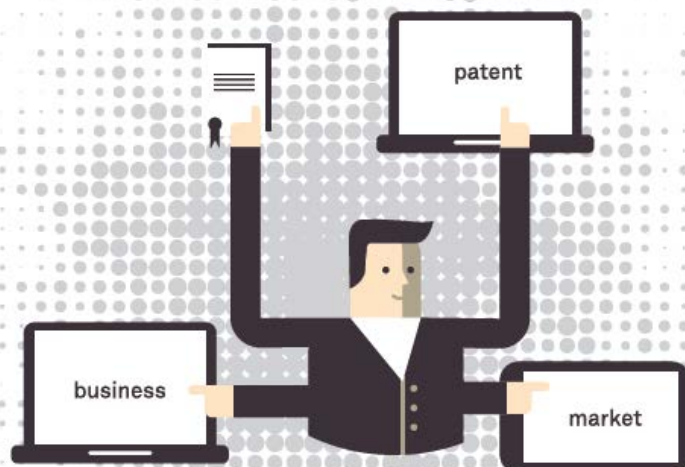




PATENT LANDSCAPE ANALYSIS

Boost your Innovation Premium Patent Searches

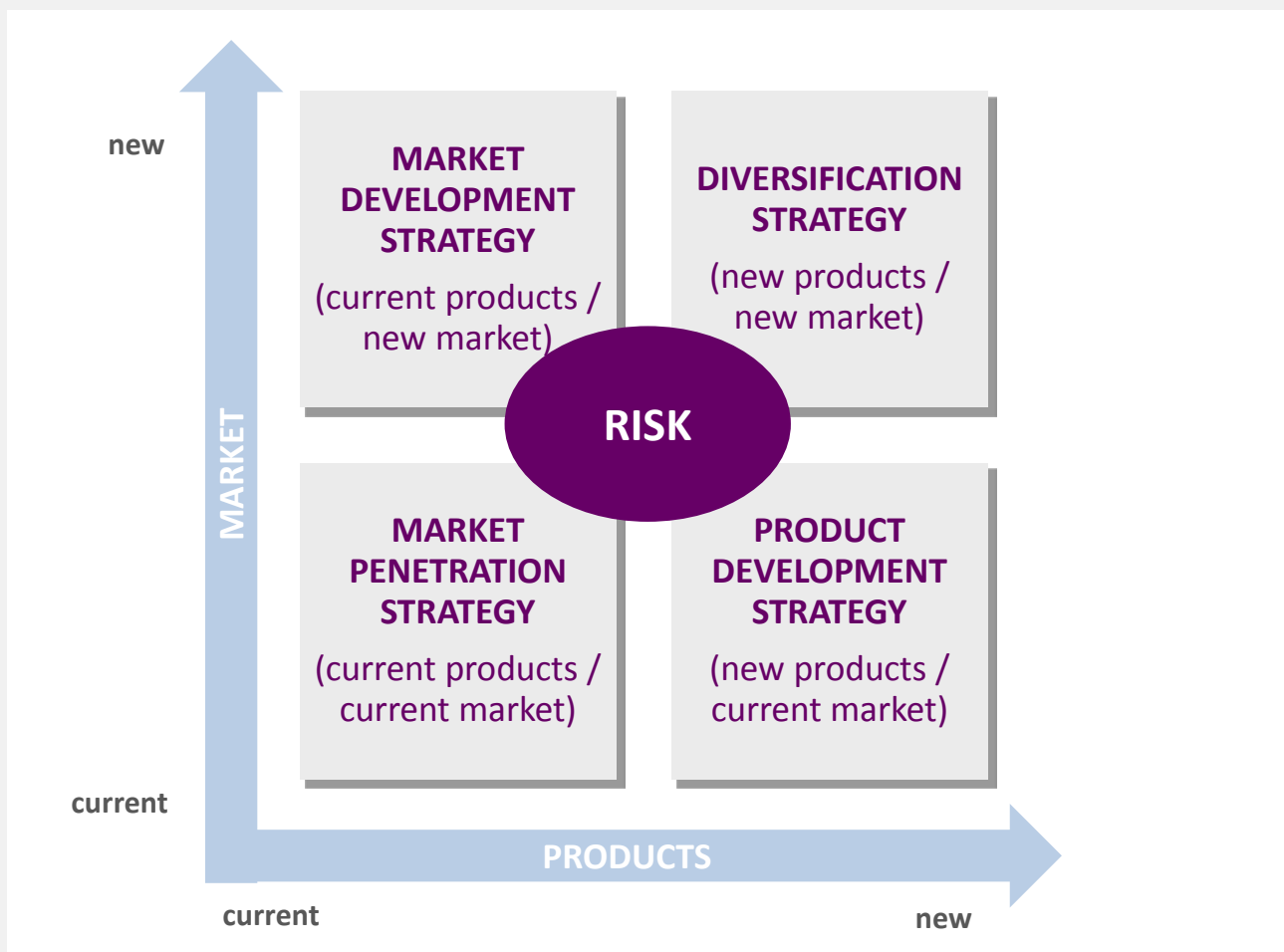


**Smart solutions for your
competitive advantage**

Acquire fundamental information to make
your business decision with reduced risk



DO YOU KNOW WHERE TO GO?





YOUR COMPETITIVE ADVANTAGE

OUR PATENT LANDSCAPE ANALYSIS

DEFINITIONS

- Topic
- Package

ANALYSIS

- Basic
- Advanced
- Professional

RESULT

- Report
- Charts
- Key figures

YOUR BUSINESS DECISION

WITH REDUCED RISK

- ☑ BUSINESS STRATEGY
- ☑ PATENT STRATEGY
- ☑ MARKET STRATEGY
- ☑ PRODUCT STRATEGY
- ☑ EXPERTISE



STEP 1: DEFINE YOUR TOPIC

TECHNOLOGY

- Technological trends
- Technological alternatives
- Technologies with potential
- Invention harvesting (idea generation)

PORTFOLIO

- Portfolio Benchmark
- Competitive Intelligence (competitor analysis)
- Merger & Aquisitions
- Licencing in/out

MARKET

- Market overview
- Geographic / regional market situation
- Readiness for marketing
- Market opportunity (e.g. market niche)



STEP 2: SELECT YOUR FAVORITE PACKAGE

BASIC

- Search task
- Basic data set
- Bibliographic analysis
- Standardized report
- Access to individual patent documents

ADVANCED

- Basic package
 - + In depth analysis
 - + In depth communication
 - + Categorization
 - + Individualized report
 - + Legal status data

PROFESSIONAL

- Advanced package
 - + Analysis workshop
 - + Qualitative valuation of patents
 - + Data presentation
 - + Dashboard (full data access)



PATENT LANDSCAPE STEP BY STEP

COMMUNICATION IS KEY FOR SUCCESS

DEFINE

- Topic
- Package
- Goals

SEARCH

- Hunt reference documents
- Define concept
- Generate basic dataset

ANALYZE

- Data clear up
- Categorize
- Analyze
- Prioritize

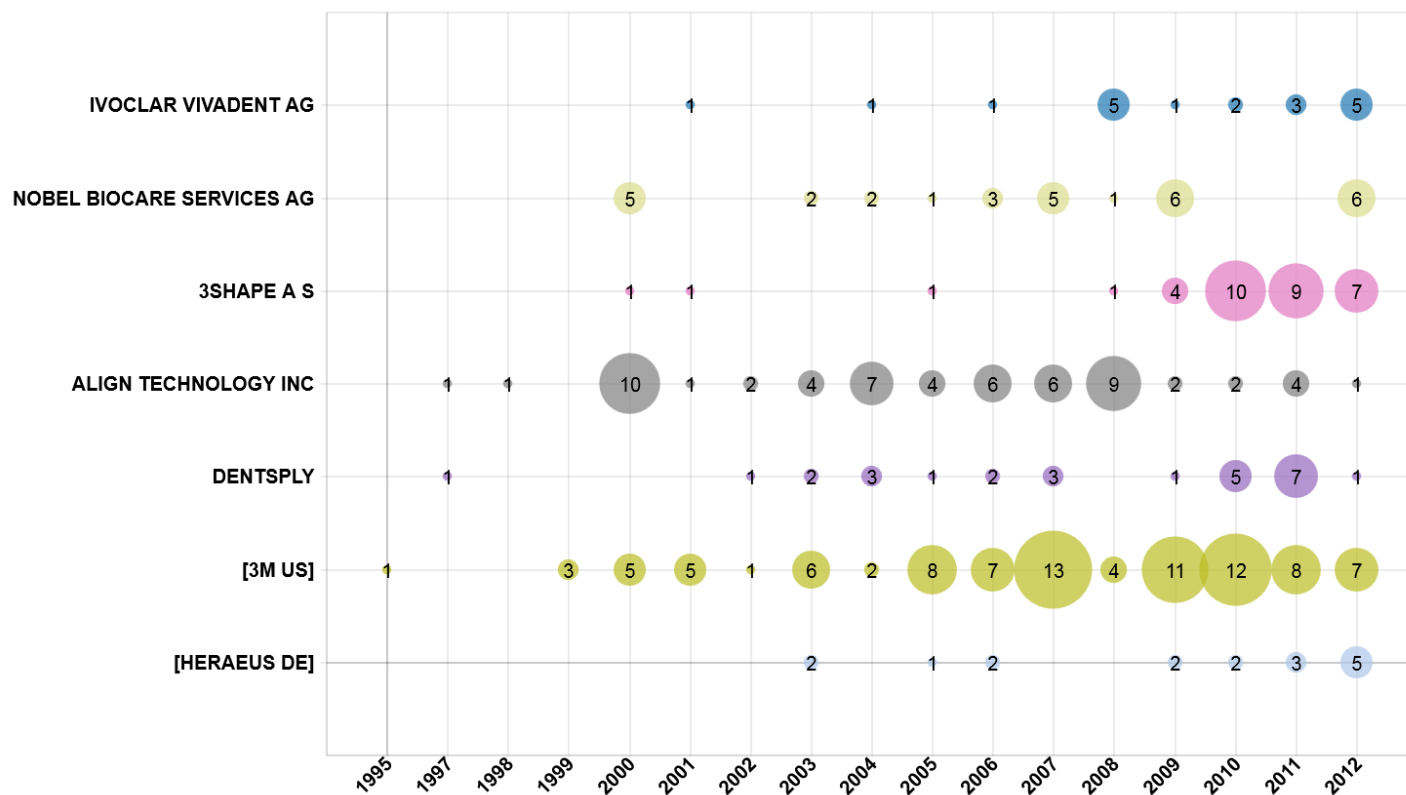
SUMMARIZE

- Visualize
- Charts
- Key figures
- Report



WHAT YOU GET: TYPICAL FIGURE OF BASIC PACKAGE

TIMELINE - COMPANIES USING 3D TECHNOLOGY TO PRODUCE DENTAL IMPLANTS

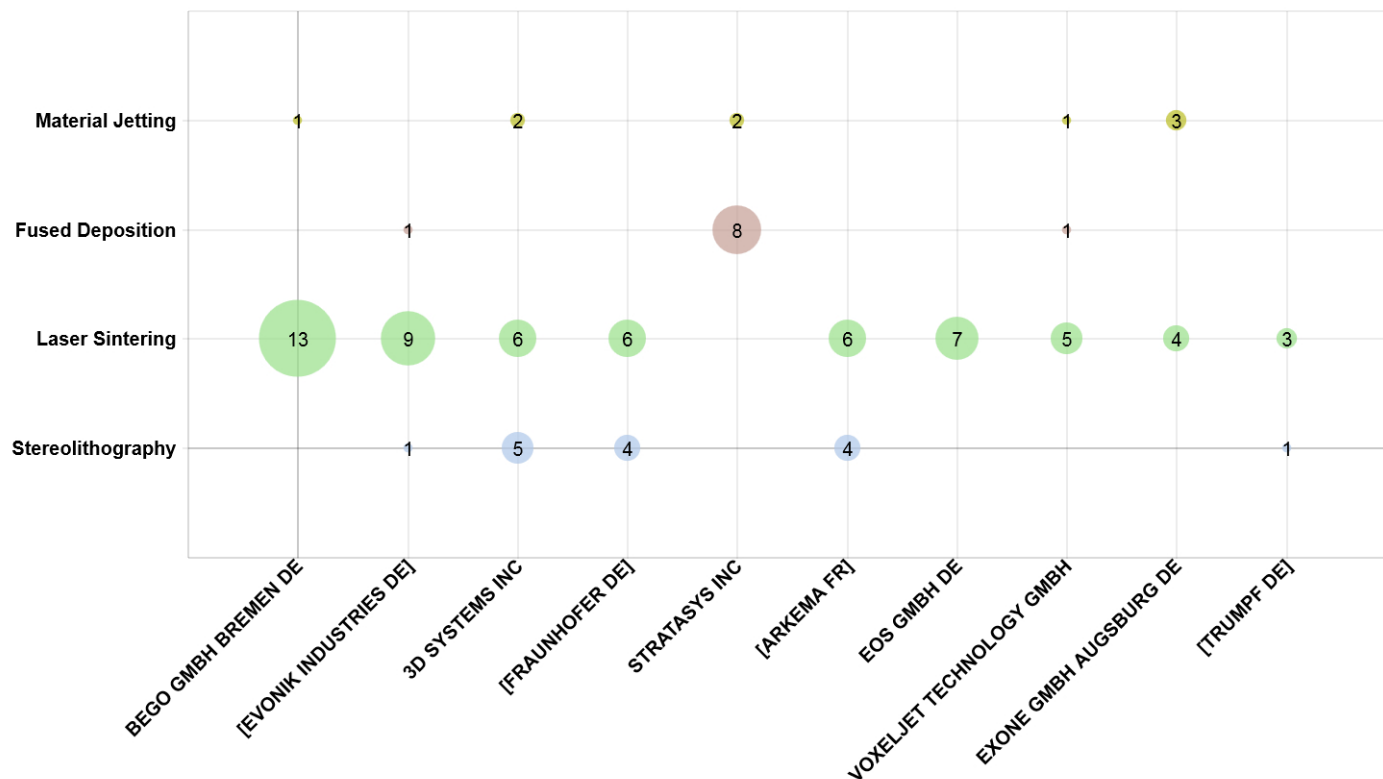


The analysis is based on Inpadoc family members. Bubble size represents number of priority documents.



WHAT YOU GET: TYPICAL FIGURE OF ADVANCED PACKAGE

CATEGORIZATION OF TECHNOLOGY - COMPANIES PRODUCING 3D PRINTERS / MATERIALS



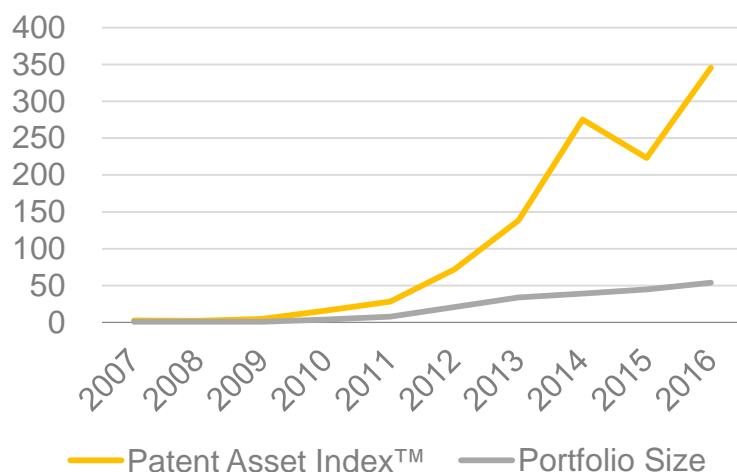
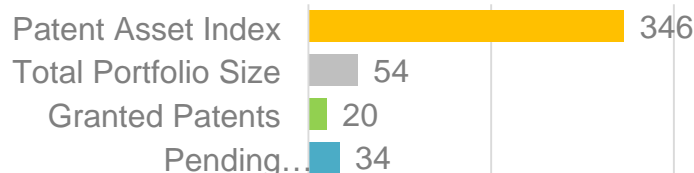
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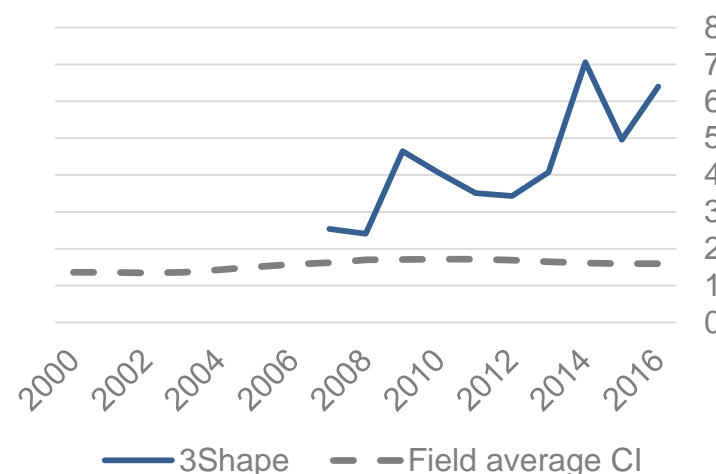
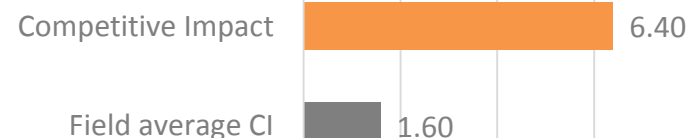
WHAT YOU GET: TYPICAL FIGURE OF PROFESSIONAL PACKAGE

QUALITATIVE VALUATION – 3SHAPE COMPANY VS. TECHNOLOGICAL FIELD «DENTAL»

Patent Strength



Patent Quality



Patent Asset Index™ : The measurement of the overall strength of a patent portfolio. Calculated as the sum of the Competitive Impact™ (CI) of all patents contained in the portfolio.



WHY US

UNIQUE PRODUCT FEATURES

- You define the depth of the analysis by selecting either **basic, advanced or professional package**
- Broad knowledge of **50 multilingual search experts** (all in-house) guarantees precise analytics
- Multiple professional **search tools** are **combined** to assure the best results
- **Qualitative valuation** of patents and patent portfolios with regard to market and technology relevance instead of quantitative assessments only
- Best **corporate tree** available: Patent owners harmonized by taking into account name spellings, historical subsidiaries, acquisitions and spin-offs



FACTS AND FIGURES

DATABASES

- Search system of the European Patent Office
 - **EPODOC** contains the bibliographic data of more than 80 million patent documents from more than 90 countries
 - **Derwent World Patents Index (DWPI)** is a commercial database from Thomson Reuters and includes more than 20 million patent families
 - 30-plus full-text patent databases include documents in English, German, French, Italian and Spanish
- Comprehensive Thomson Reuters search platform **Thomson Innovation** allows thematic mapping and concept analysis
- **Intellixir** is a software package for analysing patent portfolios using statistical tools and text mining
- The **PatentSight** analytics platform provides unique, reliable and relevant insights into the patent landscape



CONTACT

IN CASE OF QUESTIONS – FOR PLACING ORDERS



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