

# How to Use Patent Analytics for Business Development



# Today's Speakers



**Nicholas Valentino**  
Lead Customer Success  
*LexisNexis Intellectual  
Property Solutions*



**Amit Alagh**  
Senior Product Marketing Manager  
*LexisNexis Intellectual  
Property Solutions*

# Introduction

- Lead Customer Success Manager – US Region with LexisNexis IP
  - ✓ Alignment of customer processes with application functionality
- Senior Manager with Deloitte
  - ✓ Analytics and strategy lead for customer experience management and brand protection programs

# Session Agenda

- Discuss the major themes facing patent prosecutors today
- Identify additional challenges being communicated by our customers
- Introduce the resources available within LexisNexis PatentAdvisor related to law firm business development & benchmarking for corporates

# The challenges facing Patent Prosecutors today



## Time Pressure

Every patent prosecutor faces the challenge of securing high-quality patents efficiently and accurately amidst:

- Tight deadlines
- Limited resources
- Heightened client focus on cost vs value

## Uncertainty

Managing the expectations of clients or internal stakeholders can be challenging when:

- You have no idea of what to expect from the examiner

## Predictability

The prosecution process is unpredictable:

- Unpredictable in terms of steps
- Unpredictable in terms of timing and ultimately in terms of success

# What are your biggest challenges?



**Improving prosecution outcomes and managing client expectations?**



**Generating more business?**



**Saving time and increasing ROI?**



**Efficiently managing your resources?**

## The results we can deliver



### **Improve prosecution outcomes and managing client expectations**

with powerful examiner analytics enabling transparency and predictability



### **Save time and increase ROI**

with relevant data at point of need and deliver quick results with fewer office actions



### **Generate more business**

by marketing your firm's competitive prosecution performance and providing actionable, data-driven strategic insights with real-time, fully customizable and comparative benchmarking reports



### **Efficiently manage your resources**

based on a carefully crafted prosecution strategy to identify cases that require extra care

**Scenario: pitching  
law firm services to  
leader in AR/VR  
technology**



# What Do We Know About the Prospect?

## AR/VR Data Points & known challenges



Strong R&D focus on this area of tech



Commitment in training and resources to help learners, creators and developers build new skills



Team needs help in identifying prior portfolio performance and identifying areas of improvement



No real performance indicators in place to help streamline the process of evaluating outside counsel



# Identify Primary Technology Centers

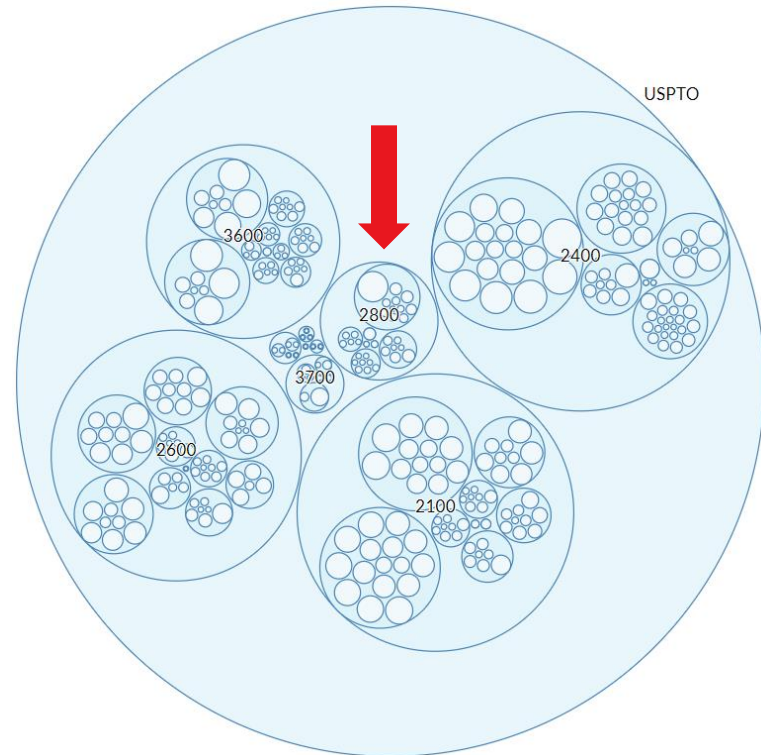
Prospect submits the largest number of patent applications to TCs 2400, 2100, 2600 and 3600

**2400** - Networking, Multiplexing, Cable, and Security

**2100** - Computer Architecture and Software

**2600** - Communications

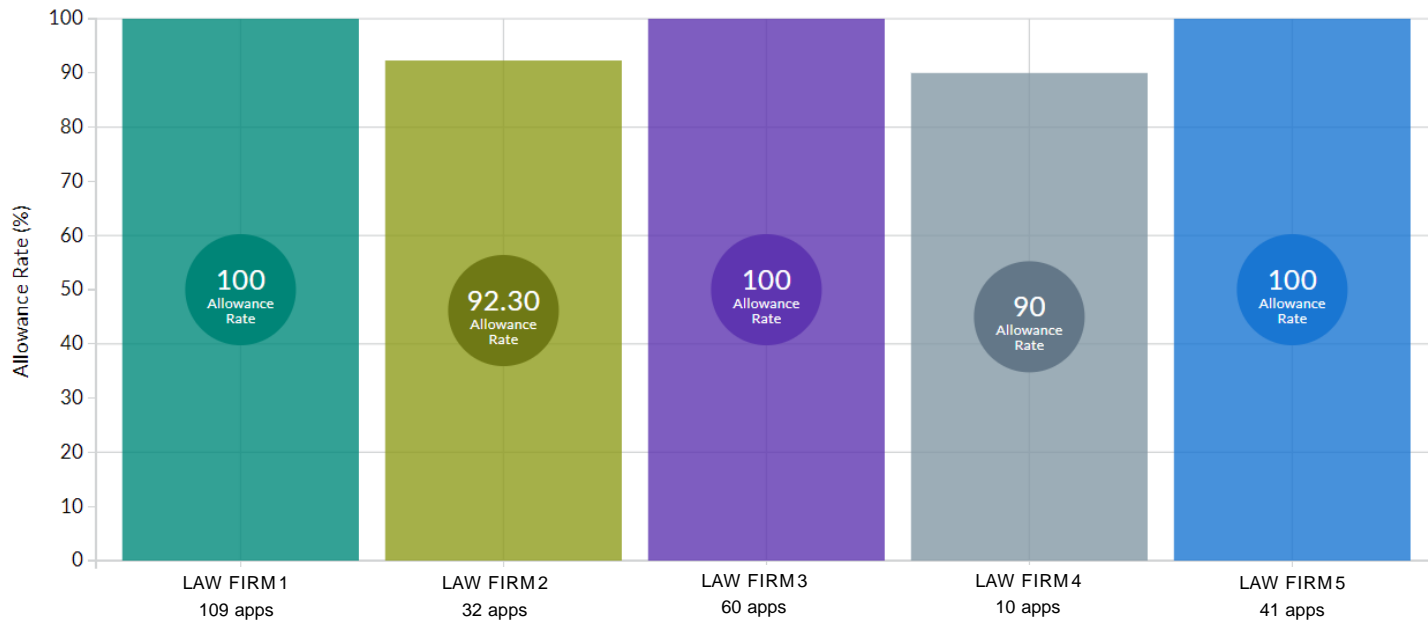
**3600** - Transportation, Construction, Electronic Commerce, Agriculture, National Security and License & Review



# Prospect Assesses Performance of Outside Counsel

Benchmark prosecution statistics of current outside counsel

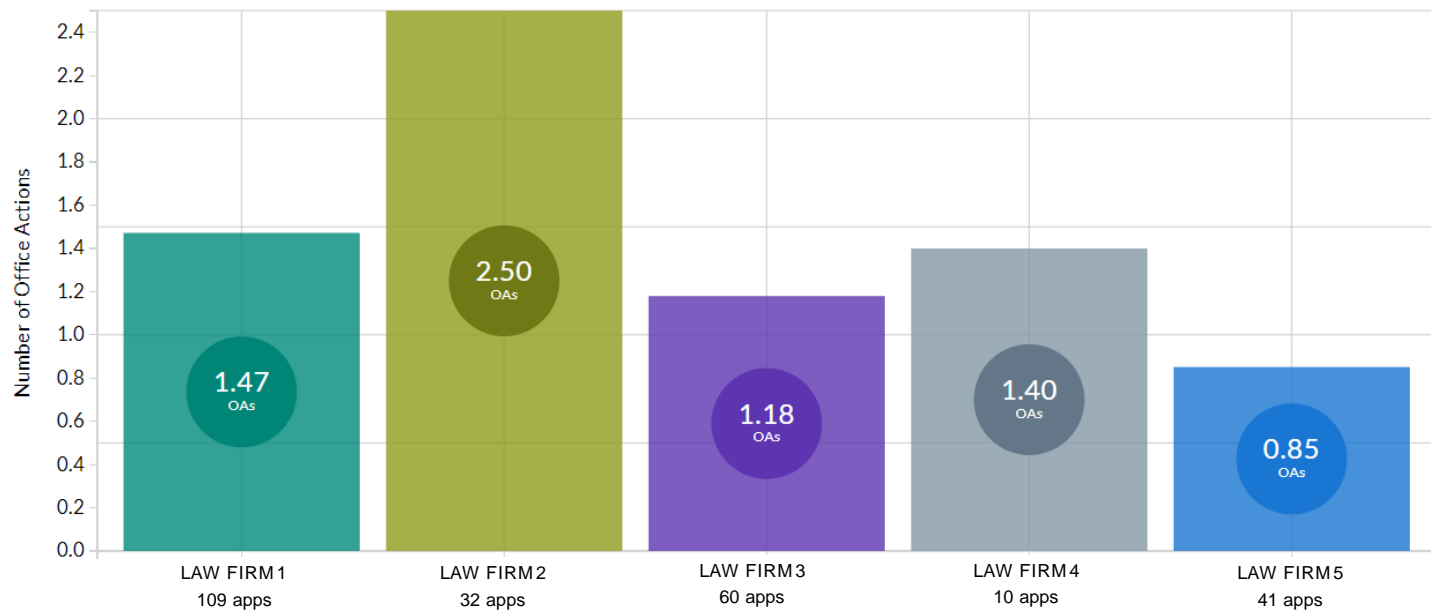
## ALLOWANCE RATE



# Prospect Assesses Performance of Outside Counsel

## Benchmark prosecution statistics of current outside counsel

AVERAGE NUMBER OF OFFICE ACTIONS TO ISSUANCE



# Review Prior Prosecution Performance: Prospect

## Prospect has a high percentage of Office Actions containing 103 rejections

TOTAL NUMBER OF APPLICATIONS

1332

TOTAL

824 PATENTED APPLICATIONS

104 ABANDONED APPLICATIONS

404 PENDING APPLICATIONS

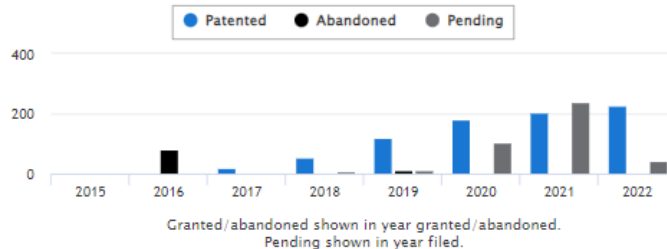
This page is limited to patent applications with electronic file histories that were filed on or after 11/29/00.

[Click here to include all known published applications.](#)

TOTAL NUMBER OF APPLICATIONS - OVER TIME

ALLOWANCE RATE

88.8%

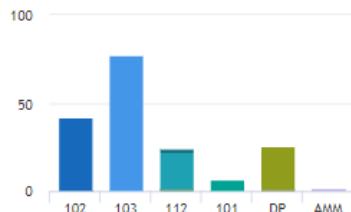


### REJECTION SPECIFIC STATISTICS ^

Based on Automated Classification of Office Actions Rejections

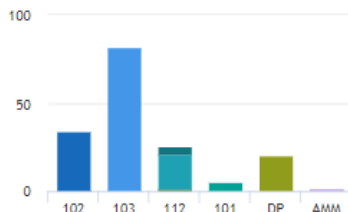
#### First Office Action Rejection Frequency

(867 First Office Actions Analyzed)



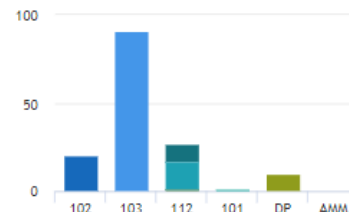
#### Non-final Office Action Rejection Frequency

(1223 Non-Final Office Actions Analyzed)



#### Final Office Action Rejection Frequency

(594 Final Office Actions Analyzed)



# Review Prior Prosecution Performance: Law Firm

Law firm has a higher allowance rate and lower percentage of Office Actions containing 103 rejections

## TOTAL NUMBER OF APPLICATIONS

1717

TOTAL

1566 PATENTED APPLICATIONS

129 ABANDONED APPLICATIONS

22 PENDING APPLICATIONS

This page is limited to patent applications with electronic file histories that were filed on or after 11/29/00.  
[Click here to include all known published applications.](#)

## TOTAL NUMBER OF APPLICATIONS - OVER TIME



Granted/abandoned shown in year granted/abandoned.  
Pending shown in year filed.

## ALLOWANCE RATE

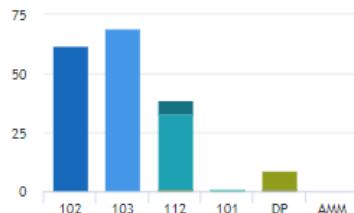
92.4%

## REJECTION SPECIFIC STATISTICS ^

Based on Automated Classification of Office Actions Rejections

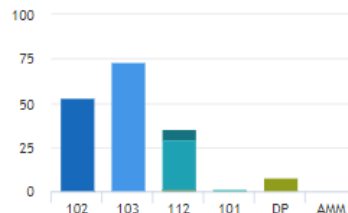
### First Office Action Rejection Frequency

(848 First Office Actions Analyzed)



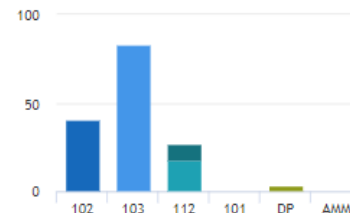
### Non-final Office Action Rejection Frequency

(1227 Non-Final Office Actions Analyzed)



### Final Office Action Rejection Frequency





(527 Final Office Actions Analyzed)



# Compare Prosecution Performance

Law firm has a higher efficiency score with red examiners than Prospect

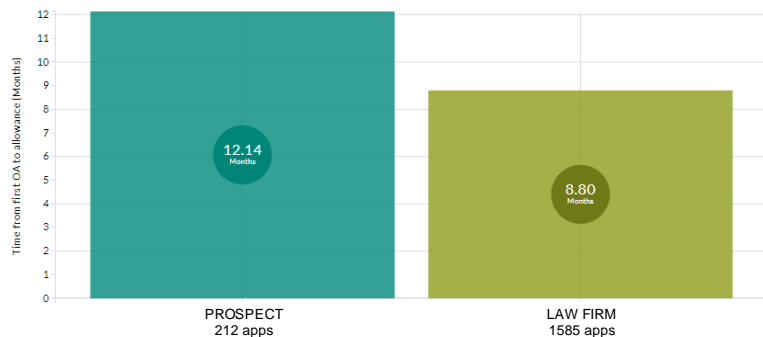
PATENTADVISOR EFFICIENCY SCORE™ 

| Name  | Overall score |  Score with red examiners |  Score with yellow examiners |  Score with green examiners |
|--|---------------|--|---|--|
| PROSPECT   | 53.6          | 35   | 51.6  | 55   |
| LAW FIRM   | 59.2          | 79   | 57.9  | 59   |

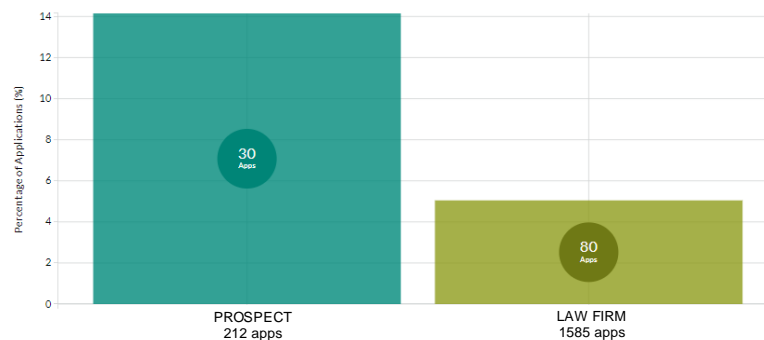
# Compare Prosecution Performance

Law firm has shorter average time from first Office Action (OA) to allowance and a lower share percentage (%) of patented applications with more than two (2+) Request for Continued Examinations (RCE's).

TIME FROM FIRST OA TO ALLOWANCE



NUMBER OF PATENTED APPLICATIONS WITH 2+ RCE'S



# Identify the Competition

See the outside counsel of a prospect within a technology area

## BENCHMARKING REPORT

OUTSIDE COUNSEL EVALUATION

TECHNOLOGY AREA: TC 2800  
FILING DATE: 2016-01-01 - 2022-07-18  
GENERATED ON: 2022-07-18 02:57:44



Pending Applications

≥ 5 Applications

Filters

### APPLICATION SUMMARY

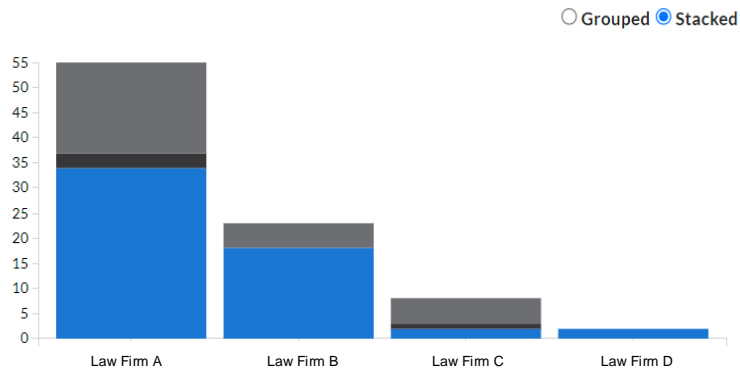
88

TOTAL

63% (56) PATENTED

5% (4) ABANDONED

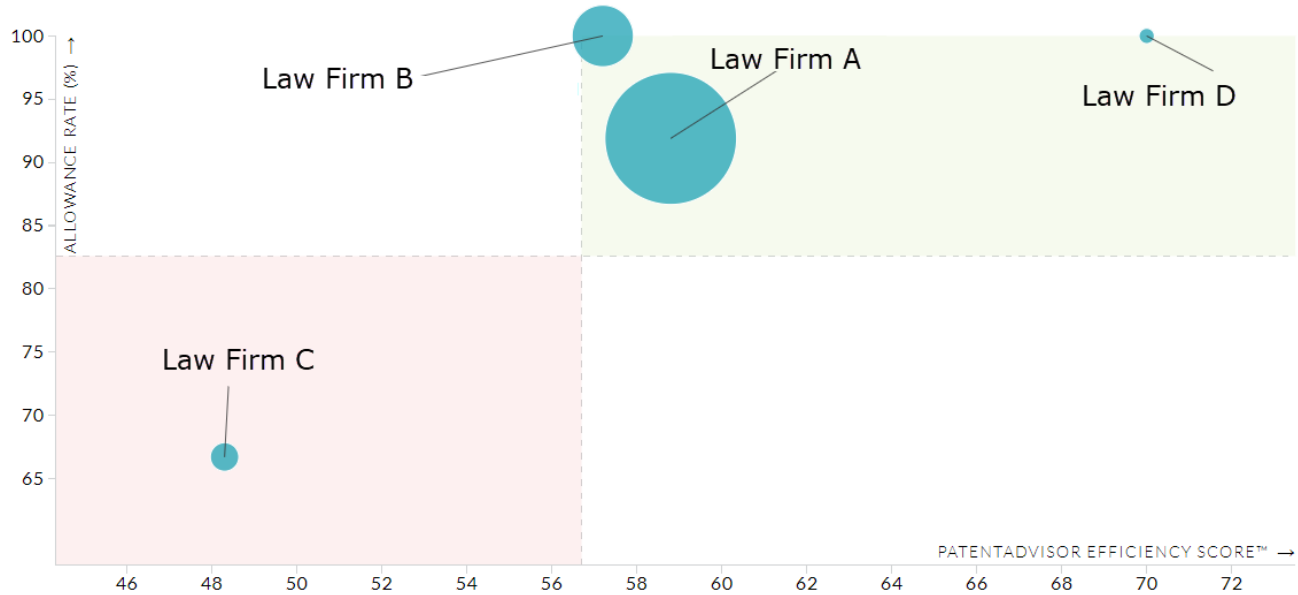
32% (28) PENDING





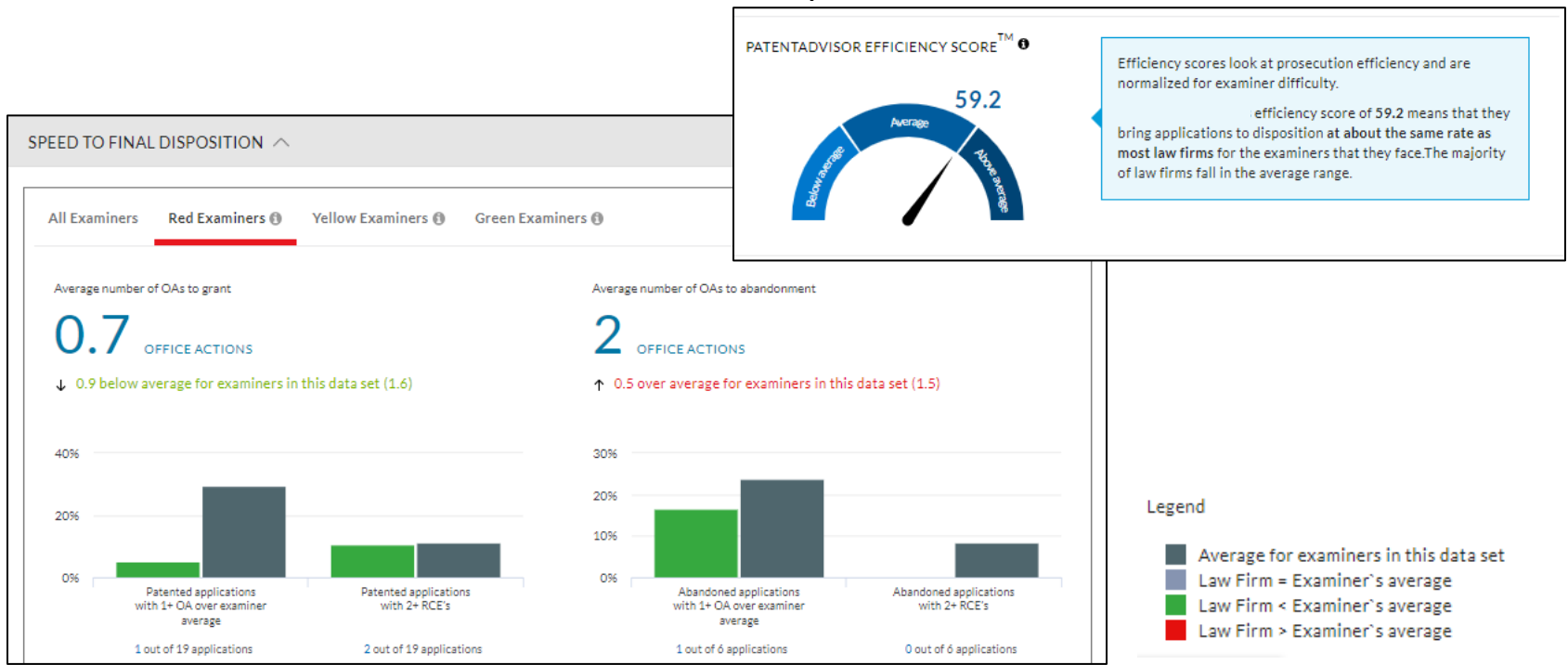
# Identify the Competition

Based on objective prosecution performance metrics vs examiner efficiency



# Win new business by promoting your impressive prosecution performance

Based on objective prosecution performance metrics vs examiner efficiency

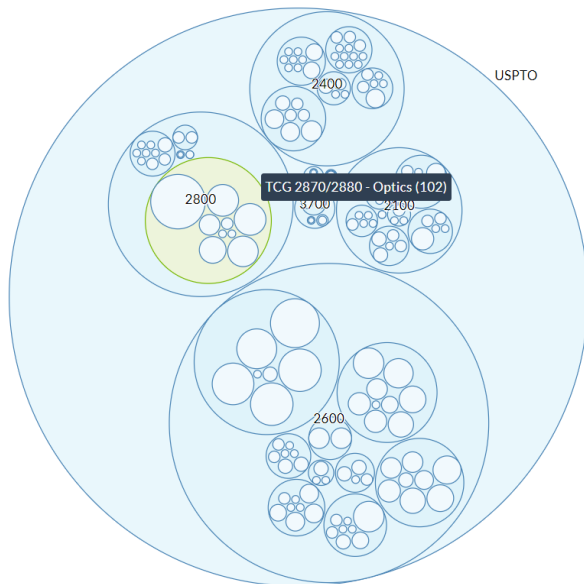


# Prospect Scouting

Identify new prospects, both large and small, within a technology area

**Competitive analysis**

- 1 Select Comparison Type
- 2 Select Company or Law Firm
- 3 Date Range
- 4 Select Technology Area
- 5 Select additional Companies and Law Firms



Please select additional entities for comparison

## Choose Company

type to filter list

[SHOW SELECTED](#)

SAMSUNG (3073)

NANOTRONICS IMAGING (12)

CANON (1496)

NISSIN ION EQUIPMENT (12)

BOE (1488)

OCEAN OPTICS (12)

LG (1260)

SHEN ZHEN WONDERWIN TECHNOLOGY (12)

ASML (1213)

TELESCENT (12)

SEIKO EPSON (992)

CORDELIA LIGHTING (12)

# THANK YOU



**Nicholas Valentino**  
Lead Customer Success  
*LexisNexis Intellectual  
Property Solutions*



**Amit Alagh**  
Senior Product Marketing Manager  
*LexisNexis Intellectual Property  
Solutions*