



IP Monitor

A better way to gain intelligence



Introduction

Regularly monitoring the Intellectual Property landscape can stimulate R&D efforts, giving businesses a competitive edge. Our IP Monitor service does just that, by seeking out new publications, competitor activities and technological developments in your areas of interest.

In this guide, we draw upon 60 years of IP research experience to help you understand the building blocks of an effective Current Awareness program, exploring the fundamental aspects of patent monitoring and its value in both legal and business contexts.

If you are seeking insights into patent intelligence, or looking to enhance your Current Awareness program, read on.

At a Glance: RWS IP Research



2,500
patent searches
performed annually.



400
individual IP Monitor
projects per year.



5-8 Years
is the average life of an
individual project.



25+ Years
is the longest-running
project currently in
progress.

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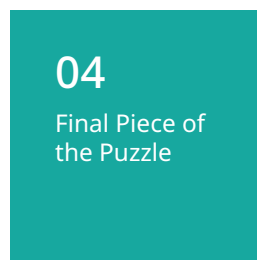
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Forewarned is Forearmed

The benefits of patent monitoring are widespread. The resulting intelligence can help you avoid risks and develop product strategies. To this end, regular reports of new publications allow you to proactively monitor the latest developments, mitigate risks and recognize opportunities.

While the information contained within the reports can be very extensive, here are just a few examples of what you can accomplish:

Competitor Activity Tracking

Where are your competitors investing and disinvesting? Where are they seeking protection as opposed to getting to market quickly?

Freedom to Operate (FTO) Early Warning

This covers the gap between FTO search and product launch. FTO searches are typically conducted well in advance of product launch, and the point of no return. Having regular reports during this period lets you identify emerging risks to products under development, and trigger mitigating actions (redesign, updating defensive positions, commissioning invalidity searches, etc) at the earliest opportunity.

Acquisition Prospecting

Identify and keep track of individual patents or portfolios of interest to enable target identification relating to Mergers and Acquisitions.

Identification of Licensing Opportunities

Pinpoint who in your field can you cooperate with to monetize your own IP portfolio, or to mitigate the risks involved in bringing a product to market.

R&D Stimulus

Inspire product design engineers by creating an accessible source of innovative solutions relevant to their work.

Recruitment Support

Identify leading inventors and innovators in your field of interest.

As applications of interest are identified, significant lifecycle events can also be tracked on a regular basis to monitor the progress of pending applications and granted patents. This allows, amongst other things, FTO due diligence.

Find out if a potential threat matured (new grant, new family member, etc.) and identify where a confirmed threat has been removed (patent lapse, revocation, etc).



Ongoing Value

Monitoring identifies intelligence that can be useful in many ways, but having that intelligence (and the history/evolution of that intelligence) on an aggregator platform can ramp up the value and more quickly identify opportunities.

Regular reports feed into an ever-expanding corpus of data over time, helping you to see not only the trees but the evolving forest as well. The corpus can be further supplemented by uploading results of one-off studies (FTO/Clearance searches, State-of-the-Art searches, Invalidity investigations, etc.), effectively creating a body of data aligned to technologies of interest.

Aggregator platforms can provide an easily-accessible source of intelligence, delivering ongoing competitive advantage in a number of areas:

FTO Programs

A new/updated product brings a new, or altered, risk profile. An initial review of the corpus will help confirm whether a full FTO search (with attendant costs) is needed. It may:

- › Provide evidence to indicate a clear path to market in the form of safe-harbour disclosures.
- › Identify licensing opportunities, helping avoid the costs of developing solutions in-house.
- › Provide good prior art to feed into the FTO investigation, ensuring that the required studies are as effective and efficient as possible.

Trends and Opportunities

Corpus data can be analysed to determine trends, underdeveloped (so-called 'white space') areas, etc. within target technologies.

R&D

The intelligence gained may guide and validate R&D efforts – the first port of call for product engineers working on a particular problem/design brief.

Defence Strategies

The corpus of data may pre-emptively provide a defensive foundation in response to accusations of infringement.



Technology Matters

A robust platform will leverage technology to do more than simply store the data. This is a fundamental requirement for deriving maximum long-term value out of a Current Awareness program. An effective aggregator will support client-side review and analysis, whilst facilitating communication between interested parties, such as colleagues, analysts, outside counsel, etc.

Anticipating 'next steps' and client workflow is key to creating value. To that end, the aggregator may be functionally integrated into a commercial patent database, an add-on companion application, or an IP research delivery platform operated by a professional search provider. One example of such a platform is AOP Connect, the proprietary in-house platform developed by RWS.

Another advantage to having an in-house solution is the ability to develop additional client driven functionality aligned to their specific needs.



The Final Piece of the Puzzle

With an effective platform and partner in place, the last key ingredient is the actual IP Analyst. A skilled analyst will help ensure that available resources are deployed to maximum effect, by:

Understanding client needs to develop a coherent overarching strategy

- › It can take several iterations to construct initial search strings that address the client need directly and completely.
- › Prior art references can be used to confirm individual strings are correctly targeted and ensure they will deliver the expected information.

Improving/maintaining search strings

- › Non-relevant results can provide valuable insight into streamlining search strings to improve future results.
- › In a similar vein, relevant cases missed by the monitoring can be used to improve the strategy – why was the case missed and what changes need to be made to address the issue?
- › As technology evolves, analysts will identify changes to keep the monitoring current.

Classifying/tagging references

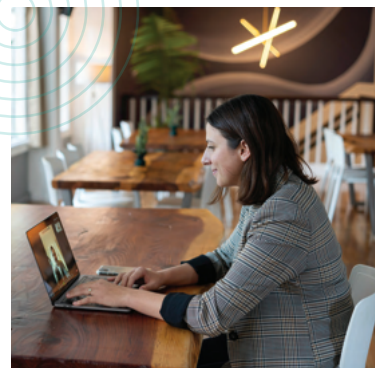
- › Depending on the client's internal operations and organization, individual references can be classified/tagged to surface insights aligned to the client view of the market. This can aid in the retrieval of relevant cases and support trend analysis.

Performing follow-up searches

- › Analysts can conduct follow-up search projects that may arise from risks and opportunities uncovered by the Current Awareness program.

Filtering results to ensure that only relevant material is reported

- › This creates a balance between having a search string broad enough to encompass the target technology and having a manageable number of results. This enables you to avoid noise without missing important insights.
- › The skilled analyst review reduces your workload and lowers the risk of relevant cases being lost in the noise.





To find out more about our IP Monitor service,
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below.

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