

Patent Analytics Service



The strength of a company's patent portfolio is not just a measure of achievement, but also a gauge of its potential. It is a key business advantage to have a sound understanding of your patent portfolio, as well as those of your competitors. Successful companies are now aligning IP strategy closely with their business strategy – and using patent analytics in order to do so.

CPA Global is at the forefront of an emerging IP revolution of using patent information as a strategic business tool. We help companies and attorney firms incorporate patent analytics in the understanding and exploitation of patent rights. By analysing patent publications you can gain a greater understanding of a company's position in the marketplace, insight into a rival's plans for the future, assess research and development activity or gain an invaluable overview of an entire technology sector. In other words, if you want to stay ahead, it's a resource you can't afford to ignore.

IS THERE A MORE EFFICIENT WAY OF UNDERTAKING PATENT ANALYTICS?

You could undertake patent analytics research in-house, but you'll need specialist staff, software, lots of time and a budget of up to £25,000 (\$50,000) just to get started. Alternatively you can outsource some or all of your patent analytics requirements to CPA Global. We can give you high-value patent analytics for a fraction of the 'in-house' investment.

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'CPA Global's Patent Intelligence Reports are a treasure trove of strategic market insight.

They should be an indispensable part of every company's IP management discipline.'

Steve Lundberg Schwegman, Lundberg, Woessner & Kluth P.A.

'We have been providing new and existing clients with competitive patent analytics reports since early 2005. Our clients find the reports a value add to Zacco's traditional services and allows us to work more closely with our clients on commercial focs.' **Zacco A/S**

5 REASONS TO USE CPA GLOBAL'S PATENT ANALYTICS SERVICES

CPA GLOBAL IS THE LARGEST AND MOST EXPERIENCED IP SERVICE PROVIDER IN THE WORLD. OVER 40,000 CLIENTS CURRENTLY BENEFIT FROM OUR SERVICES. HERE ARE FIVE REASONS WHY YOU SHOULD JOIN THEM:

1 YOU WANT YOUR IP TO GENERATE REVENUE

Is there unexploited value in your IP? You won't know until you look. Perhaps you have patents that are now not utilised by your company? These could create a steady stream of revenue if licensed to other industries or companies – even to your competitors. Or maybe you have patents that could be sold outright or abandoned to cut cost, as they are no longer relevant to your business units? By understanding, managing, and leveraging your patents through patent analytics, you will be able to identify these patents and tap into new revenue streams.

2 YOU NEED TO BE MORE COMPETITIVE

Patents can help you understand your competitors, and using patent analytics can benchmark your patent activities against them. Patents and patent citations provide a paper trail of knowledge transfer. Careful analysis can reveal many things: a competitor's strengths and weaknesses in technology, key players by sector and geography, the nature of your R&D strategy and even commercial IP licensing opportunities.

3 YOU NEED TO ASSESS PATENT PORTFOLIOS OF M&A TARGETS

Is a company a viable target or partner? Evaluating its patent portfolio and the patent landscape is arguably as important in supporting your decision as considering its finances or human resources. For example, it could help you spot synergies or conflicts between products, find development opportunities and compare

your geographic reach. Due diligence of a company's patent portfolio through a patent analytics assessment is an integral part of any M&A activity.

4 YOU WANT TO BE CONFIDENT THAT YOU'RE NOT INFRINGING SOMEONE ELSE'S RIGHTS

The cost of R&D can pale into insignificance if a launched product is found to infringe prior rights. Integrating patent analytics into your R&D programme will arm you against this scenario and will help you to determine which are the safest and most fruitful areas to develop your products. If you are buying existing patent rights, patent analysis can show you its true value and novelty. Gap analysis (in terms of technology and geography) can reveal the strengths and weaknesses in your product portfolio and show you where it might be helpful to ring-fence your invention.

5 YOU WANT ACCESS TO EXPERTISE AND RESOURCES WHEN NEEDED

The team is based on three continents and its members have extensive IP experience in patent searching, data mining and software tools, patent prosecution, and commercialisation. Analytics projects often range from a few hours work on graphical analysis of existing patent searches, through to projects of several weeks evaluating patent landscapes. CPA Global adopts an iterative approach to patent analytics allowing us to work closely with your industry experts giving real value to any IP development or commercialisation project.



CPA GLOBAL'S PATENT ANALYTICS SERVICE

HOW IT WORKS

STEP 1

Research into a client's key business requirements.

STEP 2

Professional patent searches to capture relevant prior art.

STEP 3

Automated and manual quality assurance by industry experts.

STEP 4

Analysis of business and patent information.

STEP 5

Provide results in an easy-to-interpret format qualifying links between IP and business strategies.