

 Sagacious IP

When Results Really Matter



**HOW TO IDENTIFY
THE **GEMS** FROM YOUR
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Intellectual property can account for 70% of a company's value, but how can you be sure that you're protecting the right patents. Being able to analyze IP and pick out the gems amongst it can be a challenge, however, with the right strategic mindset; it can be done. Companies like Samsung, IBM and many more have a large number of granted patents and they are generating revenue by selling, and licensing patents that are owned by them. Since there are a large number of transactions in these areas, so there must be a strategy to identify the best patents to strengthen the patent portfolio of the company.

In order to implement a successful IP Monetization strategy, the IP portfolio must be thoroughly assessed and understood. When it comes to a healthy patent portfolio, quality is more important than quantity.

Knowing your patent portfolio goes beyond maintaining a simple list. Identifying the most appropriate patents in a list of thousands can be tedious and difficult. An automated, first-order process for ranking patents lightens the load considerably. Sagacious has designed an "Ingenious Patent Ranking Tool" to identify the patents both most and least likely to be useful. Sagacious assures its clients that the resultant monetization strategy is designed quickly without jeopardizing the quality of analysis. This quantitative analysis to obtain, an order to start any further patent portfolio management/optimization process like, patent tagging, infringement analysis, etc. Several significant indicators are used to assess a patent's value. Based on these indicators, the scoring and ranking of a patent is done.



CITATIONS

The citations are used as a strong and reliable indicator of patent value. Citations in general, and forward citations in particular (later patents that cite the subject patent) are found to be positively correlated to the likely value of the patent, meaning that a high number of citations are correlated with a higher patent value.

Also included in this are a range of factors that measure the originality, generality, or radicalness of the patent, as well as the breadth of the patent specification scope (i.e. the number of IPC-codes, the patent has listed).

FAMILY

The Family Size indicator represents the number of countries in which protection is sought for the same invention. Patents representing large patent families are particularly valuable.

TIMING

The timing indicator is most commonly represented by the patent age factor (which measures the age of the patent from its priority date). Patents generally see their economic value peak during 8-12 years after their priority date. Prosecution length is also categorized under timing and measures the time a prosecuted patent spends in prosecution, with the underlying reasoning being that the longer a patent spend in prosecution, the more valuable it is.

CLAIMS

The claims count factor assigns patents with more claims higher value. The number of independent claims, as well as the length (word count) of the first claim or the entire patent specification, is another measure of value. The broad claim in a patent typically offer more protection against infringers than a narrow claim because they are often times very hard to design around, so the quality of claim also plays a big role in patent ranking.

Figure 1. shows, a high-level overview of the complete process that can be customized at any stage as per client's requirements.

Patent Mining		Parameters considered for current analysis									Assignee	OVERALL 'OBJECTIVE PARAMETER' SCORE
Automated Patent Ranking		Parameters that can be used for further analysis										
		Parameter Values										
Rank	Patent No [Sorted by Score]	No. of Forward Citations	No. of Backward Citations	Claim Count	Pending Life (in Years)	Big Assignee Count	No. of Family members (FamPat Family)	First Independent Claim Length (Word Count)	Prosecution Time (Years)			
1	USXXXXXXXX	190	11	31	8.84	0.00	11	105	0.00	XYZ	75.35	
2	USXXXXXXXX	156	16	24	6.48	0.00	4	160	0.00	XYZ	62.36	
3	USXXXXXXXX	9	174	68	6.94	0.00	17	138	0.00	XYZ	53.82	
4	USXXXXXXXX	20	164	48	6.73	0.00	17	143	0.00	XYZ	51.87	
5	USXXXXXXXX	105	6	17	10.87	0.00	2	187	0.00	XYZ	51.11	
6	USXXXXXXXX	130	9	14	10.83	0.00	5	405	0.00	XYZ	50.77	
7	USXXXXXXXX	85	11	27	11.28	0.00	2	165	0.00	XYZ	50.31	
8	USXXXXXXXX	5	165	80	5.82	0.00	9	158	0.00	XYZ	49.63	
9	USXXXXXXXX	73	7	28	6.32	0.00	3	190	0.00	XYZ	48.71	
10	USXXXXXXXX	39	16	39	6.56	0.00	10	251	0.00	XYZ	48.40	

Figure 1. A sample output of the Patent Ranking Process

Conclusion

Patent Mining thus helps find the best-hidden gems in the intellectual property marketplace that promise the most successful patent licensing opportunities, including those that yield hundreds of millions in revenue. Sagacious has offered a risk-mitigated, mutually-beneficial service to give companies an objective assessment of the most substantial opportunities for monetization. Our experience ensures that the assertion of a company's intellectual property rights is performed to high standards. This helps in providing a quick and rational overview of outstanding patents from the heap of humongous portfolio.



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ABOUT US:

Sagacious is an award-winning IP research & consulting firms specializing in IP Monetization, Innovation Management, Technology Scouting and other aspects of IP life cycle. Our team of over 250 patent professionals located in 7 offices across 5 global cities have successfully completed over 12,500 assignments for over 1,200 clients in the last 10 years. We are grateful for, and take pride in, being the chosen partner for our clients when results really matter.

We have a strong licensing support team supporting 4 of the top 20 Fortune 500 companies, over 100 other patent owners, almost all of the top NPEs and law firms representing them. In these last 10 years, we have learnt that the most important aspect driving a licensing deal is flawless technical research. We take a long term view of the licensing activity. Be it mining huge portfolios, preparing for cross-licensing, non-litigative licensing, pre-litigation support or support through the litigation cycle – we leverage the best practices to get a favourable result for the clients.

OUR SERVICES

- Patent Monetization & Licensing
- Global Patent Search & Information
- Customized IP Solutions
- Patent Docketing & Paralegal
- IP Filing & Prosecution (India)
- Patent Drafting Solutions
- Technology Scouting & In-Sourcing
- Syndicated & Customized Market Research



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