IP Evaluation

Obtain intelligence from patent data

China International IP forum
June 12th, 2014, Beijing
Miguel Iglesias

Agenda

• What is IP evaluation?
  – Business needs drive evaluation methods
  – Benchmarking = comparison

• 2 case-studies
  – M&A
  – Licensing-out
Business needs drive evaluation methods

R&D | PRODUCT DEVELOPMENT | GO-TO-MARKET | ASSET MONETIZATION
---|---------------------|---------------|-------------------
SPEED R&D | MITIGATE RISKS | SUSTAIN COMPETITIVE ADVANTAGE | MAXIMIZE PROFIT

Technology scouting | FTO | Business Dev. | Portfolio Pruning
Licensing in | Portfolio Building | Exclude Others | Licensing out

EVALUATING = BENCHMARKING

Evaluation principles
Metrics-based comparison
Licensing-in

1. BENCHMARK PATENTS

2. COMPARE STRENGTHS & WEAKNESSES
   - LEGAL
   - TECHNICAL
   - GEOGRAPHICAL

3. LEVERAGE NEGOCIATION POWER
   - Potential Licensors
   - Best Patents

4. NEGOCIATE

Business needs drive evaluation methods

- R&D
- PRODUCT DEVELOPMENT
- GO-TO-MARKET
- ASSET MONETIZATION

- SPEED R&D
- MITIGATE RISKS
- SUSTAIN COMPETITIVE ADVANTAGE
- MAXIMIZE PROFIT

- Evaluation principles
- Metrics-based comparison

EVALUATING = BENCHMARKING
Patent portfolio pruning

- Scan Patent Portfolio
- Compute Metrics
- Quality Ranked Patents
- Manage

ABANDON

RENEW

Business needs drive evaluation methods

R&D
PRODUCT DEVELOPMENT
GO-TO-MARKET
ASSET MONETIZATION

BUSINESS NEEDS
IP RELATED CHALLENGE

-evaluation principles

METRICS-based comparison

EVALUATING = BENCHMARKING
1. BENCHMARK PATENTS

2. COMPARE STRENGTHS & WEAKNESSES

3. LEVERAGE NEGOCIATION POWER

4. NEGOCIATE

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Today...

Source portfolio

Keywords, semantics, entities, classifications, citations, maps, etc.

Transform metadata

Expert hand screen

Excel spreadsheets

Relational databases

Software algorithms

Extract metadata

Similar patents
Prosecution & litigation details

Summarize information

Who, what, how to license in or out

www.questel.com
Today with patent tools...

Patent tools help make a goal driven evaluation process

- Select patents
- Build comparable set
- Compute metrics
- **Assess** patents against comparable set

Make a fast, documented, high quality decision
• What is IP evaluation
  – Business needs drive evaluation methods
  – Benchmarking = comparison

• 2 case-studies
  – M&A
  – Licensing-out

Case-study: M&A

Valeant Agrees to $8.7B Bausch & Lomb Purchase

Valeant Pharmaceuticals International, Inc. Completes Acquisition Of Bausch + Lomb
Legal strength comparison before and after M&A

- Valeant
- Valeant + Bausch
- Alcon
Technical strength comparison before and after M&A

Valeant

Technical strength comparison before and after M&A

Valeant + Bausch

Geographical strength comparison before and after M&A

Valeant

Geographical strength comparison before and after M&A

Valeant + Bausch
Agenda

• Importance of IP evaluation  
  – Business needs drive evaluation methods  
  – Benchmarking = comparison

• 2 case-studies  
  – M&A  
  – Licensing-out

Case-study: Licensing-out

Intellectual Ventures Files Patent Infringement Complaints Against Cellular Service Providers

October 04, 2013

Today, Intellectual Ventures filed patent infringement complaints against five cellular service providers in the U.S. District Court for the District of Delaware:

• AT&T
• Sprint
• T-Mobile
• US Cellular
• Leap Wireless
16/06/2014

Licensing-out: Legal benchmark

IV has built a bullet proof portfolio

Licensing-out: Technical benchmark

Highly cited portfolio ... by others
No sharks or predators
Licensing-out: Geographical benchmark

Licensing-out: What patents are appealing to the market
Conclusion

• Quickly extract value from portfolios
  – Benchmark your IP
  – Which patents are appealing to the market
  – Who might be interested in a given technology

Business needs drive evaluation methods

- Technology Scouting
- Freedom-To-Operate
- Portfolio Building
- Business Development
- Exclude Others
- Licensing Out
- Portfolio Pruning

EVALUATING = BENCHMARKING

BUSINESS NEEDS
- SPEED R&D
- MITIGATE RISKS
- SUSTAIN COMPETITIVE ADVANTAGE
- MAXIMIZE PROFIT

IP RELATED CHALLENGE
- TECHNOLOGY DEVELOPMENT
- PRODUCT DEVELOPMENT
- GO-TO-MARKET
- ASSET MONETIZATION

Select evaluation method

Compare your portfolio
Thank you!