

## S2: Patent Landscaping

This service comprises a detailed review of the competitive IP relative to the research group's specific area of interest. Trends and features in the data can be identified through patent analytics.

In particular, a landscape would assist in:

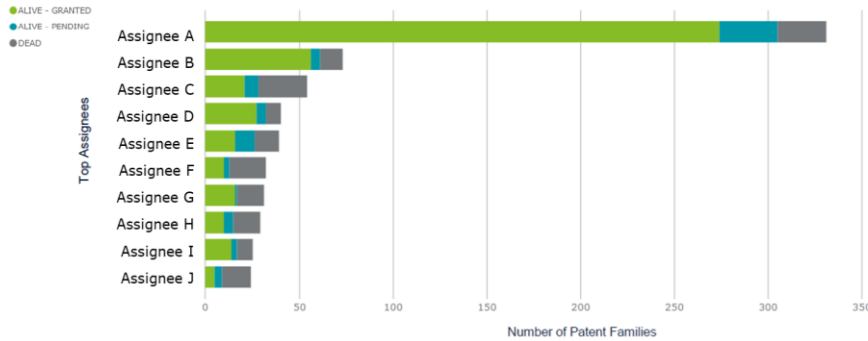
- ✓ Identifying key market players and their patent portfolios
- ✓ Identifying white space to influence the future filing direction
- ✓ Convincing investors that the PRO or university is in a strong position relative to its competitors
- ✓ Informing the product development team of innovations arising in the same technology field
- ✓ Providing suggestions with regards to registering further IP rights
- ✓ Identifying licensing opportunities or commercial partnership opportunities

Ideal for

- ✓ Technology projects moving towards the market as well as mature protected technologies that could be exploited more strongly
- ✓ Single inventions or clusters of similar technology

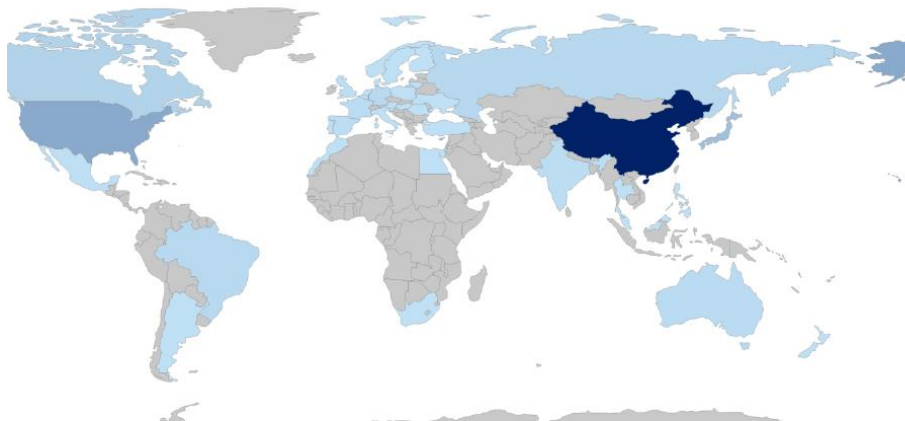
# S2: Example Visuals

Key players



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Total
Assignee A	20	10	14	23	15	12	22	31	42	34	25	17	12	14		316
Assignee B	3	7	6	8	1	6	3	9	4	6	6	4	1	1	1	71
Assignee C			1	1	5	2		9	6	4	12	5	2	3	4	54
Assignee D		1			1	2	8	5	6	4	5	5		1	2	40
Assignee E																
Assignee F	2	1	2		1		3	3	2	5	6	4	1	6	3	39
Assignee G			2	2	2		6	2	4	4	1	4		1		29
Assignee H	2	2	2	1			2	1		1	2		1	1		27
Assignee I							2	4	4	5	4	4		1	1	25
Assignee J	1	2	3	1	1		2	2	2			1	2			24
						3	1	5	5	2	1	1	2	2	2	24

Key Markets



Filing Trends

