

## CONVEGNO AIDB

01-02 dicembre 2016, Treviso

**Patent information for industry  
and market application**

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# Search and analyze patent information with Orbit Business Intelligence

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# 1. Questel quick presentation

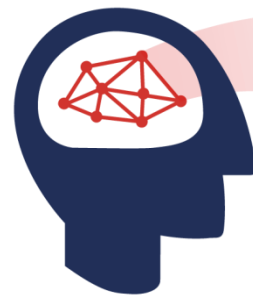
# 2. Orbit Business Intelligence

# 3. Key new development

- Intellixir / Chemaxon
- New patent database : FullPat



Covering  
intellectual  
property needs  
across the  
innovation  
lifecycle.



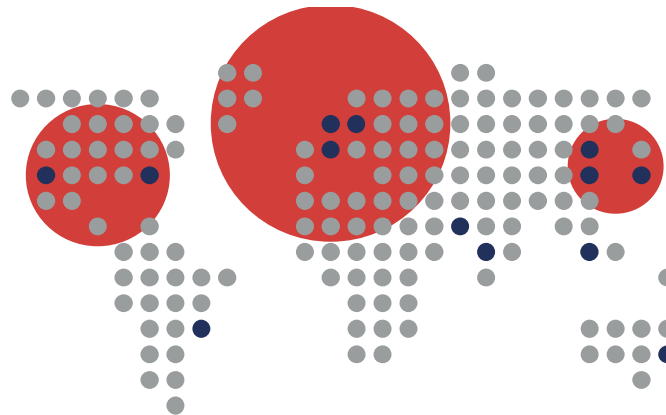
Idea



Protection



Asset



 **Questel**

 **170**

**32M€**

Since 1970



Software



Consulting



eLearning



# Turn insight into action



**Software**



**Consulting**



**eLearning**



## Intellectual Property Business Intelligence



**Orbit Intelligence**

Powerful patent search and analysis



**Orbit Express**

Easy patent search and collaboration



**Orbit Trademark**

Search trademark and build reports



**Orbit WebMonitor**

Alerts from any selected sources



**Intellixir**

Analyze from any scientific sources

## Intellectual Asset Management



**Orbit Idea**

Collaborative idea generation



**Orbit Invention**

Collaborative Invention-to-Filing



**Orbit Asset**

Business focused docketing and financial forecasting

# Bring Intellectual property to the board



Software



Consulting



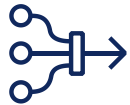
eLearning



## Consulting



Competitive Intelligence



IP Strategy



Prior Art

## eLearning



Corporate Solutions



Custom Training

# Orbit Business Intelligence

1

## Search and monitor

Patents  
Designs  
Litigation  
Licensing deals  
Standards  
Legal status

2

## Analyze and evaluate

Technology landscape  
M&A  
Licensing-in  
Risk assessment  
Competitive landscape  
Monetization

3

## Collaborate & share

Competitive monitoring  
Prior art review  
Renewal management  
Legal Status



# 1 Search & Monitor

## Orbit Express



## Orbit Intelligence

Patent search tool  
for casual users

Patent search tool for expert  
and non expert users

Easy & Fast  
Collaborative  
Secured  
Content driven

Powerful search engine  
Unique search  
capabilities  
Flexible  
Feature oriented

### COMPUTER ASSISTED SEARCH

- Easy Search
- Semantic Search
- Similarity Search

### EXPERT DEDICATED INTERFACE

- Advanced search



# 1 Search & Monitor

Powerful search engine indexing enhanced content

## Global

Weekly updates,  
More than 54M  
patent families,  
More than 100M  
docs, Worldwide  
coverage,  
Translated

## Multi source

Litigation, Licensing  
agreements,  
Standards, Designs,  
Legal status,  
Citations,  
Reassignments,  
Corporate tree

## Flexible

Search patent by  
individual record  
(FullPat) or by  
families (Fampat)

## Value added content

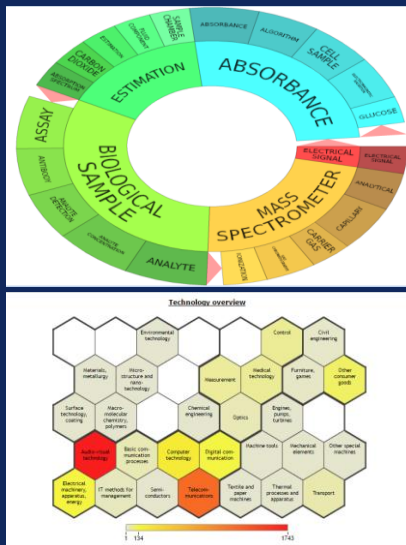
Summary of  
invention, More than  
200 datafields,  
Normalized assignee  
names, Concepts  
normalization





# 2 Analyse and Evaluate

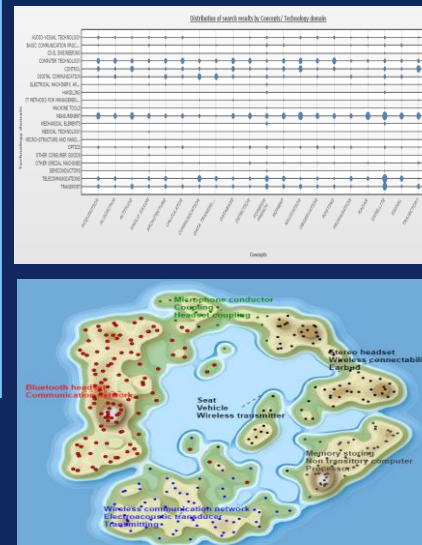
## Technology landscape



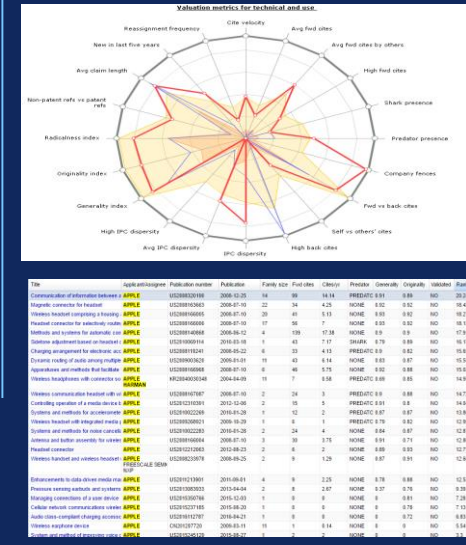
## Competitive landscape



## White Space analysis



## Evaluation and Benchmarking



# 2 Analyse and Evaluate

Fully personal visualization with Orbit's formatting controls.

## Get results real time

### Live analysis

Explore and extract trends from high volumes - 2M families at once

Highlight segments and drill down the selection.

Filter graphs and interact with the results

Use statistic analysis as a funnel to refine perimeter and Validate search strategy

## Create relevant content

### In-memory analysis

Make value with data rules

Customize and put any patent fields on the graphs

Categorize dataset and visualize it.

Spot main trends and strategies.

Make data-driven decisions.



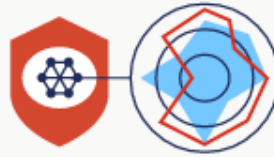
# 2 Analyse and Evaluate

Answer business questions with evaluation modules



## Technology scouting

Find licensable patents & licensing opportunities.



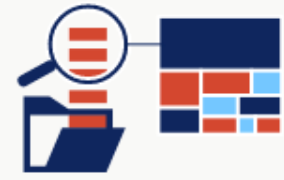
## Business case assessment

Evaluate the environment, its players before starting R&D development.



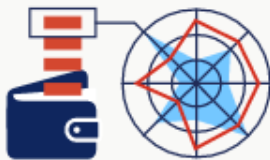
## Ability to exclude

Evaluate your position, measure your ability to exclude competitors.



## Licensable art

Identify and categorize patents with licensing potential.



## Licensing in

Benchmark competitors and portfolios.



## Legal risks assessment

Evaluate potential risks before making strategic business decisions.



## Portfolio pruning

Cut cost by pruning less relevant and non-core patents.



## Licensing out

Master your assets' strengths and weaknesses.



# 3 Collaborate & Share



## Make simple review.

Feed workfiles with alerts.

Annotate, vote and rank.

Classify by tag patents.

Bring in outside expertise.

Manage reader lists.



## Build custom workflow

Automate notifications.

Inform group of users.

Monitor review process.

Keep full capacity to review.

Manage team actions.



## Create dedicated report

Enhanced custom exports.

Showable dashboard.

Share with executive and stakeholders.

Generate custom report URL.





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Key new  
development that  
will further help  
you

NEW PATENT  
DATABASE






## KEY NEW DEVELOPMENT

### FullPat database

# New patent database

Orbit new global database

 **FullPat.** Search, export, and analyze all Questel patents by individual records.

Patent grouping ▾ Display ▾  

☒ Results grouped by patents  
☐ Results grouped by patent families

2013-04-30	INTELLECTUAL...	100 %
2013-07-10	LG ELECTRONI...	100 %
2013-06-05	INTELLECTUAL...	100 %
2002-09-06	L3 COMMUNIC...	100 %
2013-06-05	INTELLECTUAL...	99 %
2009-09-22	GENERAL MOT...	99 %

- New option for freedom-to-operate activities,
- Better due diligence studies,
- Provides more accurate authority analysis options.





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Key new  
development that  
will further help  
you

INTELLIXIR /  
CHEMAXON

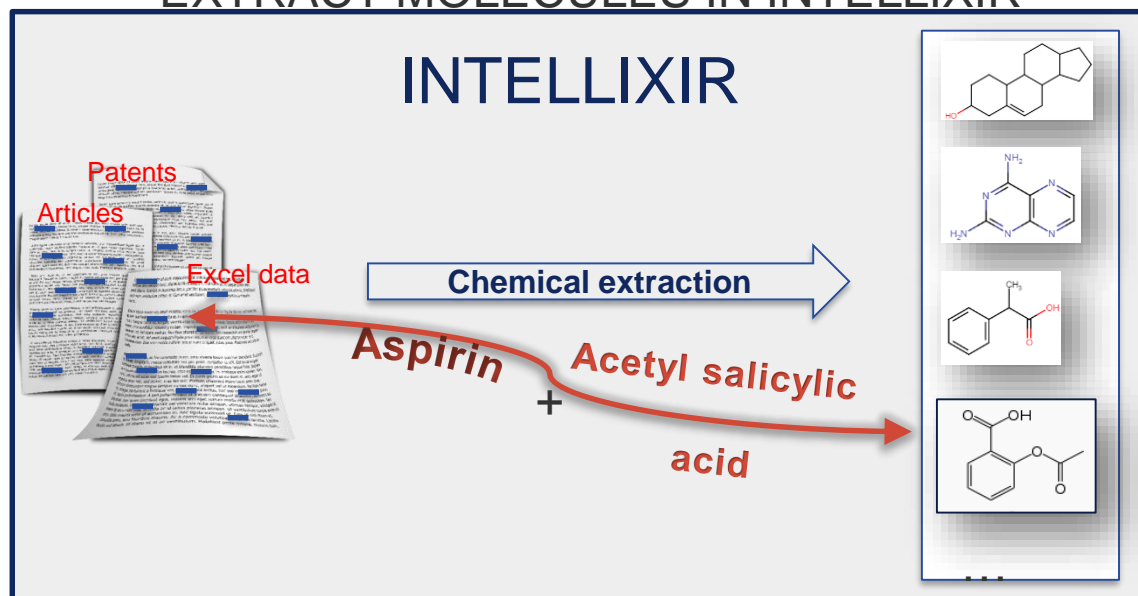


## KEY NEW DEVELOPMENT

# Technology Watch and Competitive Analysis using Chemistry software solution

## Orbit Intelligence - Intellixir

EXTRACT MOLECULES IN INTELLIXIR



Detect commercial names + common names + IUPAC names...





# Grazie !



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