

Patent Landscape Analysis ip-search

The Untapped Potential of Patent Data

Markets are increasingly complex and international. Thanks to patent landscape analysis, more companies are gaining an overview of a technology sector, their competitors and the chronological development of the technology area. They are able to reach a better assessment of the economic value of their patent portfolios and their strategic position.

The patent landscape of technology-oriented companies is increasingly crowded. Important information appears more frequently in languages that are foreign to us, while the amount of technical and economic information constantly grows. It is ever more difficult to keep track of it all and to have the appropriate basic data for preparing important business decisions.

The available information on companies, technologies and markets is often in divergent forms, making it difficult to evaluate. While the scientific literature in the field of applied technologies is usually incomplete, patent data covers the area well. Patent data provides not only information on technologies and patent applicants but also important tips on interesting markets, companies and sectors.

Additionally, it is stored in structured databases making it particularly well-suited for patent landscape analysis.

In a patent landscape analysis, the technical contents and bibliographic details, as well as relationships between documents, make up the core of the analysis. It is not so much individual patent documents which are searched and analysed, but rather a set of patent data meeting defined criteria.

Tools and conditions to create patent landscape analyses

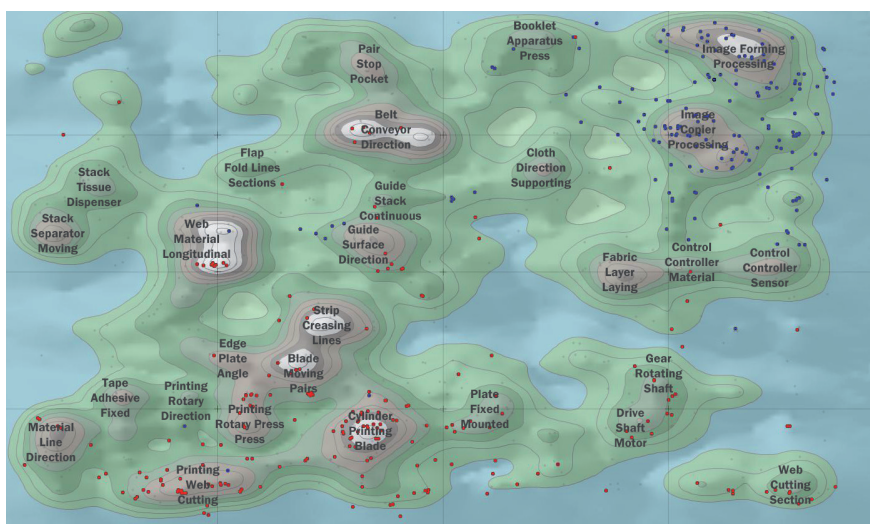
New tools and analysis techniques have recently improved the possibilities for patent landscape analysis significantly.

Tools with integrated data and text

mining using semantic text analysis deliver informative results. This allows large amounts of data to also be analysed in full-text mode for the first time and to make invisible relationships apparent.

Besides the right tools, the following factors are critical for the informational value of patent landscape analysis:

A clean data base: The basic set of patent data to be analysed must be as homogeneous as possible. Differences in the spelling of patent applicants need to be eliminated and individual patent publications for the same invention have to be combined into patent families. It is an advantage to use data from specialised databases, such as the Derwent World Patents Index, which edits and processes the patent data rather than raw data from



The graphic shows a patent map for the technology sector „Printing and processing of thin materials“ created by the „Thomson Innovation“ software platform. More than 5000 patent abstracts from the Derwent World Patents Index database were evaluated by means of semantic text analysis. Each document is assigned a place on the map, with documents of similar content placed near each other. The frequency of the documents is represented by the height profile as in a topographical map.

The map shows the documents of companies A (red) and B (blue). The represented word groups, which characterise the content of each site, show that company A offers solutions for cutting and folding thin materials for large web presses, while company B is active in the field of image processing for xerographic processes.

Who can use patent landscape analyses and for what?

Users are interested in an independent, different view of a business situation. The results must be formulated in a readily understandable, non-patent technical language.

Patent landscape analyses can answer the following types of questions for various user groups:

Management

- Over view of technological developments, market trends and competitors
- Identification of business partners, potential licensees and licensors
- Basis for evaluating patents in the context of controlling, accounting and sales

Here, results must be clearly and concisely summarised for management decisionmakers. Manage-

ment is often under a strict code of secrecy when it comes to strategic preliminary planning; even company internally.

Research and development

- Over view of technological developments
- Rapid familiarisation with new technical areas
- Identification of developmental gaps and unique technical features
- Finding alternative technical solutions to a problem

A stepwise approach to arrive at an optimal, informative result is particularly useful for this group of users. Raw data should, if possible, be further processed by users themselves.

Patent and legal divisions

- Identification of potential infringements of foreign and own IP rights
- Finding workarounds and defence strategies
- Analysis of opposing party's patent portfolio in patent litigation

For this group of users, the reliability of the facts and the completeness of the data is most crucial. Detailed information about the legal status must be integrated into the evaluations.

Lenders and consultants

- Basis for evaluation of patents as collateral
- Identification of strengths and weaknesses of a company in the technology sector
- Identification of strategic options and potential partners for a company

generally accessible patent data bases.

Artefacts in the patent data must be familiar and taken into account by analysts when evaluating and interpreting the results. Differences in national patent laws, for example, can have a significant impact on the number of patent applications which have been filed for an invention.

Close collaboration between the client and the analyst is more important than for classic patent searches. This close coordination and the stepwise approach in the patent landscape analysis enable the further development and refinement of results according to customer needs.

Who can create patent landscape analyses, and what is important?

Larger industrial companies already use patent landscape analyses systematically and usually have the necessary tools and expertise. The infrequent need of SMEs, lenders and consultants hardly justifies the big investment needed for purchasing tools and training staff to internally develop such analyses.

Working with an external provider allows these companies to benefit from the advantages of patent landscape analyses.

When choosing a provider, consider the following:

- Competencies in the field of intellectual property, research and data analysis
- Availability of a high-quality underlying dataset and the analysis tools
- Confidence in the provider
- Secrecy must be absolutely assured

ip-search is an ideal partner

Tailor-made patent and technology searches Whether for patent landscape analyses, prior art searches, or validity or patent infringement searches, **ip-search** stands for the highest quality, competence and experience. All services are designed to meet the customers needs.