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Patent Analysis

Transforming IP Into a Strategic Advantage™



Patents are one of the largest sources of technical information in the world. Isn't it time your organization took advantage of this valuable resource when making strategic decisions? Landon IP can help you to maximize your company's performance through the strategic use of patent data – both yours and your competitors'.



The types of patent studies that Landon IP performs are virtually endless, and every study is customized to meet the specific business needs of our customers. Some of the key strategic business issues that our patent analysis projects can address include:

patent analysis

Who are the key competitors in your patent space, and how does your patent portfolio compare to theirs?

Landon IP's **Competitive Benchmarking Study** is the perfect first step for a company seeking to find the most active patenting companies worldwide that are competing in the same markets and technologies. These companies are identified through categorizations and counts of patent filings and granted patents by geography, as well as by informed assessments of the significance of those technology holdings. Furthermore, if you also need to develop a better understanding of your own assets, a **Patent Portfolio Organization Study** from Landon IP will provide you with a taxonomy for and categorization of all your own patents.

How can you better leverage your existing patent assets to develop revenue opportunities by out-licensing to other companies?

An **Individual Patent Analysis** can help you identify the best out-licensing candidates by evaluating future usefulness and similar products in the same technology areas. Our **Evidence of Use** product then takes this initial analysis to the next level by mapping the limitations of each element of the claims to existing products in the marketplace that may be infringing on your patents.

How can you effectively license in patent assets to increase protection of your key products?

If you have limited patent assets, you may need to license in competitors' patents to protect your products and complement your patent portfolio. Our **Patent Portfolio Mining Study** provides an overview of patent activity in specific technology areas of interest to you, identifies valuable patents by claim features, and presents them in technology categories that align with your products.

What are the key areas of white-space that are ripe for innovation in your areas of technology specialty?

Our **Patent Whitespace Studies**, which are best performed with involvement from a customer's research and development (R&D), marketing, patent, and finance teams, will evaluate the current patent landscape in your technical areas of interest to identify uncrowded whitespace areas where focused R&D efforts could lead to new opportunities for profitability.

What are the strengths and weaknesses in the patent portfolios of your key competitors or vendors?

Our **Patent Landscape Study**, which relies on the expertise of both our patent analysts and our business strategists, will help to identify the risks and opportunities related to the strengths and weaknesses of other companies' patent portfolios.

How can you save money on the drafting of invention disclosures and patent applications without sacrificing quality?

Get the high-quality staff work you need with Landon IP's **Invention Disclosure** and **Patent Application Drafting** services. Landon IP's subsidiary – Patent Resources Group (PRG) – has trained thousands of practitioners on how to properly draft applications that withstand the scrutiny of the USPTO and the U.S. Court of Appeals for the Federal Circuit. Our patent drafters are PRG-trained veterans, and most are also patent

agents and former USPTO examiners. They will ensure that the applications we draft for you avoid words or phrases that are often misconstrued by the courts, leading to unduly narrow or broad claim interpretations. You will also benefit from our writers' years of experience as practicing engineers and scientists.

Though an analysis project generally requires patent searching, it is more than a search project. The search component of a patent analysis project is an input to a broader analysis effort and will be customized to meet the specific business needs of each customer.

- Our patent analysis team is a group of **patent and technology search professionals** that consistently perform high-quality analyses based on a fundamental understanding of effective IP searching. Our key assets are the minds of our people, allowing us to apply lateral thinking to complex analytical problems, something a software tool just can't do. We do not simply run large datasets through an algorithm and then provide you with the black box results as so many other companies do.
- We understand **the importance of up-front planning** prior to beginning any analysis project to ensure that together we develop clear objectives and design a study that will meet your requirements and provide actionable findings. What good is a study if it is not scoped properly?
- We conduct all our analysis projects in a **highly consultative** manner. From defining objectives to resolving questions to the final delivery of results, our goal is to work hand-

in-hand with you as an integral part of your team. This approach ensures that you receive focused and actionable information.

- Our goal on every analysis project is to **integrate our expertise at searching and categorizing large volumes of patents and non-patent literature with our customers' IP goals**. This underlying objective is critical to the effective design and execution of any type of patent analysis study and is at the heart of our project approach.

*Why
Landon IP's
Patent
Analysis
Team?*



Patent Lifecycle

Landon IP's Legal and Business Support Services

▶ = Patent Analysis Services



Patent Resources Group (PRG) Training Services*

PRG Basic and Intermediate Patent Courses for Engineers, Scientists, and Business Decision Makers PRG Patent Bar Review Courses	PRG Patent Prosecution Courses PRG Courses for Patent Support Personnel	PRG IP Courses for Business Professionals	PRG Patent Licensing Courses PRG Patent Valuation Courses	PRG Patent Litigation Courses
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* Patent Resources Group, Inc. (PRG) is a wholly-owned subsidiary of Landon IP and has been the nation's leading educator of patent professionals for over 40 years.

Your
Single
Source

In addition to patent analysis, Landon IP provides other support services throughout the patent lifecycle, including patent searching; global information retrieval; and patent, legal, and technical translations. The numbers speak for themselves. Our customers include:

- 100% of the busiest patent litigation law firms identified in *IP Law & Business's* survey
- 70% of the top patent law firms and individuals on *Intellectual Property Today's* list
- 38% of IPO's list of the top 300 organizations granted U.S. patents
- 16 of the top 50 companies in the Fortune 500.

Landon IP is headquartered in Alexandria, Virginia, U.S., just a few blocks from the offices of the USPTO. We also have offices in:

- Southfield, Michigan, U.S.
- El Dorado Hills, California, U.S.
- São Paulo, Brazil
- London, United Kingdom
- Tokyo, Japan
- Shanghai, China

For more information about how Landon IP can help your organization, visit our website at www.landon-ip.com or contact us at **+1 703.486.1150** or mail@landon-ip.com. You can also contact Ted Klekman, Senior Vice President of Sales, at +1 916.404.3908 or tklekman@landon-ip.com. European customers can contact Matt Rodgers, Managing Director, Europe, at +44 (0)20 3116 6400 or europe@landon-ip.com.



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