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?

- Market Development Strategy (current products / new market)
- Diversification Strategy (new products / new market)
- Market Penetration Strategy (current products / current market)
- Product Development Strategy (new products / current market)
YOUR COMPETITIVE ADVANTAGE

DEFINITIONS
• Topic
• Package

ANALYSIS
• Basic
• Advanced
• Professional

RESULT
• Report
• Charts
• Key figures

OUR PATENT LANDSCAPE ANALYSIS

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 & Acquisitions
- 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

COMMUNICATION IS KEY FOR SUCCESS
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

The analysis is based on Inpadoc family members. Bubble size represents number of priority documents.
WHAT YOU GET: TYPICAL FIGURE OF PROFESSIONAL PACKAGE

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

**Patent Strength**

<table>
<thead>
<tr>
<th>Patent Asset Index</th>
<th>346</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Portfolio Size (54)</td>
<td></td>
</tr>
<tr>
<td>Granted Patents (20)</td>
<td></td>
</tr>
<tr>
<td>Pending… (34)</td>
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**Patent Quality**

<table>
<thead>
<tr>
<th>Competitive Impact</th>
<th>6.40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field average CI (1.60)</td>
<td></td>
</tr>
</tbody>
</table>

*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
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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