

Industry intelligence

As it becomes ever more important to merge IP and business strategy, utilising competitive patent analysis – on individual companies or industry ‘hot’ spots – allows companies to stay one step ahead of the game.

Bianca McDonogh introduces CPA’s new industry patent intelligence reports

Following a successful year of delivering a patent analytics service to corporations and patent law firms, our clients have consistently told us that using company and competitive patent intelligence reports has helped them align their IP strategy with their business strategy. The service has also helped law firms win business and provide a value-added service to their clients. But they want more.

As one global IP director of an international pharmaceutical corporation told us: ‘We want to know what patent trends are occurring globally in our particular technology sector in order to capture new developments and complement our existing skill set.’

Many of our previous projects have been patent intelligence consultancy requests that have focused on a specific industry. Building upon this experience, in conjunction with listening to what our clients are requesting, CPA is delighted to launch industry patent intelligence reports in ‘hot’ areas, as a cost-effective way to provide key commercial patent information to clients who want to exploit their IP Rights (IPR).

Industry patent intelligence reports contain a carefully selected set of graphics to clarify complex patent trends, which are of high commercial importance to corporate and law firm clients alike. CPA’s proprietary metrics present a range of patent trends over time. These graphics offer important insight into the marketplace through the identification of

established and emerging players, technical diversification, patent portfolio growth rates, geographic coverage as well as the competitive landscape of a technology area.

Industry patent intelligence reports provide essential, commercially relevant information on an entire industry – directly relevant for business managers, IP professionals and investors. Using a unique combination of proprietary patent pending software, patent databases and business intelligence, CPA evaluates patent publications as both legal and business assets. The industry report examines the role of IPR in a competitive environment, providing an insight into unlocked or untapped commercial patent potential: vital information for those making critical business decisions or involved in R&D programmes.

For further information about patent intelligence reports, contact analytics@cpaglobal.com

‘...CPA’s patent analytics service has allowed my company to successfully align our global IP strategy with the business model...’
**CEO,
Multinational
Corporate**



PATENT INTELLIGENCE BY INDUSTRY

The content of CPA’s first available technology report will focus on pharmaceuticals for disorders of the central nervous system (CNS), an area that remains poorly understood in medical terms, focusing specifically on the largest category within the CNS: depression. Future reports will address other ‘hot’ areas including those within the aerospace, chemicals and healthcare sectors.