



STRATEGIC PATENT ANALYTICS WITH THE PATENT ASSET INDEX™

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Ponzano Veneto, 1-2 December 2016

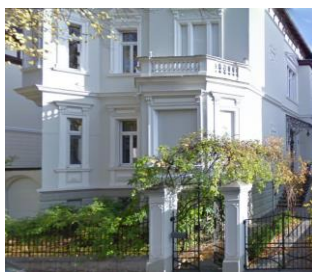
PATENTSIGHT PROVIDES **UNIQUE, RELIABLE & RELEVANT** INSIGHTS INTO THE PATENT LANDSCAPE FOR DECISION MAKERS

1996-2008



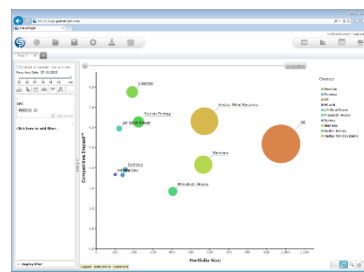
- ACADEMIC RESEARCH
- SELECTED CONSULTING PROJECTS

2008/09



- INTRODUCTION OF THE PATENT ASSET INDEX™ (PAI) METHODOLOGY
- UNIVERSITY SPIN-OFF FROM THE WHU
- BASF & DOW CHEMICAL START USING THE PAI IN INVESTOR COMMUNICATION
- PURE CONSULTING FOCUS BASED ON PAI

2012



- LAUNCH OF ANALYTICS PLATFORM

FROM 2015



- BROAD USE IN INDUSTRY
- 6 OF THE 10 TOP CHEMICAL COMPANIES WORLDWIDE
- PLUS BLUE CHIP CLIENTS FROM MULTIPLE INDUSTRIES (E.G. FROM AUTOMOTIVE, CONSUMER, ENGINEERING, HEALTH CARE, PHARMA, SOFTWARE, TELCOS, ETC.)
- WORLDWIDE CUSTOMERS IN EUROPE, US, ASIA & AFRICA

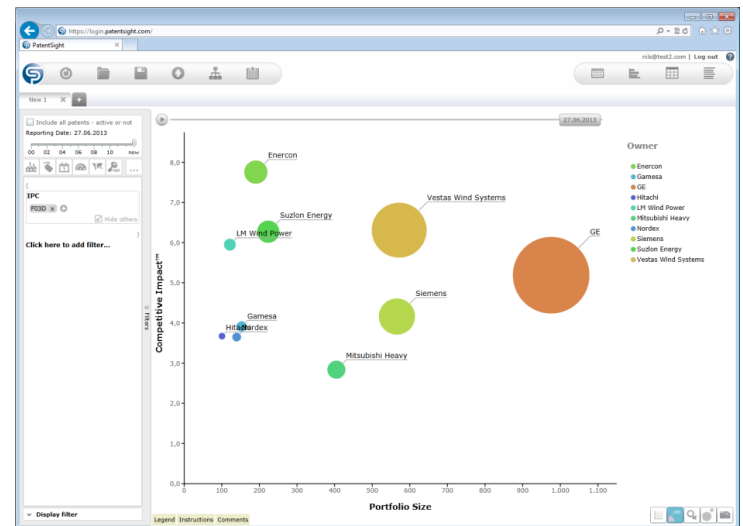


WE OFFER STRATEGIC CONSULTING PROJECTS OR DIRECT ACCESS TO OUR PATENTSIGHT ANALYTICS PLATFORM

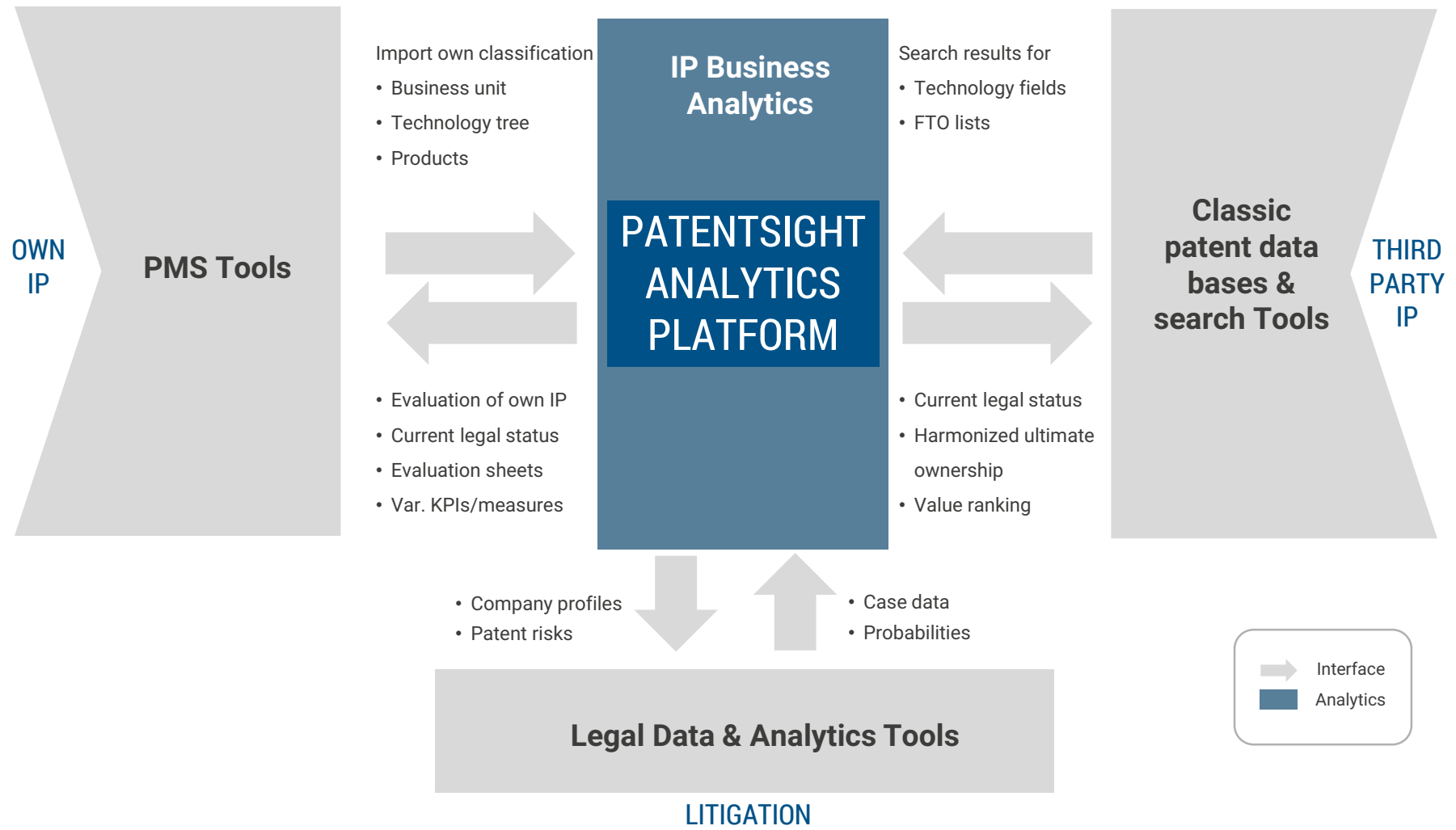
STRATEGIC CONSULTING



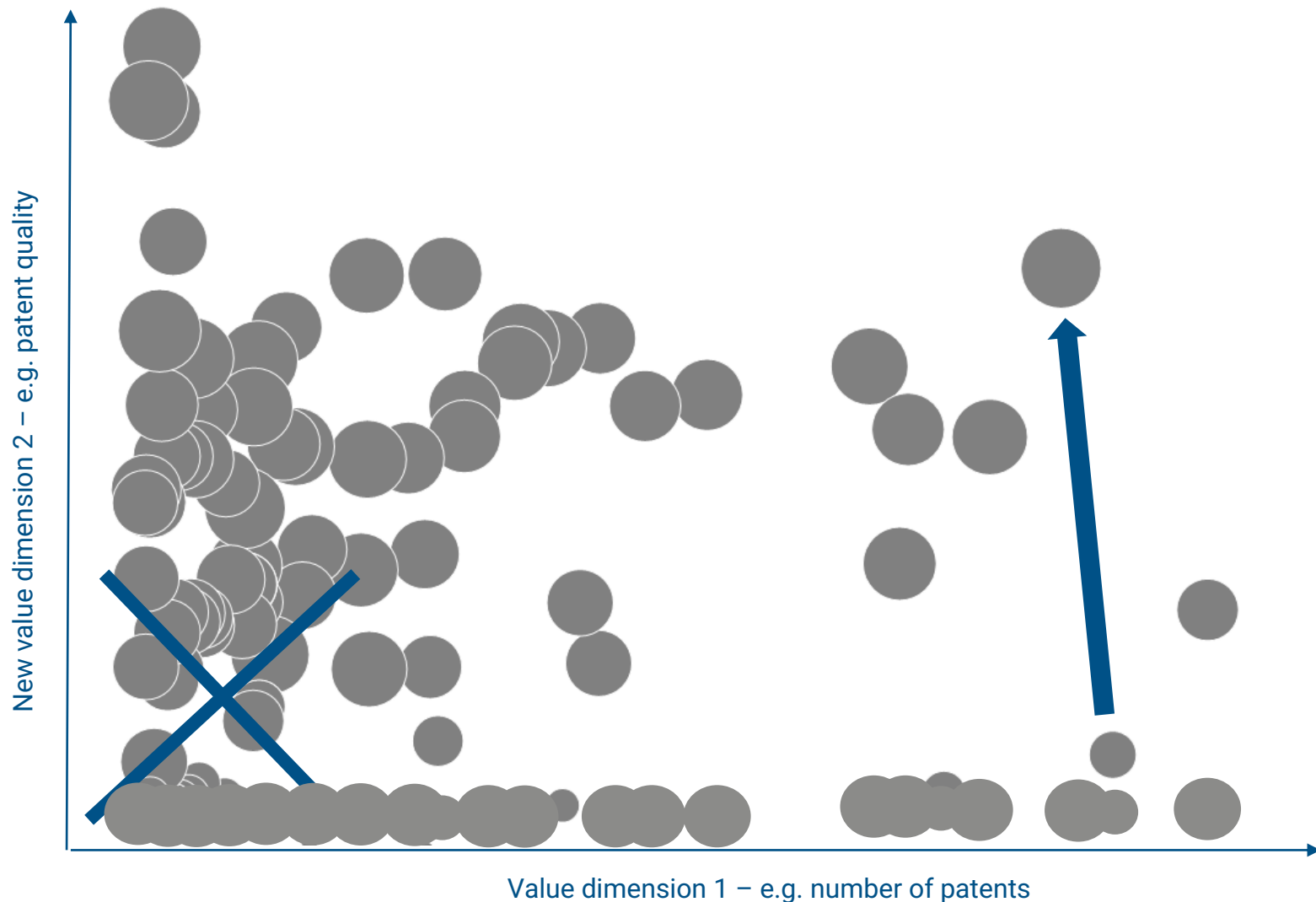
ANALYTICS PLATFORM



PATENTSIGHT CAN BE EASILY INTEGRATED AND CONNECTED WITH EXISTING PMS AND SEARCH TOOLS TO PROVIDE COMPREHENSIVE ADVANCED ANALYTICS



BETTER INFORMATION **CREATES MORE INSIGHT** AND HELPS TO PRIORITIZE THE MOST PROMISING PATENTS, PROJECTS AND TECHNOLOGIES



THE PATENT ASSET INDEX™ CAN IDENTIFY RELEVANT PATENTS

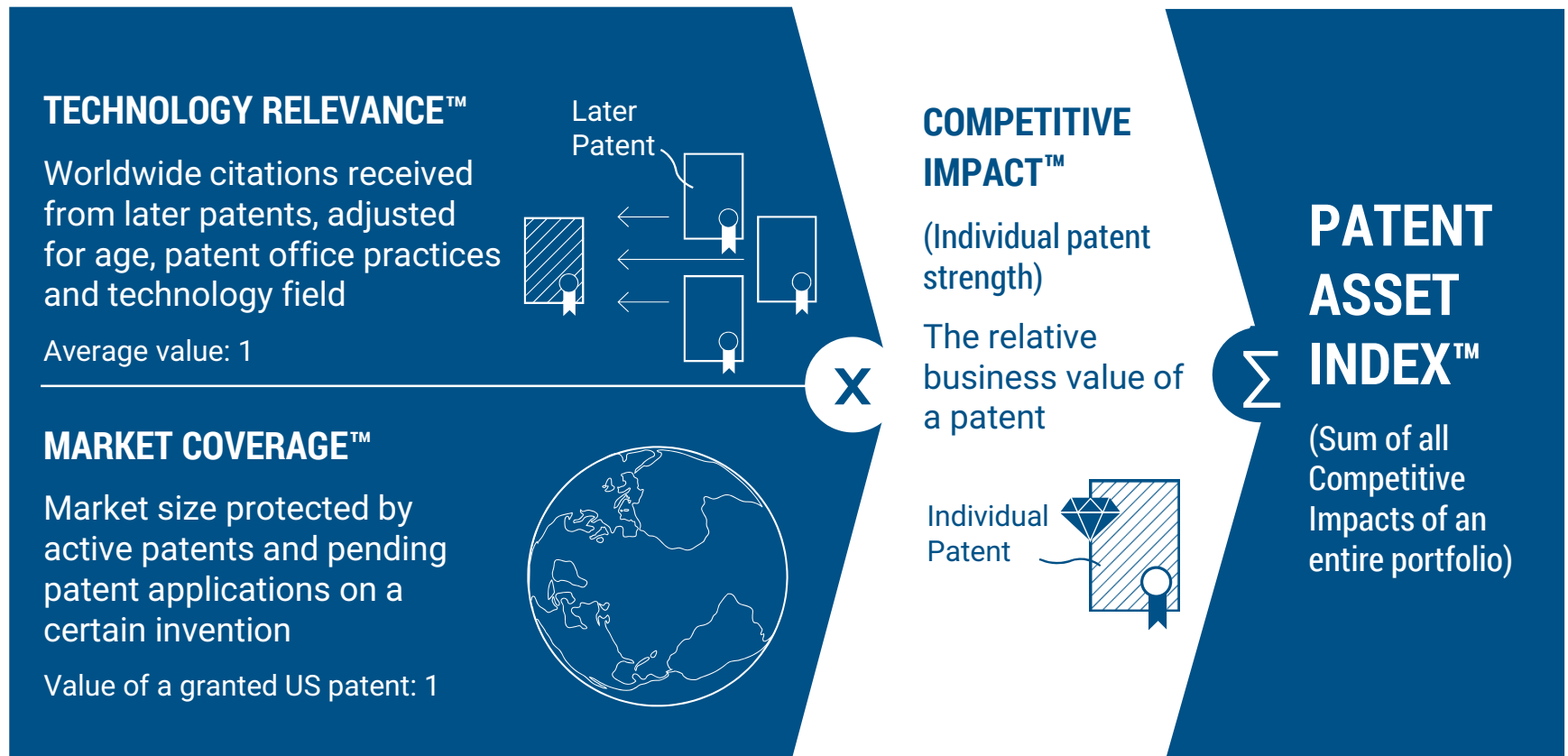


IT'S NOT ABOUT SHEER QUANTITY

IT'S ABOUT QUALITY

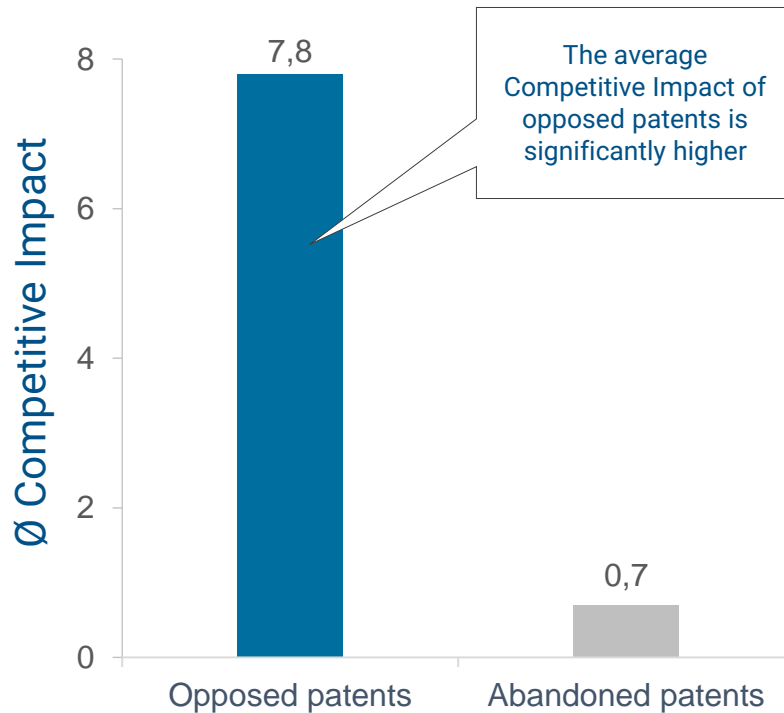


THE PATENT ASSET INDEX™ BUILDS ON TWO KPIS WHICH HAVE SHOWN HIGHEST CORRELATION IN SCIENTIFIC RESEARCH TO ESTIMATE REAL PATENT VALUE



The scientific publication was made in: Ernst, H., Omland, N. (2011): The Patent Asset Index – A New Approach to Benchmark Patent Portfolios. World Patent Information 33, pp. 34–41. An overview can be found in the document “Introduction to the Patent Asset Index” available from PatentSight.

SCIENTIFIC & CUSTOMER VALUATION STUDIES SHOW ~80% ACCURACY OF THE PATENT ASSET INDEX™ METHODOLOGY



Validation studies
Patents with a high Competitive Impact are more frequently

- ✓ CONSIDERED A KEY PATENT
- ✓ ATTACKED AND DEFENDED
- ✓ ENFORCED IN COURT
- ✓ MAINTAINED LONGER
- ✓ COMMERCIALIZED
- ✓ STANDARD-RELEVANT

Sample: 74.732 patent families. Source: Ernst, H., Omland, N. (2011): *The Patent Asset Index - A New Approach to Benchmark Patent Portfolios*. *World Patent Information* 33, pp. 34–41.



PATENTSIGHT OFFERS UNIQUE STRATEGIC INSIGHTS ALONG THE IP LIFECYCLE

R&D Strategy

- Compare R&D strategies
- Align IP and Business
- Identify new entrants and potential partners

Benchmarking

- Benchmark patent portfolios
- Monitor portfolio strength and development of competitors
- Implement KPIs

Trends

- Identify disruptive technologies
- Reveal R&D trends
- Explore complementary technologies
- Find important new inventions



Portfolio Management

- Identify competitive strengths and weaknesses
- Increase portfolio efficiency (cost vs. benefit)
- Define country filing strategy

M&A

- Identify acquisition targets and alternatives
- Evaluate the patent portfolio
- Analyze technological fit
- Find patent nuggets and critical IP issues

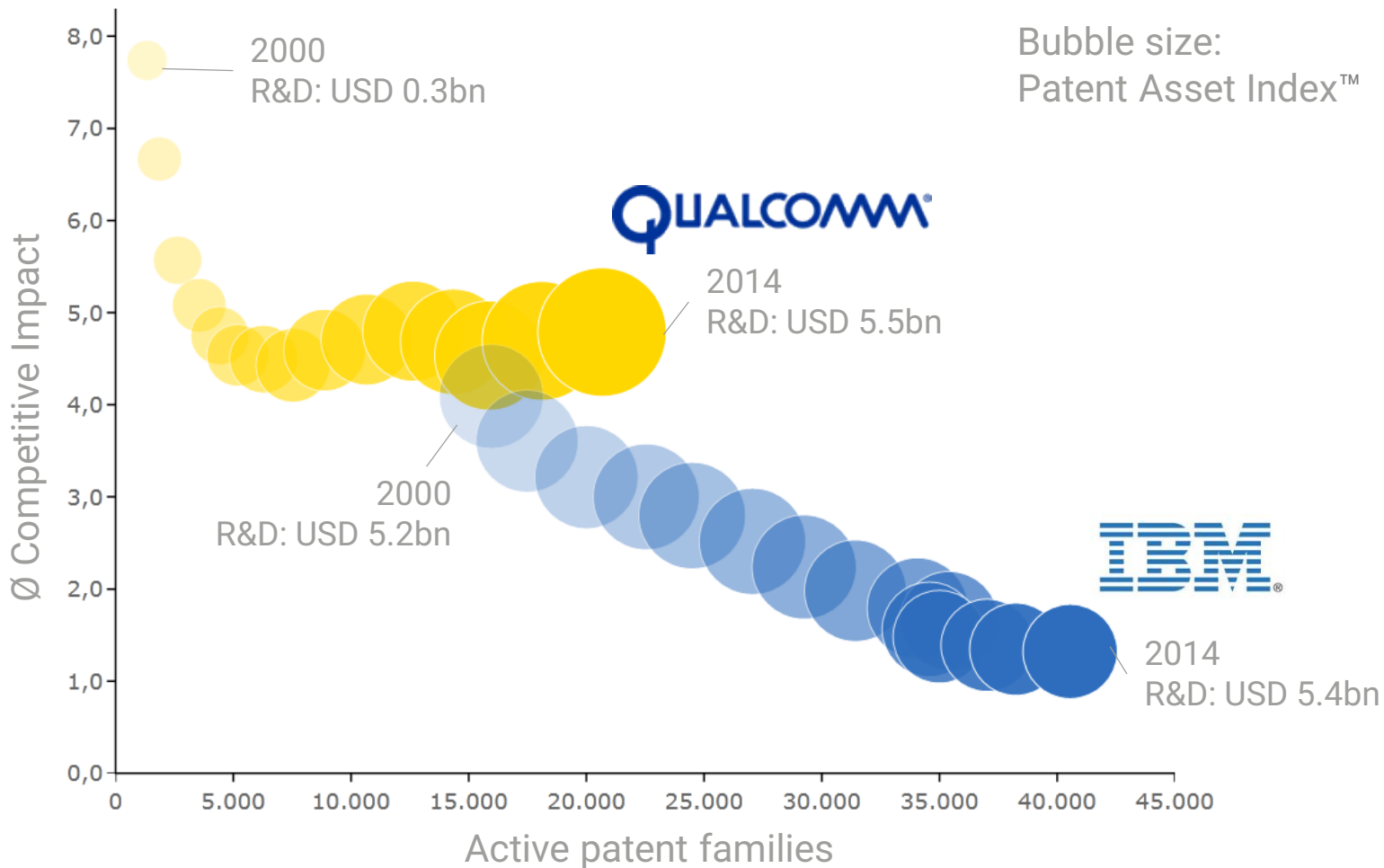
Licensing

- Find patents for licensing
- Identify potential licensees
- Pinpoint standard-relevant patents





QUANTITY & QUALITY OF IBM'S VS. QUALCOMM'S PATENT PORTFOLIO OVER TIME



Source: PatentSight Analytics Platform

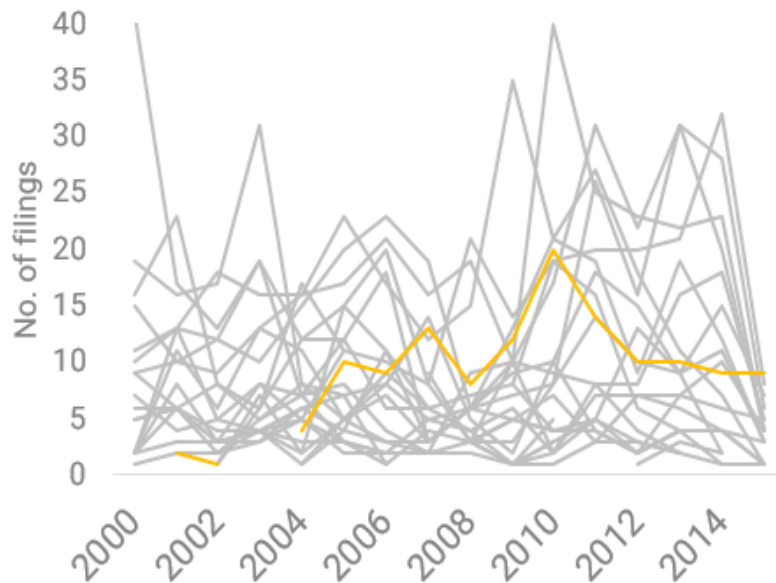
Note: The bubbles represent the evaluated patent portfolios as of each Reporting Date between year end 2000 and year end 2014. Patents that have been sold by IBM to third parties are not shown here



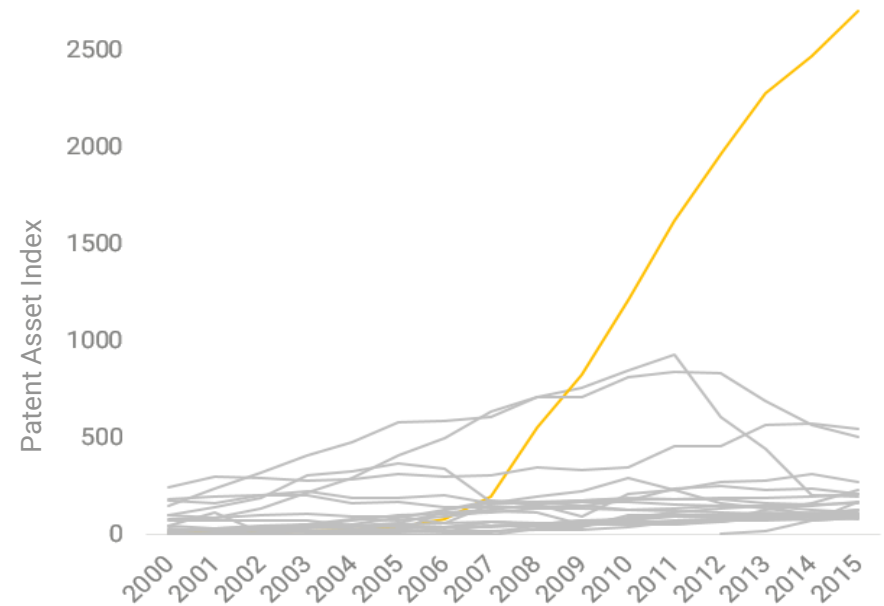


THE PATENT ASSET INDEX CAN REVEAL DISRUPTIVE INNOVATIONS EARLY ON

Classic view



PatentSight Analytics



PATENTSIGHT

