

Examining Intel's Blockbuster Patent Auction



Presenters



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Welcome



Start



Custom Analysis



Smart Reports



Similarity Search



Legal status

//CODiE//

2019 SIIA CODiE WINNER

What Portfolio is Intel selling?

<https://www.iam-media.com/frandseps/exclusive-intel-launches-blockbuster-auction-its-mobile-portfolio>



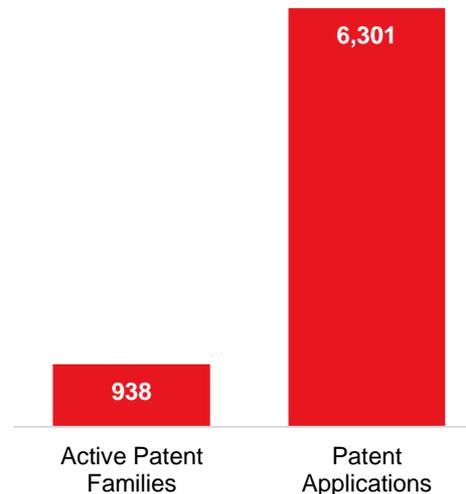
25 Jun
2019

Exclusive: Intel launches blockbuster auction for its mobile portfolio

In what looks set to become one of the highest profile patent sales in years, Intel has put its IP relating to cellular wireless connectivity on the auction block. The company is seeking to divest around 8,500 assets from its massive portfolio.

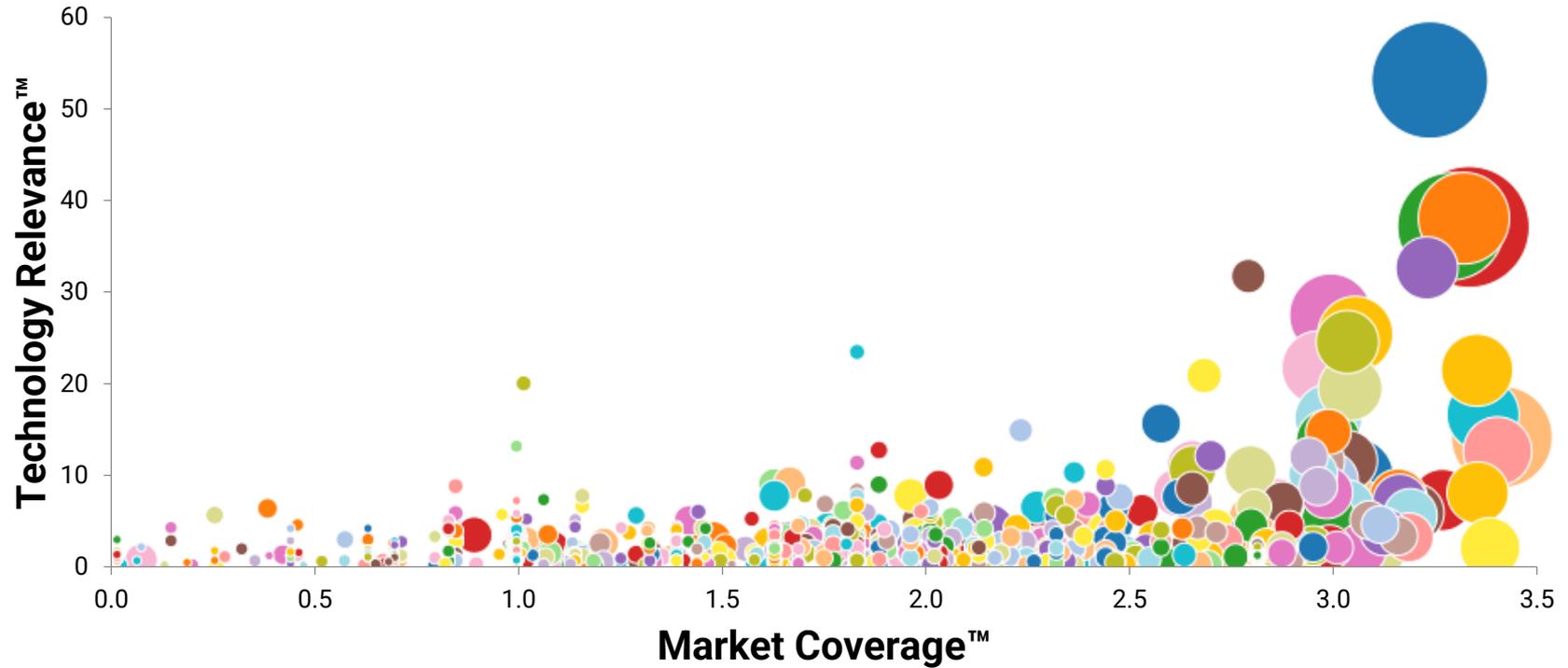
The news comes as the chip giant searches for a buyer for its 5G smartphone modem business having announced in April that it was pulling out of the market. That was after as it had become increasingly clear that the company, which has been the supplier of 4G modem chips to Apple for the last few years, was struggling to release a 5G product even though the rollout of the next generation of mobile technology is well underway.

The auction offering is comprised of two parts: the cellular portfolio and a connected device portfolio. The former includes approximately 6,000 patent assets related to 3G, 4G and 5G cellular standards and an additional 1,700 assets that read on wireless implementation technologies. The latter is made up of 500 patents with broad applicability across the semiconductor and electronics industries. Although that represents a large portion of Intel's cellular IP it is understood that it will retain significant wireless assets.



Intel's Active Portfolio with ETSI declaration

Inside the Intel ETSI standard portfolio



Intel's filing strategy



PatentSight

Example

Provisional Application: 61/707,784

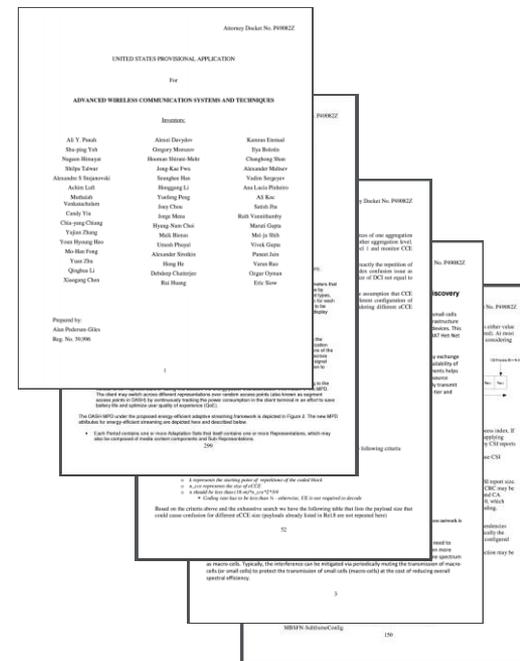
ADVANCED WIRELESS COMMUNICATION SYSTEMS AND TECHNIQUES

WHAT IS CLAIMED:

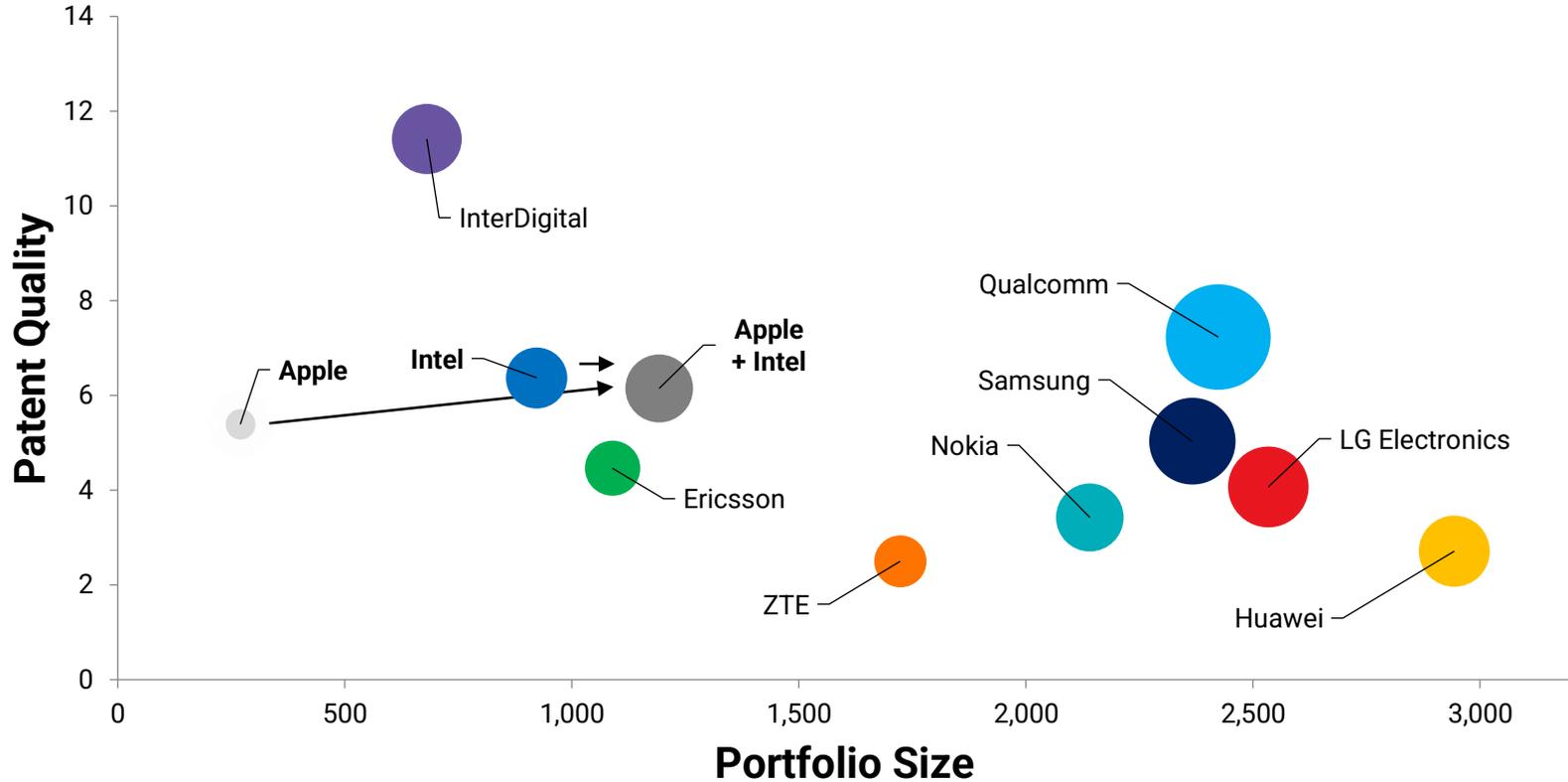
1. A method of communication in a wireless network as shown and described herein.
2. A system for providing wireless communication as shown and described herein.
3. A device for providing wireless communication as shown and described herein.

+ 314 page specification

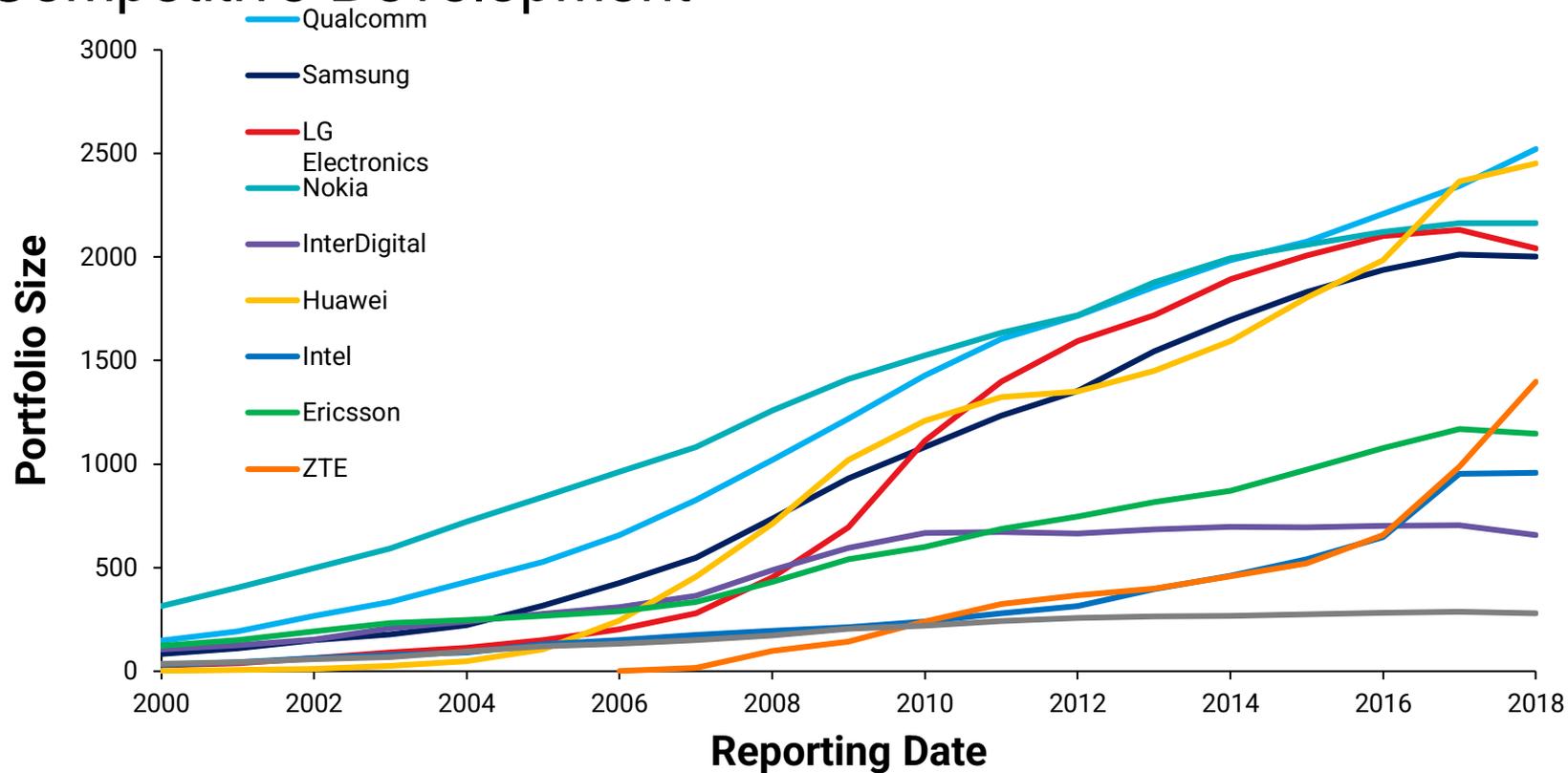
→ 46 following US applications



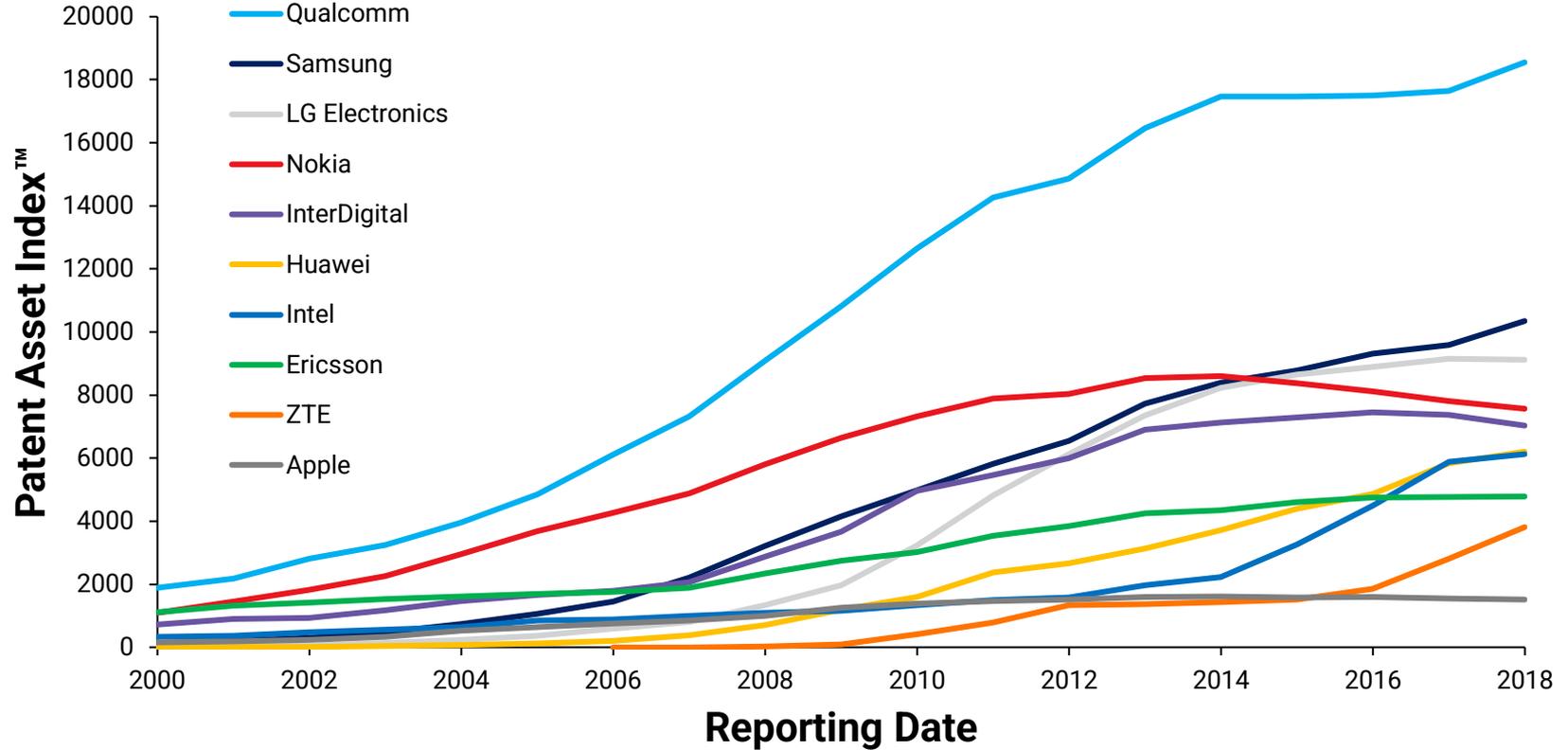
Competitive Position



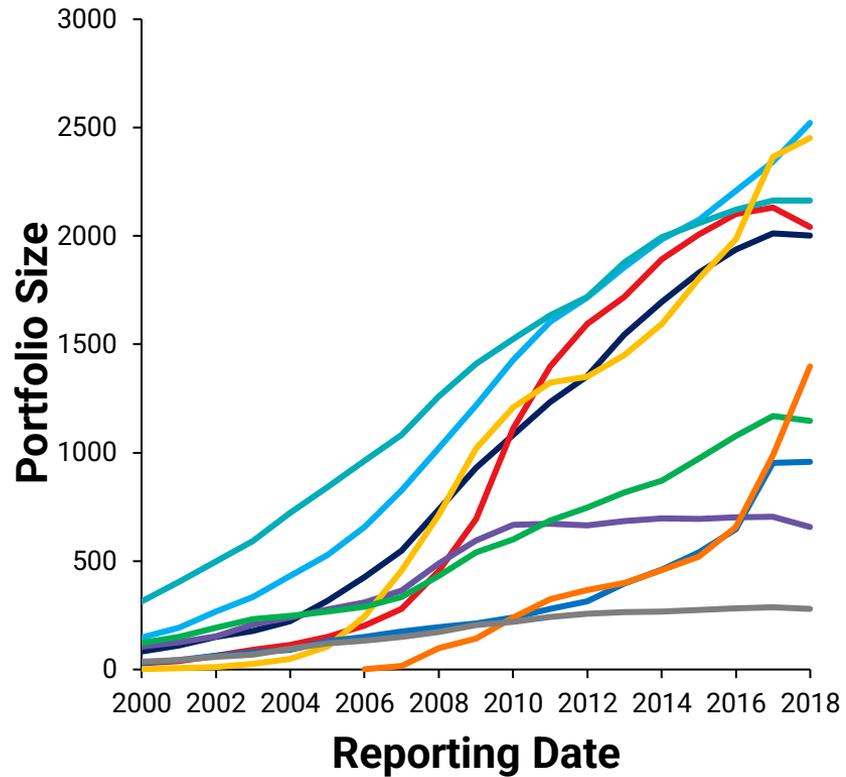
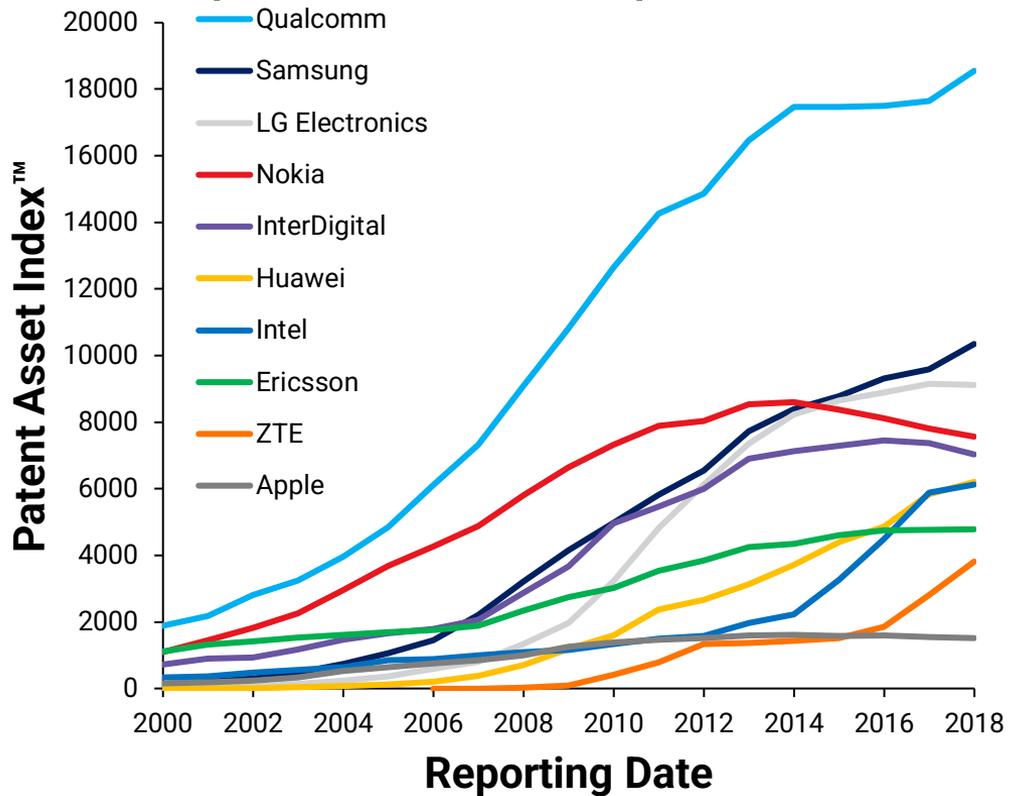
Competitive Development



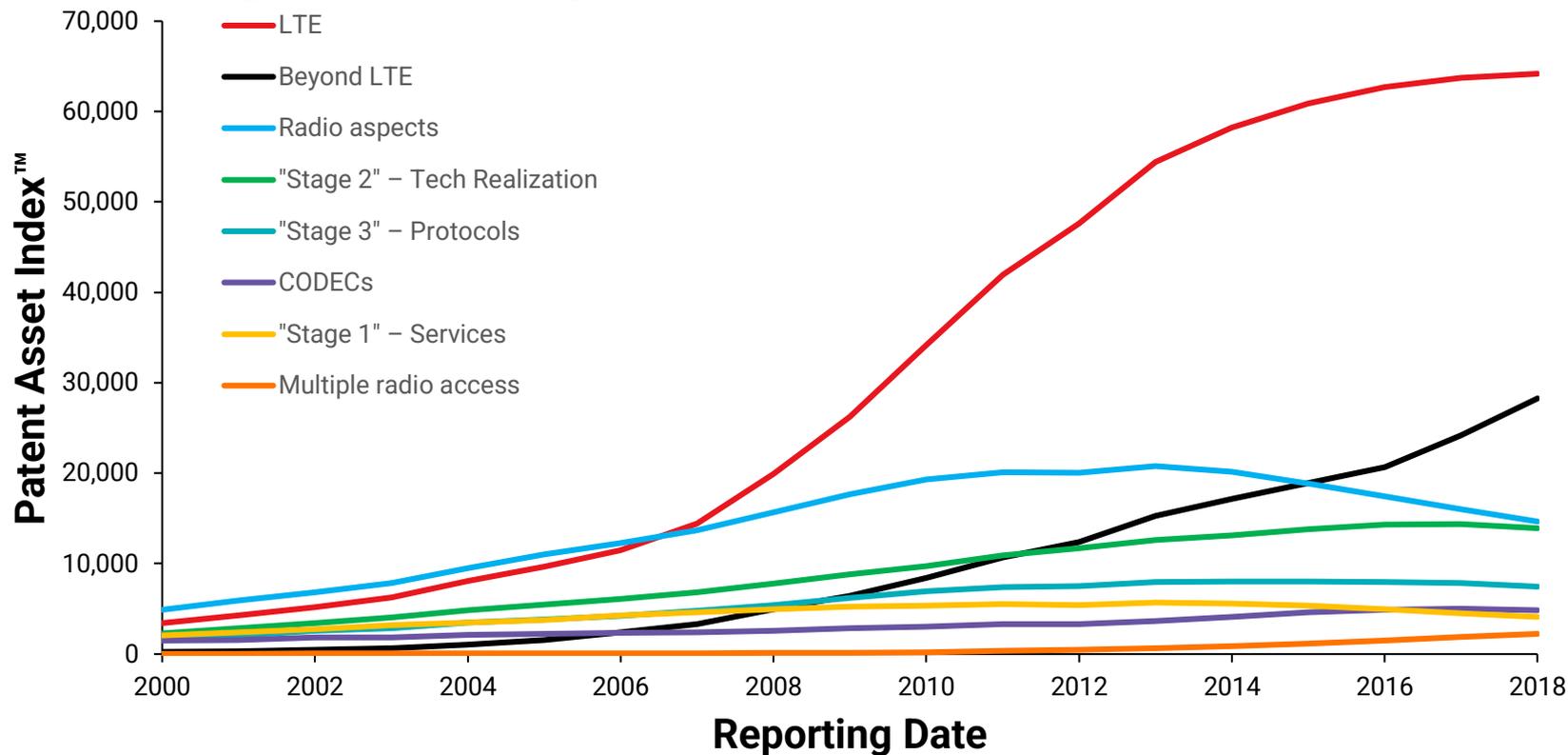
Competitive Development

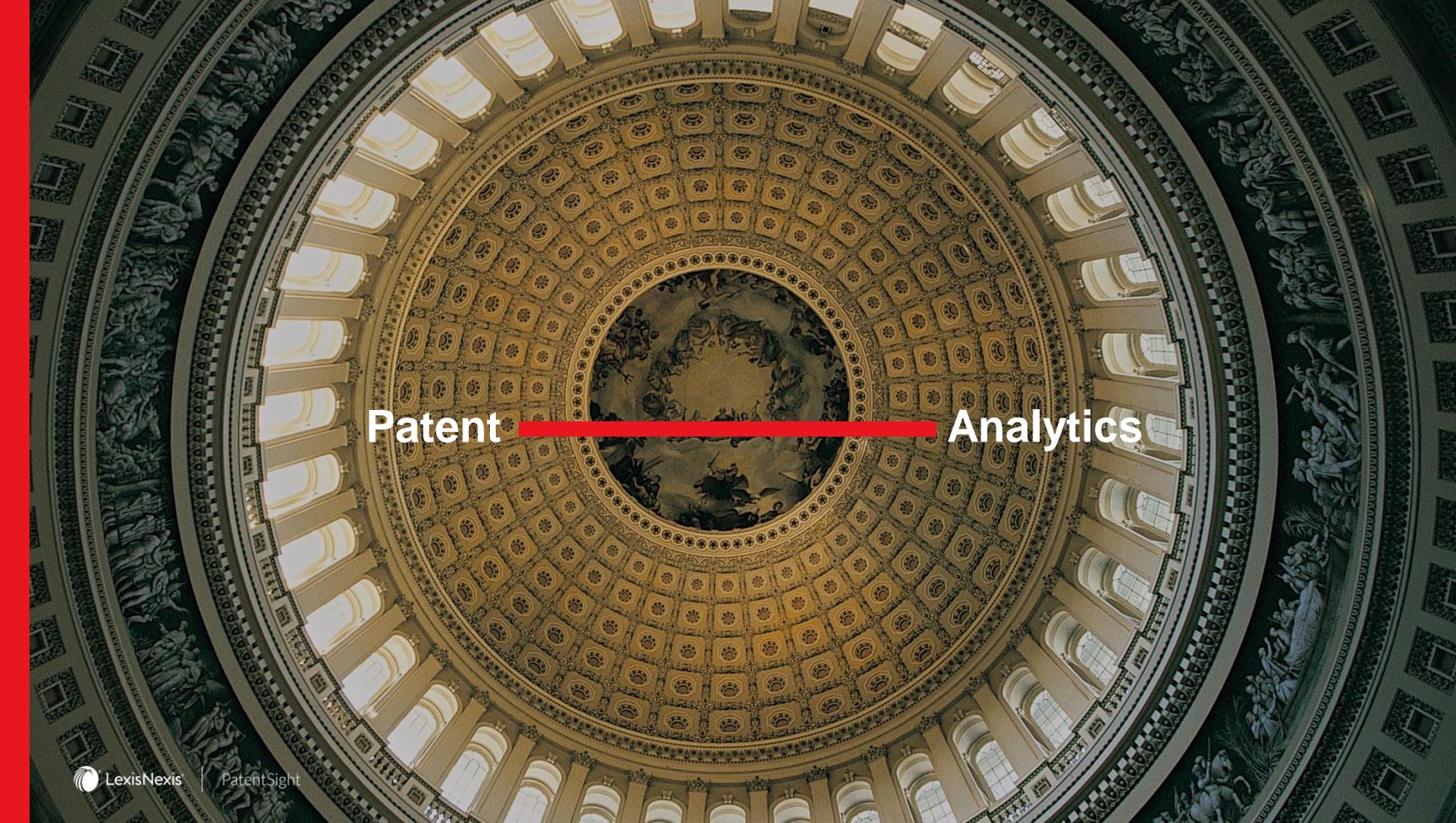


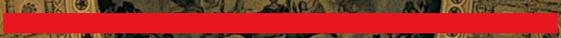
Competitive Development



Technological Development





Patent  Analytics

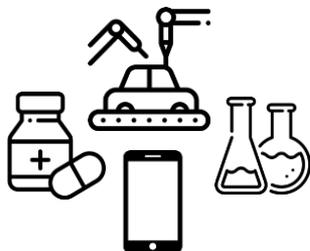
Why patent analytics matter

Challenge: how to identify key patents and the companies that are currently owning them?

Key patent on relevant technology



Commercially successful product



High revenues and increase in stock price



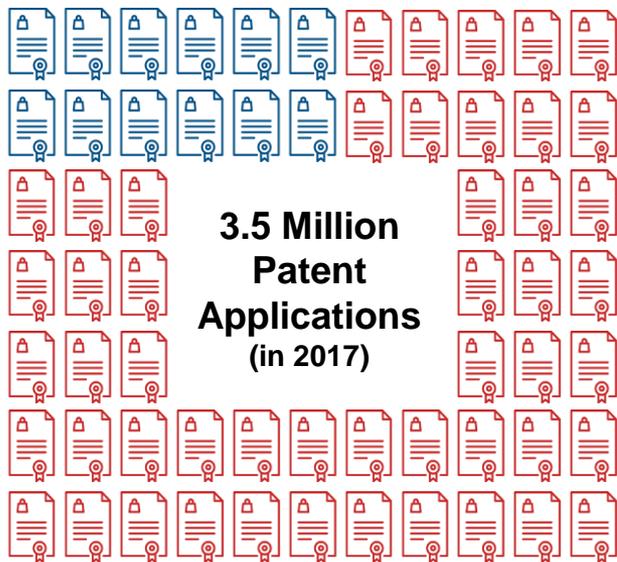
A patent entitles its owner the right to exclude others from making, using or selling an invention for a limited period of time

Patent-protected products can be sold exclusively for up to 20 years

Being able to sell relevant products exclusively maximizes revenues and can impact stock performance

How PatentSight handles the sheer data masses

A new approach is required to efficiently identify key patents in the big data haystack



About 80% of all
patents have **no
commercial value**

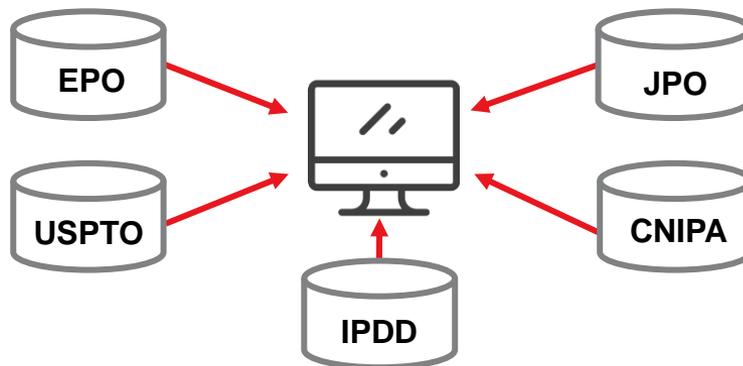
**Global R&D
Expenditures 2017**



2.2 Trillion USD

PatentSight overcomes problems of insufficient data quality

Patent data is public and can be sourced from various patent offices worldwide.



Incomplete ownership information

Patents are filed by applicants; in the US, this is usually a private person (inventor) -> no direct information which company is currently owning the patent

Ambiguous legal status information

Patents have lifetime of 20 years; in this time, companies can sell business divisions or get acquired -> no complete tracking of assignments and information about remaining lifetime

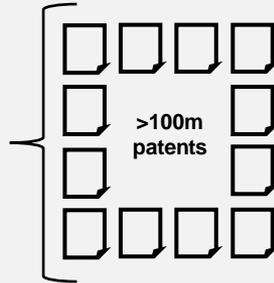
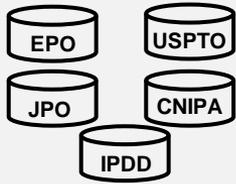
Errors: Wrong translation & misspellings

Applicant names are often misspelled; especially in data from Asian patent offices -> matching of patent data without structured research is basically impossible

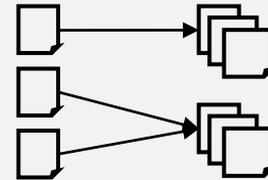
We collect, clean and...

Working process I

Worldwide
patent data



Building of patent families

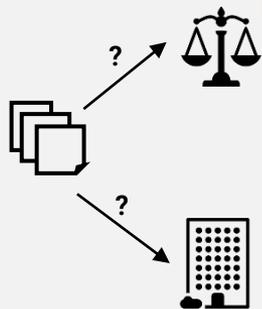


One patent family
describes one invention

...enhance patent data

Working process II

Check for legal status & ownership



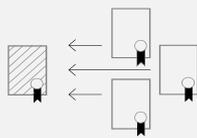
Check for validity and remaining lifetime



Evaluation of patent families

by a unique algorithm based on two newly developed KPIs

Technology Relevance™



Market Coverage™



Individual strength of a patent family



Competitive Impact™



Patent Asset Index™



Innovative strength of a company or portfolio (ability to achieve competitive advantage)!

Thank you.

William Mansfield

Head of Consulting and Customer Success

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