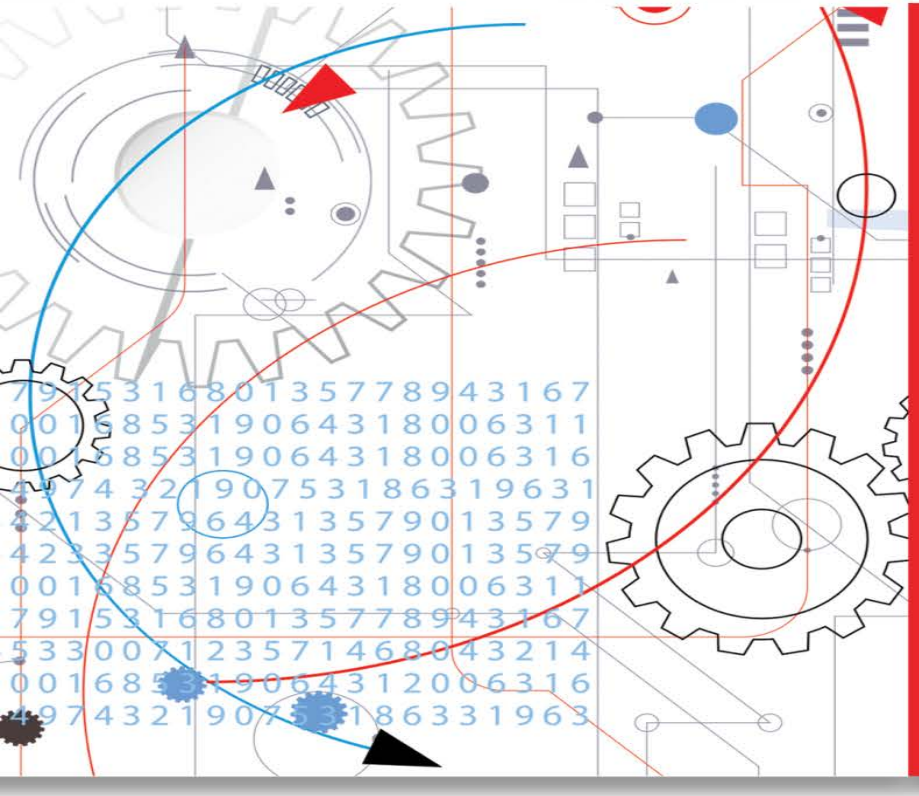


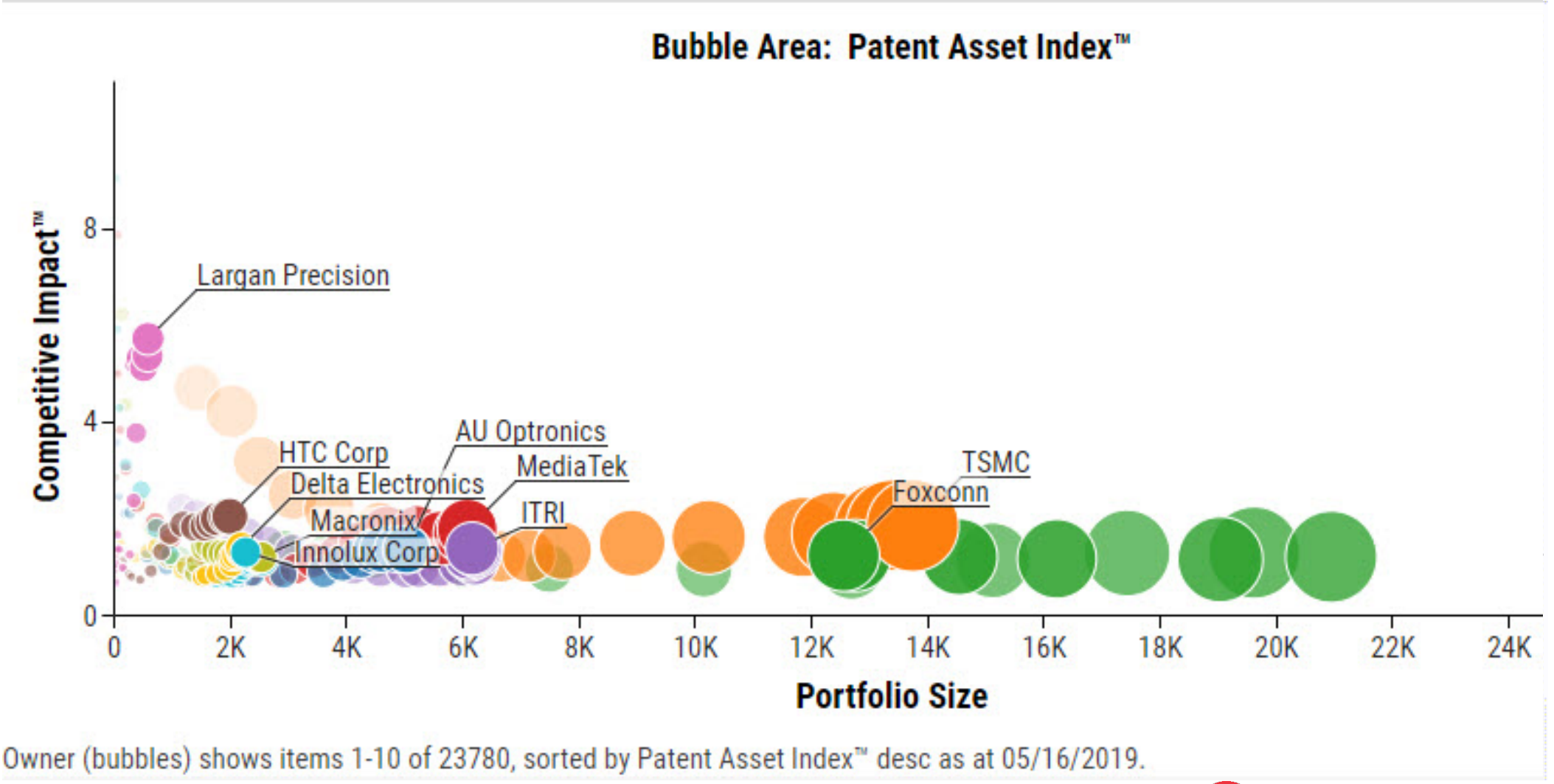
Practical Guidance in IP Management: From the Perspective of Patent Quality & Portfolio Strength

Miao Li

Asia IP Consultant, LexisNexis® IP

LexisNexis® IP

Patent Portfolio Change of TW Corporations since 2000



Owner (bubbles) shows items 1-10 of 23780, sorted by Patent Asset Index™ desc as at 05/16/2019.

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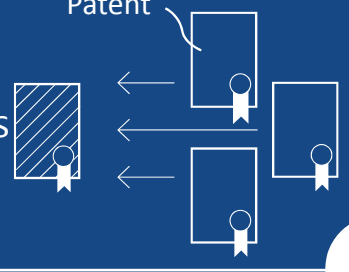
PATENT ASSET INDEX™ & Relevant KPIs

TECHNOLOGY RELEVANCE™

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

Average value: 1



MARKET COVERAGE™

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

Value of a granted US patent: 1

X

COMPETITIVE IMPACT™

(Individual patent strength)

The relative business value of a patent

∑

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.

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Agenda

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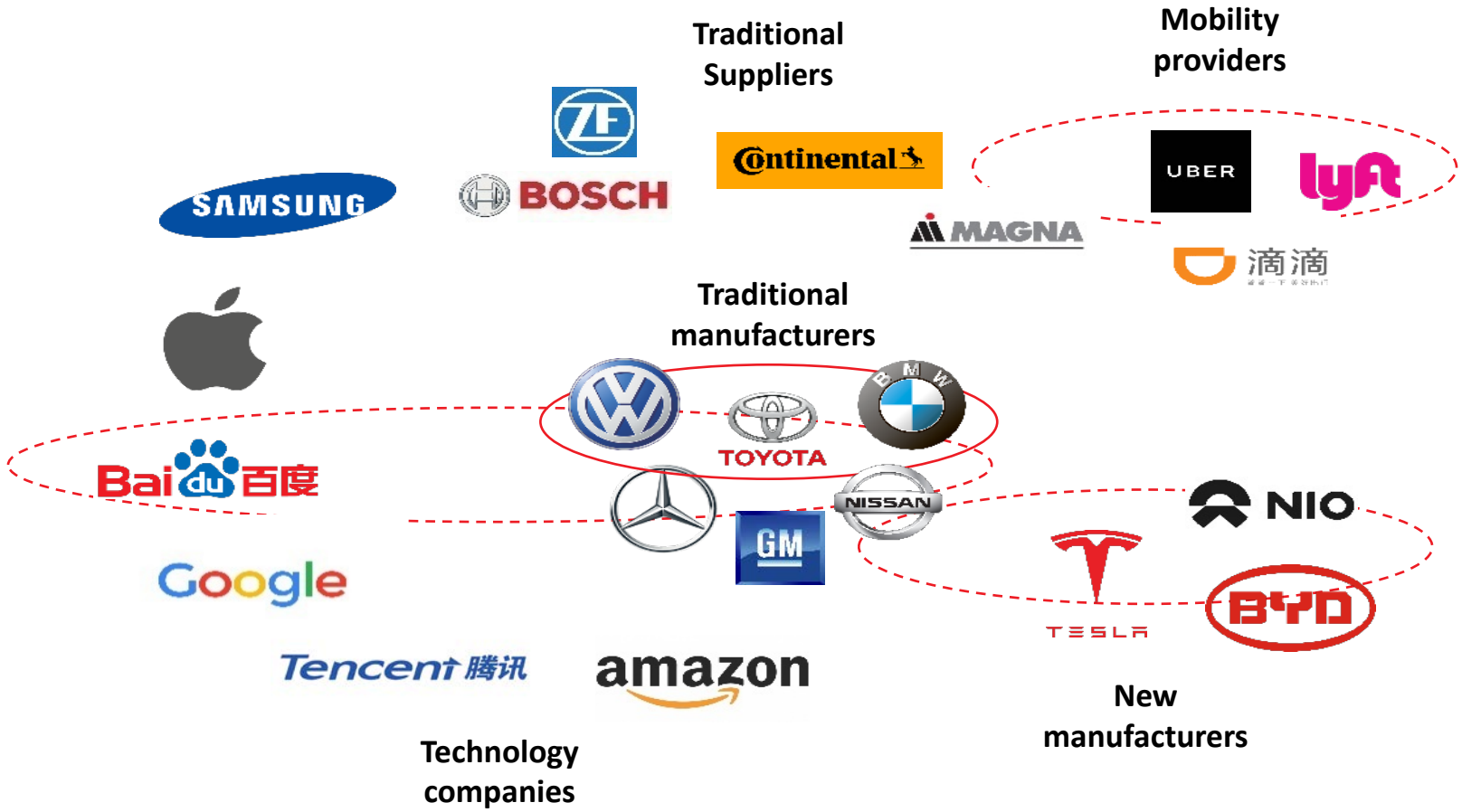
I. Patent Landscape for Business Intelligence

I. Competition is CHANGING



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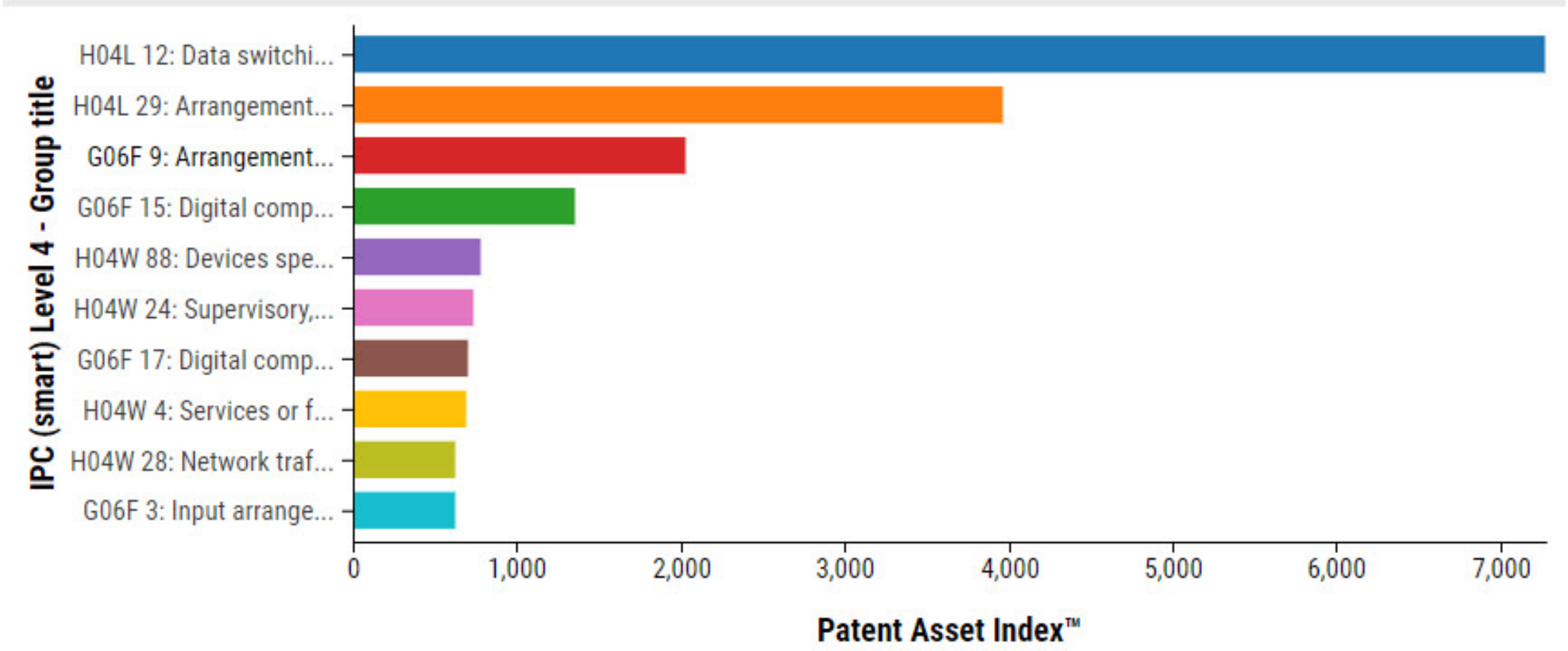
I.1 Trend Scouting: Next Generation of Technology



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I.1 Trend Scouting: Next Generation of Technology (Cont.)

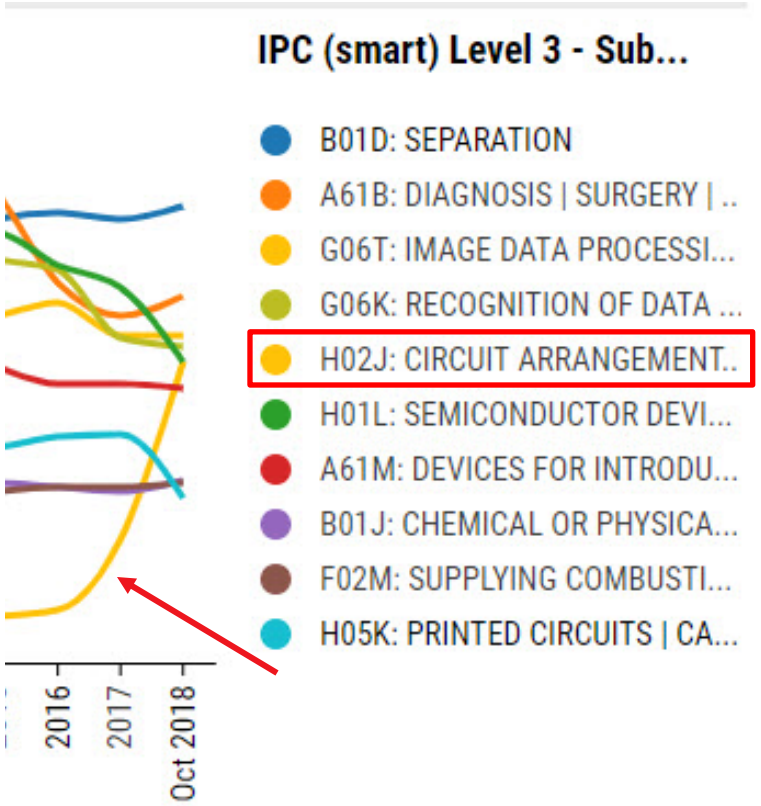
Apple Acquires iPhone Power Management Technology in $600 Million Deal With Chipmaker Dialog

Thursday October 11, 2018 3:56 am PDT by Tim Hardwick

Apple has finalized a business agreement with Dialog Semiconductor to license its iPhone power management technology and transfer technical assets, in a deal worth $600 million.

As part of the agreement, Apple will acquire some of the Anglo-German chipmaker's assets and 300 of its R&D staff, which is around 16 percent of Dialog's workforce. Dialog's shares rose as much as 34 percent on the news, their highest since 2002.

dialog SEMICONDUCTOR



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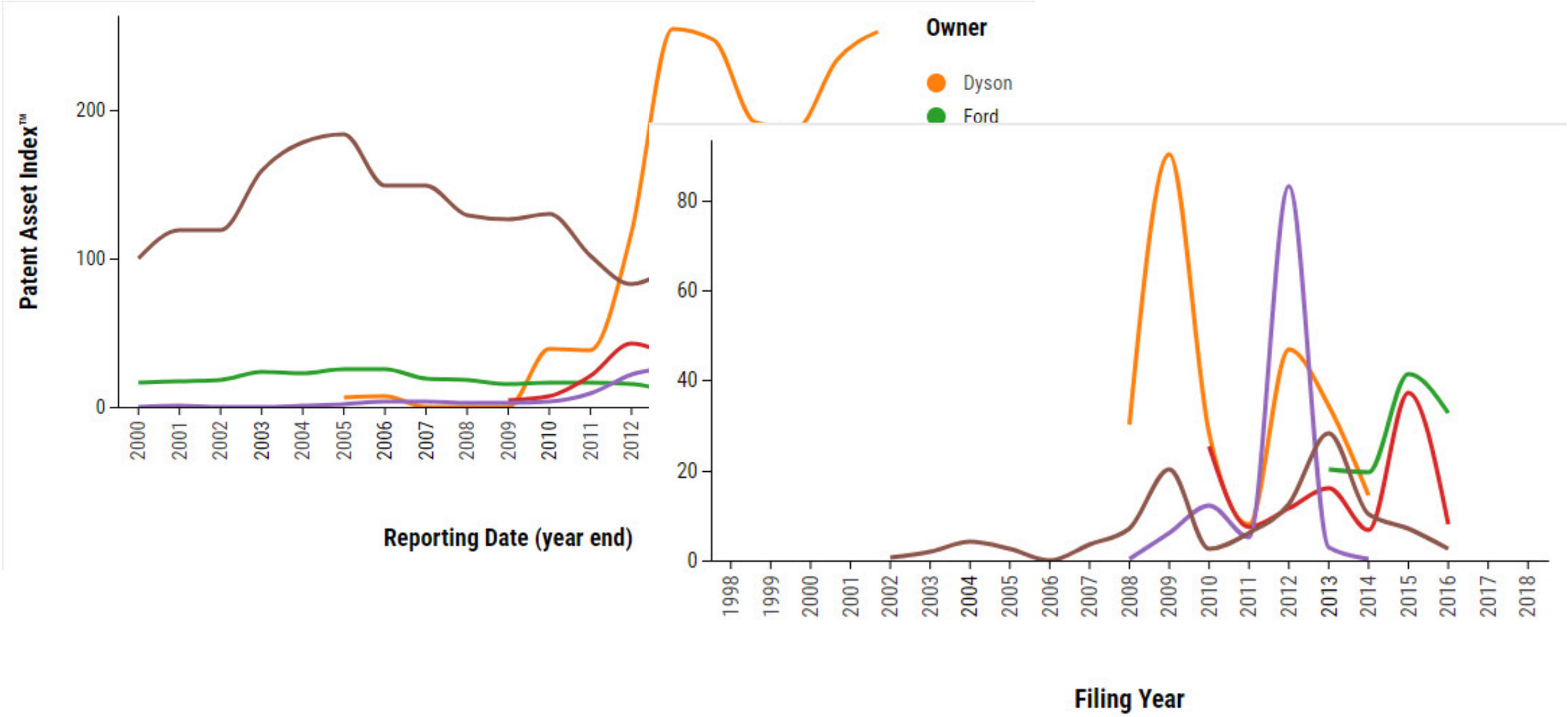
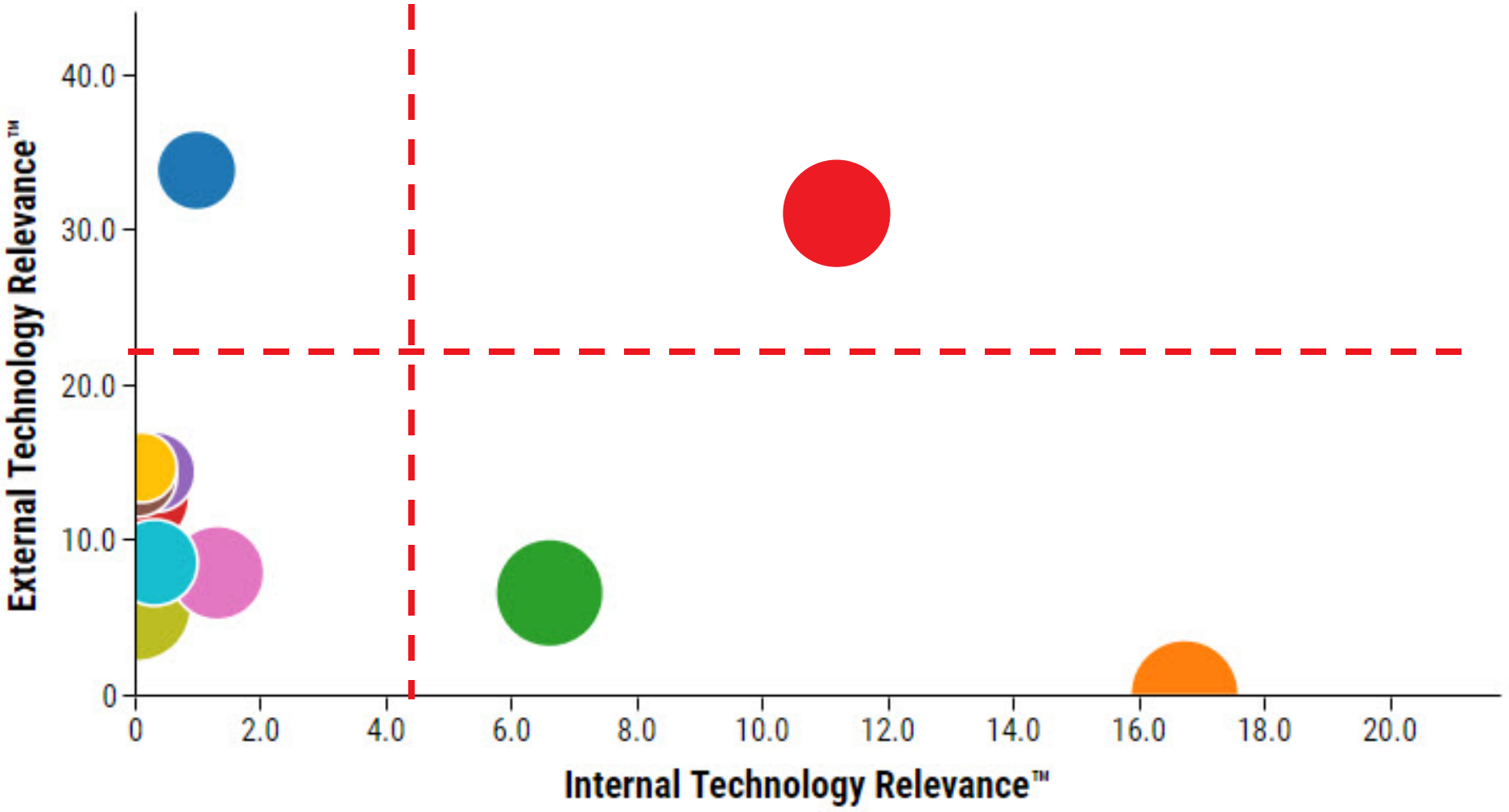
I.2 Who is Building on Your Technology?



I.3 Technological Impact



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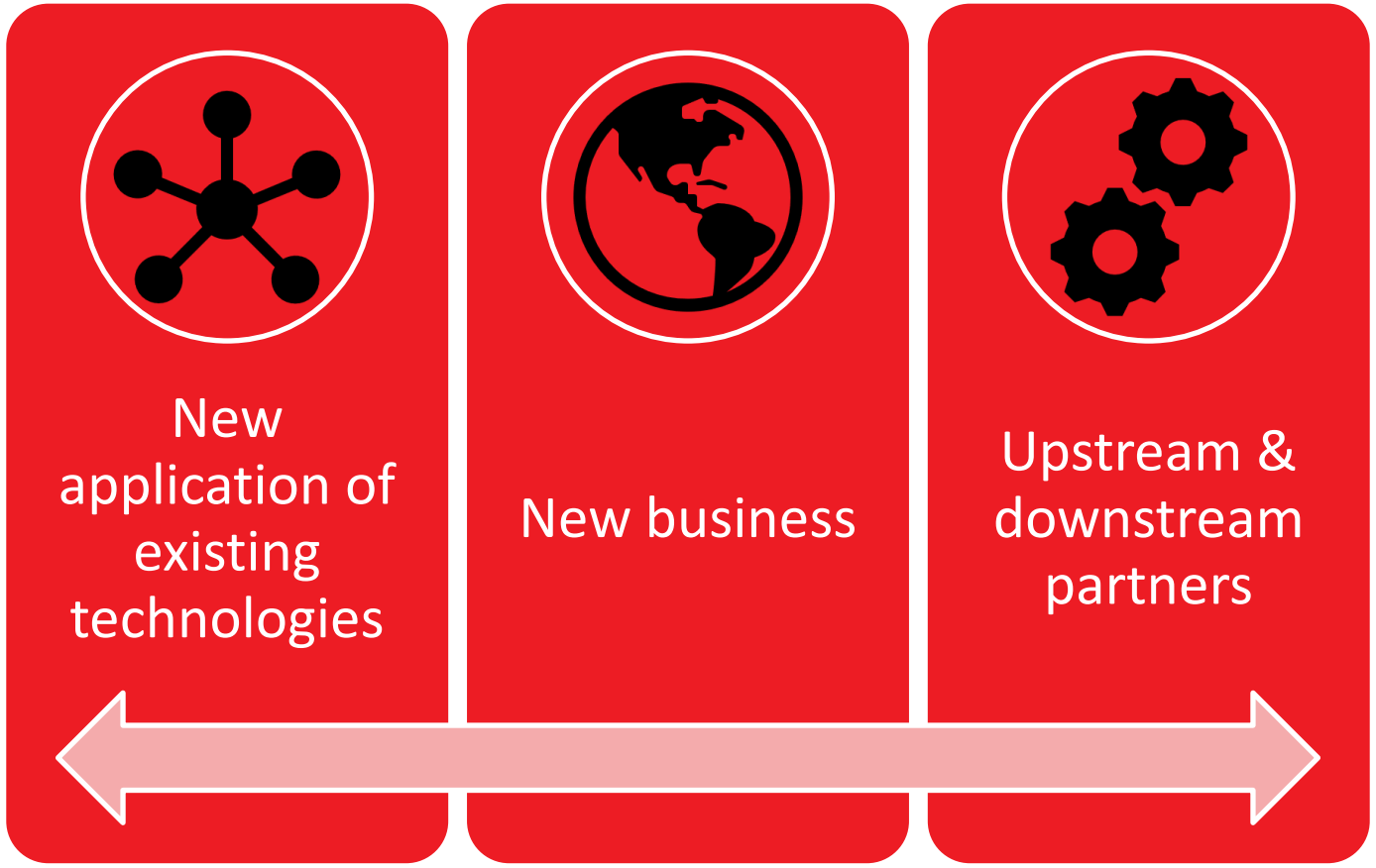
From Patent Landscape to Business Intelligence



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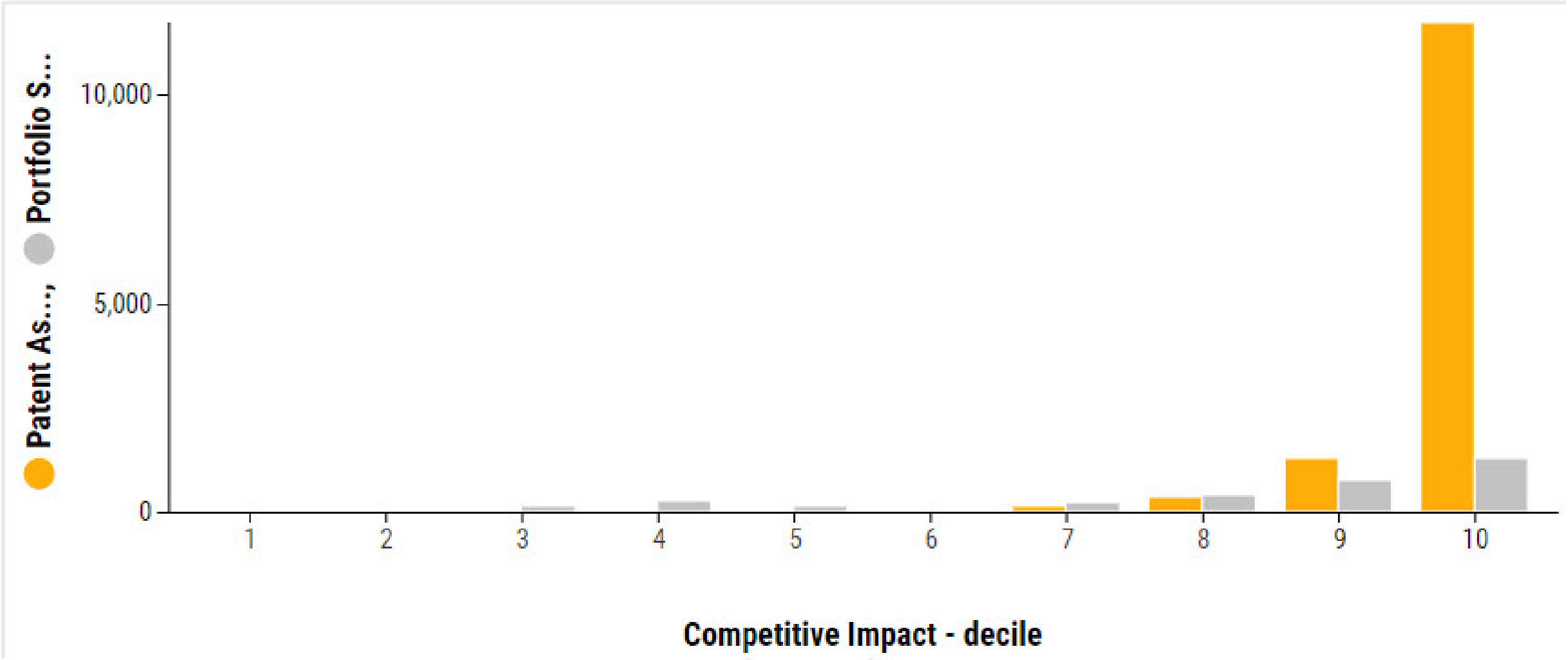
II. Patent Portfolio Management

II.1 Patent Portfolio Management: Optimization



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II.2 Traditional Portfolio Review

✔	Patent family	Filing year	Publication year	Title	Abstract	Active countries ...	Current owne...
1	US6649379.B1	1991	1993	Method and deregulated enzyme for threonine production	Mutagenesis of the gene encoding homoserine dehydrogenase (hom) for production of the amino acid threonine is described. The mutation caus...	US	MIT More...
2	US6690966.B1	1992	1992	SYSTEMS AND METHODS OF MOLECULAR SPECTROSCOPY TO PROVIDE FORTHE DIAGNOSIS OF TIS...	Systems and methods for spectroscopic diagnosis and treatment are employed which utilize molecular spectroscopy to accurately dia...	US	MIT More...
3	US6723893.B1	1993	1994	COMPOUNDS AND METHODS FOR THE DIAGNOSIS, TREATMENT AND PREVENTION OF DISEASES OF CELL ...	Disclosed is the family of genes responsible for the neurodegenerative diseases, particularly Amyotrophic Lateral Sclerosis. Methods and co...	US	MIT More...
4	US6309635.B1	1994	2001	Seeding parenchymal cells into compression resistant porous scaffold after vascularizing in vivo	A method is provided whereby cells having a desired function are seeded on and into biocompatible, biodegradable or non-degradabl...	US	MIT UMass Memorial... More...
5	US6417967.B1	1995	2002	System and method for efficient illumination in color projection displays	A multilevel optical phase element is illuminated with a light source having a plurality of wavelengths of interest. The multilevel phase el...	US	MIT More...
6	US5961804.A	1997	1998	IMPROVED MICROENCAPSULATED ELECTROPHORETIC DISPLAY	An application-ready electrophoresis material includes a carrier and a dispersion of microcapsules therein, the microcapsules each ...	KR	MIT More...

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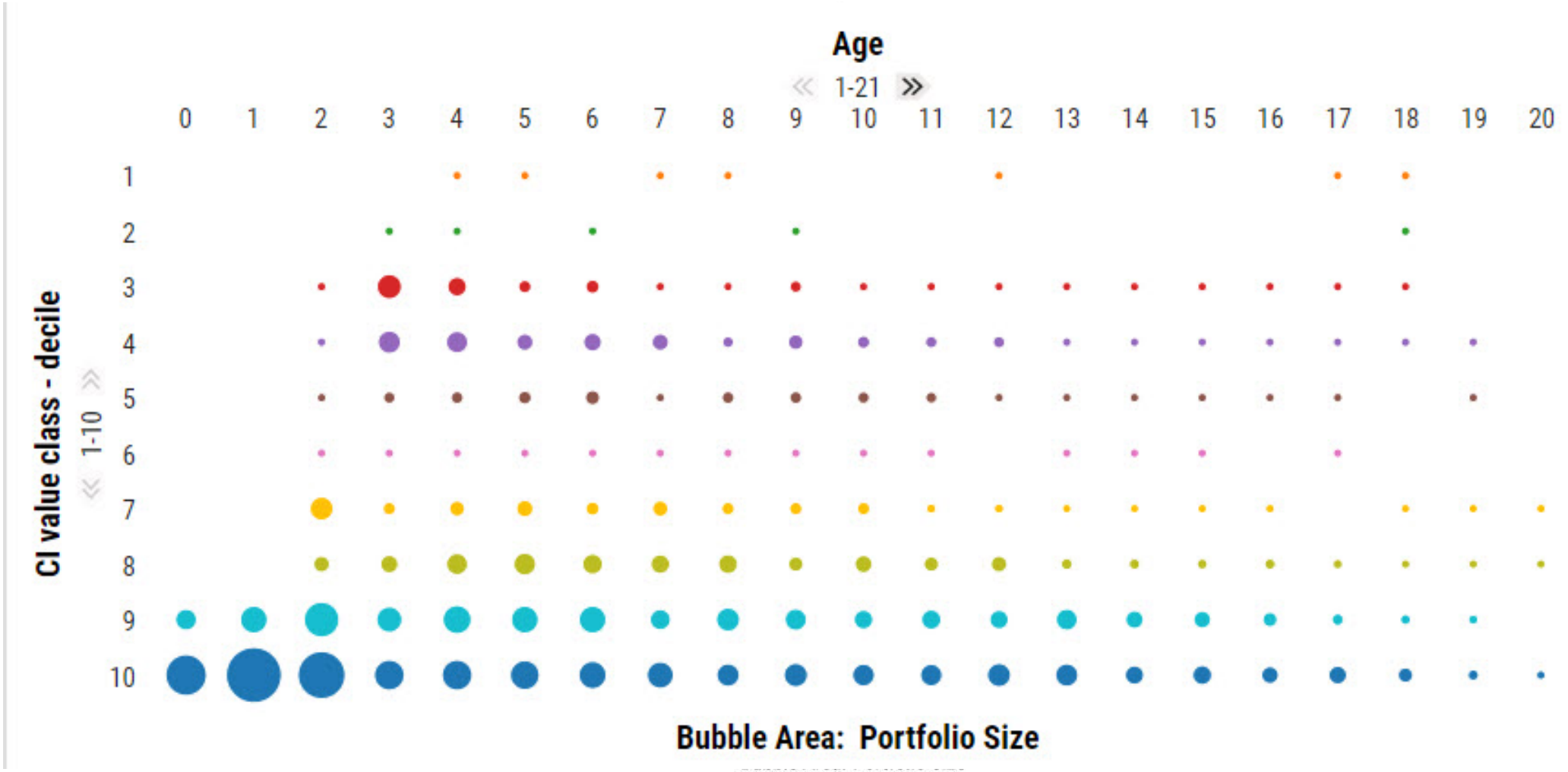
II.2 In-depth Portfolio Review



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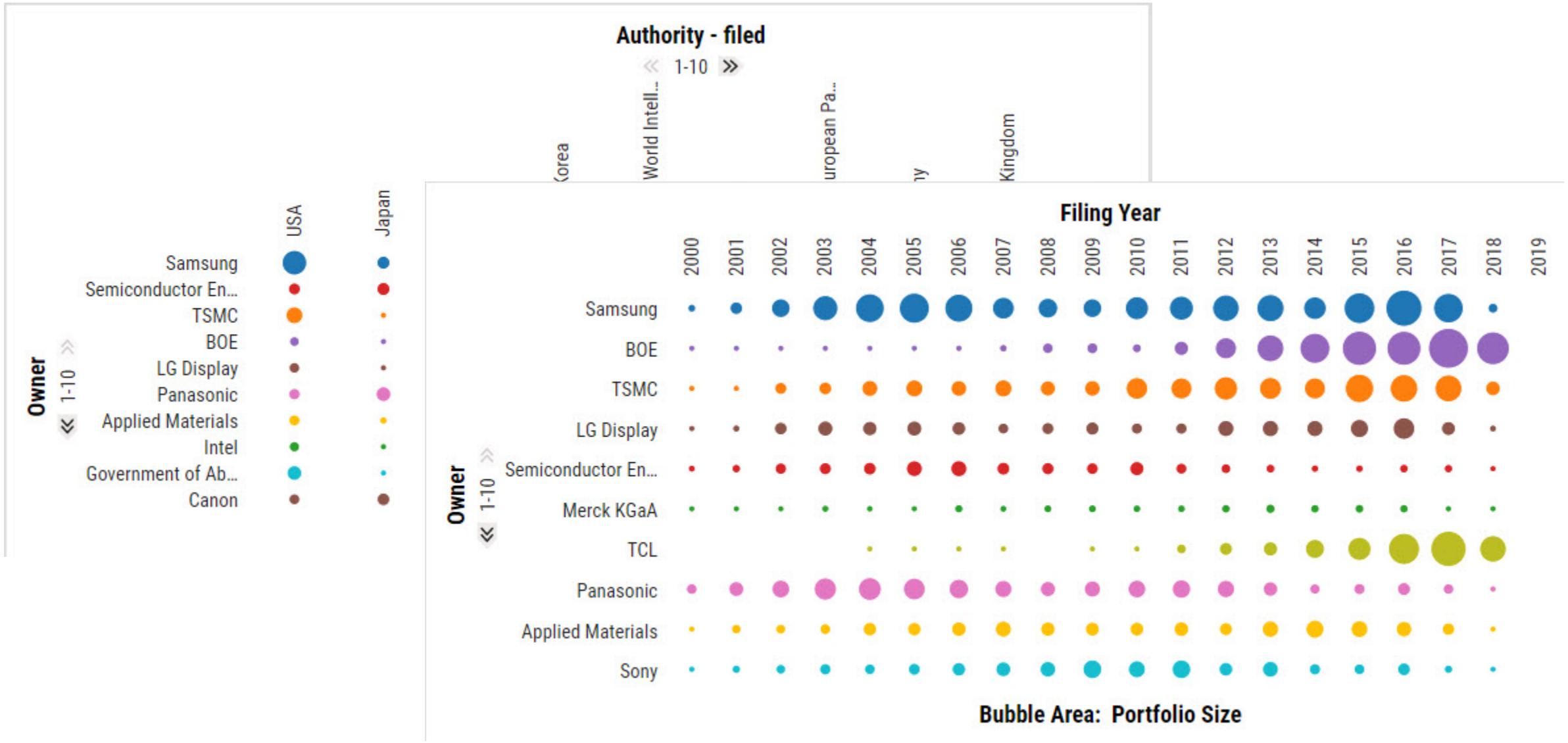
II.3 Traditional Patent Filing Pattern



I.2 A More Informed Patent Filing Strategy

✔	Owner	Portfolio Size	Active in USA -...	Active in China ...	Active at EPO ...	Active in Europe - EPC ...	Active in Japan ...	Active in South Korea...
1	Samsung	10,830 (3.3%)	74.6%	76.4%	8.0%	12.5%	26.4%	71.4%
2	SMIC	8,987 (2.8%)	12.1%	90.2%	2.4%	0.2%	0.0%	0.2%
3	Chinese Academy of ...	7,621 (2.3%)	6.5%	69.6%	0.2%	0.6%	0.5%	0.1%
4	BOE	7,278 (2.2%)	50.3%	97.1%	7.2%	1.8%	3.9%	4.7%
5	TSMC	6,408 (2.0%)	86.3%	93.5%	0.3%	15.9%	3.3%	27.8%
6	Panasonic	5,109 (1.6%)	48.2%	43.4%	3.1%	7.7%	48.1%	7.2%
7	Foxconn	4,972 (1.5%)	41.6%	46.6%	1.2%	2.4%	31.0%	5.9%
8	TCL	4,046 (1.2%)	41.7%	97.3%	0.1%	3.7%	2.9%	3.4%
9	Hua Hong Semicond...	4,031 (1.2%)	2.2%	78.2%	0.0%	0.0%	0.0%	0.0%
10	Tokyo Electron	3,752 (1.1%)	54.8%	62.6%	1.4%	1.8%	68.1%	64.6%
11	Renesas	3,503 (1.1%)	52.6%	42.7%	5.0%	1.6%	45.4%	14.4%
12	LG Display	3,426 (1.0%)	94.3%	92.9%	17.3%	24.4%	28.7%	88.6%
13	Renesas (w/o Intersil)	3,415 (1.0%)	52.5%	42.8%	5.1%	1.6%	46.5%	14.6%
14	Applied Materials	3,292 (1.0%)	64.3%	64.5%	4.3%	4.4%	41.0%	58.9%
15	Sony	3,081 (0.9%)	63.2%	55.2%	5.6%	6.1%	39.7%	23.1%

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http://www.arnab.co/an-entrepreneurs-dilemma-when-to-scale-up-your-business/

THANKS!