

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: Market Analysis

Selected Field: 3D-Printing Technology

Selected companies: Company A, Company B, Company C

Number of analyzed patent families: 2260

Reporting Date: 7/13/2017

Retrieval Date: 7/20/2017

Introduction

Strategic patent analysis: What for?

Smart solutions for your competitive advantage

Acquire fundamental information to make your business decision with reduced risk

OUR STRATEGIC PATENT ANALYSIS

DEFINITIONS

- Topic
- Package

ANALYSIS

- Basic
- Advanced
- Professional

RESULT

- Report
- Charts
- Key figures

YOUR BUSINESS DECISION

- 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

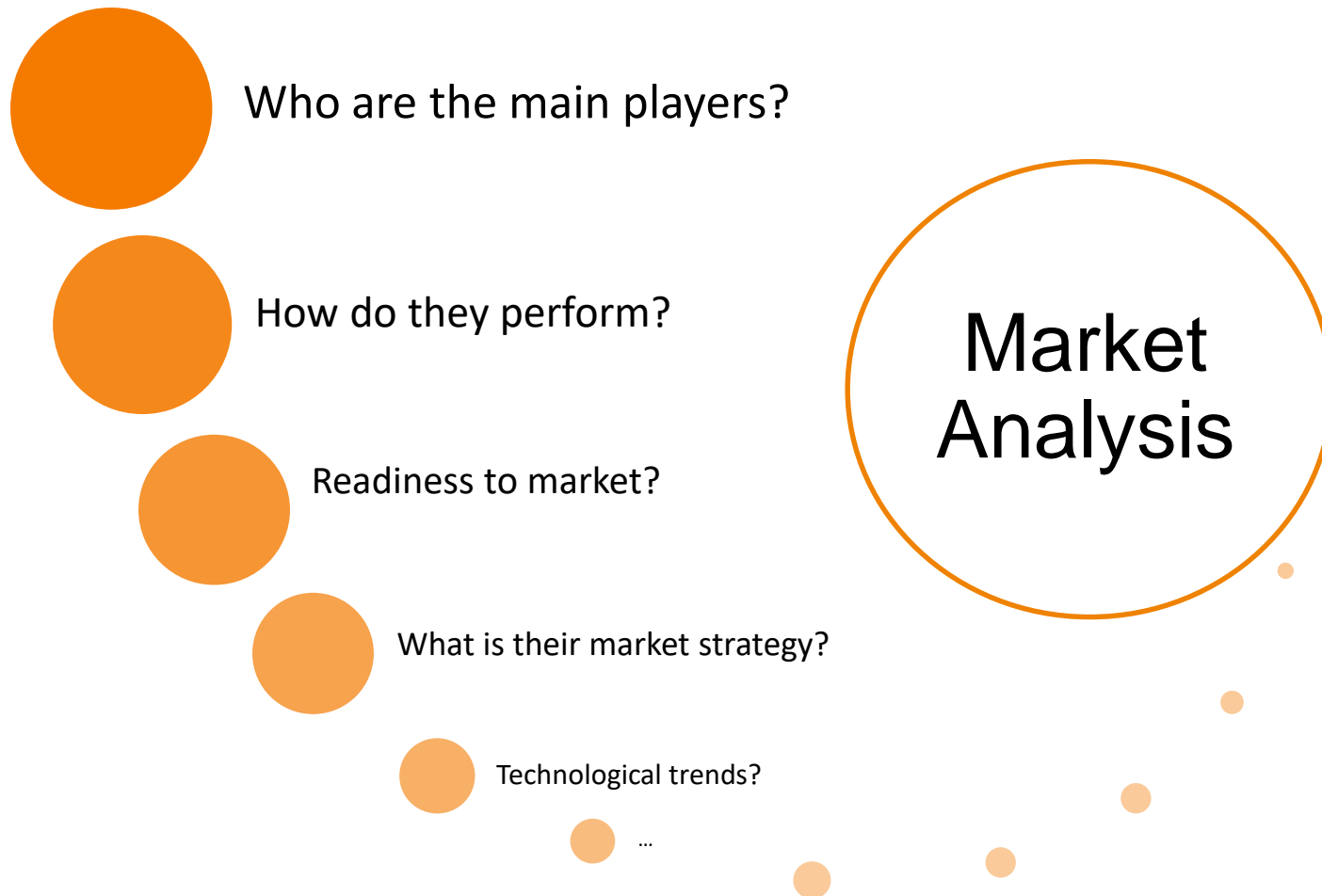
- Basic package
- + In depth analysis
- + In depth communication
- + Categorization
- + Individualized report
- + Legal status data

PROFESSIONAL

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

What the patent market analysis tells you

FOCUS Benchmark patent portfolios of major players in a specific 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

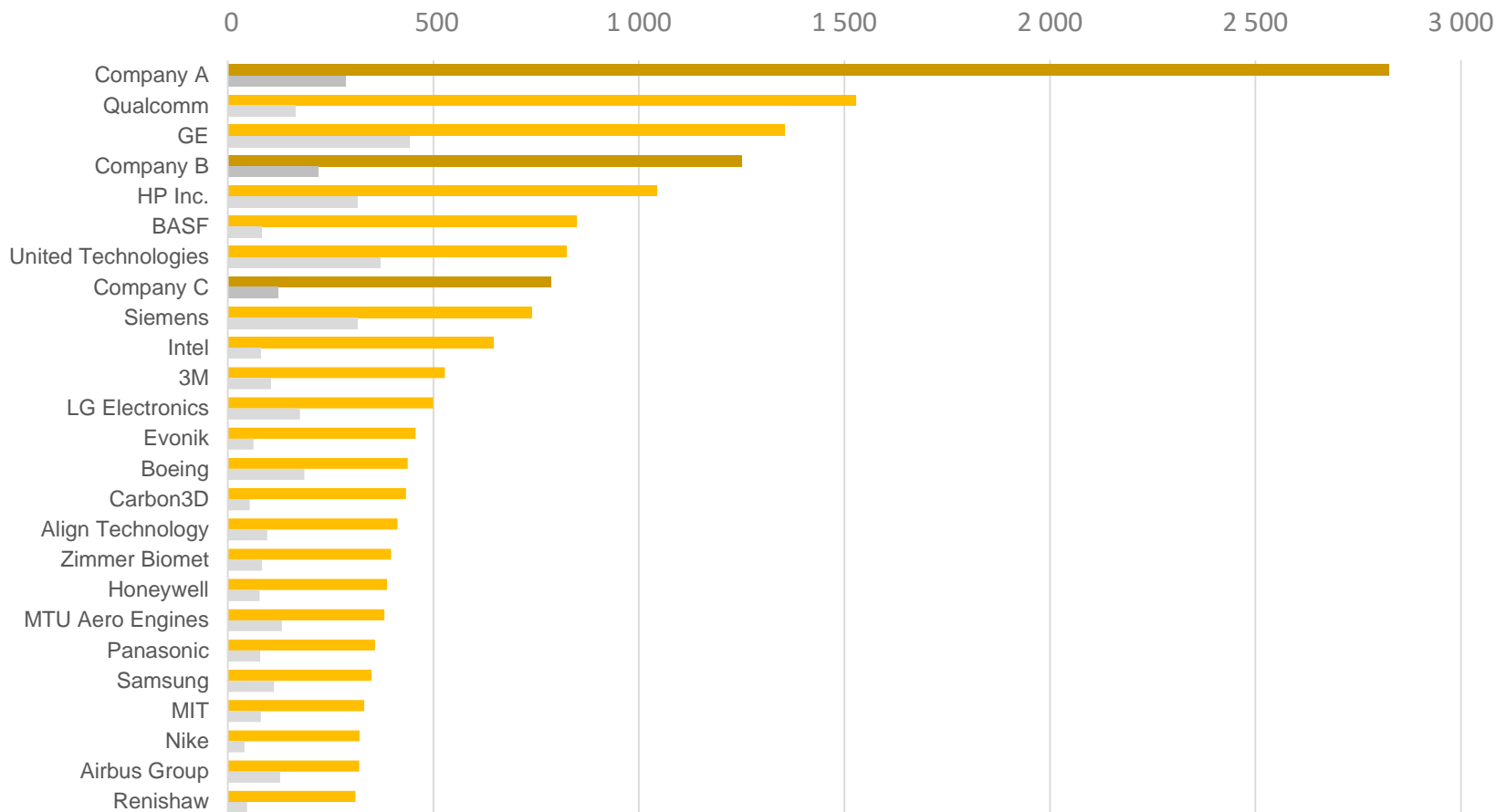


Key Figures

Top 25 companies in the entire field

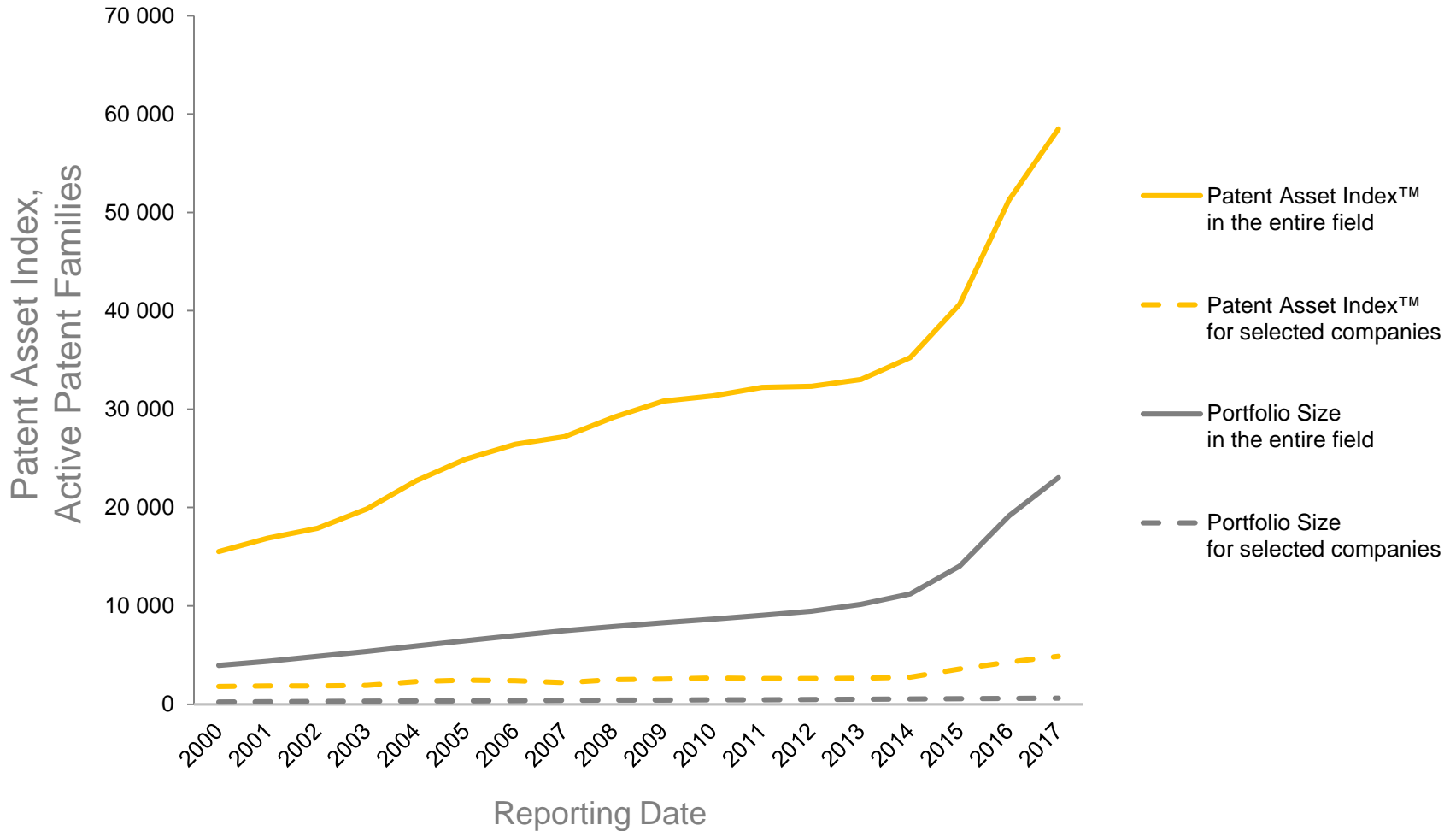
Question: Who are the main players

Patent Asset Index™ and Portfolio Size



Development of the entire field and of selected companies

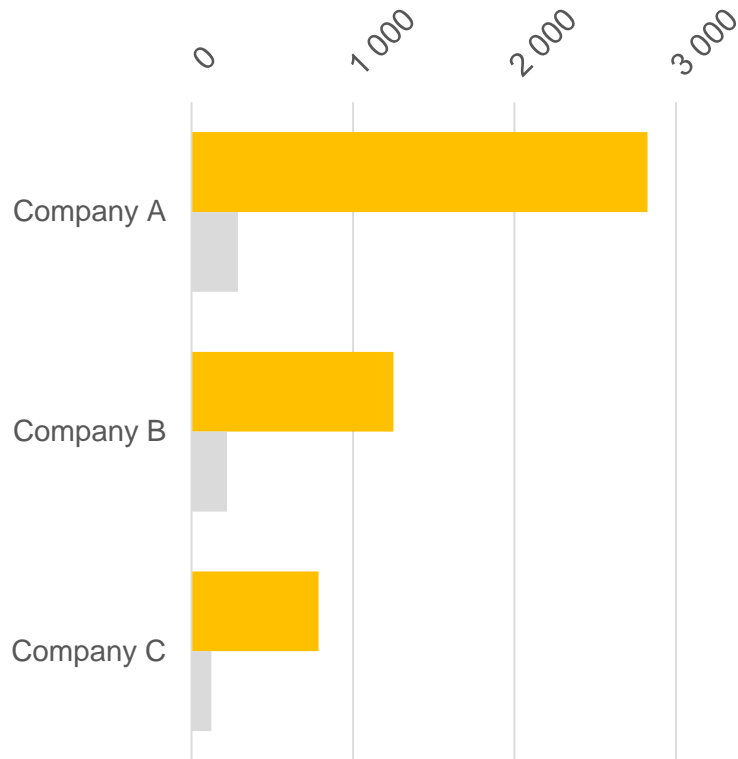
Question: How do they perform



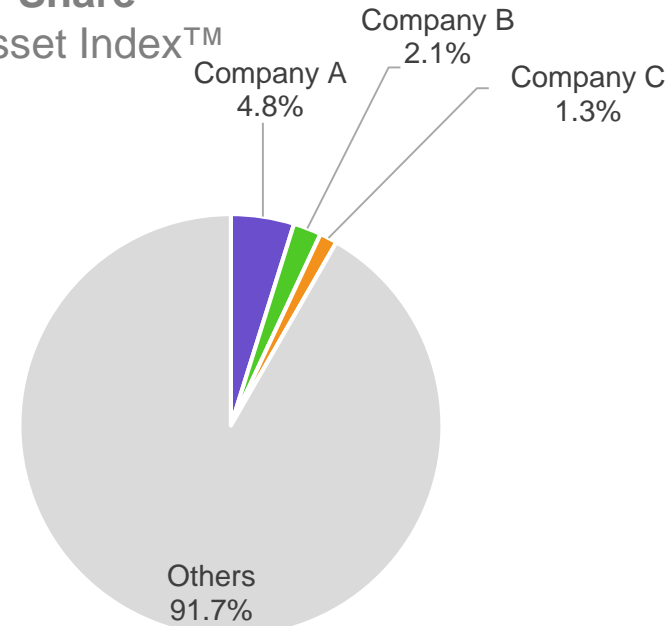
Benchmark of selected companies

Question: How do they perform

Patent Asset Index™ and Portfolio Size



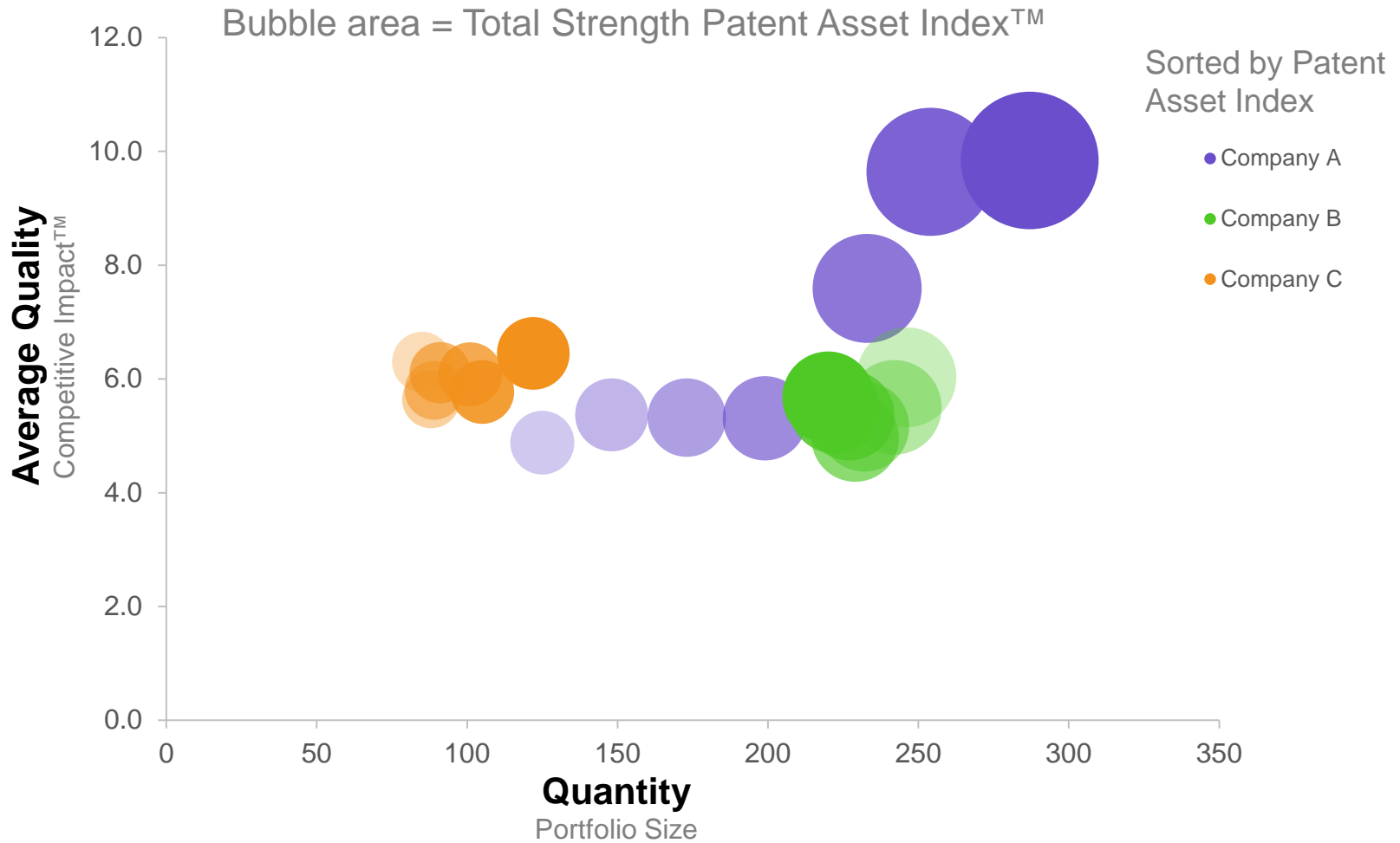
Technology Share by Patent Asset Index™



**TOTAL PATENT ASSET INDEX™:
58,491**

Portfolio development of selected companies

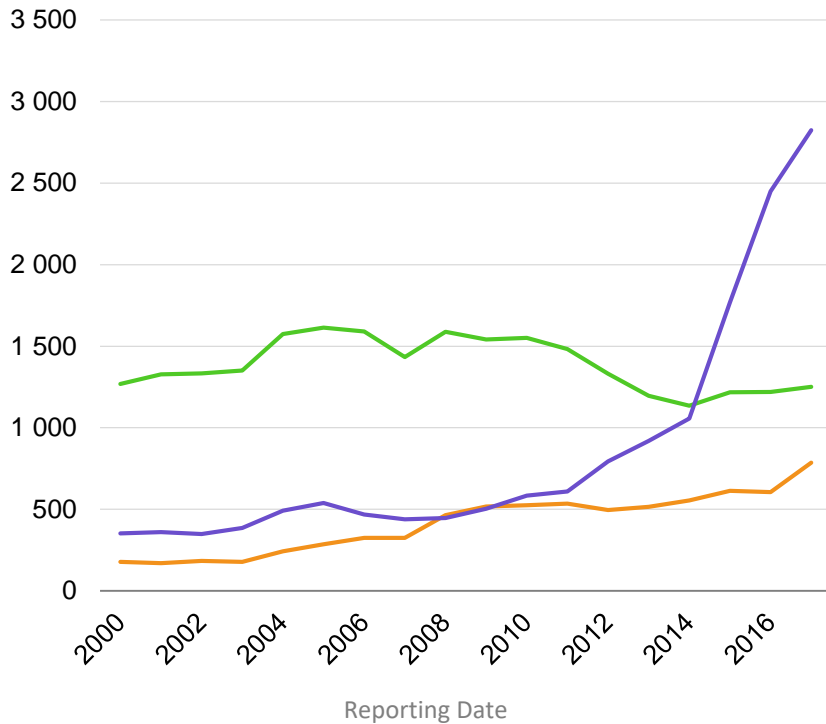
Question: How do they perform



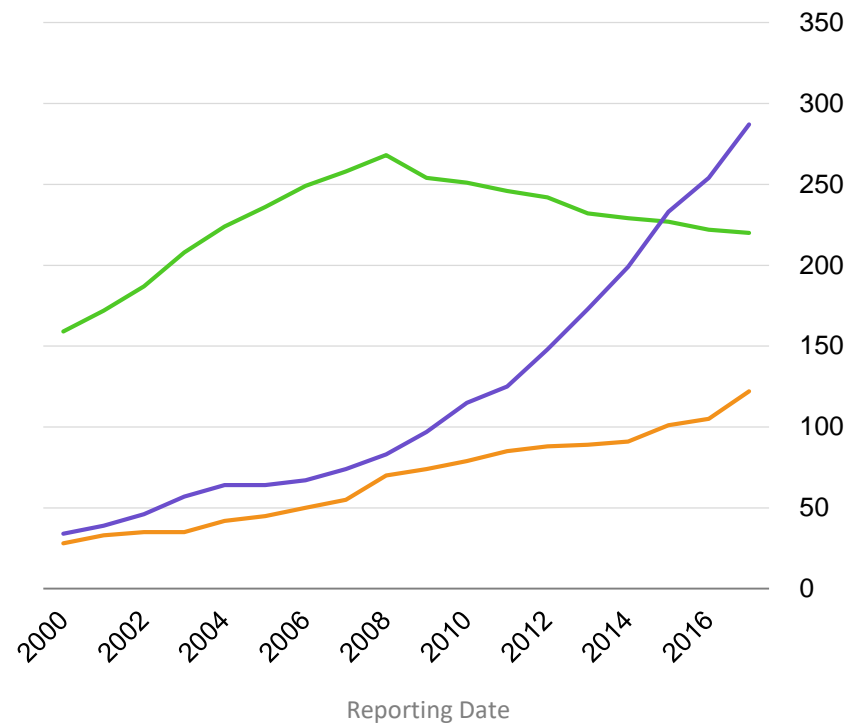
Note: Increasing translucency of bubbles means they mark an earlier point in time. The development over time is shown for Reporting Date 2011 to 2017.

Question: How do they perform

Patent Asset Index™



Portfolio Size



Company B Company C Company A

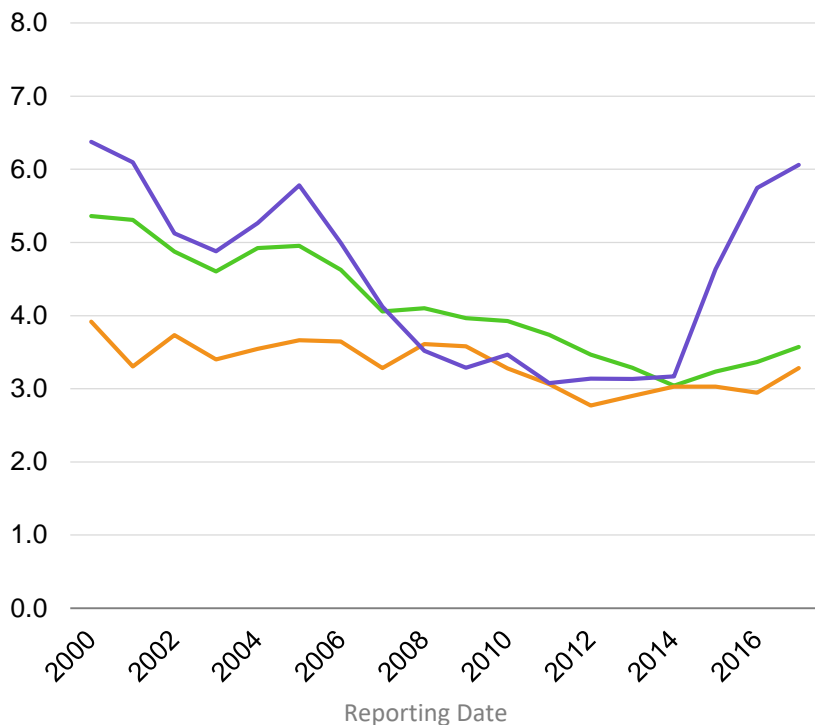
Note: Showing Reporting Dates from 2000 to 2017



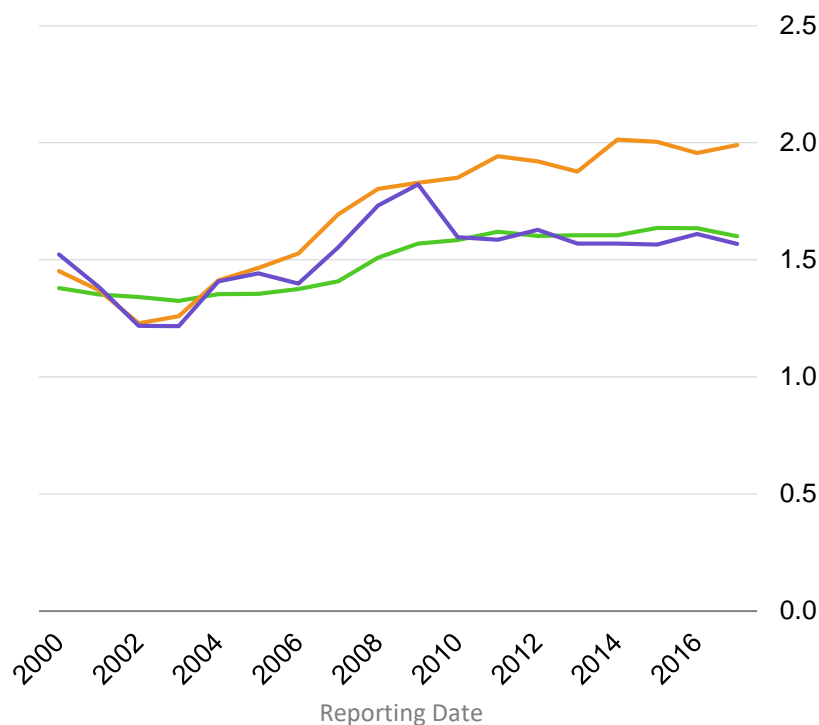
Technology Relevance™ and Market Coverage™ trend

Question: How do they perform

Average Technology Relevance™



Average Market Coverage™



Company B

Company C

Company A

Note: Showing Reporting Dates from 2000 to 2017

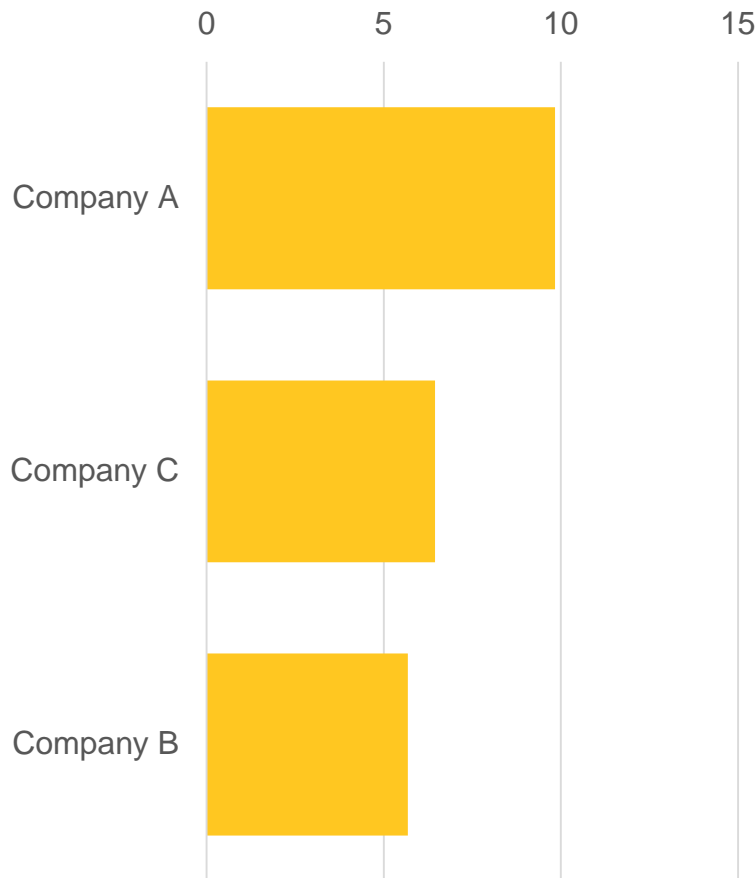


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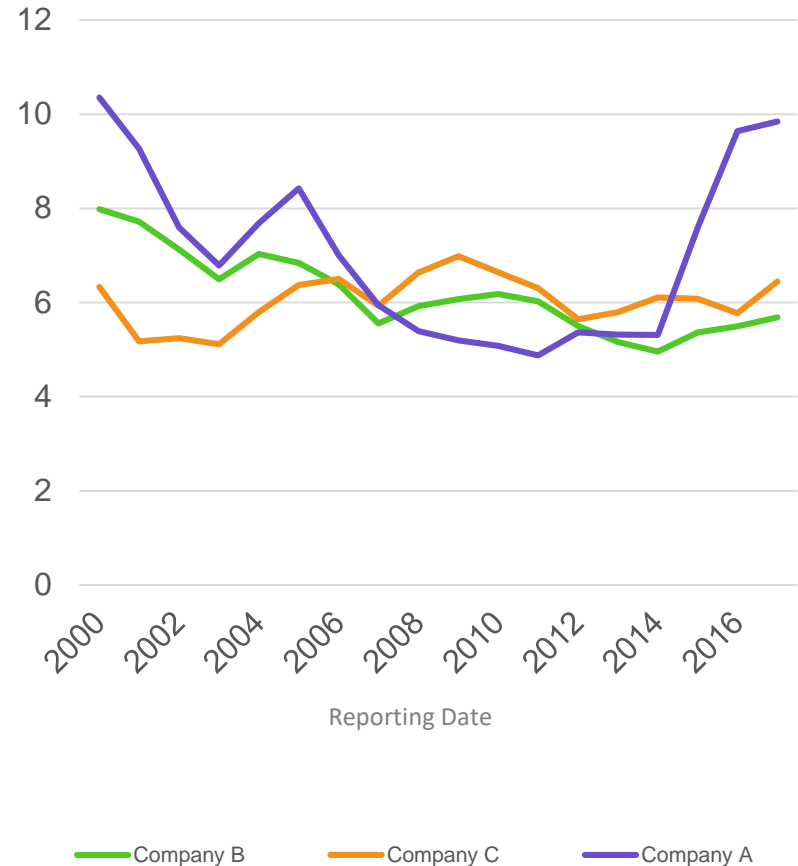
Competitive Impact™ Trend

Question: How do they perform

Average Competitive Impact™



Average Competitive Impact™ Trend



Note: Showing Reporting Dates from 2000 to 2017

Selected companies benchmark – Core KPIs

Question: How do they perform

Rank	Company	Patent Asset Index™	Portfolio Size	Av. Competitive Impact™	Av. Technology Relevance™	Av. Market Coverage™
1	Company A	2,825	287	9.84	6.06	1.57
2	Company B	1,250	220	5.68	3.57	1.60
3	Company C	786	122	6.45	3.28	1.99



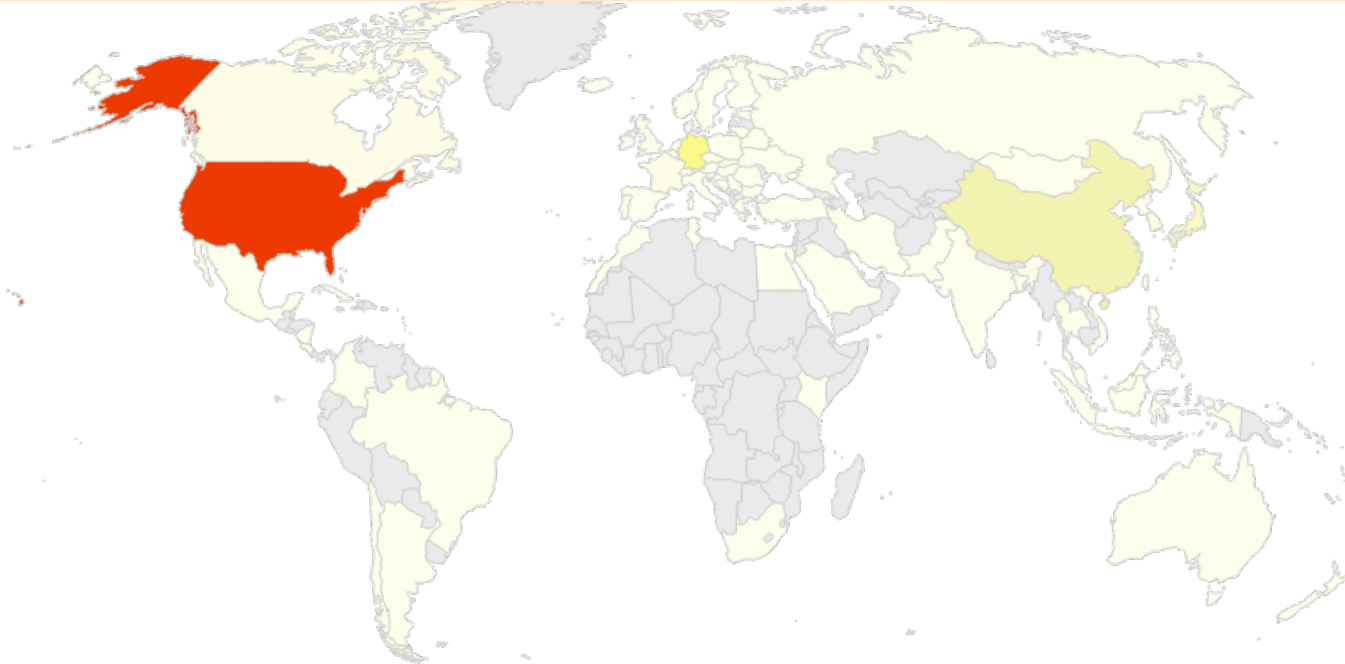
Selected companies benchmark – Grant

Question: Readiness to market

Owner	Portfolio Size	Granted (count)	Granted (share)	Patent Asset Index™ of granted patents	Time to grant in EP	Time to grant in US	Time to grant in JP	Time to grant in CN	Time to grant across all countries (in years)
Company A	287	197	69 %	1,914	7.4	3.0	5.1	4.7	3.9
Company B	220	197	90 %	1,157	6.1	3.3	6.2	5.5	4.8
Company C	122	71	58 %	576	3.5	4.0	4.8	5.1	4.6

R&D locations of the entire field: Patent Asset Index™ per country as given by inventor addresses

Question: What is their market strategy

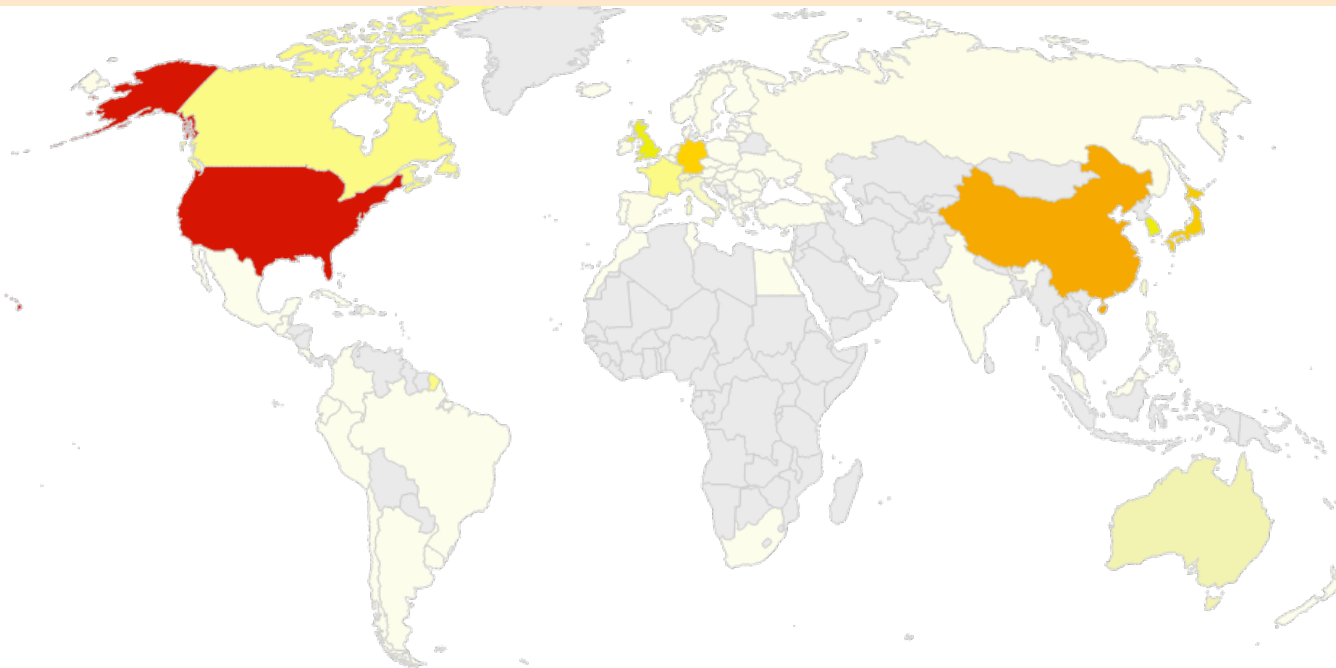


Not showing pending EP and PCT applications

	USA	Germany	China	Japan	United Kingdom	Switzerland	Canada	South Korea	France	Israel	India	Netherlands	Belgium	Sweden	Taiwan
Patent Asset Index™	30,853	8,020	6,120	4,145	3,431	2,397	2,331	2,282	2,085	1,688	1,639	1,214	1,070	950	775
Portfolio Size	8,024	2,493	6,196	1,945	840	400	460	1,363	605	266	250	333	220	210	319

International patent protection of the entire field: Patent Asset Index™ per country

Question: What is their market strategy



Not showing pending EP and PCT applications

	USA	China	Japan	EP pending	Germany	United Kingdom	South Korea	PCT pending	France	Canada	Australia	Italy	Switzerland	Taiwan	Ireland
Patent Asset Index™	45,665	26,343	21,301	19,263	17,166	13,922	13,236	11,548	11,294	10,542	8,074	6,994	6,469	5,797	4,650
Portfolio Size	11,628	9,414	4,038	3,579	3,535	2,134	2,724	3,065	1,718	1,426	971	817	856	850	587

Filing Strategy for top 20 countries of selected companies

Question: What is their market strategy

	Company A	Company B	Company C
USA	88%	90%	68%
Germany	14%	39%	85%
Japan	18%	46%	41%
United Kingdom	14%	41%	45%
France	11%	40%	41%
China	24%	20%	39%
Italy	6%	33%	36%
EP pending	23%	15%	16%
PCT pending	12%	5%	22%
South Korea	9%	10%	2%
Hong Kong S.A.R.	9%	2%	7%
Switzerland	5%	8%	6%
Ireland	6%	4%	5%
Canada	6%	5%	1%
Belgium	2%	8%	4%
Russia	1%	0%	16%
Taiwan	2%	7%	0%
Spain	2%	5%	1%
Australia	3%	2%	0%
Netherlands	1%	4%	0%
Portfolio Size	287	220	122
Average age	6.6	11.7	7.7

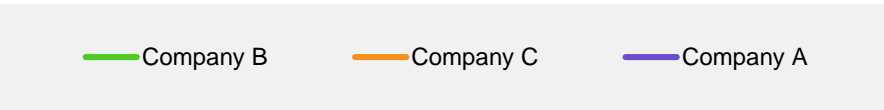
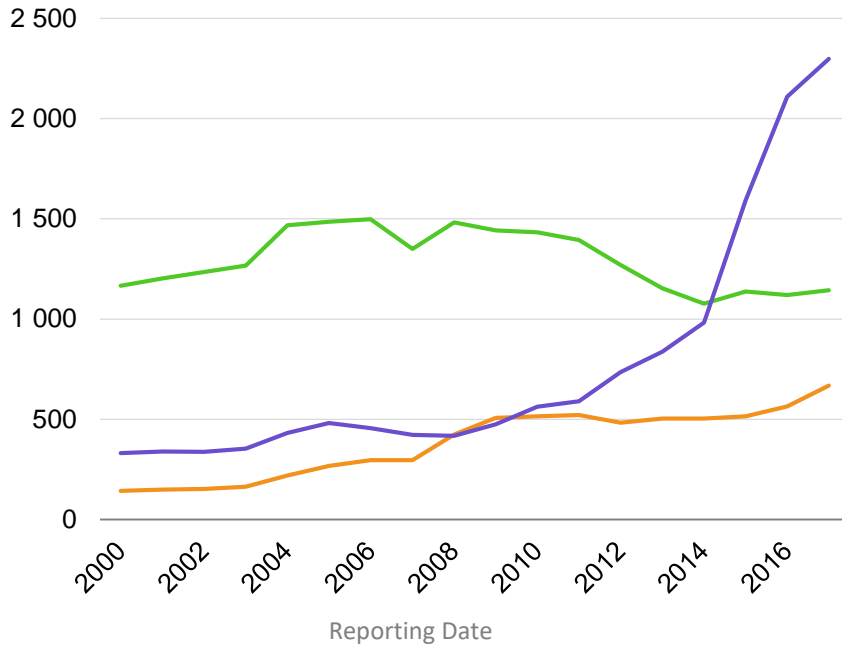
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Benchmark of selected companies: Patent strength in USA - United States of America



Question: What is their market strategy

Patent Asset Index
of patents also active in US



Technology Share in US
(Total Patent Asset Index: 58,491)

Company	US	World Wide
Company A	5%	5%
Company B	2%	2%
Company C	1%	1%

And many more ...

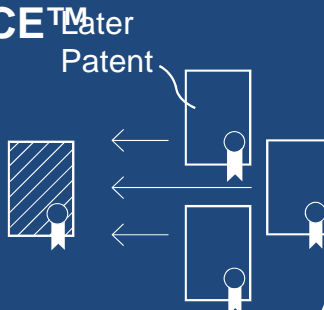
- This is a sample report only. It shows some of the most important basic information in order to give you a first impression on the content of such landscape reports.
- The major questions applicable to this type of strategic patent analysis will be answered in a full report.
- Additional questions 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

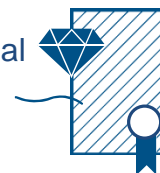


COMPETITIVE IMPACT™

(Individual patent strength)

The relative business value of a patent

Individual Patent

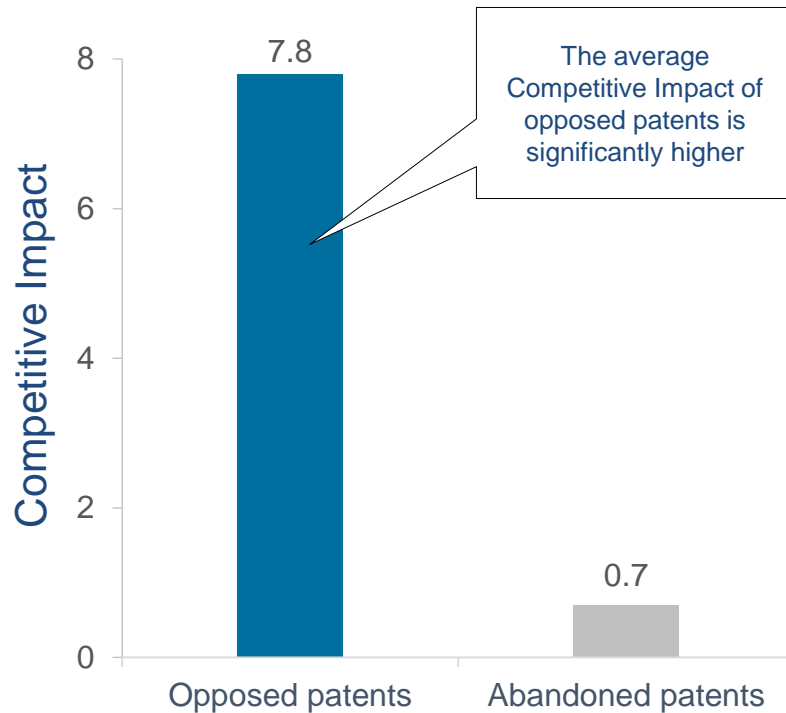


Σ

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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