



Patent Landscaping



What We Do

IP.com provides corporations, and investors with Competitive Patent Landscape Analytics and reporting services. This service identifies and illustrates key patent relationships and trends within specific technology sectors, or among specific competitors.

Our patent landscapes provide executives, technologists, and investors with actionable intelligence regarding the extent to which competitors are protecting innovations in key technology areas. Our reports provide a foundation of valuable intelligence necessary for supporting strategic business and investment decisions.

Our clients use our reports for many reasons, some of these are:

In-licensing opportunities	Identifying in-licensing opportunities companies or competitors that have shared intentions, goals or fields of interest in which rights to key patents in their respective portfolios might be shared, with the benefit of increasing the strength of their products and clearing a path for future R&D efforts.
Out-Licensing Targets	Identifying out-licensing targets for class B and C level patent assets (intellectual property you own that is less critical to your business)
Identification of White Space	Identification of white space based on very specific technology or product features analyzed across the competitors patent portfolios.
Identification of Market Trends	Identify market trends of current and emerging technologies in terms of industry leaders and laggards.
Novel Solution Discovery	Discovery of novel solutions to critical industry problems resulting in licensing agreements or acquisitions.
Effectively Communicate Trends	Provides a tool for technology managers to effectively communicate competitive trends and state of the art to marketing managers.



Project Methodology

1. Define and agree on the scope of research
2. Determine the questions that needs to be answered by the landscape report
3. Determine the metrics and visualizations required
4. Provide cost and delivery quotations
5. Conduct core patent research to produce the base set of patent data
6. Organize results in to categories and subcategories
7. Perform analytics and create visualizations
8. Develop summaries and conclusions
9. Prepare and deliver final report
(there may be interim reviews held with our customers for larger projects)

Our Reports

1. Identify the key players in specific technology areas
2. Identification of relationships, overlaps, and gaps in IP.
3. Incorporate quantitative metrics and qualitative summaries.
4. Incorporate multivariate visualizations and mappings to illustrate critical relationships and key concepts.

Our approach is to start with a broad landscape followed by increasingly refined analytics at several levels of detail.





Patent Landscaping Options

	Gold	Silver	Bronze
Cost	\$10,000+	\$6,000 – \$9,999	\$3,000 – \$5,999
Duration	3 weeks	1 – 2 weeks	1 week
Define technology focus areas (spaces) of interest with client.	✓	✓	✓
Patent searching directed at the multiple concepts related to the identified technology spaces	✓	✓	✓
Broad categorization of results	✓	✓	✓
Narrow categorization	✓	✗	✗
White space analysis based on narrow categorizations	✓	✓	✗
Patent landscape mapping analyses to illustrate the patenting activities of all parties involved in the defined technology space by company.	✓	✓	✓
	Assignees <ul style="list-style-type: none"> • Top assignees • Evolution of assignees • Appearance of assignees • Acceleration of assignees • Self citations • Collaboration 	Assignees <ul style="list-style-type: none"> • Top assignees • Evolution of assignees • Appearance of assignees • Acceleration of assignees • Self citations • Collaboration 	Assignees <ul style="list-style-type: none"> • Top assignees • Acceleration of assignees • Self citations
	Concept Mapping <ul style="list-style-type: none"> • Concepts Tree Map • Concept Clustering • Concepts vs. Time • Assignee vs. Concept 	Concept Mapping <ul style="list-style-type: none"> • Assignee vs. Concept 	Concept Mapping <ul style="list-style-type: none"> • Concepts Tree Map
	Inventors <ul style="list-style-type: none"> • Top inventors • Appearance • Acceleration • Collaboration 		



How To Use Landscaping

Landscaping can be used to provide insight that will help you to create and shape a quality patent portfolio & guide/support business strategies to:

1

Generate revenue

Return on IP Investment

- Commercialization
- Out-licensing
- IP divestiture
- Assertion

2

Mitigate Risk

Investment protection

- Early clearance/FTO
- Competitive threats
- Competitor leverage
- Litigation support

3

Protect Organic Growth

Targeted innovation

- Business alignment
- Adjacencies
- White space
- Managing expiries

4

Enable Inorganic Growth

Open innovation

- In-licensing
- Research agreements
- Joint ventures
- IP acquisitions, M&A

Patent Landscape Analysis

Patent Landscape Analysis provides answers to key questions:

Competitive Intelligence

- Who are your competitors and what technologies are they developing?
- What are the emerging technologies?
- Who are the new entrants to the market?
- Where are the key markets for your technology?

Due Diligence

- What is your patent portfolio's competitive position within the market?
- What are the major threats to your IP position?
- Have you performed IP audits of M&A target companies?
- Do you know legal status, performed in-force checks, ownership, lien/maintenance fee checks?

R&D Strategy

- How does your R&D pipeline compete in the marketplace?
- What are the white space opportunities to invest in?
- Are you investing your R&D budget in lucrative technology areas?



Critical To Quality

IP.com understands how to successfully create & use landscapes.

1

Competitive & technology trend analysis

The accuracy of trend analysis relies heavily on the understanding of how to group patent family information. Many patent family groupings do not provide a true reflection of filing activity.

We provide reliable trends and understand the importance of using invention level patent families.

2

Value-add charts innovation, open innovation, assertion, risk mitigation

Trend analyses is a great start but if presented in the right way a landscaping study can provide additional actionable intelligence in key business areas. The incorporation of market data also provides a commercial relevance to reports. IP.com have developed a library of proprietary value-add charts.

3

IP strategy options and interaction with business processes

Even when you have the results of a landscape study it can be difficult to translate the intelligence gathered into tangible steps that can be used to guide your business processes. IP.com has run landscaping studies for multiple industries and can advise on best-practice for utilizing landscape results.



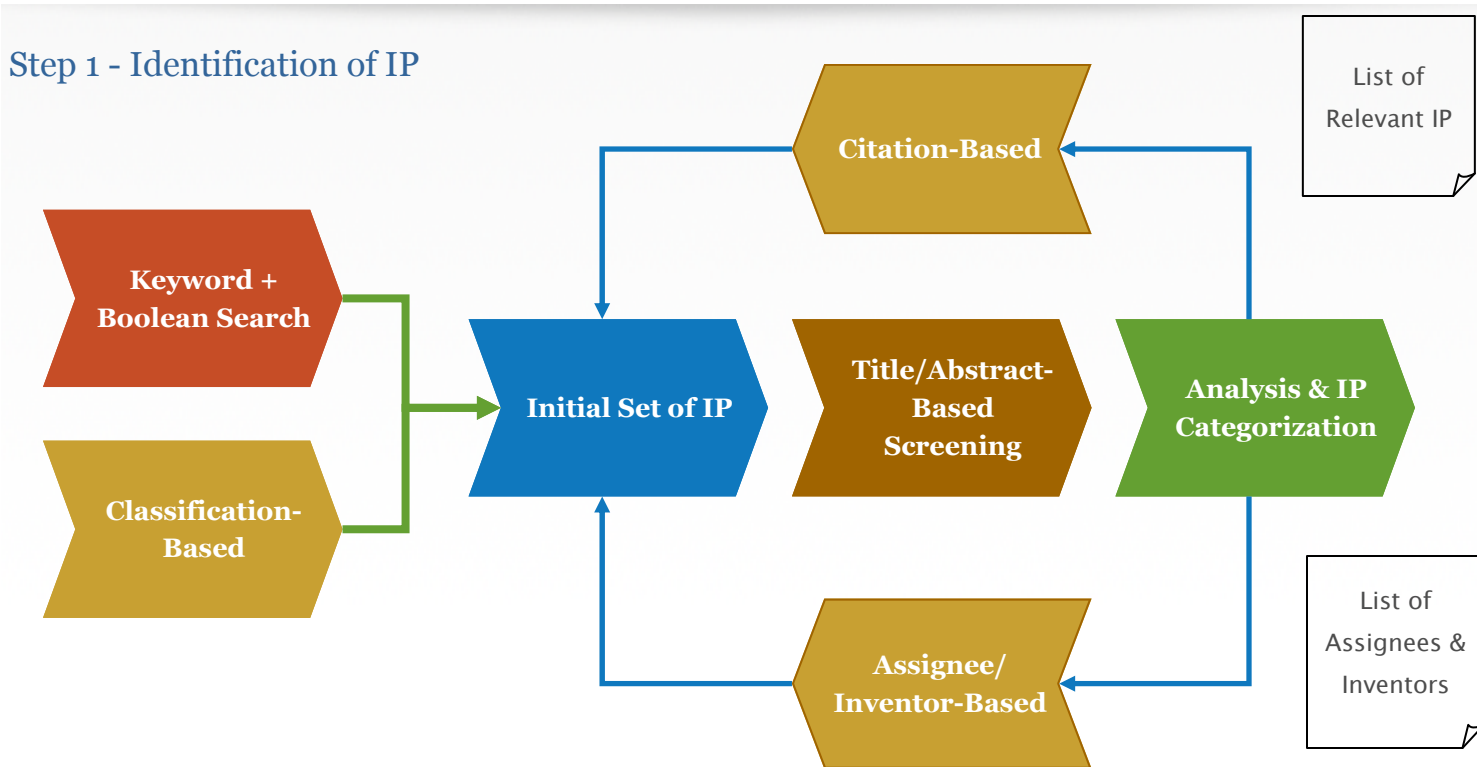
How We Work With Clients

Every patent landscape project is designed specifically to meet our client's exact needs using an iterative process and the correct balance of client interaction.

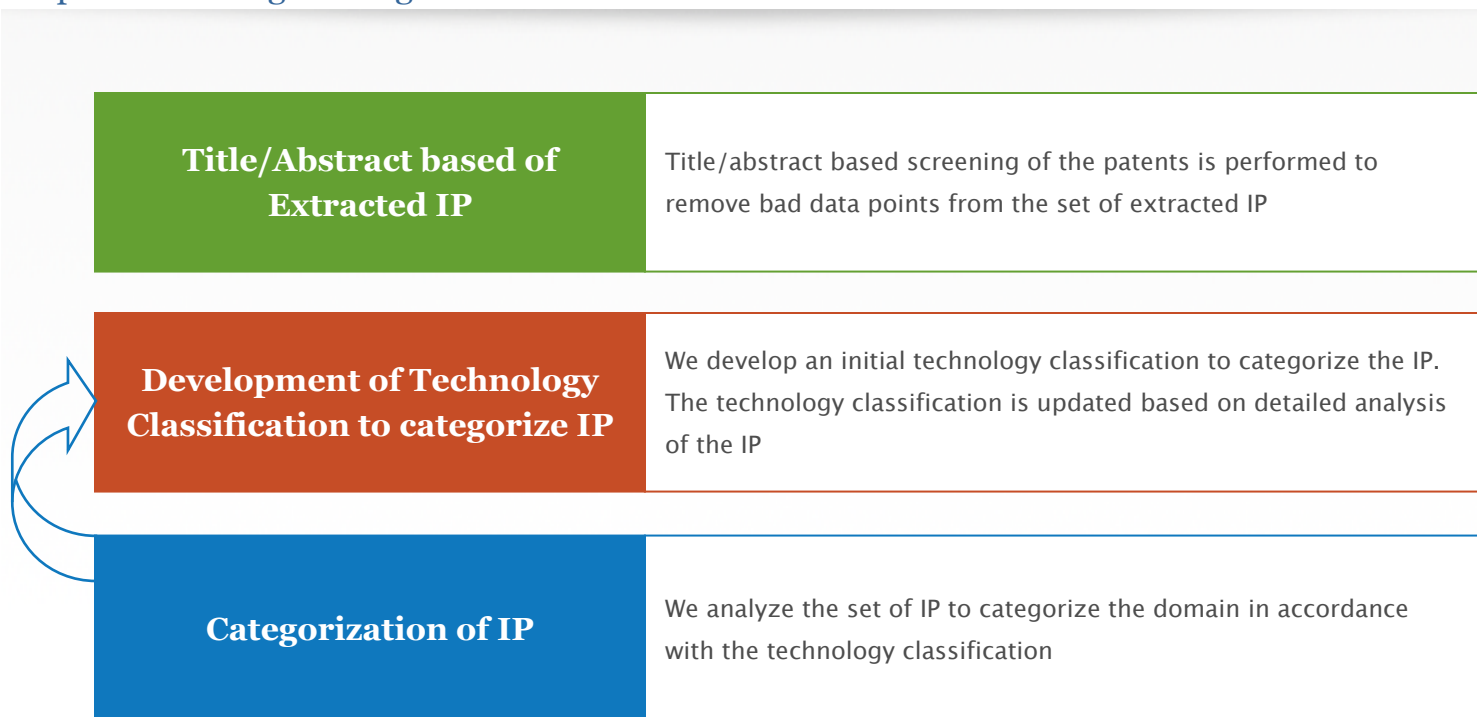


Worldwide Patent Search

Interactive process to create dataset



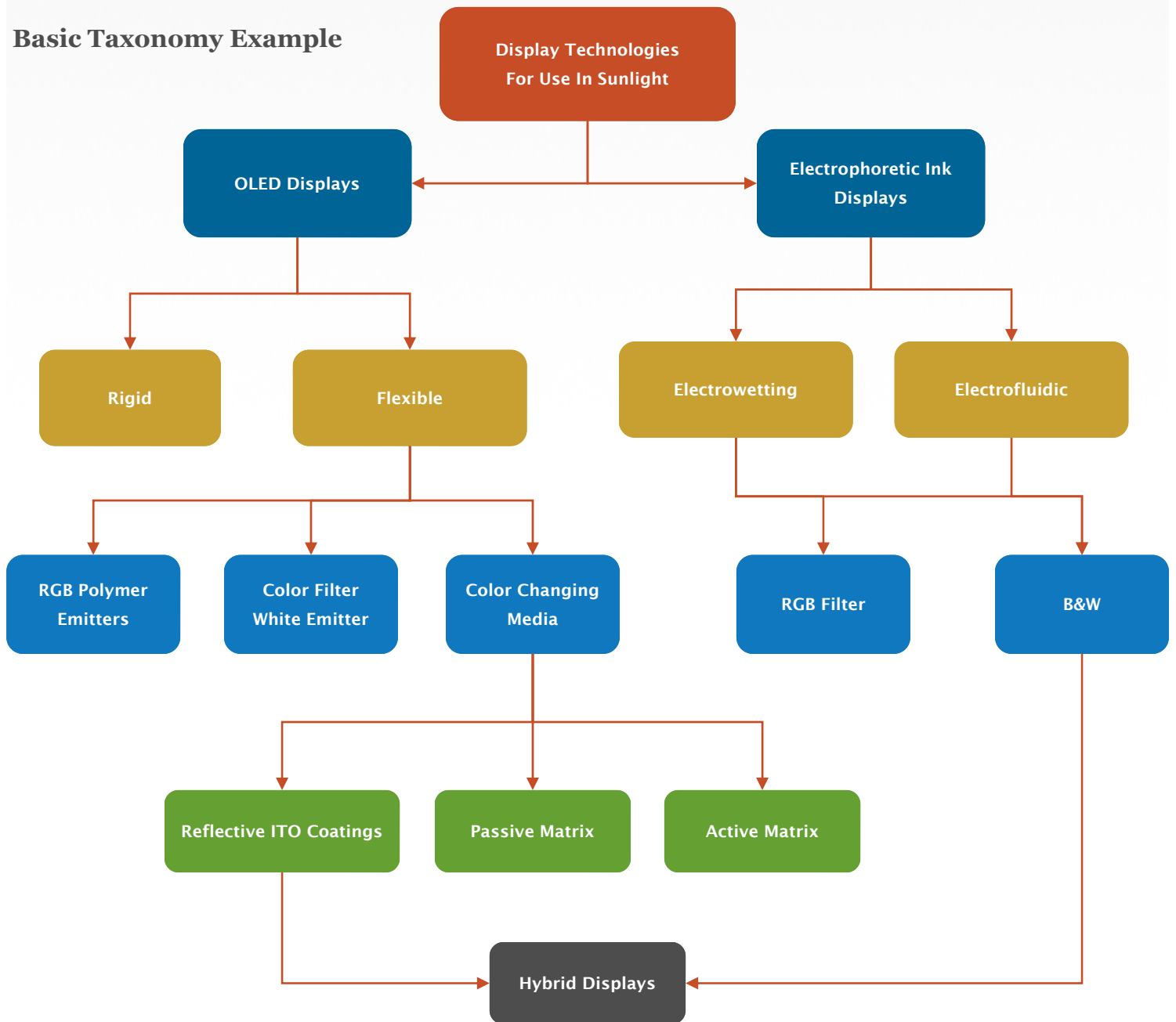
Step 2 - Screening & Categorization of IP



Worldwide Patent Search

Step 3 - Categorization of IP

Basic Taxonomy Example



Landscaping Objectives

- Competitive/technology intelligence.
- Early assessment of Freedom-to-Operate, to ensure no surprises for project team.
- Opportunities for future commercialization of the technology - Industries/companies/products.
- Identifying opportunities for internal IP, either new filings or possibilities to broaden planned filings.
- Identify opportunities for joint ventures / research agreements, potentially based on hybrid technology.



Case Study

Case Study Requirements

A critical issue in the portable computing device industry is to solve the problem of being able to read a color LCD screen in bright sunlight. Currently the only devices that effectively solve this problem are those that use electrophoretic ink displays (e.g. Kindle, e-paper), however these are black and white only devices. In the color display technologies, the most promising technology has been the use of OLED (organic light emitting diodes) with special light reflection and absorption properties.

Our customer asked us to produce a patent landscape to analyze the solutions to this problem in an attempt to identify potential technologies for acquisition.



Case Study Process

The initial process consisted of developing an comprehensive and exhaustive set of Boolean search strings related to technologies used to solve this problem e.g. OLED and Electrophoretic Ink.

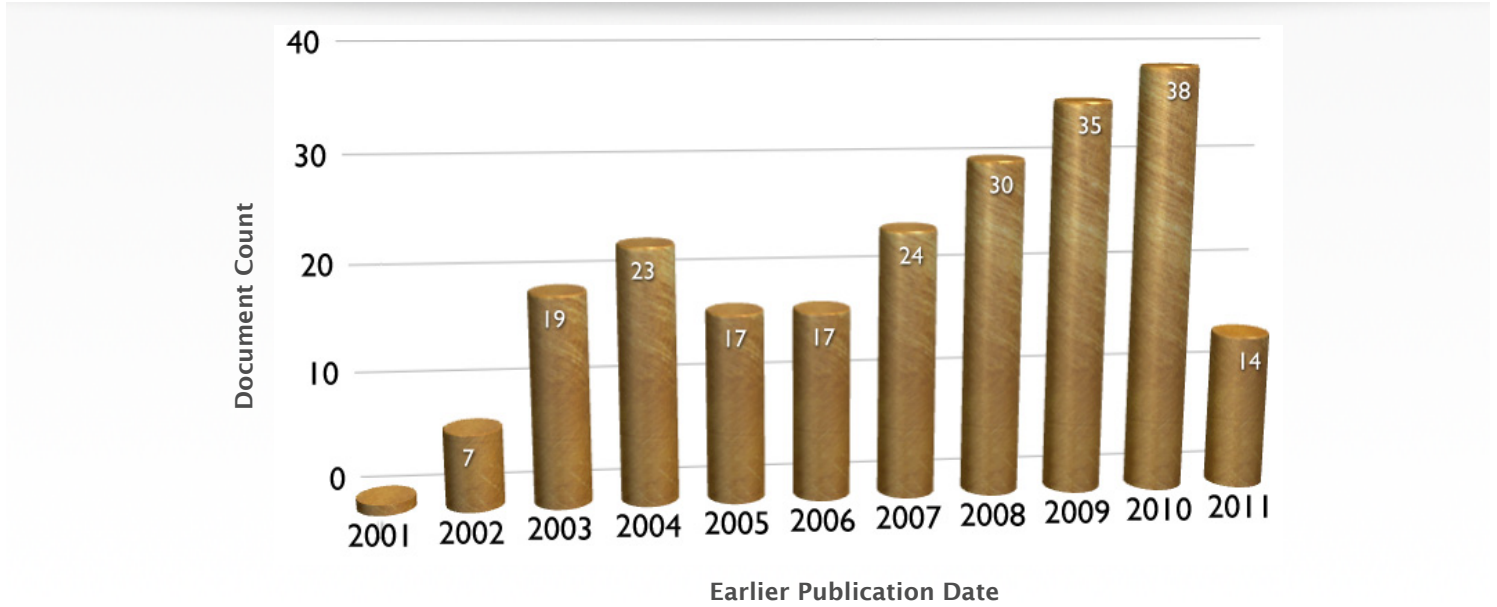
The search considered all synonyms, relevant patent classes, and forward and reverse citations.



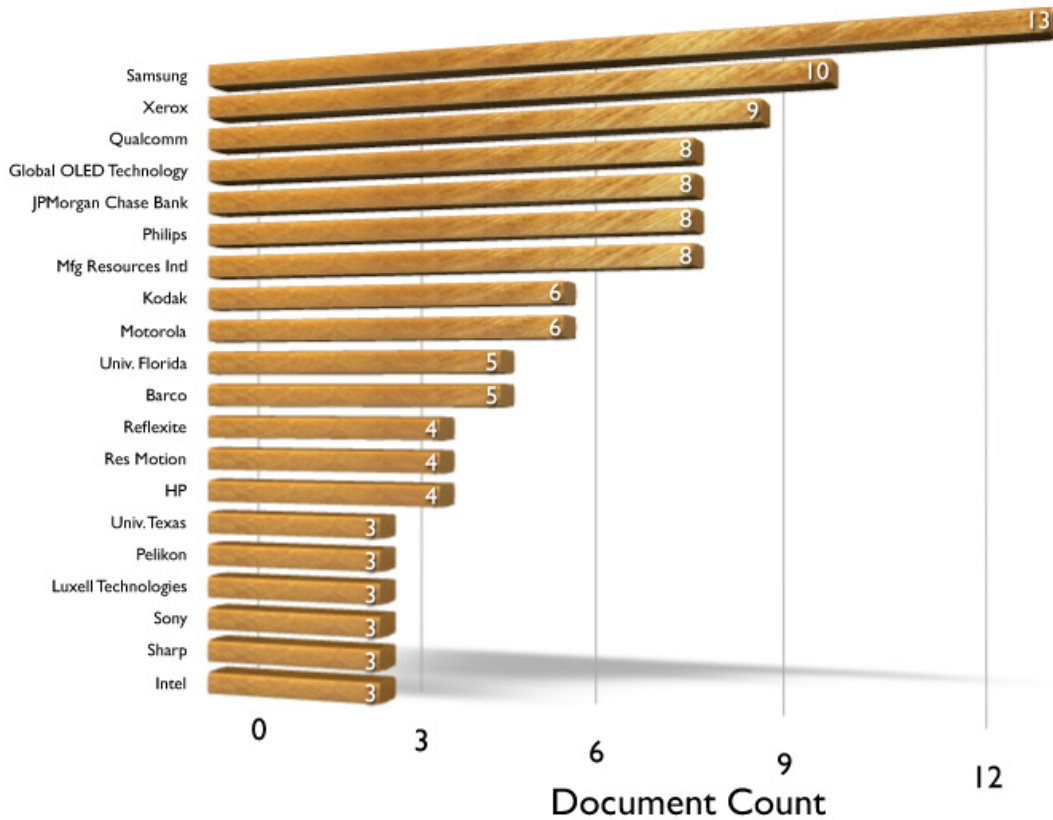


Case Study Analysis & Graphical Illustration

Rate of patenting by year



Top 20 Companies



Case Study Analysis

Concept Discovery

Patent Number: US2011043435 A1 20110224

Amalgamated Display comprising Dissimilar Display Devices

(US20110043435)
 A reflective display, such as an electrophoretic display (EPD), and an emissive display, such as a backlit liquid crystal display, may be combined to form an amalgamated display. This combination may include layering one display atop the other, alternating reflective and emissive display elements, or otherwise interspersing reflective and emissive display elements with one another. Images on the amalgamated display may be presented using either reflective or emissive modes or a combination of the two, depending upon factors such as refresh rate, power consumption, presence of color and/or video, and so forth.

Inventor: HEBENSTREIT JOSEPH J
BABU AMISH RAJESH

Patent Assignee: AMAZON TECHNOLOGIES

Orig. Applicant/Assignee: AMAZON TECHNOLOGIES, INC.; / P.O. Box 8102, Reno, NV 89507 (US) (except US)
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BABU, Amish, Rajesh; / 410 Terry Avenue North, Seattle, WA 98109 (US) (only US)

Patent Assignee History: BABU AMISH RAJESH; FROM 20090819 TO 20090819
HEBENSTREIT JOSEPH J; FROM 20090819 TO 20090819
AMAZON TECHNOLOGIES; FROM 20090819
(A1) AMAZON TECH INC (US); HEBENSTREIT JOSEPH J (US); BABU AMISH RAJESH (US)

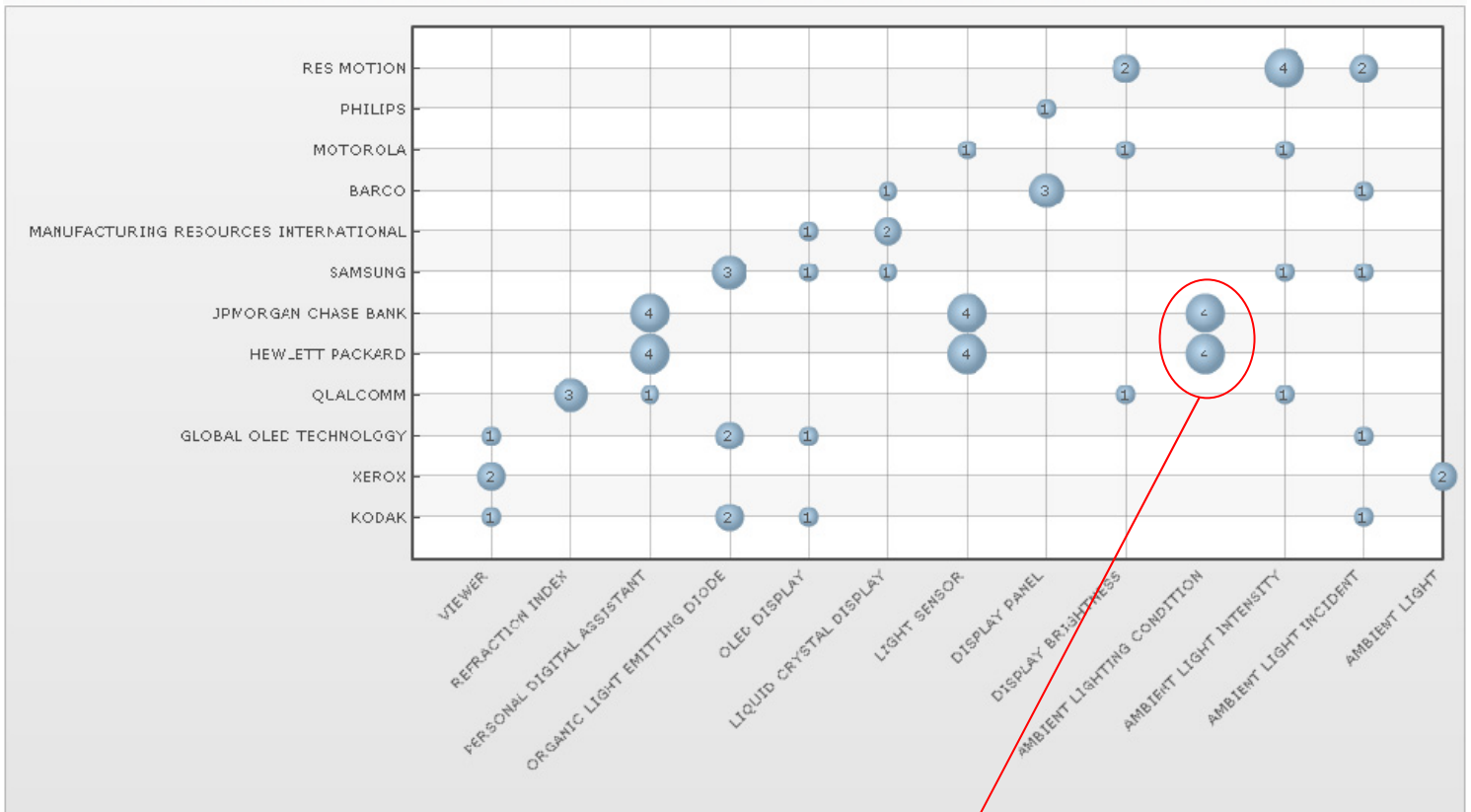
FamPat family	Publication Number	Kind	Publication date	Links
	US2011043435	A1	20110224	STG AP Links
	STG:		First published patent application	
	AP:		2009US-0544968 20090820	
	WO2011022546	A1	20110224	STG AP Links
	STG:		International publication with international search report	
	AP:		2010WO-US46018 20100819	

Priority Nbr: 2009US-0544968 20090820

Case Study Analysis

Sub-technology areas by Company: Most active in each category

Bubble Graph for Assignees/Concepts

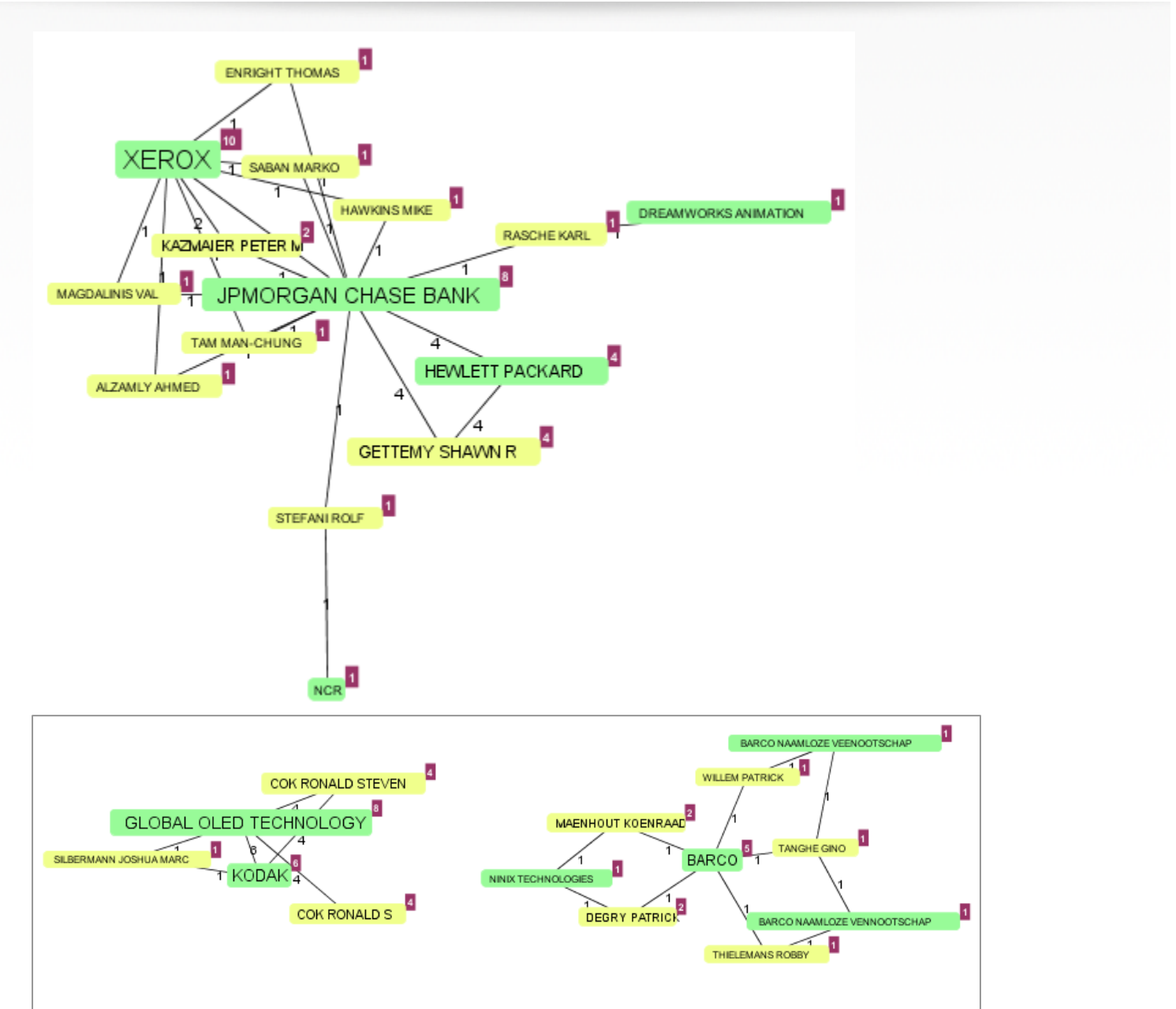


Document list corresponding to assignee JPMORGAN CHASE BANK having concept AMBIENT LIGHTING CONDITION

Title	PN
DYNAMIC BRIGHTNESS RANGE FOR PORTABLE COMPUTER DISPLAYS BASED ON AMBIENT CONDITIONS	US2009252123
Dynamic brightness range for portable computer displays based on ambient conditions	US2009079721
Dynamic brightness range for portable computer displays based on ambient conditions	US7268775
Dynamic brightness range for portable computer displays based on ambient conditions	US6947017

Case Study Analysis

Key Assignees and Inventors related to these technologies





Case Study Analysis

Emergence of companies into this technology

Year 2003		
XEROX	10	
GLOBAL OLED TECHNOLOGY	8	
PHILIPS	8	
KODAK	6	
MOTOROLA	6	
CTS	3	
IND TECHNOLOGY INST	3	
LUXELL TECHNOLOGIES	3	
PELIKON	3	
SMARTSLAB	2	
KONARKA TECHNOLOGIES	2	
GYRICON MEDIA	2	
Year 2004		
SAMSUNG	13	
UNIV FLORIDA	5	
SHARP	3	
ROCKWELL	2	
GENTEX	2	
CHIMEI INNOLUX	2	
Year 2005		
JPMORGAN CHASE BANK	8	
HEWLETT PACKARD	4	
UNIV TEXAS	3	
BANK OF AMERICA	3	
HITACHI	2	
X RITE	2	
Year 2006		
QUALCOMM	9	
BARCO	5	
HONEYWELL	2	
Year 2007		
RES MOTION	4	
INTEL	3	
APPLE	2	
Year 2008		
SONY	3	
SPRING DESIGN	3	
IUCF HYU	2	
INDUSTRY ACADEMIC COOPERATION FOUNDATION HANYANG UNIVERSITY	2	
Year 2009		
MANUFACTURING RESOURCES INTERNATIONAL	8	
REFLEXITE	4	
SONY ERICSSON	2	
Year 2010		
DELPHI	2	
ENTOURAGE SYSTEMS	2	

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