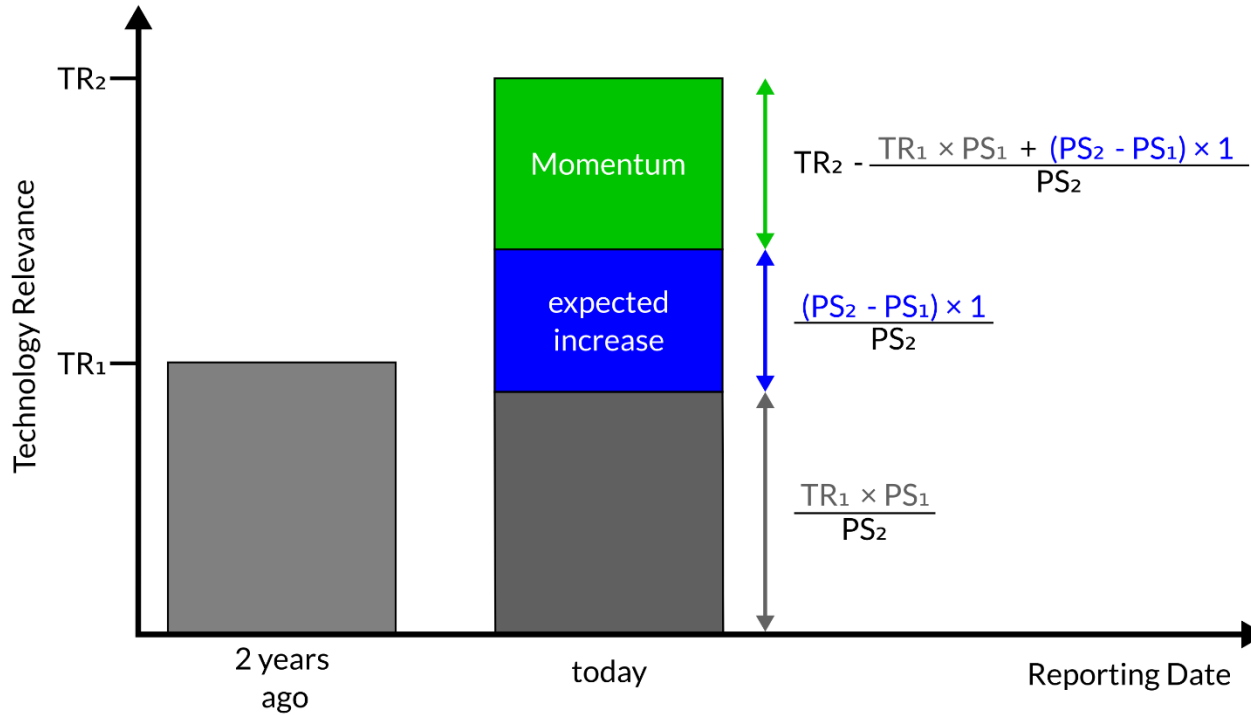
Innovative strength of
a patent portfolio

Objective, transparent,
and scientifically validated

The Methodology



The Methodology

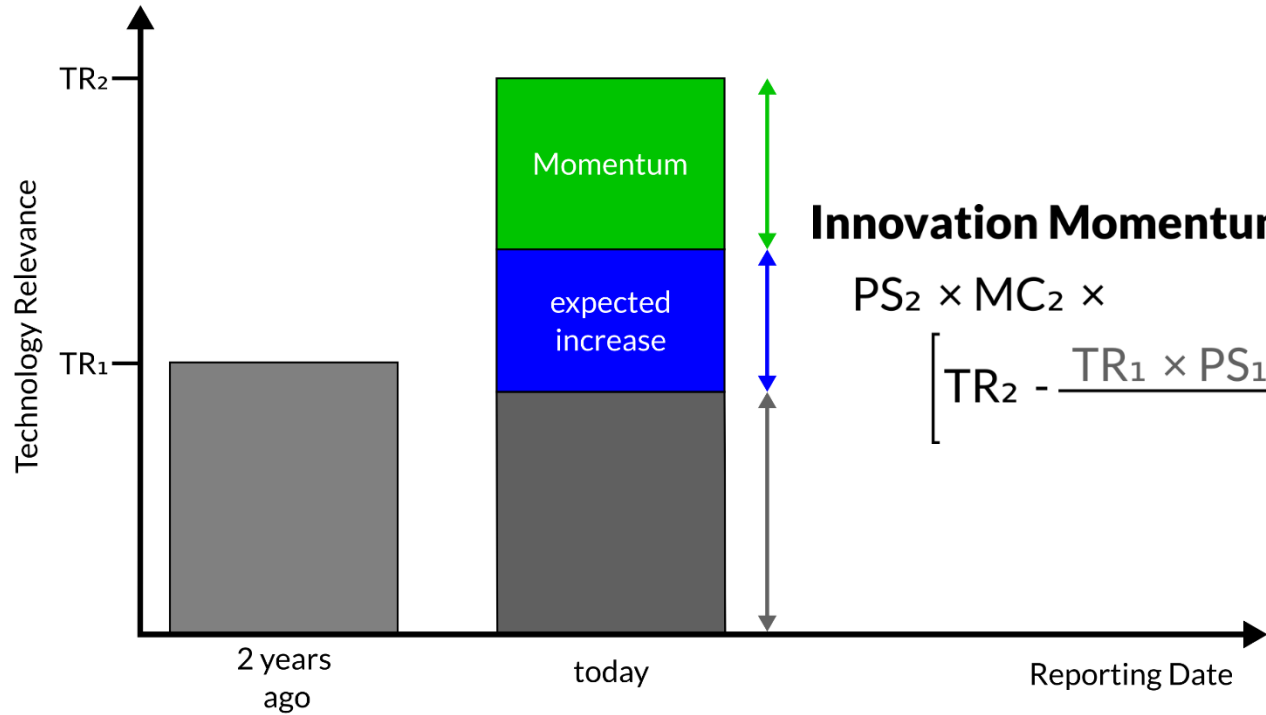


The Innovation Momentum is the portion exceeding the expectations.

Expected change in Technology Relevance based on change in Portfolio Size and database average Technology Relevance

The Technology Relevance from 2 years ago in today's terms

The Methodology

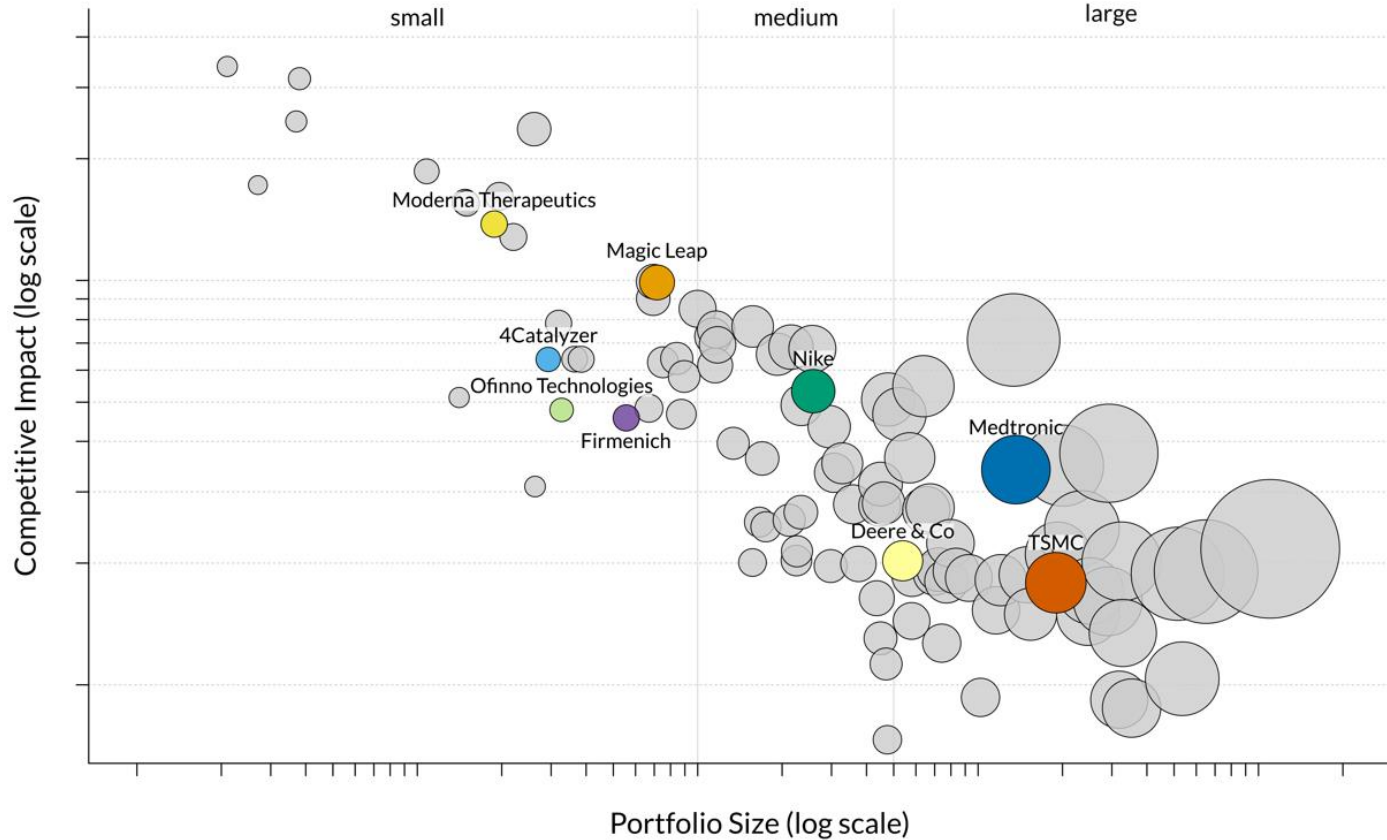


Innovation Momentum =

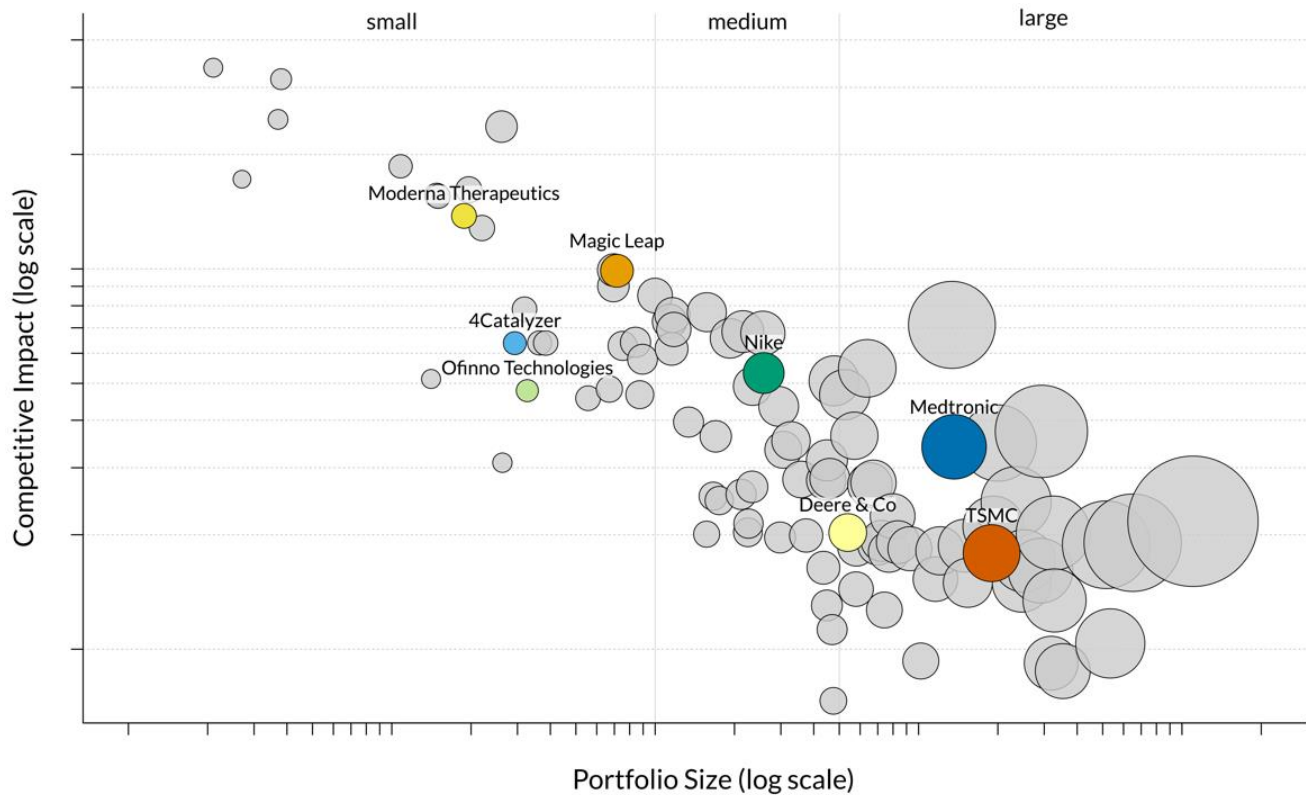
$$PS_2 \times MC_2 \times$$

$$\left[TR_2 - \frac{TR_1 \times PS_1 + (PS_2 - PS_1) \times 1}{PS_2} \right]$$

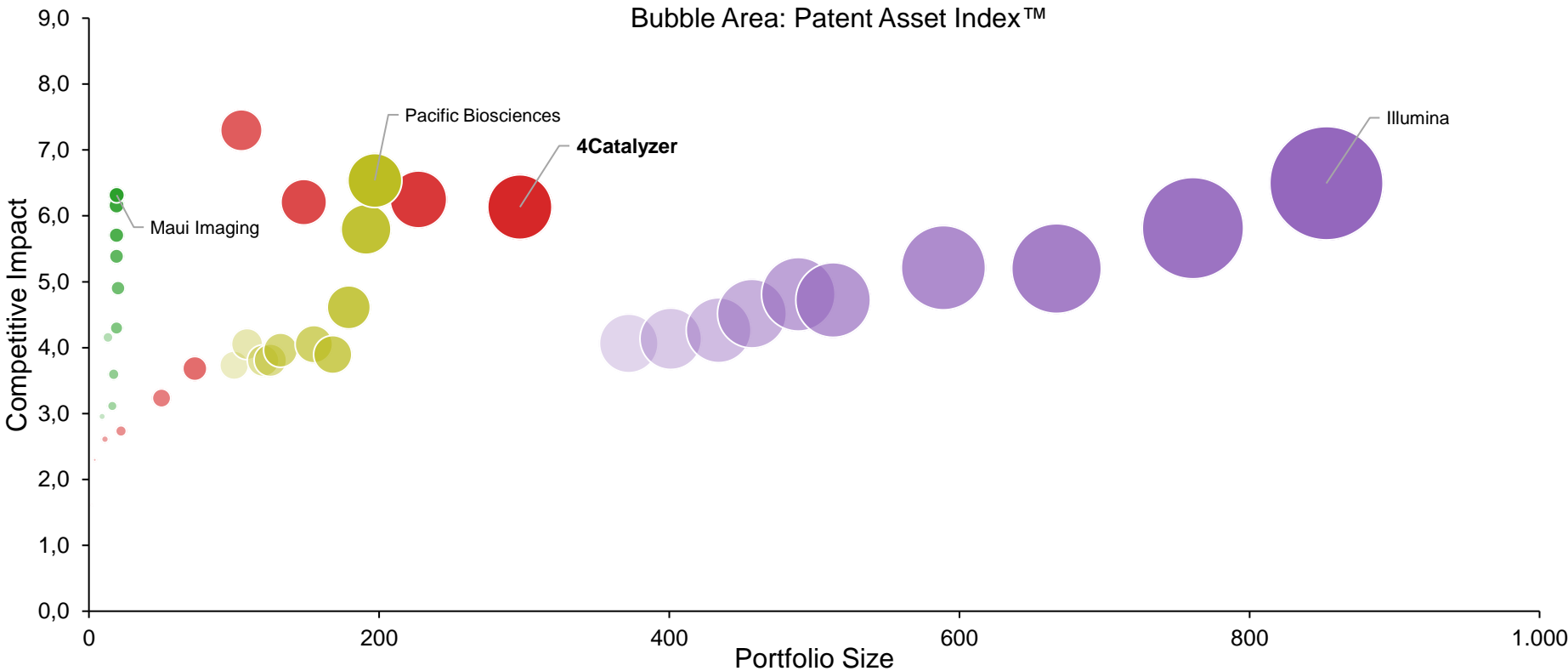
The Top 100 Quality vs Quantity



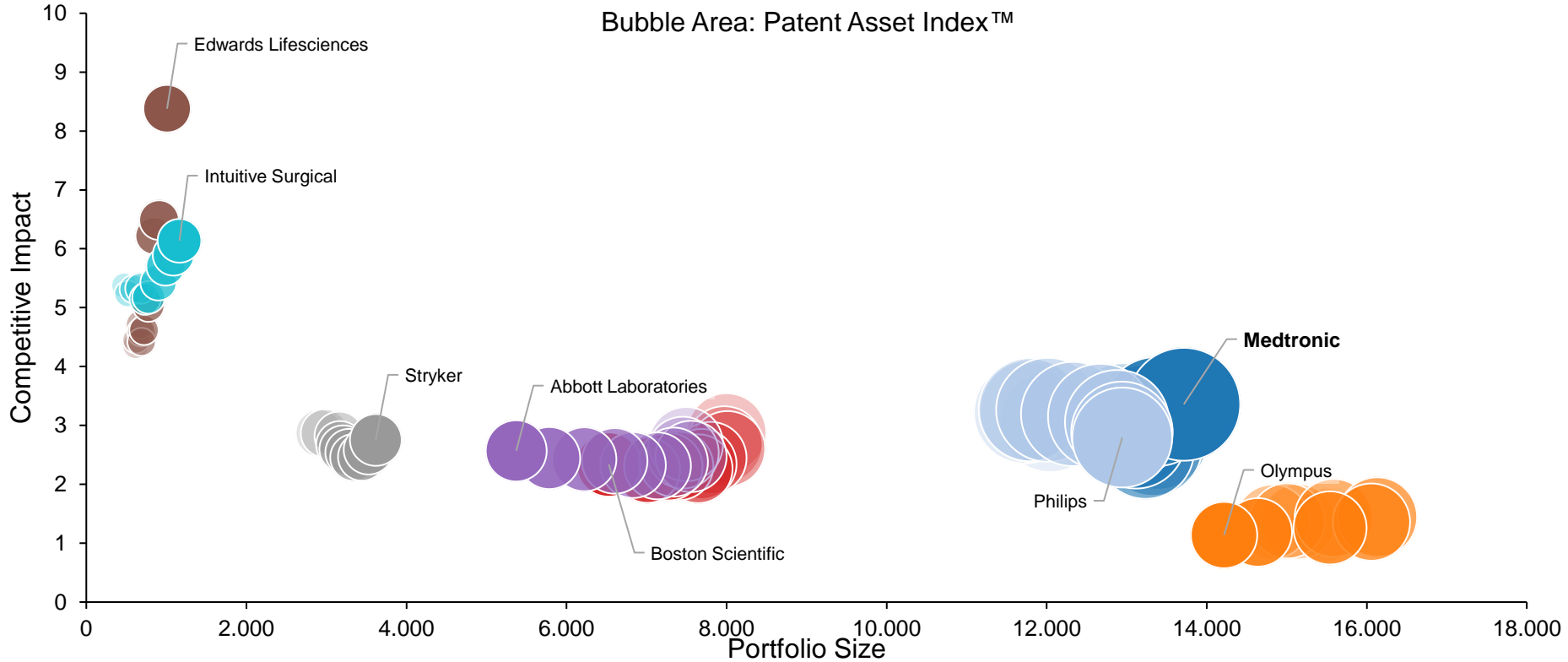
The Top 100 Quality vs Quantity



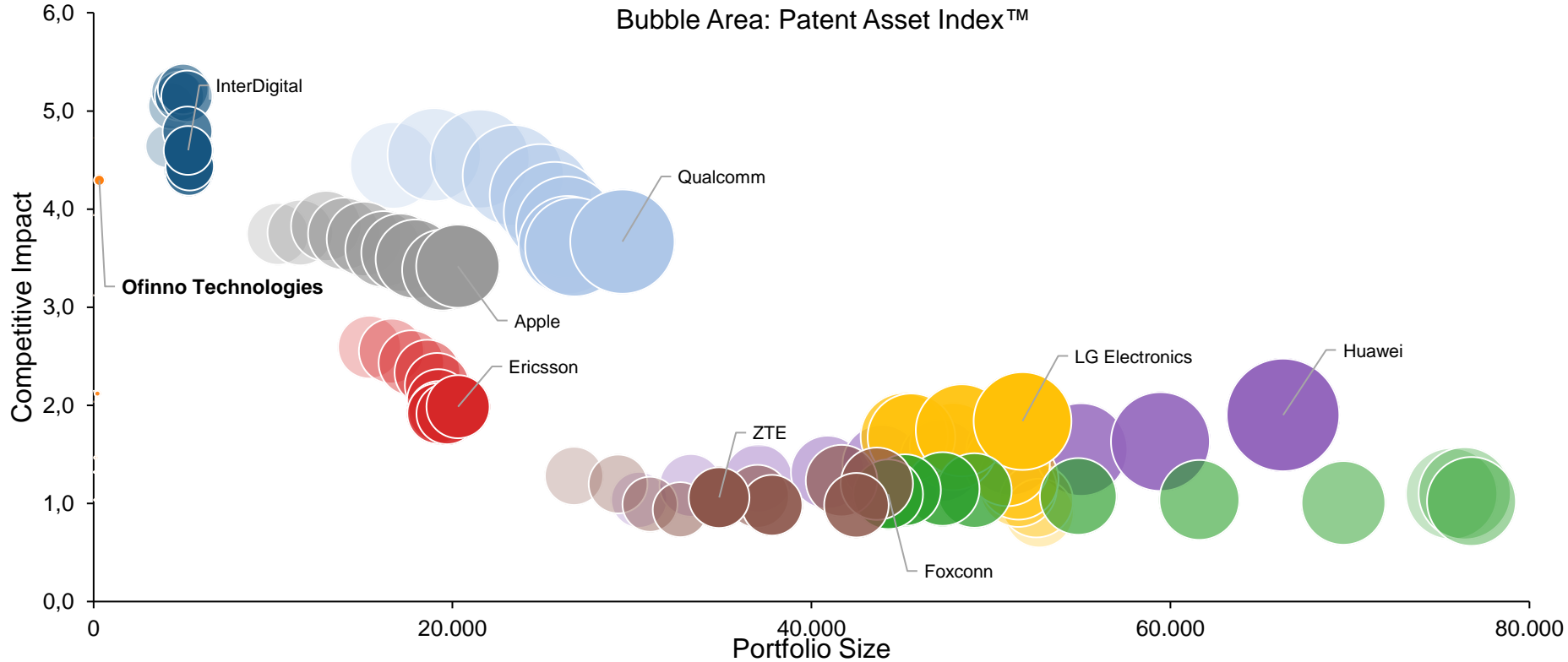
4Catalyzer's Competitive Landscape



Medtronic's Competitive Landscape



Ofinno's Competitive Landscape



How do you describe your company's IP strategy and how does that tie into the innovation strategy?

How important is benchmarking and how are (smaller) disruptive players in the market tracked?

How is "success" defined when looking at the quality of a patent/patent portfolio?

How do you ensure that your patent portfolio grows AND maintains quality?

What is your organization doing differently from other companies to be ranked in the top 100?

Q&A



Thank you for joining us!



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