



# Patent Analytics

Helping you make better commercial decisions  
when it comes to your IP



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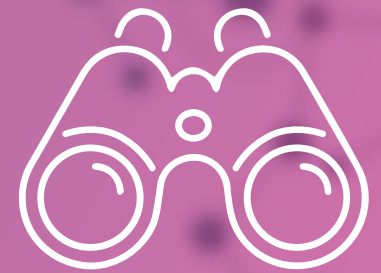
## About patent analytics

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Our Patent Analytics service supports you in extracting and exploiting the value of your patent portfolios and patent information, to make informed beneficial commercial decisions. Every business needs an IP strategy, and the best way to get information on IP, specifically patents, is to use patent analytics. Patent analytics can unlock detailed insights to help you forward plan and create profitable IP and research & development strategies.



# Our searching service...



## We offer four types of search:

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### Patentability Search

#### You'll need to do this when you are...

Identifying documents showing similar concepts to your invention, which may otherwise prevent you from obtaining a patent for your concept. A Patentability search can be performed much earlier during the development of an invention, and it is more commonly performed prior to submitting a patent application to check the feasibility of the invention. The objective of the patentability search is therefore to search for publicly available documents which disclose similar concepts and to assess whether your invention is sufficiently distinct from the known concepts to be awarded a patent. This type of search can be beneficial regardless of the results. If the results of the search show that your invention is known and therefore unlikely to get a patent – this will save you from costs associated with prosecuting a patent application. If the search reveals that your invention is different from what is already published then the results will help us craft a patent specification and define your invention appropriately.

#### Other Benefits:

- > helps in assessing the uniqueness of the invention as compared to the similar concepts which are publicly available
- > helps in identifying entities (e.g. companies, institutions, private inventors) active in the same field of technology. This in turn may enable you to identify any licensing opportunities, for example.

*Example: Company A devised a new tow hitch they would like to potentially manufacture and put on the market. Company A is potentially interested in obtaining patent protection for their product, but before committing to any further expenses, they would like to assess how likely it is to get a patent on their tow hitch. Therefore, they undertake a patentability search, which reveals a first patent document by Company B and second patent document by Company C, both relating to similar concepts. Although the tow hitches disclosed in these documents appear to solve the same technical problem, from the results of the patentability search it follows that there are a few key technical features of the new tow hitch of Company A which are not mentioned in any of the documents of Company B or Company C. Company A ascertains that the key distinguishing features of their tow hitch offer a technical advance over known tow hitches and therefore decide to file a patent application which focuses protection on the key features identified. At the same time, Company A immediately proceeds with the R&D for the new tow hitch and takes note of Company B and Company C who are commercially active in the same field of technology, with a view of monitoring their activity in the future.*



## Freedom To Operate (FTO) Search

### You'll need to do this when you are...

Identifying whether your concept, if commercialised, is likely to infringe any third party patents. A Freedom To Operate (FTO) Search is also known by a few other names: product clearance, patent clearance, or infringement clearance. It is not uncommon for commercialised products or services (irrespective of whether protected by patents themselves) to use other inventions which may be protected by patents owned by others. The objective of the FTO search is therefore to search patent literature for issued or pending patents in the territory of choice, and assessing whether the commercialised concept may be considered to infringe any patent(s) owned by others.

### Other Benefits:

- > checking if launching a new product creates a risk of being sued for patent infringement;
- > if your product development is at an earlier stage where modifications are possible, then by identifying key patents early on through the FTO search, you may be able to find ways to design around the patents that present the highest risk of infringement;
- > the search will identify entities (companies for example) active in the same field of technology. This may help you assess who are your competitors or potential partners, and whether there is any licensing opportunity.

*Example: French Company D developed a gel mouse pad with innovative wrist massaging feature. They have applied for patent for this product in France and the UK, but primarily they would like to manufacture and put it on the market in the UK. They therefore decided to check if launching their pad in the UK creates a risk of being sued for patent infringement, and instructed an FTO search. The search revealed a patent to any gel mouse pad, owned by Company E and valid in the UK. Selling and manufacturing the new pad of Company D in the UK would infringe a broader patent owned by Company E. However, because the new pad of Company D offers wrist massaging, Company E is potentially interested in adding this improved product to their existing portfolio and selling the new pad in their principle market which is France. Company D and Company E therefore negotiate a cross-licencing agreement, in which Company E allows Company D to manufacture and sell their pad in the UK, whereas Company D allows sale of their new pad by Company E in French market.*



## Invalidity Search

### You'll need to do this when you are...

Invalidating one or more claims of a competitor's patent. This type of search would typically be the first step taken by a company when faced with a patent infringement lawsuit. These searches can also be conducted to check the strength of a granted patent while exploring the potential licensing options. An Invalidity Search is a prior art search performed after a patent has been granted. The purpose of an invalidity (or validity) search is typically to find prior art that the patent examiner missed to allow a party to challenge another's patent ("invalidity").

### Other Benefits:

- > checking the strength of a patent portfolio
- > clearing patent thickets
- > improving commercial negotiation positions.

*Example: Company E has received notice that their patented product is infringing Company F's patent. A typical defence to a claim for patent infringement is a counter claim that the patent in question is invalid. To prove that Company F's patent is invalid, Company E would request a invalidity search to find prior art to show that the invention which is the subject of Company F's patent is already known.*



## Watching / Monitoring Search

### You'll need to do this when you are...

Needing to check for newly pending applications, published applications, granted patents and details, at frequent intervals e.g. weekly or monthly.

### Many types of watching/monitoring can be performed such as:

- > monitoring the patenting activities of competitors and/or keeping up-to-date with technical developments,
- > monitoring the patenting activities of specific companies or individuals, e.g. particular patents, inventors,
- > identify and monitor potential patent infringement risks or licencing opportunities at an early stage,
- > identify and monitor patent applications on which you may wish to challenge,

Patent data is valuable source of technical information which can be leveraged to provide a commercial advantage.

*Example: Company G has filed a patent application in a fast growing area of technology and knows of some potential competitors working in the area. Company G will setup a patent watching/monitoring system to watch their application, potential new filings from the known competitors, and, potential new filings from unknown competitors based on keywords. When Company G receives the results, they can make commercial decisions as to the best course of action with regard to their application and their competitors.*





## Level of searches – bronze, silver & gold

Service Level	Patentability Search	FTO Search	Invalidity Search	Watching / Monitoring
<b>Bronze</b>	<p>Prior art search with:</p> <ul style="list-style-type: none"> <li>- Report on search strings;</li> <li>- Brief analysis of search results (figures only)</li> <li>- Report highlighting relevance of search results and summary advice on patentability of concept</li> <li>- No summary report of documents.</li> </ul> <p><i>Estimated £750</i></p>	<p>FTO search for patents in a home/designated territory with:</p> <ul style="list-style-type: none"> <li>- Brief review of search results (avg 10 docs)</li> <li>- Report highlighting results with traffic light to indicate infringement risk</li> <li>- No summary report of documents.</li> </ul> <p><i>Estimated £2625</i></p>	<p>Prior art search, date limited:</p> <ul style="list-style-type: none"> <li>- Brief analysis of search results (figures only, avg 10 docs)</li> <li>- Report highlighting relevance of search results in relation to independent claims only of patent in question</li> <li>- No summary report of documents</li> </ul> <p><i>Estimated £1400</i></p>	<p>Set-up watch of:</p> <ul style="list-style-type: none"> <li>- Up to 3 companies</li> <li>- Up to 3 search strings</li> <li>- Up to 3 territories</li> <li>- No analysis or advice</li> </ul> <p><i>Set-up fee £250</i> <i>£60 per report (weekly, monthly, or quarterly)</i></p>
<b>Silver</b>	<p>Above bronze service package plus:</p> <ul style="list-style-type: none"> <li>- Brief review of search results</li> <li>- Summary report of search results</li> <li>- Summary advice on patentability of concept</li> </ul> <p><i>Estimated £1750</i></p>	<p>Above bronze service package plus:</p> <ul style="list-style-type: none"> <li>- Analysis and report of patent family of search results</li> <li>- Summary report on search results, including analysis of independent claims of patents (avg 10 docs)</li> <li>- Summary report of infringement risk of patents</li> </ul> <p><i>Estimated £4200</i></p>	<p>Above bronze service package plus:</p> <ul style="list-style-type: none"> <li>- Summary report of search results (avg 10 docs)</li> <li>- Summary report on validity of patent (independent claims only) in view of each search result</li> </ul> <p><i>Estimated £2250</i></p>	<p>Above bronze service package plus:</p> <ul style="list-style-type: none"> <li>- Brief analysis of search results;</li> <li>- Summary report highlighting relevance with traffic light.</li> </ul> <p><i>Set-up fee £250;</i> <i>£100 per report (weekly)</i> <i>£200 per report (monthly)</i> <i>£400 per report (quarterly)</i></p>
<b>Gold</b>	<p>Above silver service package plus:</p> <ul style="list-style-type: none"> <li>- Meeting to discuss search results</li> <li>- Report of meeting discussions</li> <li>- Strategic advice</li> </ul> <p><i>Estimated £2650</i></p>	<p>Above silver service package plus:</p> <ul style="list-style-type: none"> <li>- Meeting to discuss search results</li> <li>- Detailed review of up to 3 documents, including reporting</li> <li>- Strategic advice</li> </ul> <p><i>Estimated £7000</i></p>	<p>Above silver package plus:</p> <ul style="list-style-type: none"> <li>- Meeting to discuss search results</li> <li>- Detailed review of up to 3 documents, including reporting</li> <li>- Strategic advice</li> </ul> <p><i>Estimated £5050</i></p>	<p>Above silver package plus:</p> <ul style="list-style-type: none"> <li>- Summary report on relevance of search results</li> </ul> <p><i>Set-up fee £250;</i> <i>£300 per report (weekly)</i> <i>£450 per report (monthly)</i> <i>£600 per report (quarterly)</i></p>

Each search performed will include a search of patent databases (as distinct from Google searching and journal searching) using the PatSnap search tool.

1. The costs indicated are inclusive of the costs for performing the search and the review/reporting of the search results.
2. Costs are indicative only, and the patentability, FTO and invalidity search costs are based on mechanical type concepts.

# Our strategic reporting service...



## Strategic reporting service:

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Our strategic reporting service effectively makes use of the PatSnap functionality that gives you strategic advice in relation to the specific search request.

Our strategic reporting includes:

### Meta-data Analysis

Patent documents contain meta-data which may also be used to derive commercially useful knowledge to some organisations. One example is inventor data (others including “Examiner”, “Representative”, “City” etc.), which provides details of individuals behind the invention. In the field of recruitment, head-hunting or executive search, there is often a need to identify top specialists in a particular field. Patent data accessible via PatSnap database will enable us to list such specialists in the particular field of technology, select the ones listed on the largest number of documents, or look at the trends of their involvement in a particular field.

### Licensing Analysis

PatSnap enables a forward citation search to be performed to locate those patents which have been cited against further patent applications. Where our clients patents/applications have been cited against patent applications filed by their competitors, then this may give rise to a licensing opportunity, or at least offer a bargaining position.

### Literature Searching

PatSnap has access to several databases of journals which can be accessed to compliment any patentability or invalidity type searching. The literature is accessed from a directory of open access journals (DOAJ), which includes PubMedCentral, ArXiv, ScienceDirectOpen, SpringerOpen and OaLib (Open Access Library).

### Patent Cloaking Analysis

PatSnap has a probing search analysis which enables patents and patent applications owned by a parent company to be located, even if those patents/patent applications were filed in a different company name. Similarly, PatSnap can retrieve patents and patent applications which stand in an assignee’s name, even if the patent/patent application was published in the assignor’s name.

This can be useful for identifying patent portfolios which have been filed in the name of a holding company to “cloak” the true identity of the proprietor.



# Our infographics and landscaping mapping service...



## Infographics and landscaping mapping service:

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**Infographics and patent landscape mapping are efficient methods of assessing and visualising large amounts of data relating to the information in patents.**

### Why use this service?

- > Patent landscapes facilitate the evaluation of patents and are useful to identify potential competitors, partners, licensees, infringers or opportunities. For example a landscape consisting of 1000 patents, can be investigated and reduced to just 10 that are relevant!
- > As opposed to traditional methods of patent searching, creating graphical presentations and 3D landscapes reduces the time to produce a report, and the resulting map is dynamically linked to all of the patents which fit the search criteria. This means that the landscape will constantly evolve and change as new patents are filed, ensuring you always have an accurate reflection of the space being analysed.
- > Landscape mapping tools employ specially developed algorithms to facilitate analysis of the content of the patents from patent offices around the world. Searches for identifying patents can be based on some of the following: keywords, patent classification, company or inventor names, specific territories, contextual limitations.
- > You can spot patterns and trends that would not be possible to identify with a narrow research question.



# Our team...



## Meet the patent analytics team...



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*“Commercial know-how combined with in-house attorney expertise and knowledge.”*

# FAQ's





## What is Patent Analytics?

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Every business needs an IP strategy. The only way to make decisions is to have the information. The best way to get information on IP, specifically patents is to use Patent Analytics. Patent analytics can unlock detailed insights to help you forward plan and create profitable IP and Research & Development strategies.

Our in-house team use state of the art patent analytics tools to provide customised insights and visualisations based on reliable, curated data, allowing you to make informed commercial decisions.

## Why should I consider Patent Analytics for my business?

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Knowledge is power, with patent Analytics you can carry out:

- > Patent Portfolio Reviews – are your patents working for you?
- > Technology Landscapes – what else is out there in your field?
- > Competitor intelligence – what is everyone else up to and let me know when they do it?

Our in-house team use state of the art patent analytics tools to provide customised insights and visualisations based on reliable, curated data, allowing you to make informed commercial decisions.

## Can you give me examples of companies that have used Patent Analytics services?

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*Company A* used citation analysis on their patent portfolio. By identifying other patents/applications that cited the companies patents as a prior art reference, the landscape showed the potential competitors and adjacent technologies. The number of citations was a direct measure of how relevant patent office examiners had felt the content of that patent had been against later patent applications.

*Company B* used landscape mapping to establish the present state of a technology area before beginning a research and development program. It assisted in identify potential solutions to a given technical problem and for identifying later patents which adopted a concept already patented by the client.

*Company C* used search reports to identify copycats and potential infringers. The searches identified potential infringers from technical information in competitors' patent portfolios which explained how the competitors' patented products worked.



## What services can Wynne-Jones IP offer under Patent Analytics?

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### We offer Patent Analytics services such as:

- > Searching – Technology searches, Patentability searches, Freedom-to-Operate Searches
- > Monitoring – Portfolio Management, Citation Analysis, Competitor Alerts, technology Alerts
- > Reporting – Research report, Boardroom Infographics, Collaborative Workspaces
- > Landscapes – Map and visualise patent information

& more...

## What tools do Wynne-Jones IP use?

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At Wynne-Jones IP, we use PatSnap. Patsnap is the market leading tool for use in patent search and analysis. PatSnap has brought together the world's most comprehensive R&D dataset in one easy to use platform to help innovation leaders analyse tech trends, assess new opportunities, conduct competitor intelligence and maximise return on IP assets. By combining millions of data points from patents, licensing, litigation and company information with non-patent literature, PatSnap provides the world's most innovative organisations with a new intuitive source of information to accelerate their R&D.

**A variety of other tools are available for which we have developed techniques.**

## Can you provide other Analytic services?

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**Yes.** We can provide bespoke reports as well as opinion or design searching. If there is a service you require but do not see advertised, do not hesitate to ask us.



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[www.wynne-jones.com](http://www.wynne-jones.com)

