

This is a sample report for your internal use only. Details on the parameters used are explained in the methodology section at the end of the report.

# Strategic Patent Analysis Report: Portfolio Analysis

Selected Field: 3D-Printing Technology

Selected companies: Company A

Number of analyzed patent families: 2260

Reporting Date: 7/13/2017

Retrieval Date: 7/20/2017

# Introduction

Smart solutions for your competitive advantage

Acquire fundamental information to make your business decision with reduced risk

## OUR STRATEGIC PATENT ANALYSIS

## YOUR BUSINESS DECISION

### DEFINITIONS

- Topic
- Package

### ANALYSIS

- Basic
- Advanced
- Professional

### RESULT

- Report
- Charts
- Key figures

- ☑ BUSINESS STRATEGY
- ☑ PATENT STRATEGY
- ☑ MARKET STRATEGY
- ☑ PRODUCT STRATEGY
- ☑ EXPERTISE

→ MITIGATE YOUR RISK

# Select your favorite package

From individual needs to tailor-made reports

Choose the package that fits most to your requirements and resources

## BASIC

- Search task
- Basic data set
- Bibliographic analysis
- Standardized report
- Access to individual patent documents

## ADVANCED

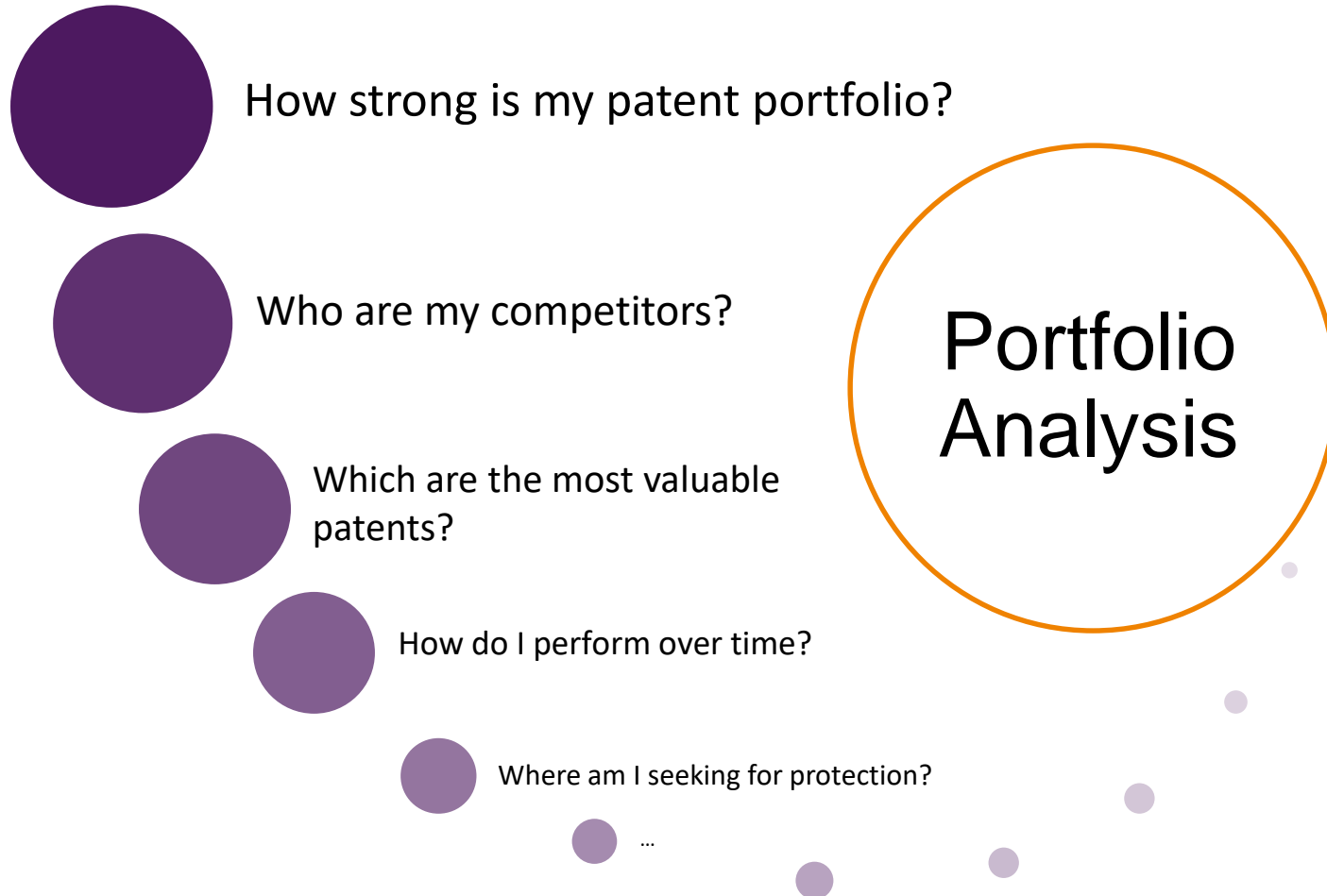
- Basic package
- + In depth analysis
- + In depth communication
- + Categorization
- + Individualized report
- + Legal status data

## PROFESSIONAL

- Advanced package
- + Analysis workshop
- + Data presentation
- + Dashboard (full data access)

# What the patent portfolio analysis tells you

Focus: Compare a patent portfolio from a company to its relevant technological field



# Unique features of our strategic patent analysis

**1 Technological field as reference**  
Your patent portfolio is compared to a defined set of patents representing your technological field

**2 Quality parameters**  
Besides a quantitative analysis parameters for quality of patents are used

**3 Corporate information**  
Identification of companies is key, our corporate service provider ensures best quality

**4 Active documents**  
Patent documents legally kept alive are of major interest

**5 Focus on key figures**  
Reduced to the essentials to save your time and money

**6 Graphics tell the story**  
Easy to understand visualisation in powerpoint slides

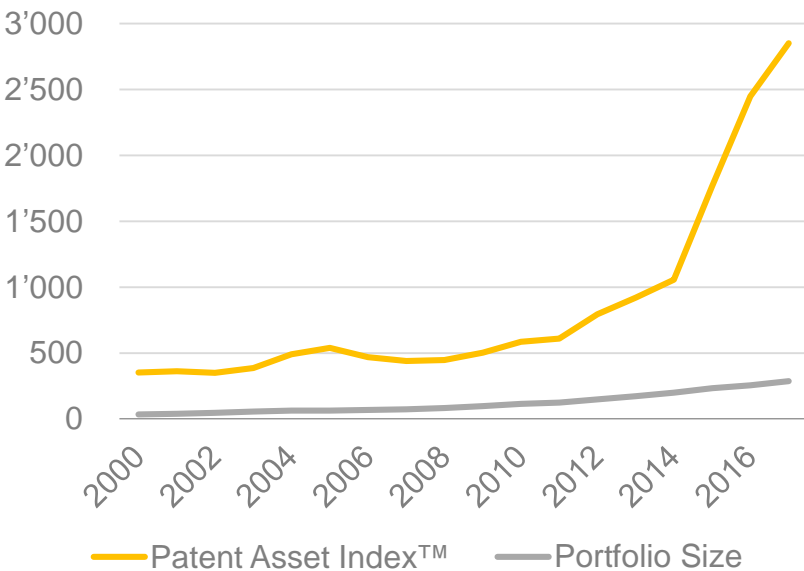
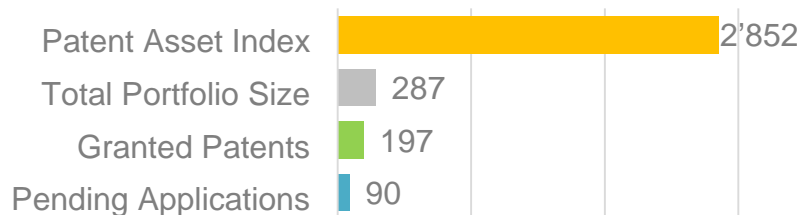


# Key Figures

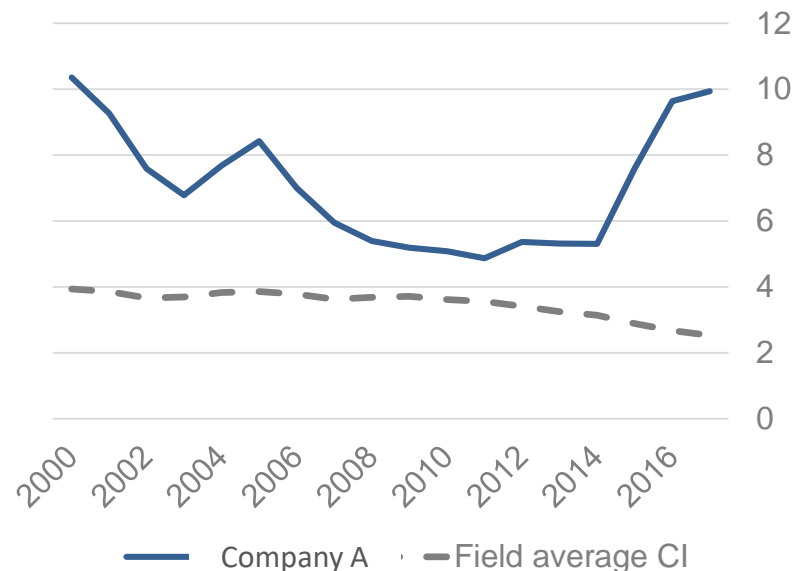
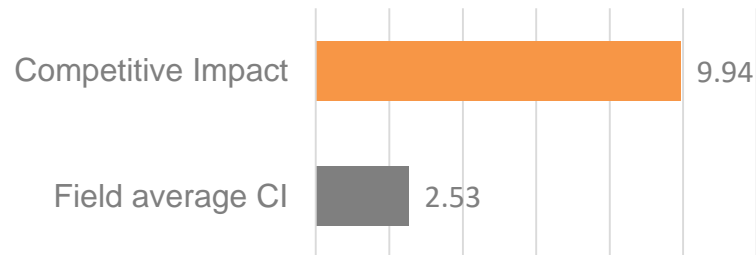
# Company A's profile

Question: How strong is my portfolio compared to the technological field

Patent Strength



Patent Quality

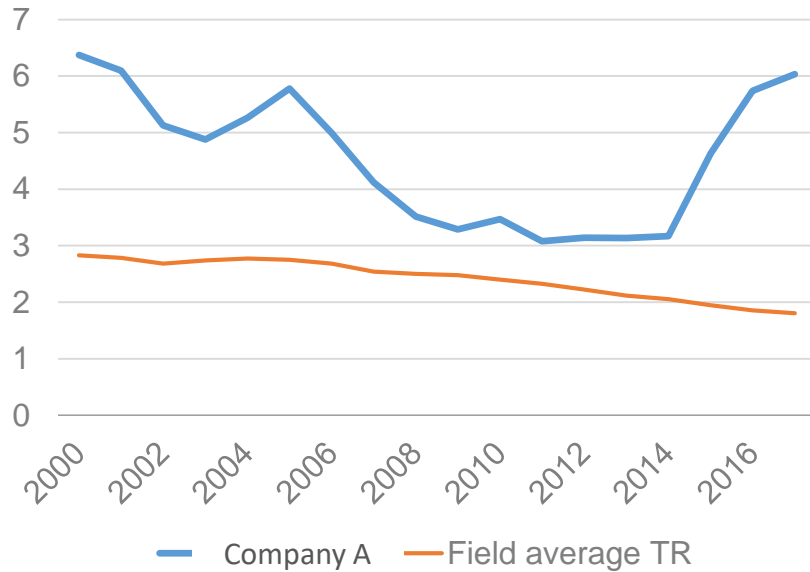
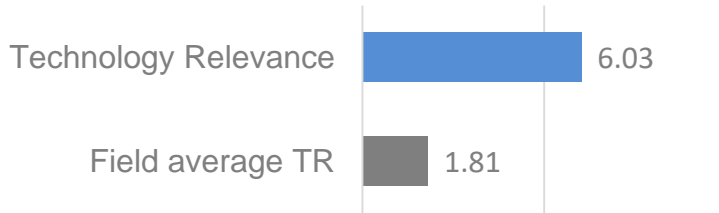




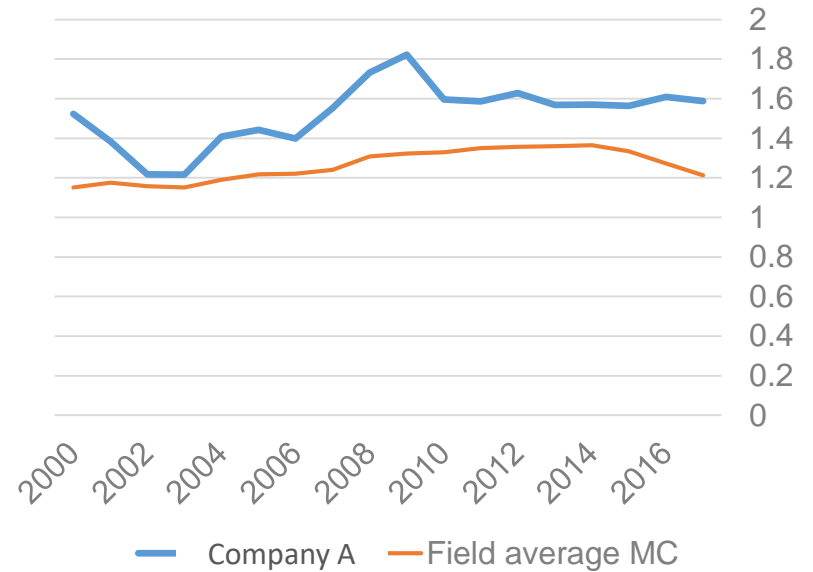
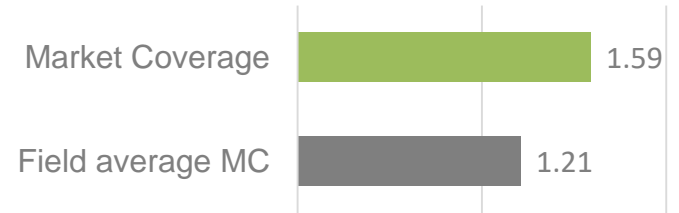
# Company A's key patent indicators

Question: How strong is my portfolio compared to the technological field

Average Technology Relevance™



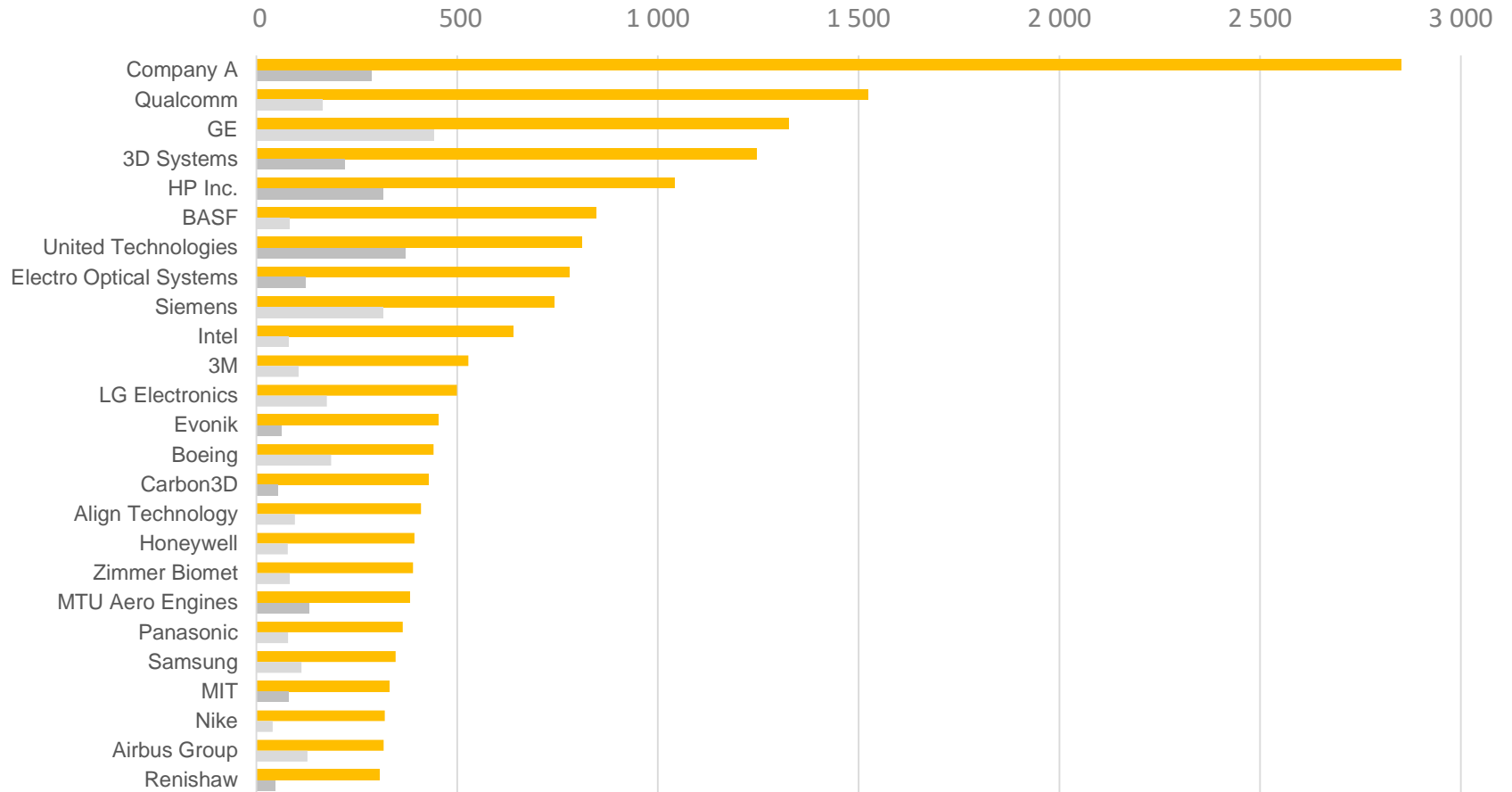
Average Market Coverage™



# Top 25 companies in the entire field

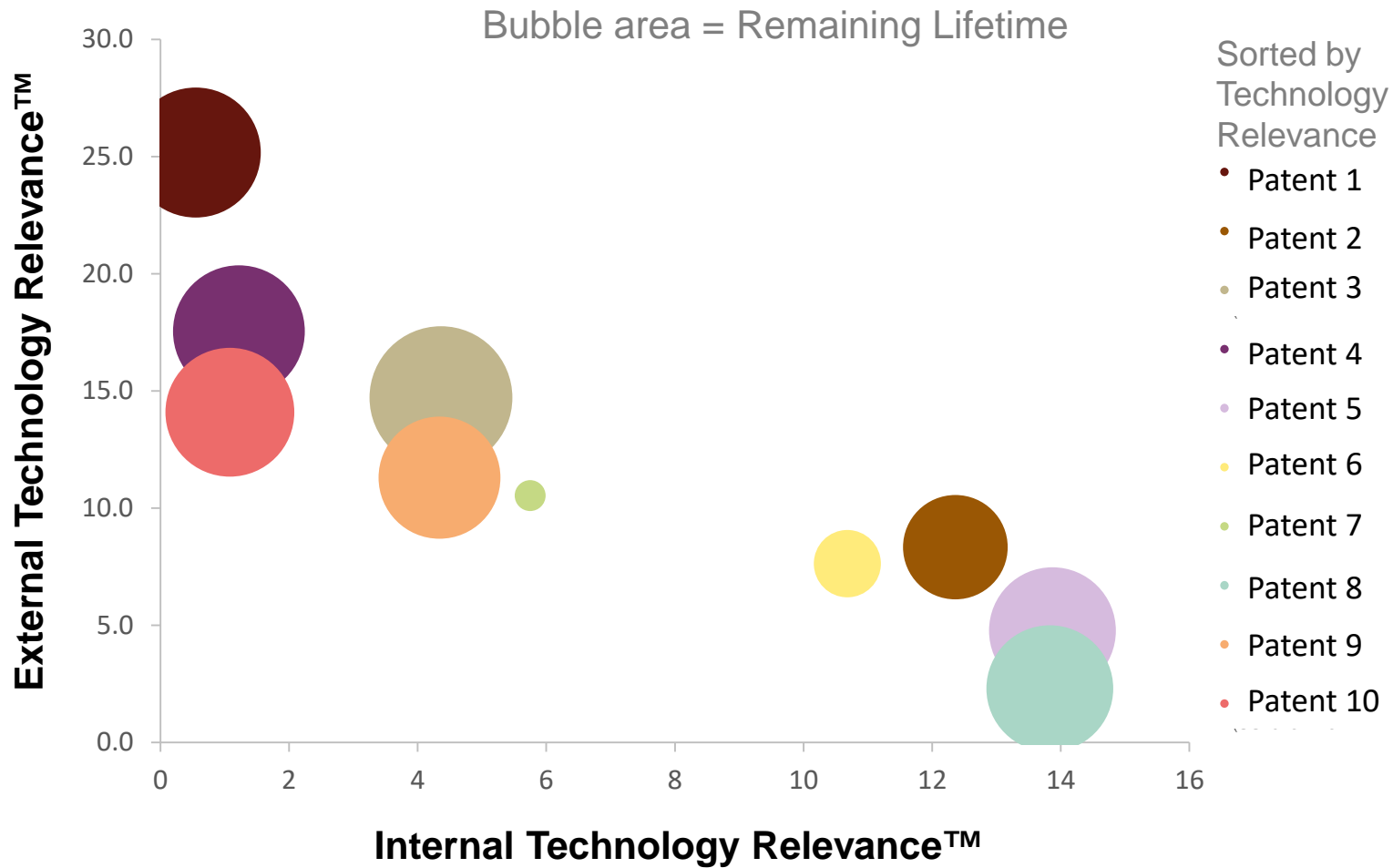
Question: Who are my competitors

## Patent Asset Index™ and Portfolio Size



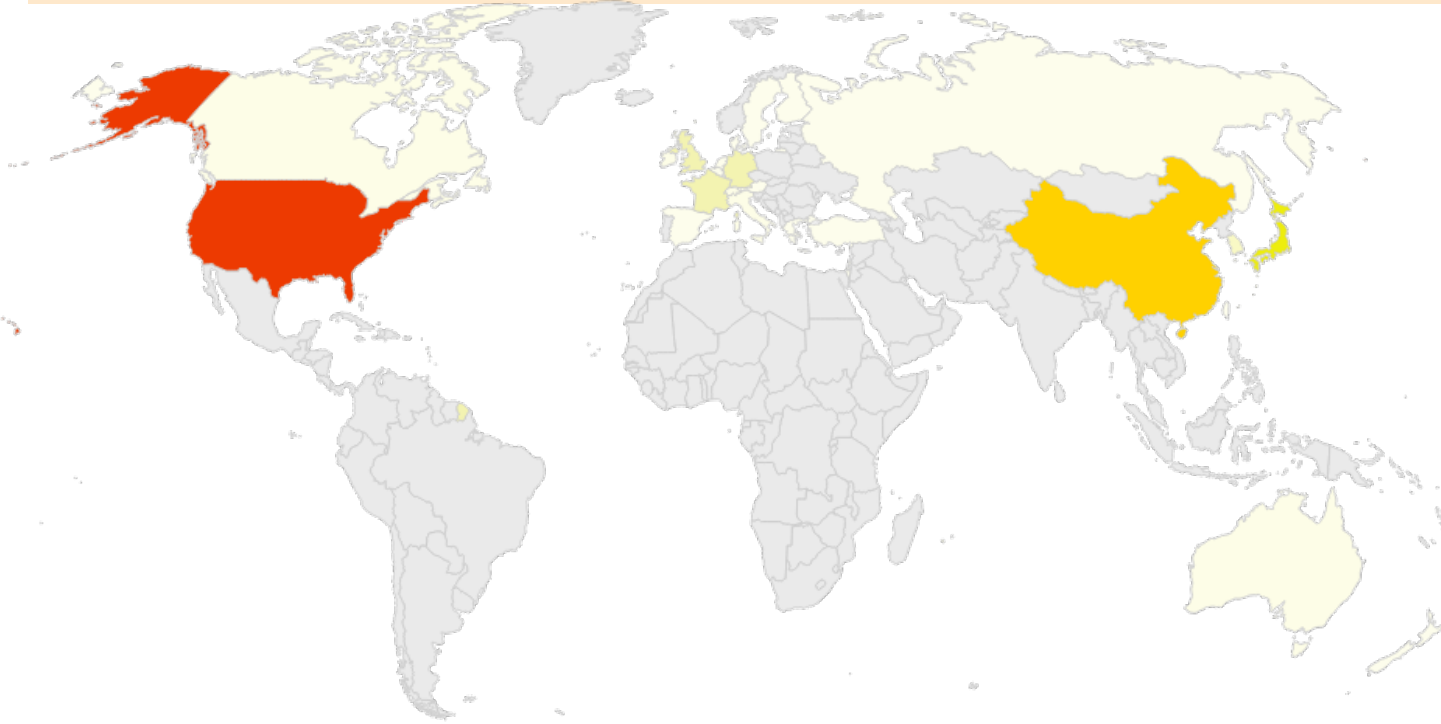
# Company A's top 10 patent families in the entire field

Question: Which are the most valuable patents



# International patent protection of Company A in the field

Question: Where is my company seeking for protection



Not showing pending EP and PCT applications

|                     | USA   | China | EP pending | Japan | PCT pending | Germany | United Kingdom | France | South Korea | Hong Kong S.A.R. | Switzerland | Ireland | Italy | Canada | Australia |
|---------------------|-------|-------|------------|-------|-------------|---------|----------------|--------|-------------|------------------|-------------|---------|-------|--------|-----------|
| Patent Asset Index™ | 2,327 | 1,029 | 944        | 792   | 759         | 569     | 553            | 438    | 388         | 350              | 282         | 270     | 267   | 252    | 173       |
| Portfolio Size      | 252   | 70    | 67         | 52    | 39          | 40      | 39             | 31     | 25          | 26               | 15          | 16      | 18    | 16     | 8         |

Question: Where are my technological strengths

| IPC Symbol | IPC Title   | Share of Patent Asset Index™ | Share of Patents |
|------------|---|------------------------------|------------------|
| B29C 67    | Shaping techniques not covered by groups @B29C 39@-@B29C 65@, @B29C 70@ or @B29C 73@                                  | 89.2%                        | 81.5%            |
| B29C 41    | Shaping by coating a mould, core or other substrate, i.e. by depositing material and stripping-off the shaped arti... | 25.2%                        | 20.9%            |
| B33Y 30    | Apparatus for additive manufacturing   Details thereof or accessories therefor  | 24.6%                        | 19.9%            |
| B33Y 10    | Processes of additive manufacturing   | 23.3%                        | 22.3%            |
| B29C 47    | Extrusion moulding, i.e. expressing the moulding material through a die or nozzle which imparts the desired for...    | 21.6%                        | 18.8%            |
| B29Cmiss   | SHAPING OR JOINING OF PLASTICS   SHAPING OF SUBSTANCES IN A PLASTIC STATE, IN GENERAL   AFTER-TREAT...                | 16.6%                        | 12.2%            |
| B33Y 50    | Data acquisition or data processing for additive manufacturing  | 16.5%                        | 16.4%            |
| G06F 19    | Digital computing or data processing equipment or methods, specially adapted for specific applications                | 11.0%                        | 11.5%            |
| B29C 35    | Heating, cooling or curing, e.g. crosslinking, vulcanising   Apparatus therefor                                       | 11.0%                        | 9.4%             |
| G06F 17    | Digital computing or data processing equipment or methods, specially adapted for specific functions                   | 9.5%                         | 8.4%             |
| B33Y 40    | Auxiliary operations or equipment, e.g. for material handling   | 8.9%                         | 7.3%             |
| B28B 1     | Producing shaped articles from the material   | 8.7%                         | 7.0%             |
| B33Y 70    | Materials specially adapted for additive manufacturing  | 7.3%                         | 8.0%             |
| G03G 15    | Apparatus for electrographic processes using a charge pattern   | 6.4%                         | 4.5%             |
| B29C 31    | Handling, e.g. feeding of the material to be shaped   | 6.1%                         | 3.5%             |
| B41J 2     | Typewriters or selective printing mechanisms characterised by the printing or marking process for which they ar...    | 6.1%                         | 5.6%             |

# Co-ownership\* of Company A

Question: With whom am I collaborating

| Owner     | Co-Owner                                       | Shared Patent Asset Index™ | Shared Portfolio Size |
|-----------|--|----------------------------|-----------------------|
| Company A | B G NEGEV TECH APPLICATIONS AT BEN GURION UNIV | 19                         | 1                     |
| Company A | BOSSIERE JOSEPH EDWARD                         | 5                          | 1                     |

\* Most important co-owners of active patent families also owned by Company A

## And many more ...

- This is a sample report only. It shows some of the most important basic information in order to give you a first impression on the content of such landscape reports.
- The major questions applicable to this type of strategic patent analysis will be answered in a full report.
- Additional questions may arise when reading the full report. We would be happy to answer those in a top-off analysis.

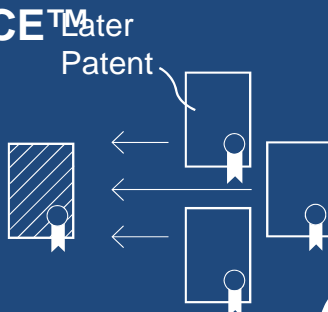
# Methodology



## TECHNOLOGY RELEVANCE™

Worldwide citations received from later patents, adjusted for age, patent office practices and technology field

Average value: 1



X

## MARKET COVERAGE™

Market size protected by active patents and pending patent applications on a certain invention

Value of a granted US patent: 1



## COMPETITIVE IMPACT™

(Individual patent strength)

The relative business value of a patent

Individual Patent

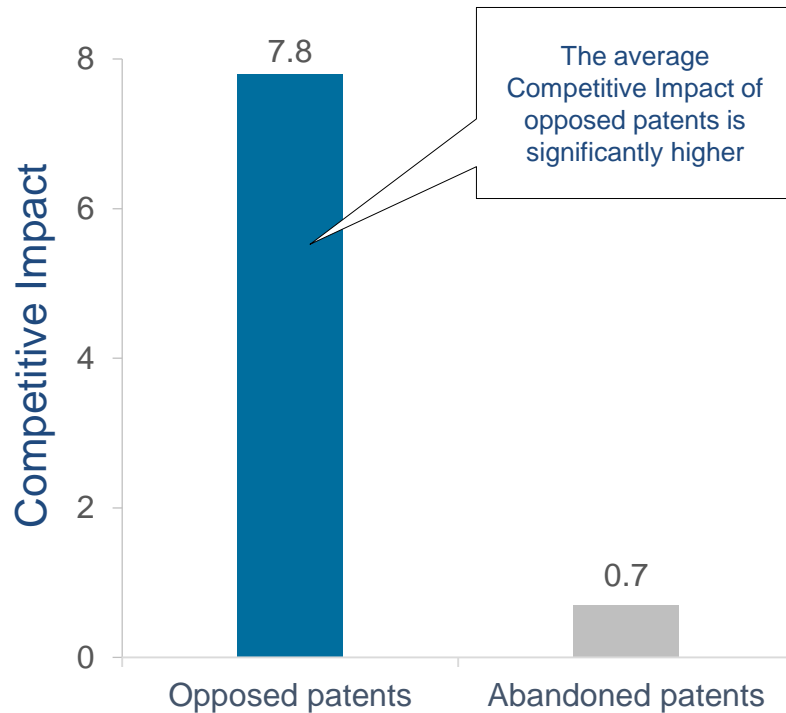


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## PATENT ASSET INDEX™

(Sum of all Competitive Impacts of an entire portfolio)

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.



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.*

- **Technology Relevance™ (TR)**

The relevance of a patent for technical development. It is measured by looking at worldwide prior art citations to the patent (similar to how Google rates web pages by the links they get from other web pages). **Internal TR** is based on the citations made by patent families of the patent owner himself, **external TR** is based on citations made by patent families of third parties only.

- **Market Coverage™ (MC)**

The existence of active patent rights to the invention in world markets. If a larger market size is protected, Market Coverage™ is higher and the patent thus has a higher Competitive Impact™.

- **Competitive Impact™ (CI)**

The economic and strategic value of patents as measured by the product of their Technology Relevance™ and Market Coverage™. Competitive Impact™ is stated relative to other patents in the same field (e.g. a value of three means that the patent is three times as important as the average patent in the field).

- **Patent Asset Index™ (PAI)**

The measurement of the overall strength of a patent portfolio. It is calculated as the sum of the Competitive Impact™ of all patents contained in the portfolio.

- ***Active patents***

Patent families comprising at least one pending application or a granted patent, which is not lapsed, withdrawn, invalidated or rejected at the respective date (according to Inpadoc database). “Active” means at least one granted patent or a pending patent application exists (at that date NOT (yet) rejected, withdrawn, lapsed, invalidated, etc.)

- ***Reporting Date***

Reference date for the determination of certain patent portfolio parameters as they would have been at that “reporting date” back in history.

- ***Patent Owner***

Most probable owner of the aggregated patent portfolio, according to Inpadoc database as well as to a consolidated patent owner database provided by PatentSight.

In case of questions – for placing orders



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