



Strategic Patent Analysis

A smart solution for your
competitive advantage

Smart solutions for your competitive advantage

Acquire fundamental information to make your business decision with reduced risk

OUR STRATEGIC PATENT ANALYSIS

YOUR BUSINESS DECISION

DEFINITIONS

- Topic
- Package

ANALYSIS

- Basic
- Advanced
- Professional

RESULT

- Report
- Charts
- Key figures

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

→ MITIGATE YOUR RISK

Finding the right question is the major task

Choose the topic that most fits your questions

TECHNOLOGY

- Technological trends
- Disruptive technologies
- Potentials of new technologies
- Invention harvesting (find new ideas)

PORTFOLIO

- Portfolio Benchmark
- Competitive Intelligence (competitor analysis)
- Merger&Acquisitions
- Licensing in/out

MARKET

- Market overview
- Geographic/ regional market situation
- Readiness for market
- Market opportunities (niches)

Select your favorite package

From individual needs to tailor-made reports

Choose the package that fits most to your requirements and resources

BASIC

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

ADVANCED

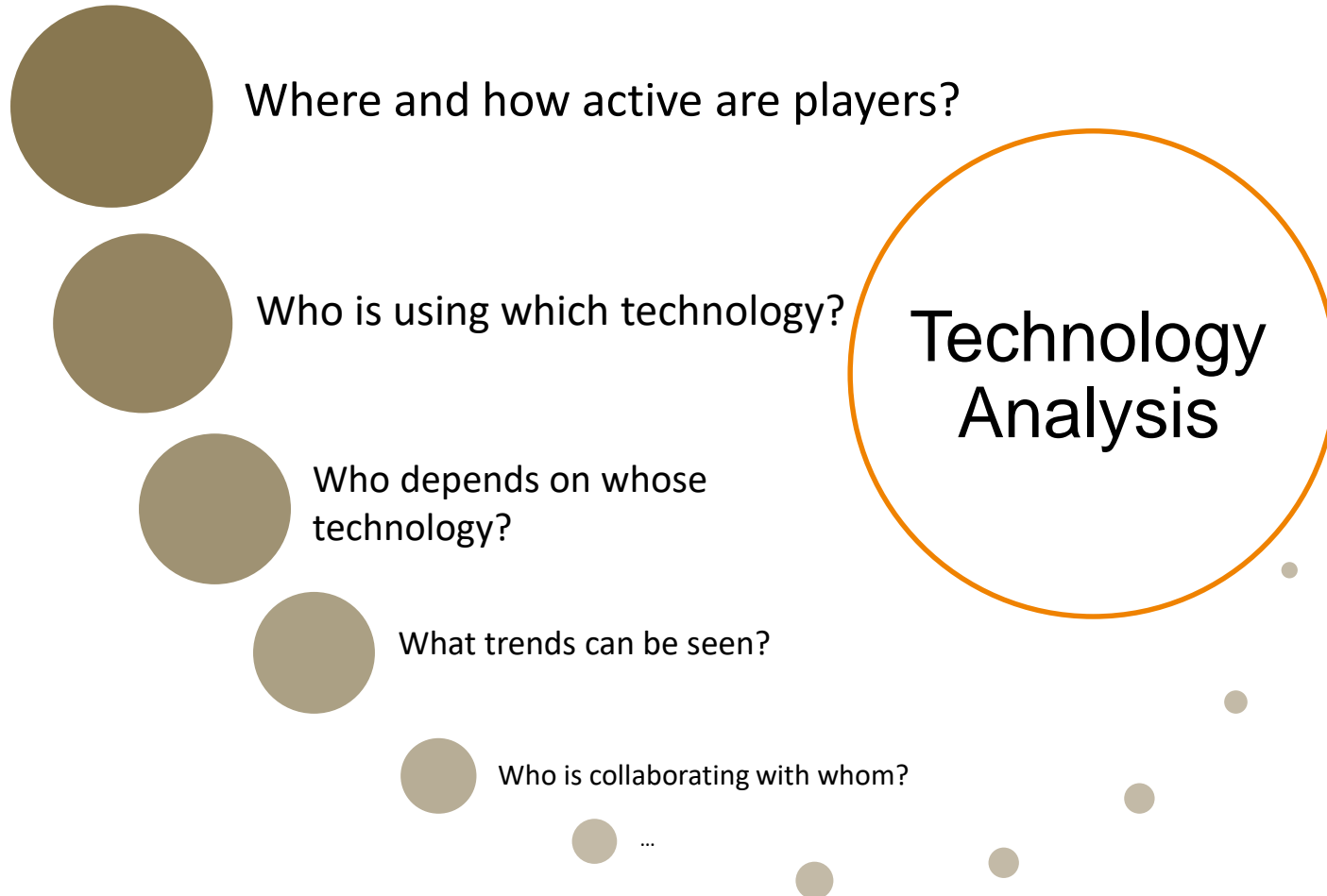
- Basic package
- + In depth analysis
- + In depth communication
- + Categorization
- + Individualized report
- + Legal status data

PROFESSIONAL

- Advanced package
- + Analysis workshop
- + Data presentation
- + Dashboard (full data access)

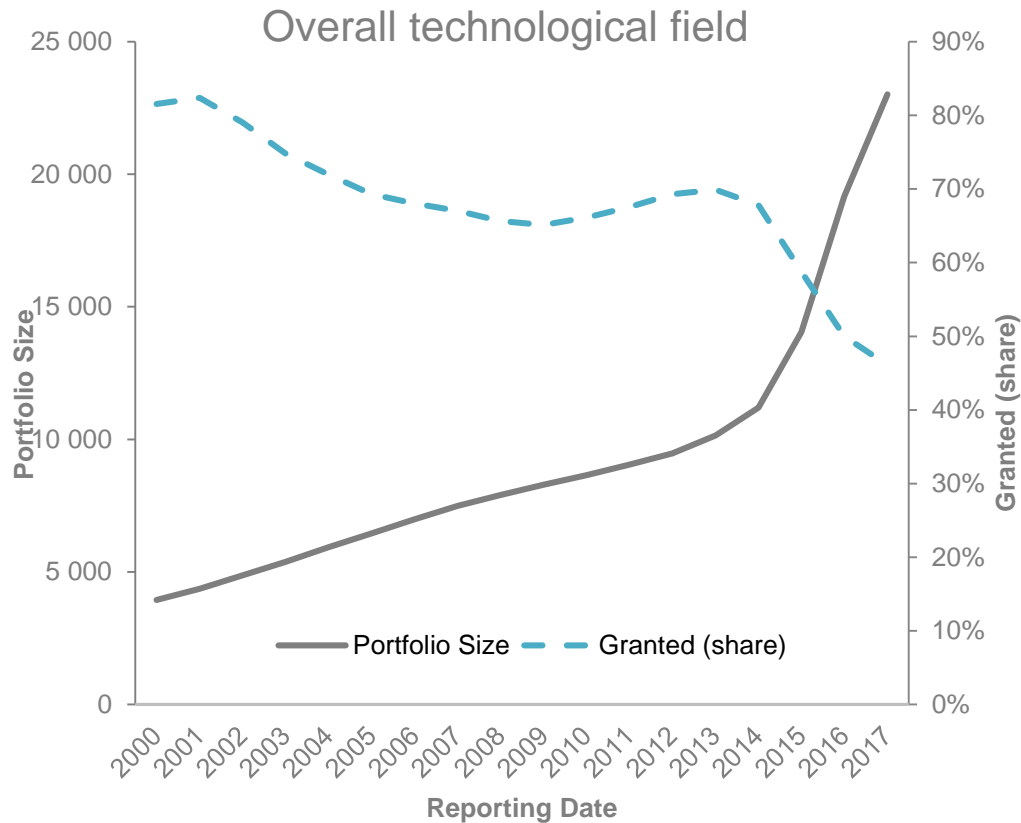
What the patent technology analysis tells you ⁵

Focus: Identify players, analyse trends and activities in a specific technological field



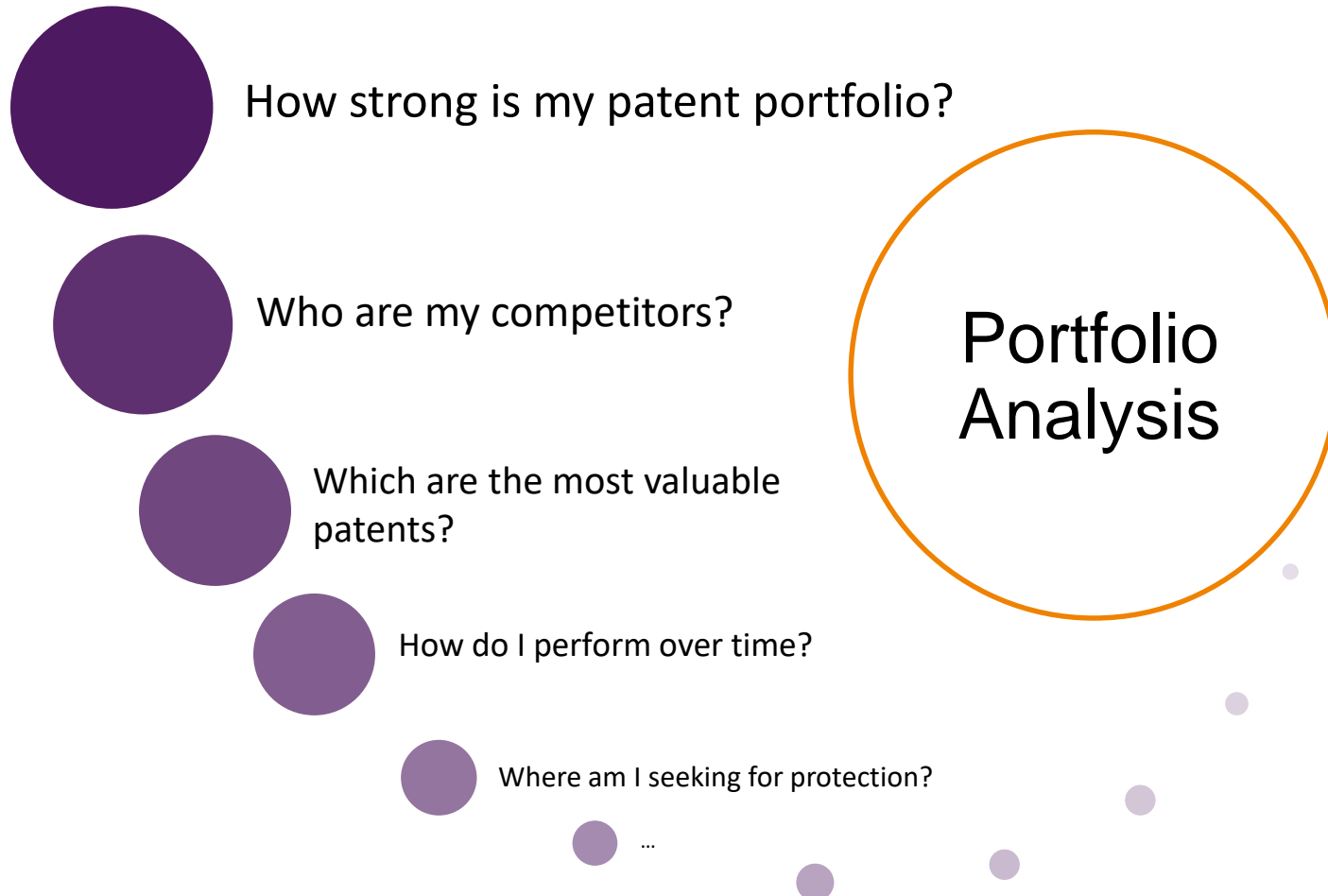
What you get: Typical figure

Question: How active is the overall technological field



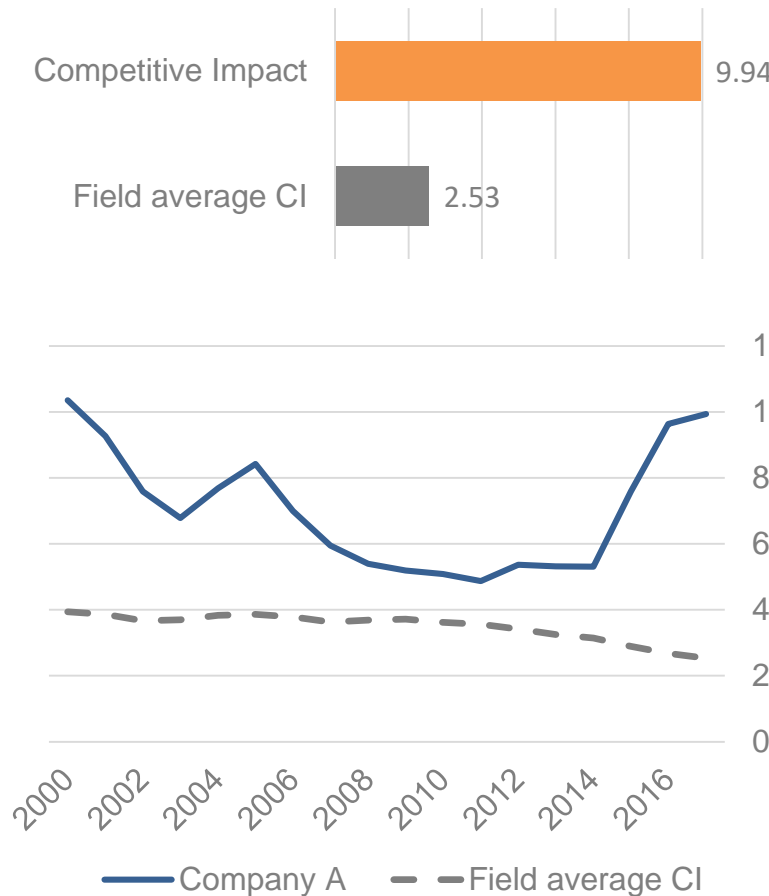
Technology
Analysis

FOCUS Compare a patent portfolio from a company to its relevant technological field



What you get: Typical figure

Question: How strong is my patent portfolio



Portfolio
Analysis

What the patent market analysis tells you

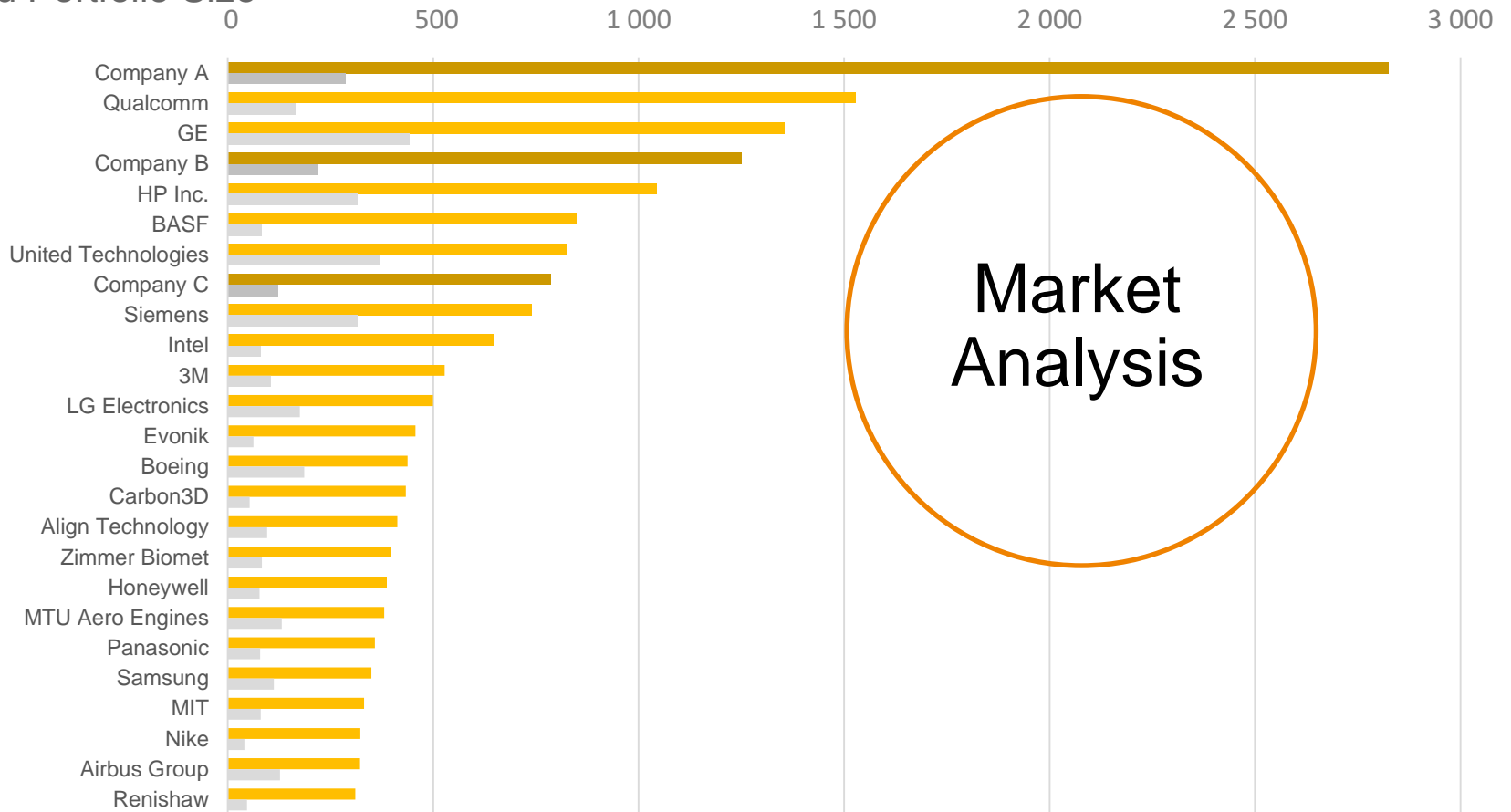
Focus: Benchmark patent portfolios of major players in a specific technological field



Question: Who are the main players

Patent Asset Index™

and Portfolio Size



Unique features of our strategic patent analysis

- 1 Technological field as reference**
Your patent portfolio is compared to a defined set of patents representing your technological field
- 2 Quality parameters**
Besides a quantitative analysis parameters for quality of patents are used
- 3 Corporate information**
Identification of companies is key, our corporate service provider ensures best quality
- 4 Active documents**
Patent documents legally kept alive are of major interest
- 5 Focus on key figures**
Reduced to the essentials to save your time and money
- 6 Graphics tell the story**
Easy to understand visualisation in powerpoint slides



In case of questions – for placing orders



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