



WHAT CAN PATANALYSE DO FOR YOUR BUSINESS?



www.PatAnalyse.com

Patterns of patenting give corporate strategists a window on the future. PatAnalyse can find the patterns and tell you what they mean.

Mick McLean, Managing Director, Technologia



WHAT PATANALYSE CAN DO FOR YOUR BUSINESS?

We transform the patent search process from 'black magic' into a traceable self-learning iteration process

Our clients are usually shocked when they learn the limitations of the conventional patent search strategies used by their advisors or internal teams.

For over ten years PatAnalyse has delivered IP intelligence to its clients

We take responsibility for finding the patent information required by our clients and then structure and make sense of it.

We use a proprietary search management system to capture expert judgements and combine these with artificial intelligence algorithms to produce a pre-analysed universe of data tailored exactly to each client's needs.

Experience in technology consultancy allows us to provide an interpretation of the competitive intelligence landscape; our analysis is closely aligned to the client's business strategy.

Our client, as the user, first influences how the universe of patent data is gathered and structured and then can exploit it using the on-line patent management system provided by PatAnalyse.

We have significant experience in delivering:

- patent landscaping - competitor intelligence studies
- due-diligence studies before in-licensing or acquisition
- strategic portfolio alignment
- freedom to operate (FTO) analysis
- litigation support for nullifying claims of asserted patents

PatAnalyse is an integrated technology consultancy specialising in high quality patent searching and strategic analysis

Using our best-in-class patent search management system PatAnalyse has carried out successful invalidity patent searches to help to nullify the claims of patents advanced by 'patent trolls' in potentially disastrous legal actions against our clients.

Unlike marketing reports which analyse information accessible via an intelligent use of Google, a Patent Mapping study is a deep dive into the Invisible Web – to the reliable information systematically derived from paid subscription patent databases.

INTERNATIONAL R&D TRENDS AND TECHNOLOGY MANAGEMENT

PatAnalyse can help your company to generate patent landscapes that can be used for:

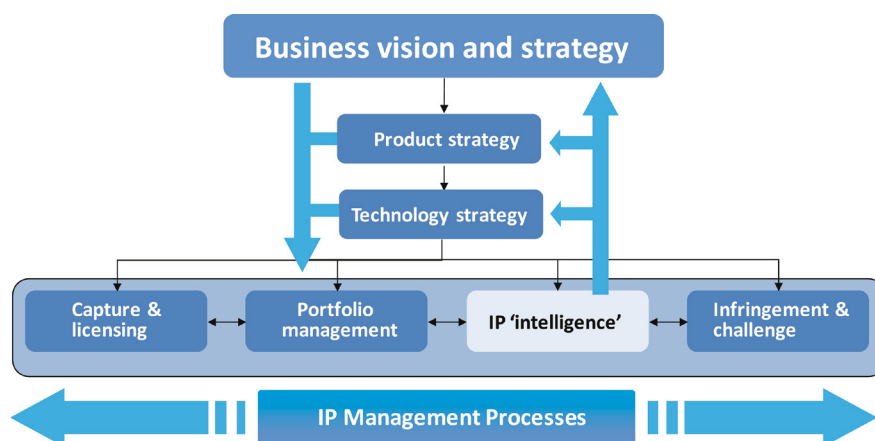
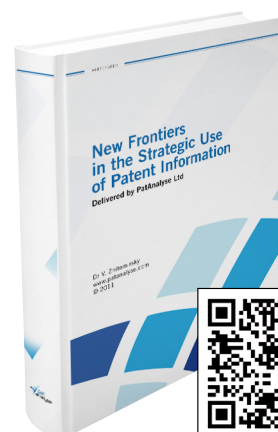
- competitor intelligence
- technology scouting
- 'white space' analysis
- licensing-in (e.g. through open innovation)
- technology forecasting
- technology road mapping

Our flagship offering helps to close a feedback loop between business strategy and IP management

- detailed analysis of each top company and each technology cluster
- identified novel solutions, white spaces and potential partners
- systematic approach to open innovation and technology scouting
- there is a chance that competitors are doing it already!

For more details of our methodology download the white paper

patanalyse.com/whitepaper



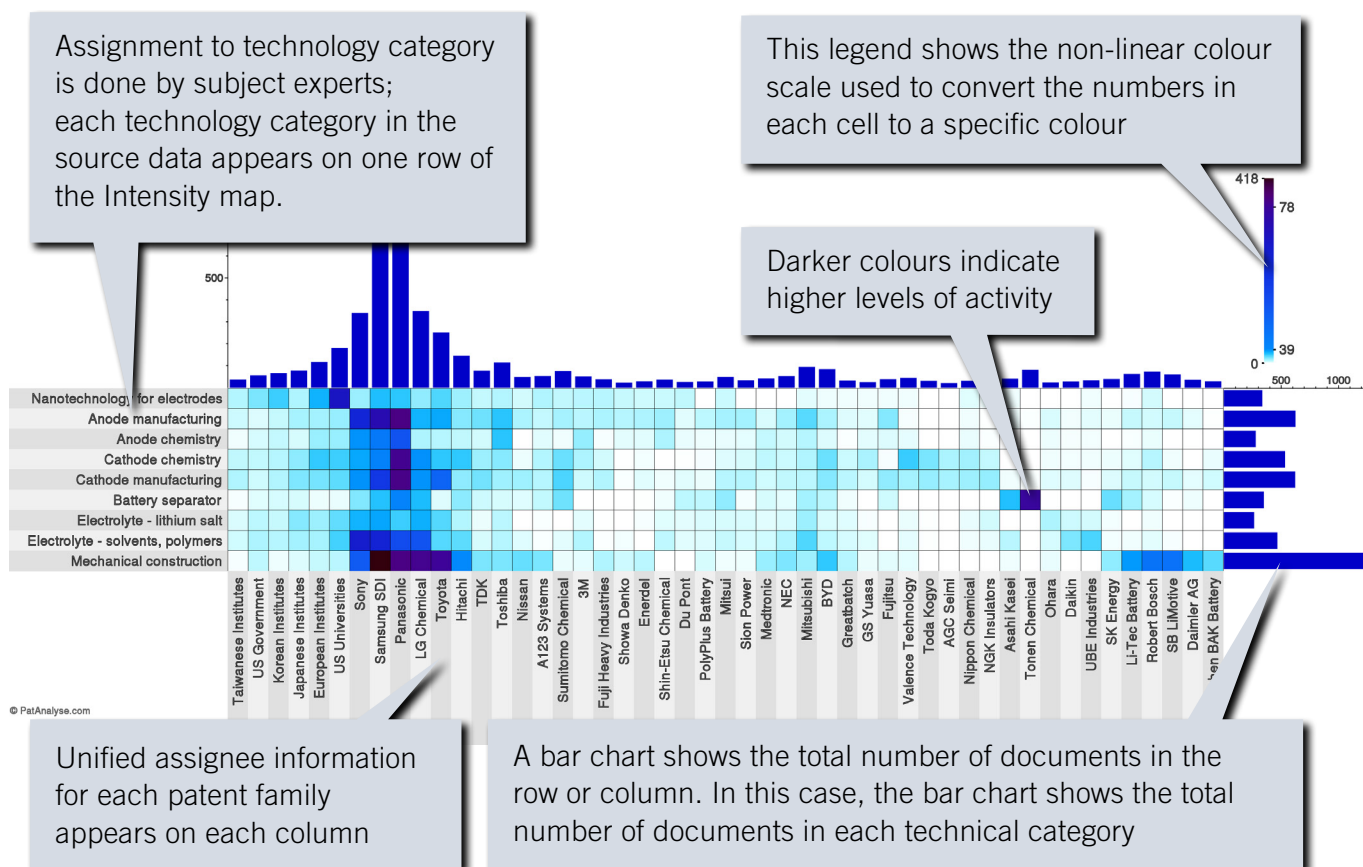
Our findings contribute to technology forecasting and management

Sample Patent Maps

The multi-client “Advanced Energy Storage Technologies Report” prepared by PatAnalyse illustrates the global R&D patterns using patent maps. Below are some examples of the different kind of patent maps that feature in the report.

Further details available at www.patanalyse.com/casestudy.html

The patent map shown below shows the top assignees on the X-axis vs technical categories on the Y-axis for generic lithium-ion batteries technologies. The bar charts on the top and on the right represent a conventional aggregation of data with the bar chart numbers equal to the number of patents assigned to each individual assignee or technical category. The two-dimensional ‘intensity map’ shows the numbers in each cell of the table according to the colour code shown in the legend.



The on-line patent maps are interactive - clicking either on an individual square of the intensity map or the bar chart itself takes the user to the list of patents, representing simple patent families. Clicking on the individual patent record shows bibliographic details of the individual patent family including the claims of all patents in the family, the legal status of patent documents, priority information, and a front-page picture.

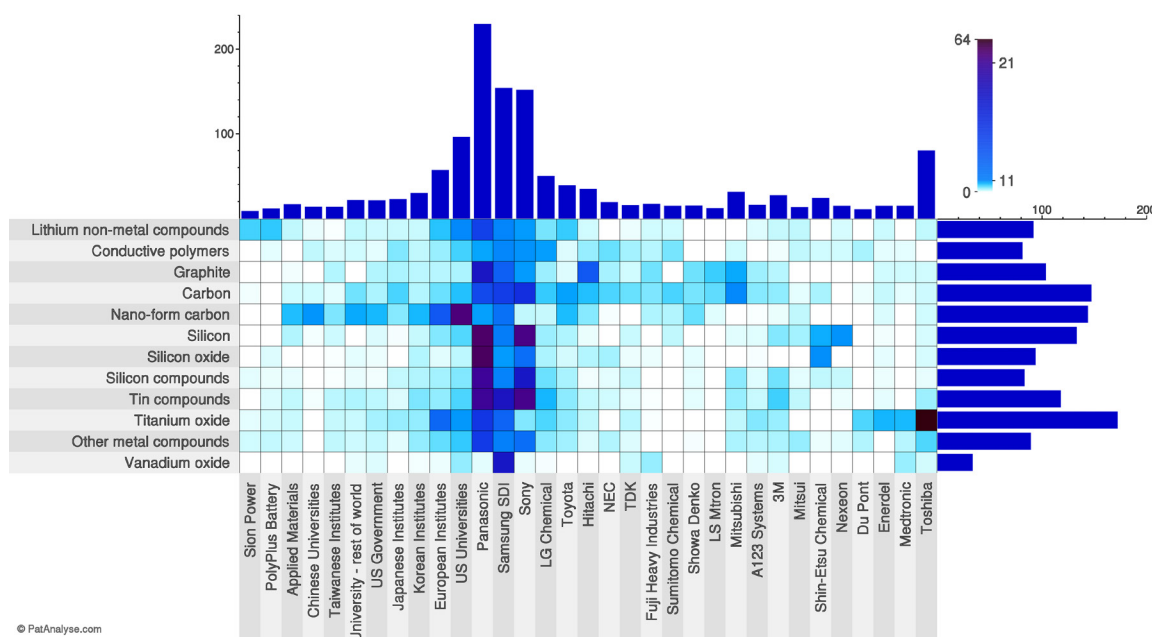


Multi-client report

"Advanced Energy Storage Technologies: Patent Trends and Company Positioning" -
www.patanalyse.com/AES_report

Patents screened	100.000
Patents classified	40.000
Patent codes searched	2.600
Inventors searched	1.200
Keyword used	1.250
Assignee searched	110

In a typical patent mapping project we work with the client team to transform a thorough understanding of the client's marketing and technical plans into a set of bespoke categories (multiple taxonomies) for classifying patents. The multiple taxonomies approach is illustrated by the second patent map below, which drills down to the details of the anode chemistry. Anode chemistry activities are the third technical category in the patent map on the previous page. On the patent map below we have introduced an additional taxonomy of technical categories along the Y-axis describing the various possibilities considered by lithium-ion batteries manufacturers for the anode chemistry.



The on-line patent maps are interactive:

Clicking on the area of the patent map takes a user to the details of the bibliographic information including claims of the patents.

PatAnalyse improves the quality of the data shown on patent maps by using 'clean' patent bibliographic records:

- a proprietary algorithm constructs patent families
- withdrawn, revoked or abandoned patent families can be removed
- Assignee names are consolidated by cleaning out misspellings and variations in Assignee records, by applying Legal Status and re-assignment updates, and by taking into account hierarchical company structures
- extra bibliographic records for Asian patents - unavailable from standard patent databases - are provided

Many of the answers to key questions of technology and business strategy can be found in the patent databases if you know how to find them; PatAnalyse has the powerful tools and expertise to do this and to present the answers using clear, easy to communicate, views of patent landscapes.

Alan MacDougall, European Patent Attorney, partner at Mathys&Squire

MORE ABOUT OUR SEARCH MANAGEMENT SYSTEM

It is not unusual for us to find up to four times more patents in the clients' areas of interest compared to the results provided by our competitors.

We are so confident in our ability to find more relevant prior art documents than any other professionals, that we frequently carry out litigation support projects on a success fee basis – charging only a nominal sum at the start of the project to establish a formal relationship and getting paid depending on the number of prior art documents identified by us that are actually used by our clients in the process of invalidating the asserted patents.

The table below shows typically what proportion of relevant patents is found by each of the various search channels.

Search statistics

Search channels	IPC, international classification system	Useful patents found, %	31%
	ECLA, European classification system		16%
	US patent classification system		14%
	IPC + ECLA		42%
	IPC + ECLA + US		48%
	Keywords		53%
	IPC + Keywords		64%
	IPC + ECLA + US + Keywords		69%
	using PatAnalyse artificial intelligence		99% to 100%

Our algorithms provide iterative assistance with finding and using all relevant patent codes and keywords – but go far beyond this. The methodology is based on a pattern recognition algorithm which can find an additional 30% of 'hidden' patents: those which have been assigned incorrect or misleading codes by European or US patent offices. The extra part of the active patent portfolio that we can find might well contain the patent documents that prove critical to the patent strategies of our clients.

As a technology consultancy with highly comprehensive proprietary software tools, PatAnalyse is uniquely positioned to help clients with Competitive Intelligence studies.



MORE ABOUT PATANALYSE

To cope with the ever-increasing volume of patent data, PatAnalyse has developed revolutionary techniques for patent searching

our on-line software tools critically improve the reliability of patent searches using a self-learning iteration process that ensures increased relevance and completeness of the results

Patent pending software tools developed by PatAnalyse have captured and automated our unique best practice in:

- self-learning iterative patent searching
- collaborative on-line system for patent classification
- error correction algorithm integrated with patent screening and classification
- bibliographic data cleaning
- visualisation of Patent Landscapes

We have developed a novel visualisation technique

Our visualisation tool provides clear, easy to communicate, views of patent landscapes, and has successfully been used in a range of tailored patent assignments for 'blue chip' consumer goods, health care, medical devices, telecom, industrial and white goods companies

Our clients have access to an unparalleled skill set:

Our team of diverse subject experts and seasoned consultants work together to provide collective IP intelligence

CONTACT US

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or to arrange a
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**About the PatAnalyse
services read brief
PowerPoint presentation**

www.patanalyse.com/presentation



“...the analysis your team has executed and the results among OEMs and suppliers is fascinating to me... The patent maps by assignee, etc. are very interesting and informative.”

Christina Degnore, Intellectual Property Manager, General Motors

“Due to strong rise in patent application numbers, patent monitoring gets more and more difficult.”

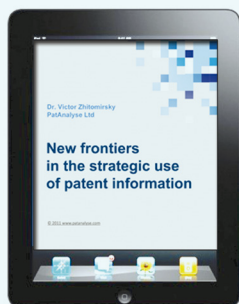
Fritz Teufel, Head of Intellectual Property IBM

“Having read the white paper for PatAnalyse, I am very excited by the genuine innovation achieved in the art and science of patent analysis.”

Mike Beigel, Beigel Technology Corporation

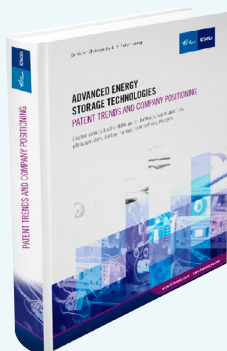
“PatAnalyse offers a really intelligent way to cope with the huge volume of patent information available worldwide.”

*Dr Bakuri Lanchava,
European Patent Attorney, OSRAM GmbH*



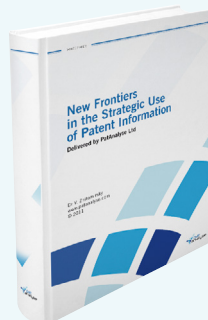
PowerPoint Presentation

A brief review of PatAnalyse services
www.patanalyse.com/presentation



Case study

“Advanced Energy Storage Technologies: Patent Trends and Company Positioning”
www.patanalyse.com/AES_report



White Paper

“New Frontiers in the Strategic Use of Patent Information”
www.patanalyse.com/whitepaper