



Patent analysis and transparency

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“Global patent warming”

**IP management
new tools**

**Consequences of IP
“transparency”**



Hot, hot, hot

Inside the struggle to combat global patent warming

Banks and the innovation bonanza • How companies can resolve patent pool dilemmas
The secrets of successful reputation management • France's chance to take the lead in Europe
Why standardisation will see patent markets boom • Full IP Business Congress 2008 report

Patent Warming consequences

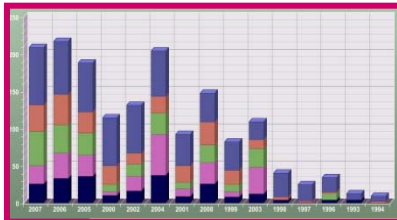
- Classical licensing process is too slow
 - ➔ New tools to speed-up the process and reduce transaction costs
- Too many patents
 - ➔ Better tools to identify relevant I.P.
- Patent appraisal « black box »
 - ➔ Need for much more transparency
 - ➔ Dreaming of a rating system allowing to determine the relative value of existing 33 M patents

Emerging new tools

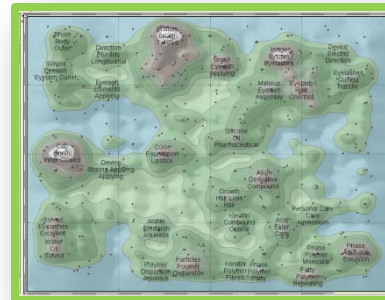
« Clusterisation »

Visualisation
« satellite »

Patent rating

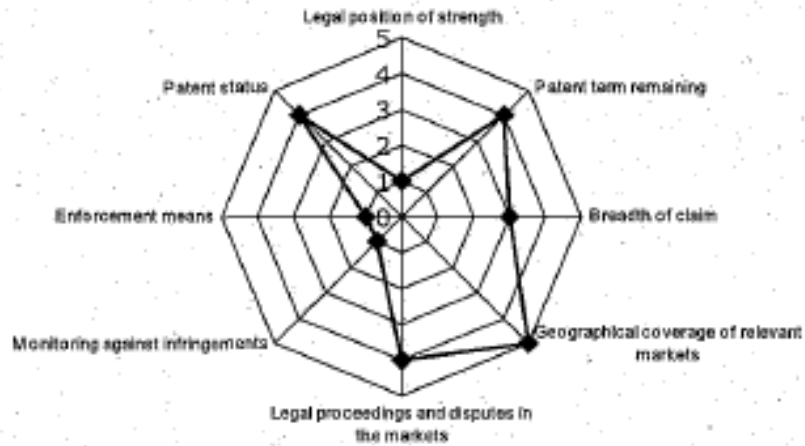


- All (301)
- uncatgorized (10)
- oral,dosage,form (70)
- viral,cancer,viral infection (48)
- health,beverage composition,kit (37)
- adhesive,denture,artide (35)
- animal,companion,feed (15)
- vitamin,supplement,vasoactive (14)
- probiotic,method of use,bifidobacteria
- cosmetic,hair,skin (14)
- pharmaceutical composition,powder,pha
- foam,material,body (11)
- phenylephrine,aldehydes,illness (8)
- eye,antagonist,vascular (6)
- preparation,alopecia,derivative (6)

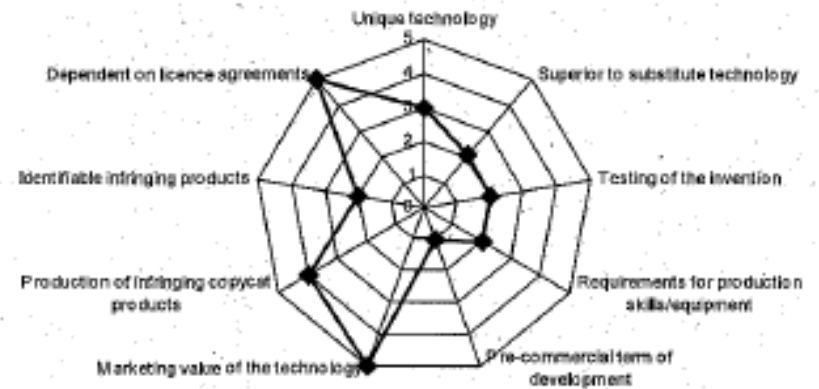


EPO IP Score

Legal status



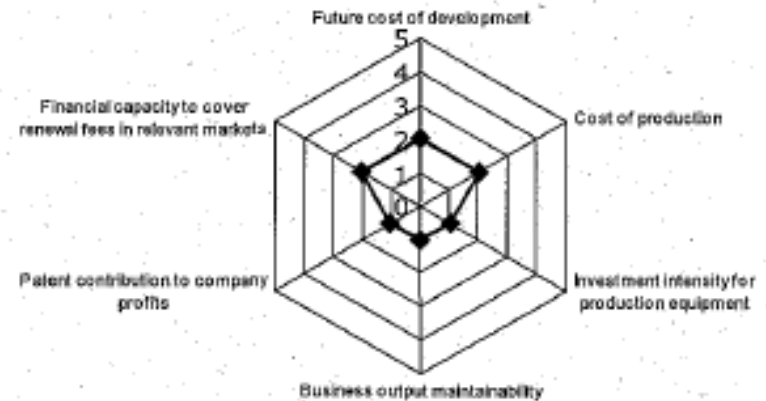
Technology



Market conditions



Finance



PATENT MAPPING

Acoustic

Micro

Telephone

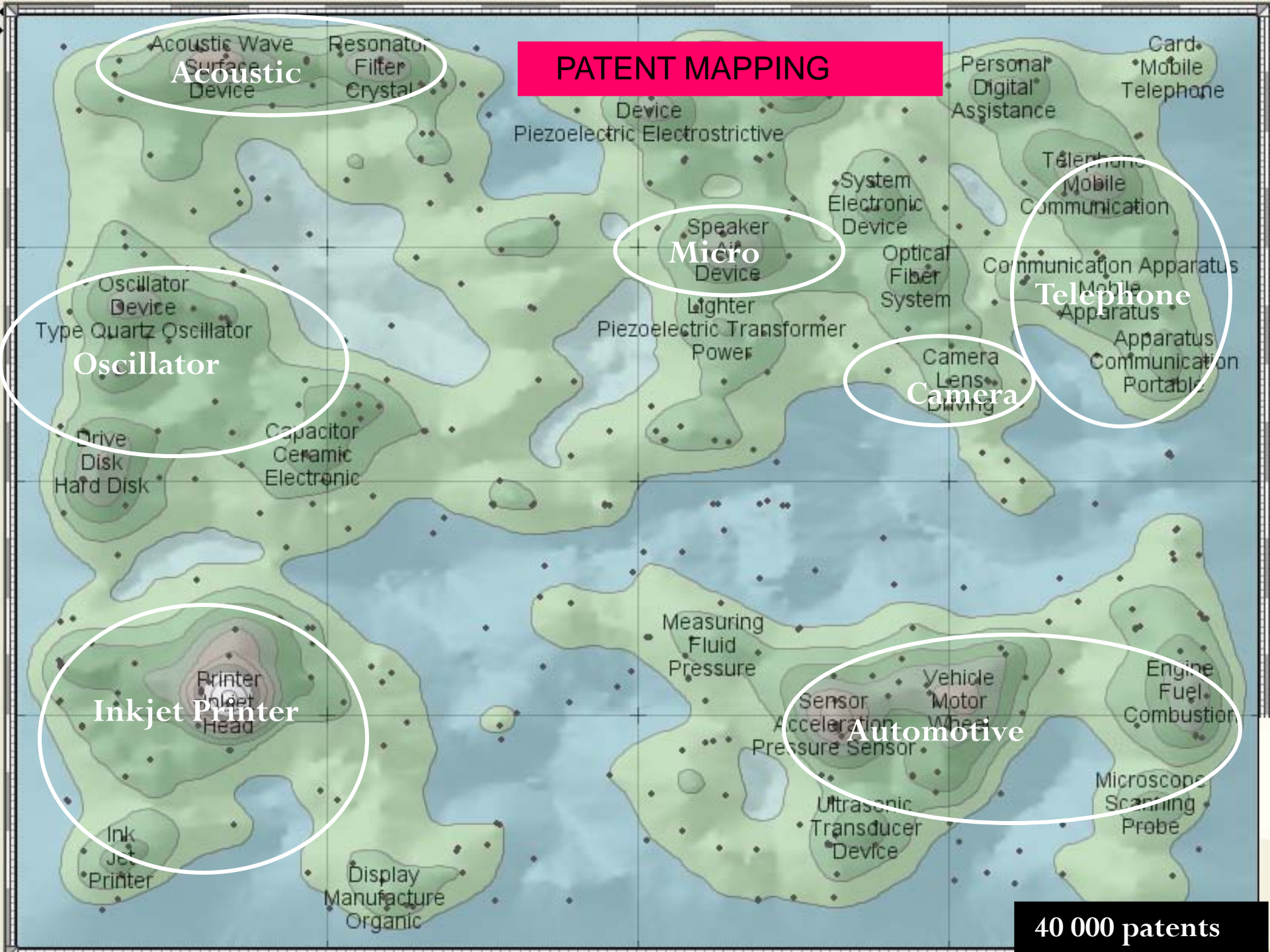
Oscillator

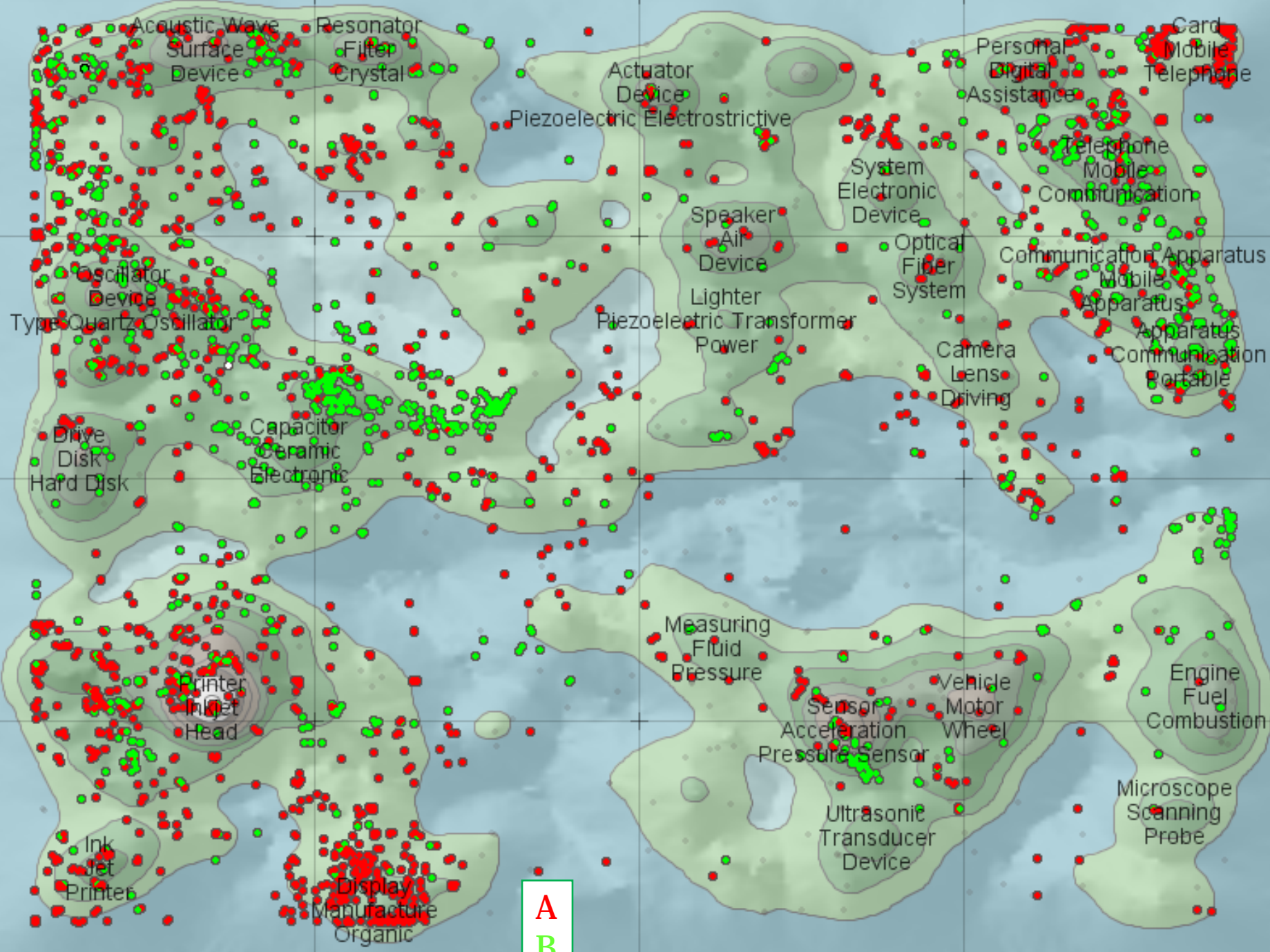
Camera

Inkjet Printer

Automotive

40 000 patents





Acoustic

Resonator
Filter
Crystal

Acoustic Wave
Surface
Device

Actuator
Device
Piezoelectric Electrostrictive

Personal
Digital
Assistance

Card
Mobile
Telephone

Micro

Telephone

Camera

Oscillator

Oscillator
Device
Type Quartz Oscillator

Piezoelectric Transformer
Power

Communication Apparatus
Mobile
Apparatus
Apparatus
Communication
Portable

Drive
Disk
Hard Disk

Capacitor
Ceramic
Electronic

Camera
Lens
Driving

Inkjet printer

Printer
Inkjet
Head

Meas
Flu
Pres

Engine
Fuel
Combustion

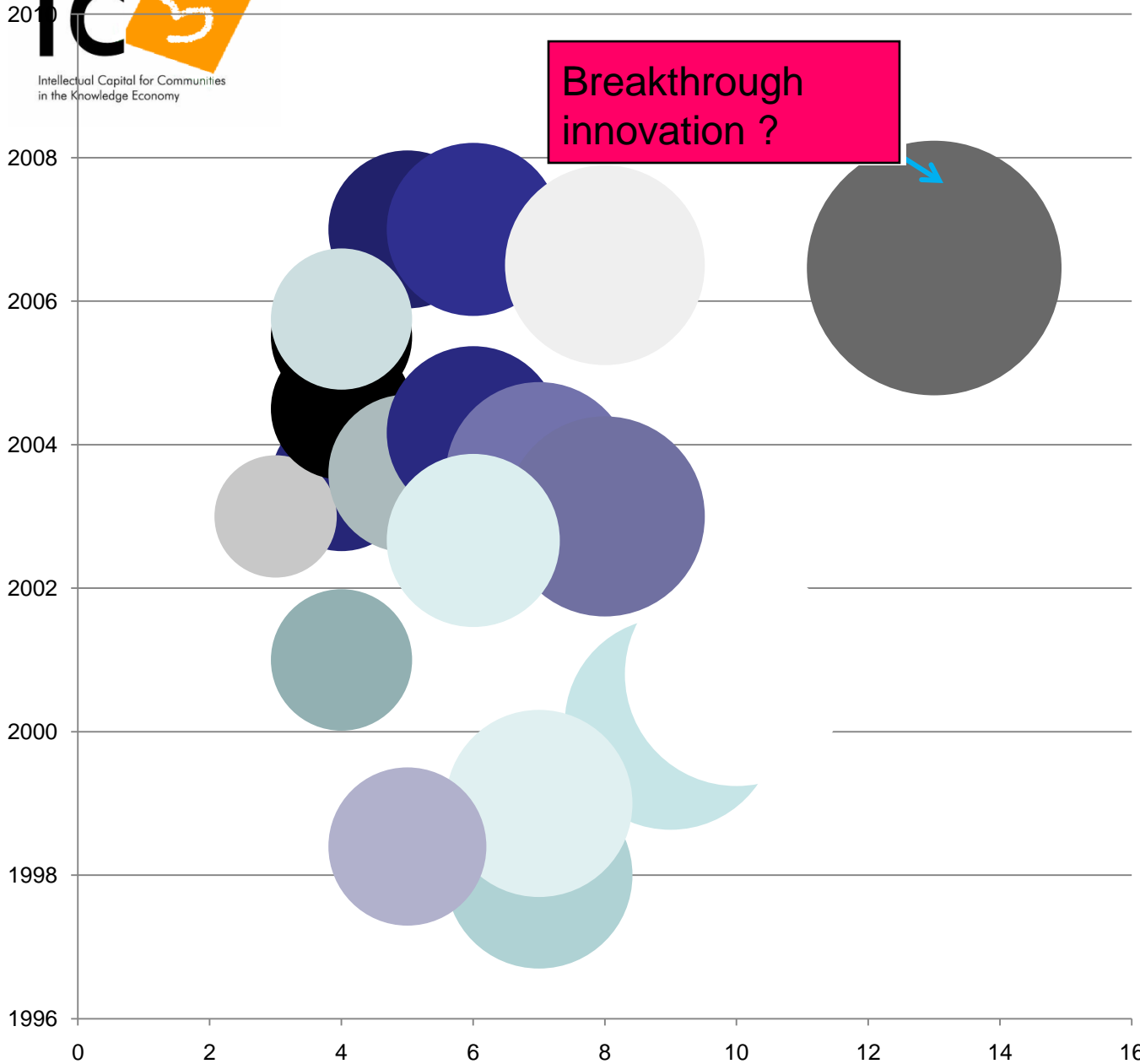
Microscope
Scanning
Probe

Ultrasonic
Transducer
Device

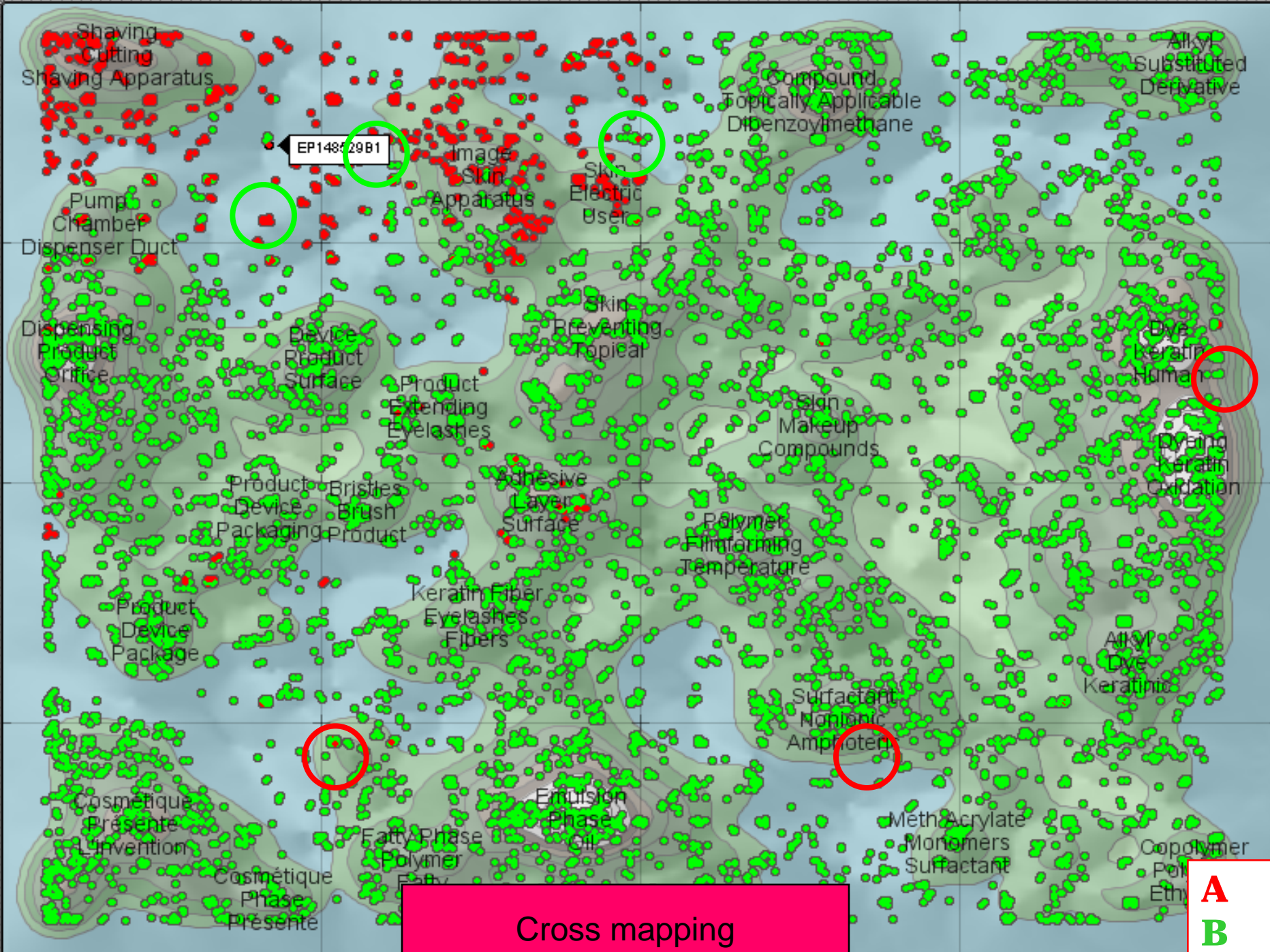
Display
Manufacture
Organic

Ink
jet
Printer





- 3M INNOVATIVE PROPERTIES CO,,,,
- AGFA GEVAERT NV,,,,
- APRION DIGITAL INC,,,, | WACHTEL JONATHAN,,,,
- CANON KK,,,,
- CIBA SC HOLDING AG,,,,
- DIMATIX INC,,,,
- FRANCOTYP POSTALIA AG,,,,
- IMAJE SA,,,,
- IND TECH RES INST,,,,
- KORNIT DIGITAL LTD,,,,
- KYOCERA CORP,,,,
- LEXMARK INT INC,,,,
- MINOLTA CO LTD,,,,
- NANO DYNAMICAS INC,,,,
- NIPPON ELECTRIC CO,,,,
- RICOH KK,,,,
- ROHM CO LTD,,,,
- SPECTRA INC,,,,
- TALLY COMP DRUCKER GMBH,,,,
- TOPAZ TECH INC,,,,



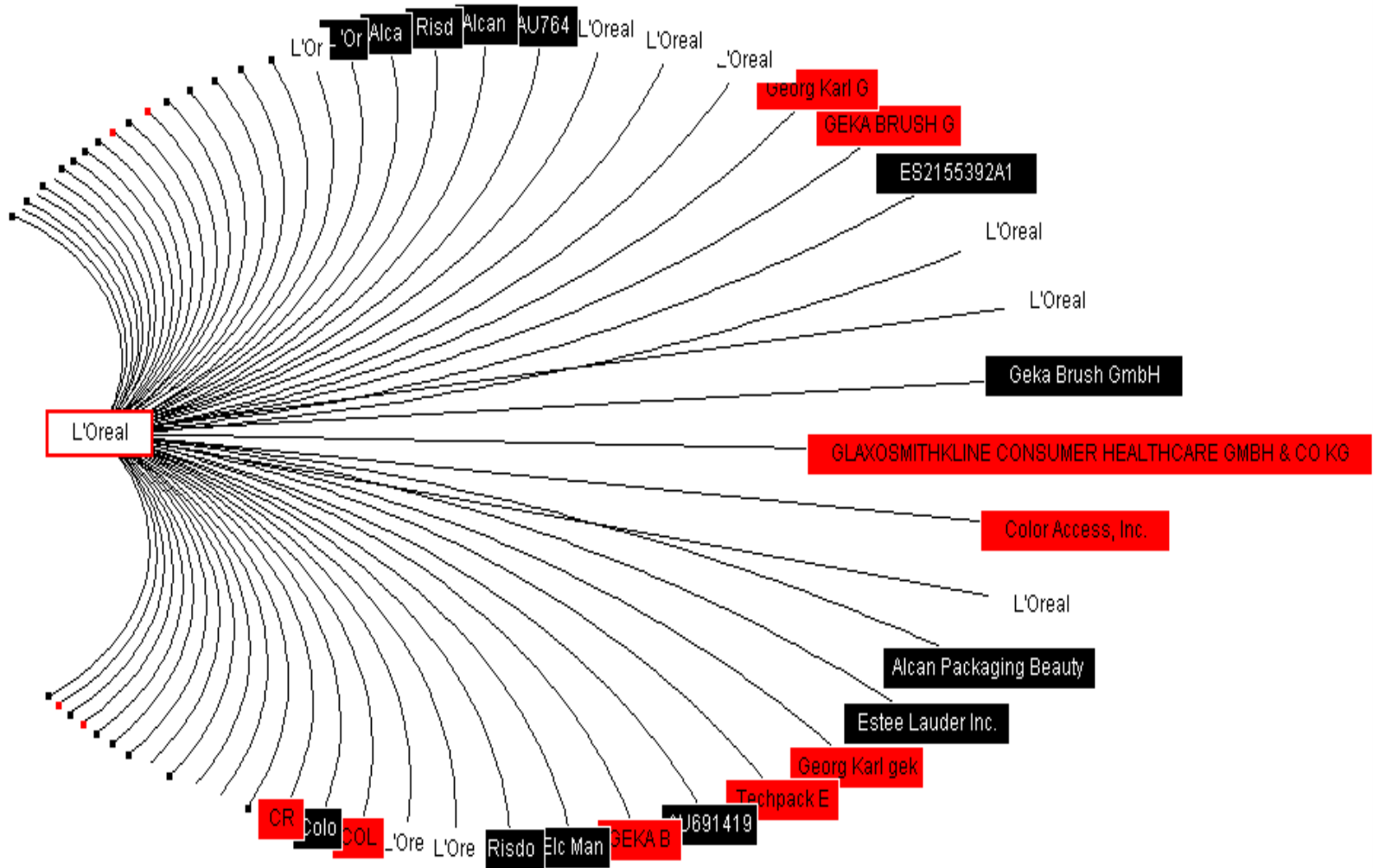
Cross mapping

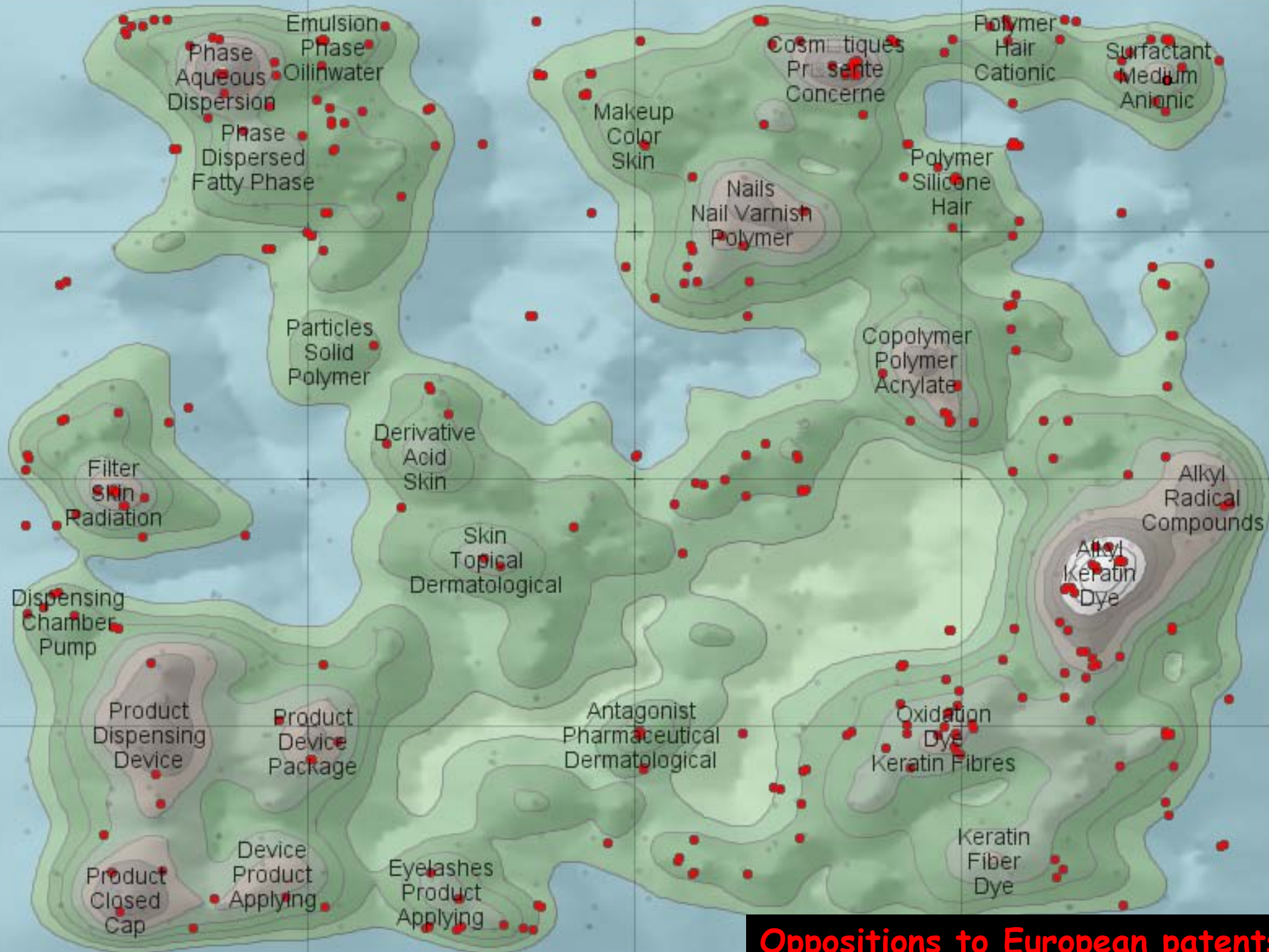
A
B



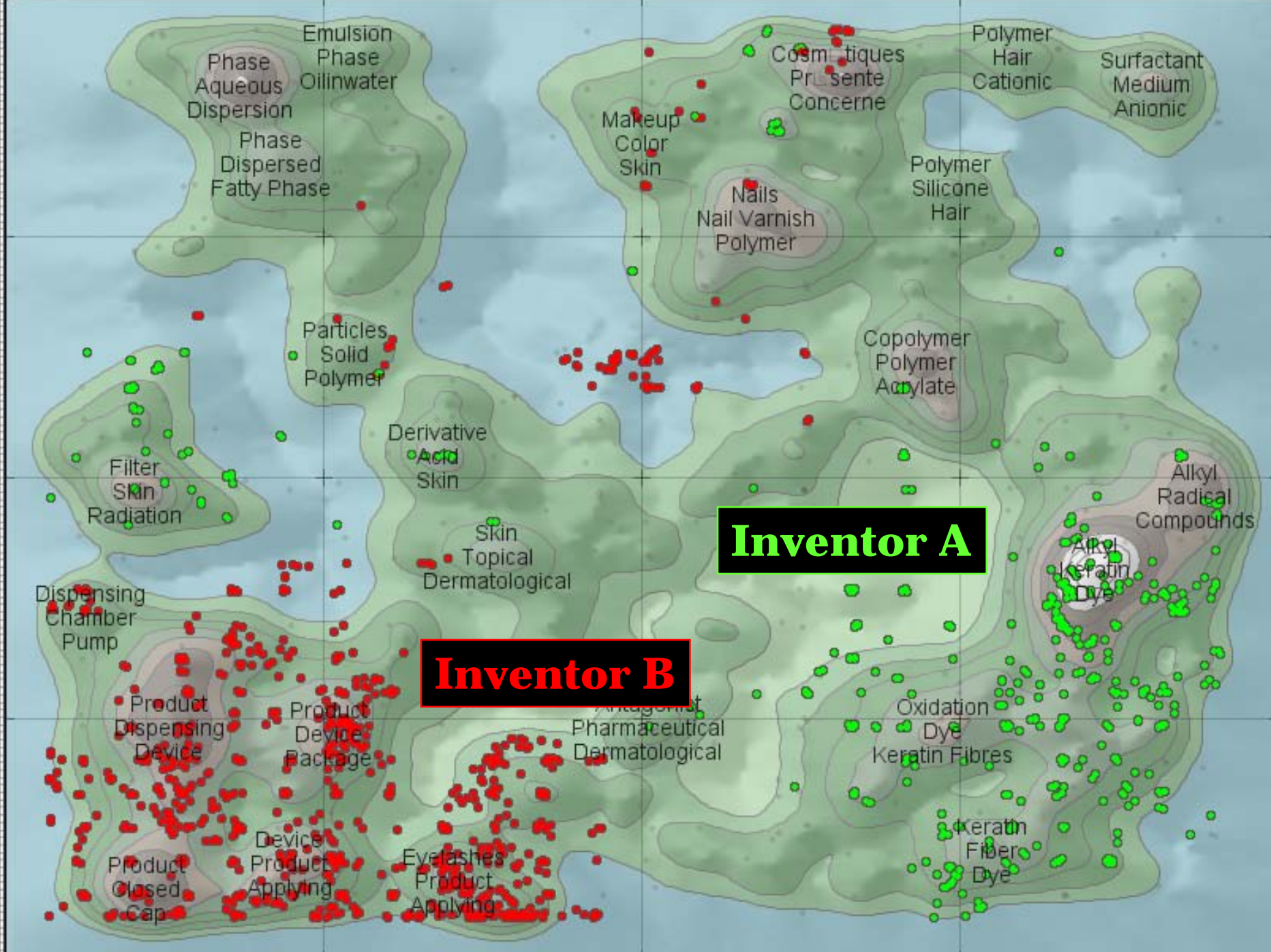
Intellect
in the Knowledge

X or Y citation in EP search report





Oppositions to European patents



Inventor A

Inventor B

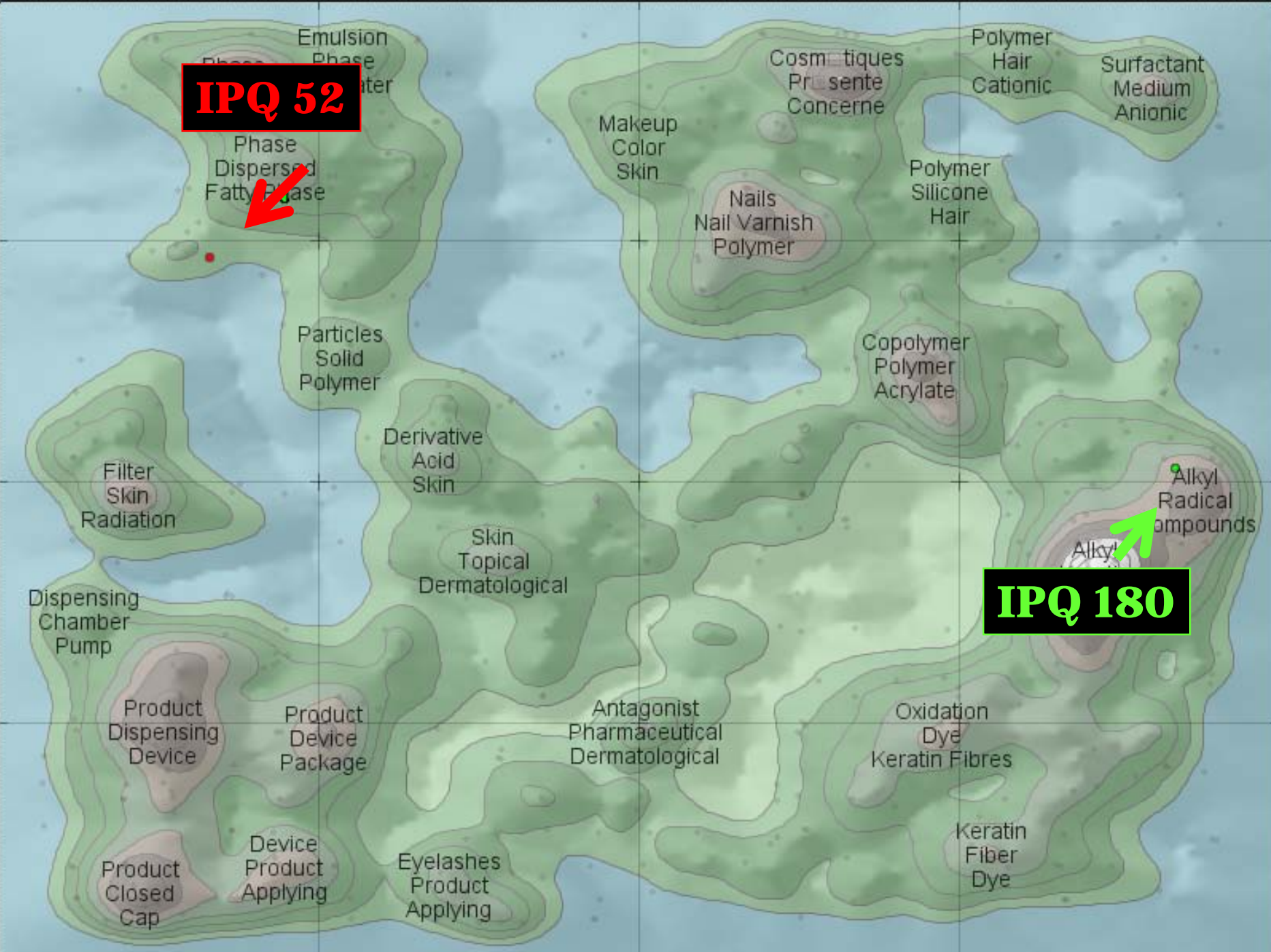
Patent mapping

- Powerful tools to support decision making
- R&D strategic management tool
 - ❖ Transparency of the competitors R&D strategies
 - ❖ Understanding complex technological environment by analysing 33 M patents
 - ❖ More objective and faster selection of potential partners, licensees, counterfeiters
 - ❖ Breakthrough innovation identification
 - ❖ More objective patent portfolio analysis

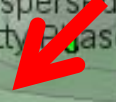
Patent rating

- Patent appraisal is always long, costly and not really effective
- Financial data related to IP transactions rarely available
- Ocean Tomo scoring algorithm (IPQ)
 - US patent scoring only
 - Most sophisticated initiative
 - Several limitations but statistically effective

 POSSIBLE FUTURE STANDARD



IPQ 52



IPQ 180



Emulsion
Phase
Water

Phase
Dispersed
Fatty Phase

Cosmetiques
Présente
Concerné

Polymer
Hair
Cationic

Surfactant
Medium
Anionic

Makeup
Color
Skin

Nails
Nail Varnish
Polymer

Polymer
Silicone
Hair

Particles
Solid
Polymer

Copolymer
Polymer
Acrylate

Filter
Skin
Radiation

Derivative
Acid
Skin

Alkyl
Radical
Compounds

Skin
Topical
Dermatological

Dispensing
Chamber
Pump

IPQ 180

Product
Dispensing
Device

Product
Device
Package

Antagonist
Pharmaceutical
Dermatological

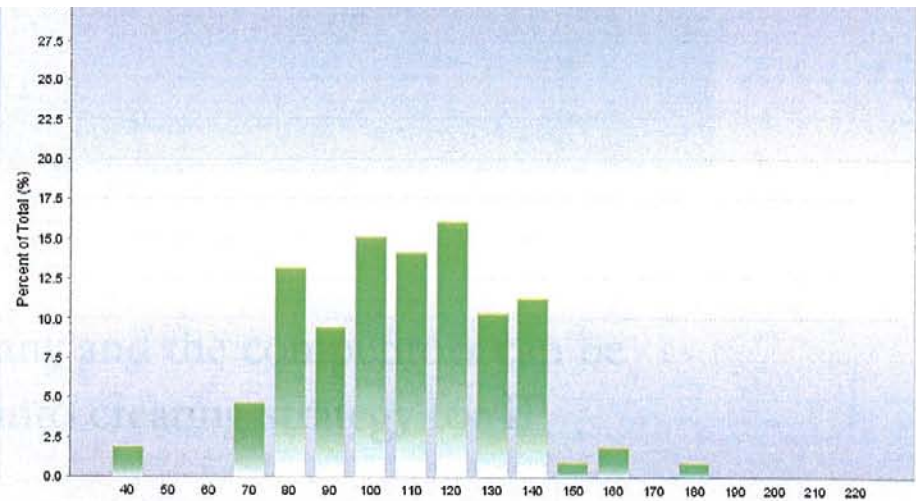
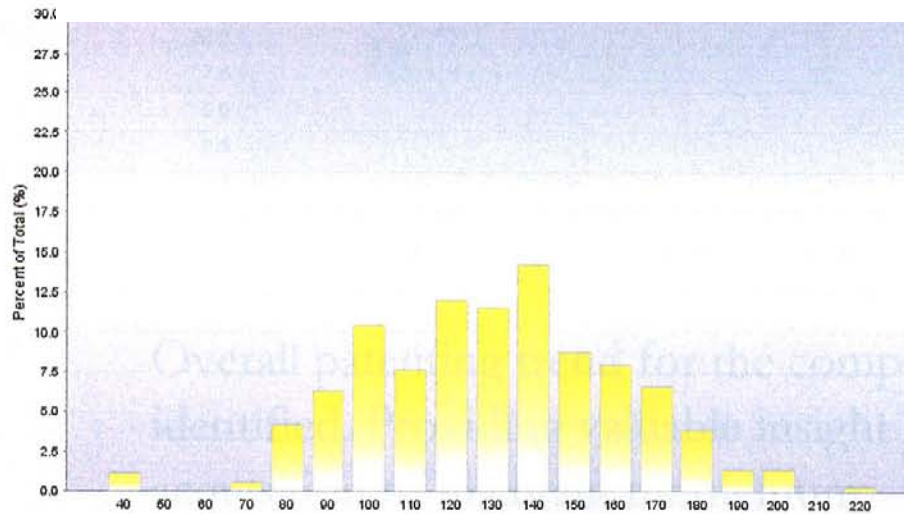
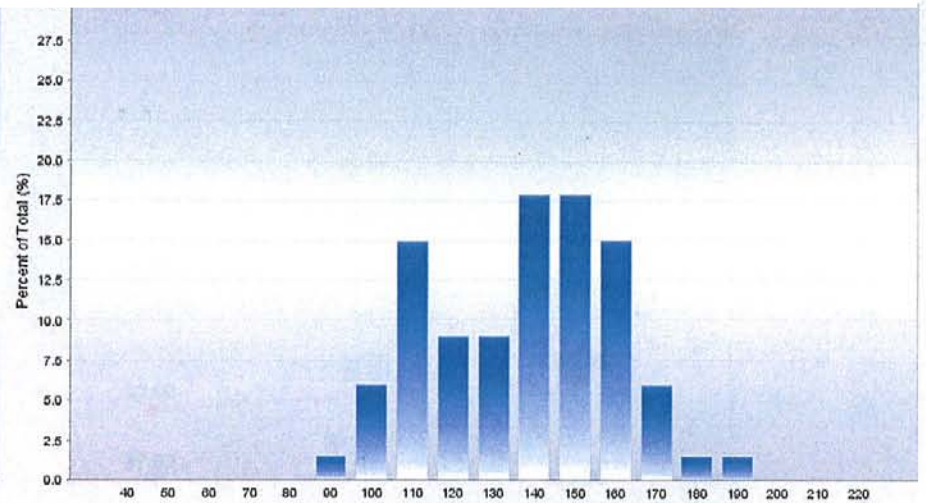
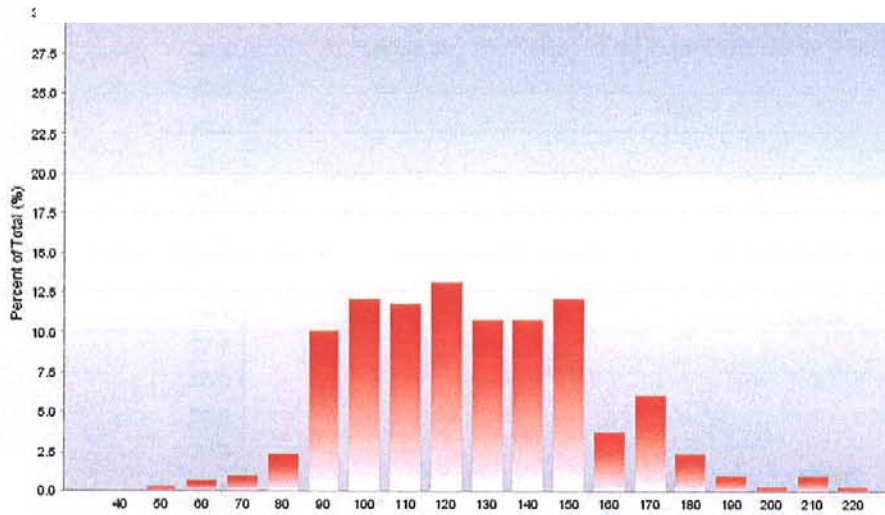
Oxidation
Dye
Keratin Fibres

Product
Closed
Cap

Device
Product
Applying

Eyelashes
Product
Applying

Keratin
Fiber
Dye



Patent quality distribution for 4 similar companies. The IPQ scores represent quality of patents.

Possible rating impacts

- **Reference for patent appraisal**
- **Ranking of the most innovative companies**

Market capitalization

I.P. portfolio management

Shareholders

Class actions ?



More transparency

CONSEQUENCES

- I.P. portfolios and the way they are managed are becoming **transparent** to any party using a combination of the right IP dedicated softwares.
- FTO must be carefully checked **prior to any investment in R&D.**
- Major impact of the new tools on R&D strategic management and on IP portfolio management.
- You must prepare yourself (by training) and your organization (by acquiring the most promising new software) to play with (or invent) new rules.



Thank you for your attention

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