

# PATENT PORTFOLIO ANALYSIS

You want to know about your **competitor's strategy?**

You want to see details of **their know how?**

You want to know where to allocate **your R&D budget over the next 5 years?**

You want to maximise your **IP based revenue ?**

You want to earn the pioneer profit **with superior products ?**

Managing Patent Portfolios isn't rocket science. It's much **more difficult**.

Our next generation SEMANTIC patent analysis solution allow for simple, fast and highly granular management of large portfolios, right down to the individual patent level - a growing importance of effective IP management. The solution empowers non-patent experts to create reliable, measurable metrics to evaluate and manage patent assets and patent portfolios of funded portfolio companies.

**Portfolio DSS™** is the industry's first-in-class Decision Support System (DSS) that automatically analyzes traditional patent data with exclusive analytics engines, and creates **exclusive information** and **knowledge** about your patent assets needed to support your day-to-day patent and portfolio management decisions.

# PATENT PORTFOLIO MANAGEMENT – WHY?

1. By statistical average, patent portfolios of >250 patents contain about 10 % of invalid patents. DSS will identify them. If we assume an average remaining life time of those 25 patents with ten years, you save unnecessary European patent renewal fees of

**Euro 1'600'000\***

\*not including R & D costs, Patent lawyers fees, overhead costs. Fees paid in 8 European countries only.

2. 25% of patent applications are denied by EPO, WIPO. 45% of patent applications are denied by USPTO.

With DSS, you reduce the number of failing patent applications dramatically by avoiding futile applications and improving the quality of necessary ones.

With 25 applications a year (8 patents denial rate) you will save about

**Euro 120'000**

in unnecessary patent fees and statistically about

**Euro 2 million**

in research & development costs.

3. DSS will make you much more focused in your R & D budget allocation. You will recognise at early stage if a R&D project will pay or not. You avoid parallel developments. You will identify the status of the technology lifecycle and how close the project is to the next technology generation.

Your savings: immense

4. DSS identifies the strength and weaknesses of your patent portfolio based on 26 scientifically proven statistical measurements. DSS will quickly identify potential licensees, independent of arbitrary patent classifications

Your added value: immense

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Legacy patent “search tools” and your rules-based patent docketing / workflow solutions are simply not designed to deliver the mission-critical knowledge that your operations require. The problems of making IP related decisions based on inadequate information are real, and they are costly. To maintain competitive market advantage, DSS helps you extracting more knowledge, in less time, than is currently possible from your legacy systems.

With Portfolio DSS, corporations can model large patent portfolios on demand, quickly identifying specific patents that could be used to increase licensing revenue, that

may be infringed by competitive products, that do not fit into your organization’s R&D strategy, or to cut operating costs by identifying poor quality patents to abandon or divest.

Even tasks impossible by any other means, such as mapping a competitor’s complete product line against every patent in portfolios with 400 to 40,000 patents, instantly identifying every possibly infringed patent, can be completed in just days.

Now, IP information is clean, transparent and easy accessible.

# PATENT PORTFOLIO MANAGEMENT

## Cost cutting

An annual review of every portfolio patent was virtually impossible – even with unlimited staff and legacy tools. The Portfolio DSS™ efficiency allows an enterprise organization to easily perform quarterly portfolio analysis to update revenue opportunities, refine R&D strategy, and manage maintenance fee savings.

## Intelligent allocation of resources

DSS literally thinks like you - it delivers strategic and tactical information you need.

Before you decide whether to authorise a certain R & D budget, it checks how far this specific technology is developed by other parties. It shows, how your application should be designed to maximise its legal and

commercial strength, or if licensing from 3rd parties would be more appropriate.

## Risk assessment

In the world of finance, like pension funds or VC, DSS delivers at once a clear insight into your current and upcoming investments. You will understand the potential risks of IP litigations and commercial strength of your investments. You can follow the correlation of strong IP portfolios and share performance.

As VC, you will understand the potential of the IP any start-up is based on. DSS will show you the complete IP environment of your potential investment.

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## PATENT AND PORTFOLIO EVALUATION

If you can't measure it, you can't manage it.

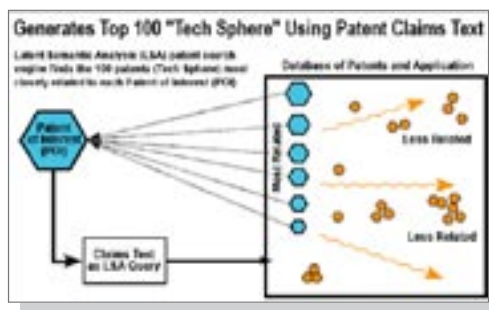
You need to fully understanding all specific attributes that contribute to qualitative value of a patent to render reasonable licensing, investment, business or litigation decisions.

Portfolio DSS™ uses our Patent Factor Index (PFI™) analytics engine to statistically measure the quality of your patent assets. Patent quality is the basis for almost all substantive decisions based on patent value, whether to assess the commercial or enforcement qualities of a single patent in a licensing negotiation, or analyzing large scale patent collections to maximize portfolio asset value.

PFI™ provides a quantitative analysis of patent quality to aid in fast, high resolution identification of high / low quality patents to support management decisions – objective, transparent, repeatable.

PFI computes and scores 20 separate data fields specific to (a) legal quality; (b) commercial quality; and (c) technology quality. It uses the peer-reviewed results and conclusions of more than 20 PROVEN empirical studies on statistical patent quality analysis by noted economists and scientists.

The strength of your patent is always a relative strength to other patents, the Homogeneous Control Group of patents. This group of most closely related patents can only be generated through semantic technology. Using our Latent Semantic Analysis search technology, the system automatically creates a patent search query using the claims text of the target patent. It finds the 100 patents most closely related to the target patent, the "technology sphere".



Technology spheres are dynamic and Patent quality indicators are time dependant, as the patent offices of relevant industrial countries increase the patent data base by 40'000 patents weekly. DSS will give you the possibility to repeatedly evaluate your and your competitor's patents or patent portfolios whenever requested.

# PATENT PORTFOLIO MANAGEMENT



Comprehensive and detailed papers describe the process for computing and evaluating every one of the more than 20 discrete data fields scored by the PFI system. And because patents are complex, our Portfolio Management Solution DSS leaves it to the IP managers to decide what specific factors should be evaluated, and how they should be weighted to support any given portfolio analysis – such as patent evaluation for triage or portfolio pruning, assertion, or other business objectives. So, IP managers can independently change the impact of each factor relative to the most pressing business objective.

We score. You decide.

