

Tips & Tricks for Bringing Actionable IP Intelligence into the Boardroom

Today's presenters



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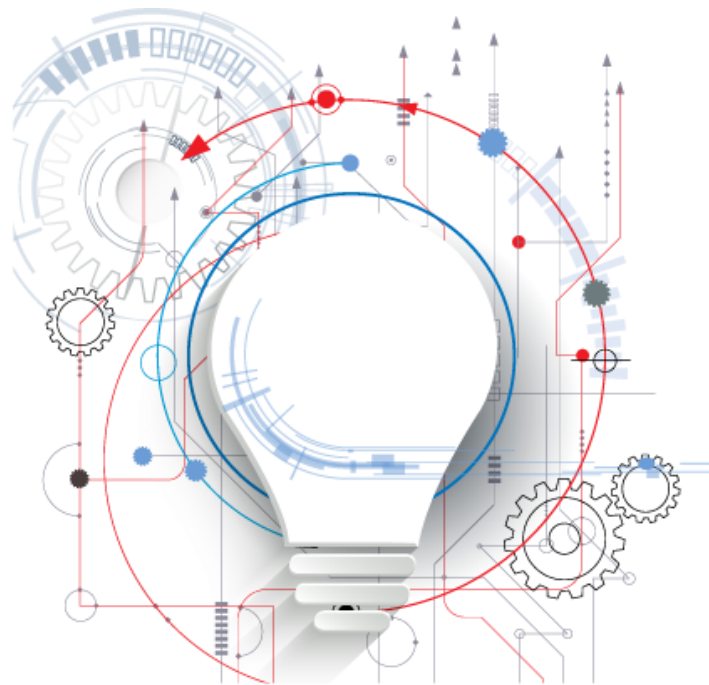
Discussion Agenda

Everyone wants to make decisions based on data and hard facts. But by some estimates, the sum total of data held in online storage just between Google, Amazon, Microsoft and Facebook is an astonishing 1.2 million terabytes. Other estimates place the amount of data on the Internet at 40 trillion gigabytes. With such staggering amounts of data, finding actionable information can become almost a hopeless search.

Translating data into practical, actionable, easily processed information for a wide range of C-Suite and Board executives – many who are not IP savvy – can be challenging to say the least. And as anyone who has spent time in a boardroom knows, the one commodity that is most precious is time itself.

How can you quickly / accurately convey the needed information to C-Suite / Board so they receive a clear picture sufficient to make informed decisions?

Tips & Tricks for Bringing Actionable IP Intelligence into the Boardroom





Laura Gisler
Polestar

1. Humans are humans everywhere
2. Meet them where they are at (check your ego at the door)
3. Prepare prepare prepare



Brian Hinman
AON

1. Speak in terms the C-suite can understand; make it relevant
2. Culture can make a difference
3. Importance of finding a champion

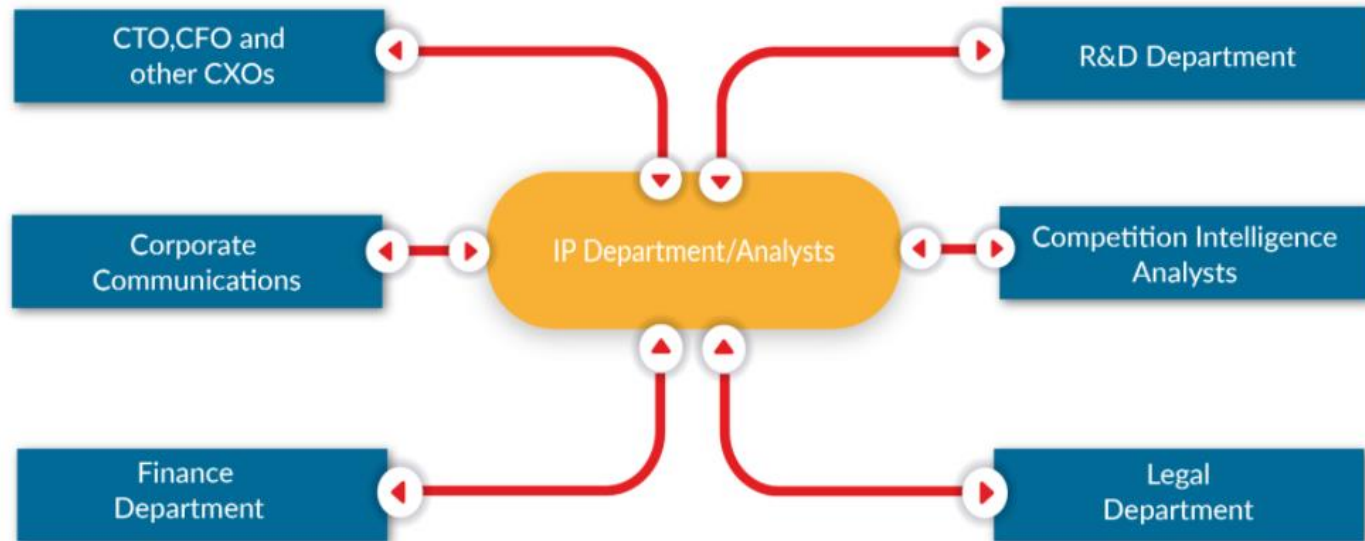
1. What information does a Chief IP Counsel or Chief Patent Counsel or Chief Trademark Counsel need bring into a boardroom, or to the C-Suite? Why?
2. How can you quickly / accurately convey the needed information to C-Suite / Board so they receive a clear picture sufficient to make informed decisions?
3. How do you effectively use data to drive business decisions? When with the C-suite? With the Board?
4. When and how do you provide business counsel to ensure IP strategy matches business focus?
5. What can you do when you feel the C-Suite / Board is/about to make a big mistake?



Involve Stakeholders in the Patent (Analytics) Process



IP Departments report to many “customers”



Patent Analytics Can Add Value in Diverse Areas

Portfolio
Management

Technology Field
Analysis

M&A Analysis

- Spotting Targets
- Analyzing Targets
- Due Diligence

Benchmarking

Trend Scouting

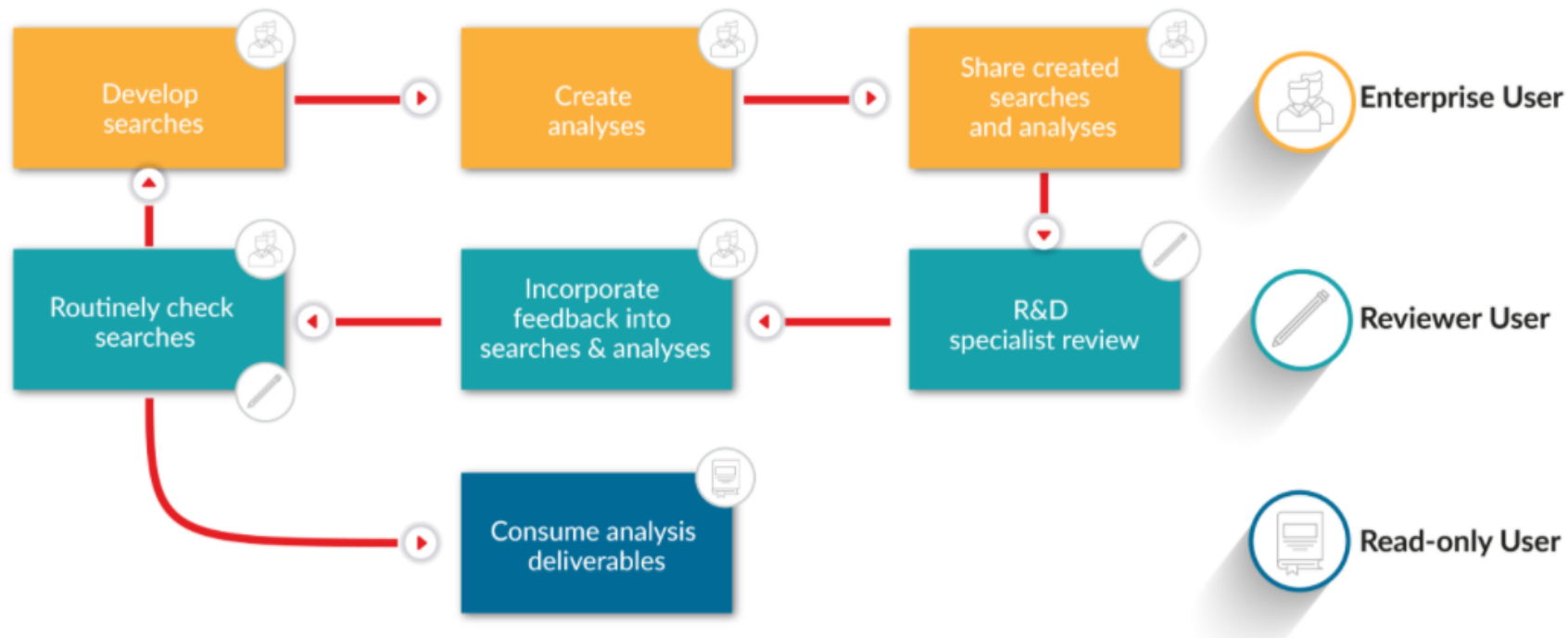
Spotting Innovators

Licensing

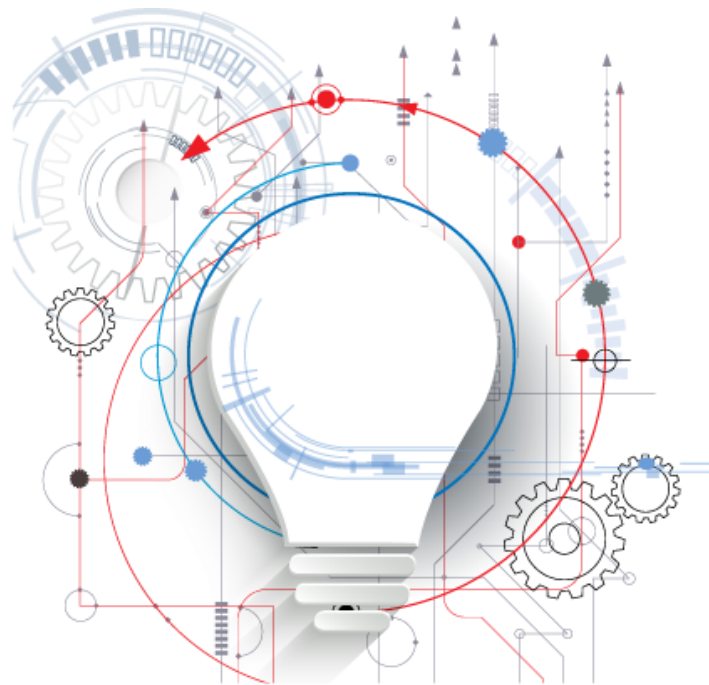
ESG Reporting

IPO Analysis

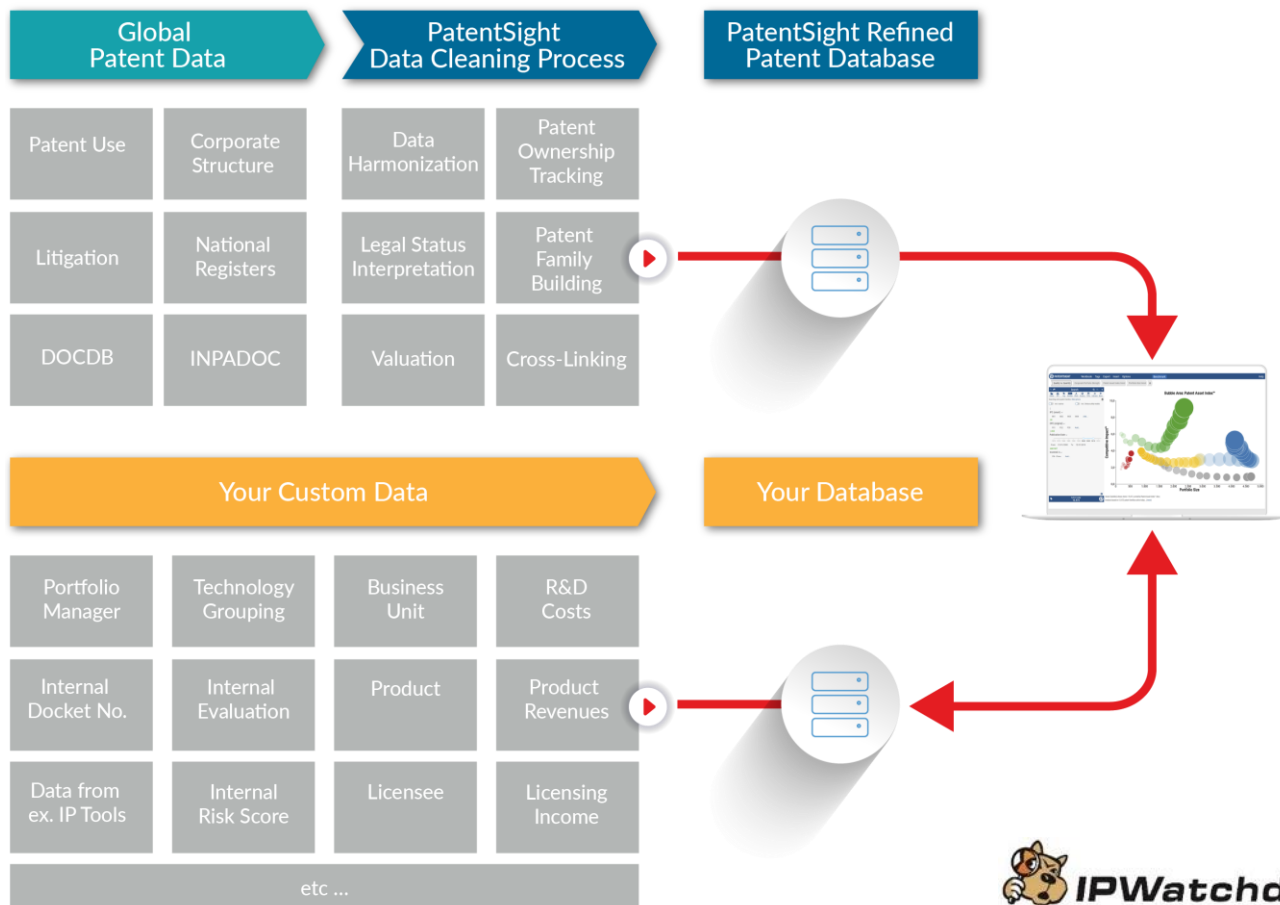
Create Analytics Workflows



Combining Business Data with Patent Data



Add Your Data to Patent Analytics



EXAMPLES:

Automotive Technologies



Selected Sub-Technologies in the Automotive Industry

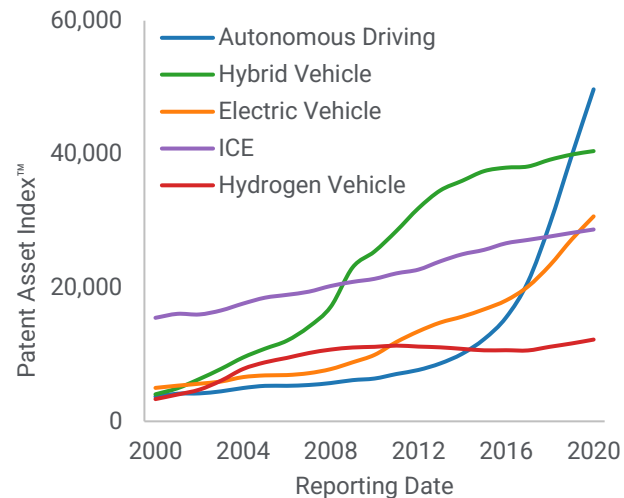
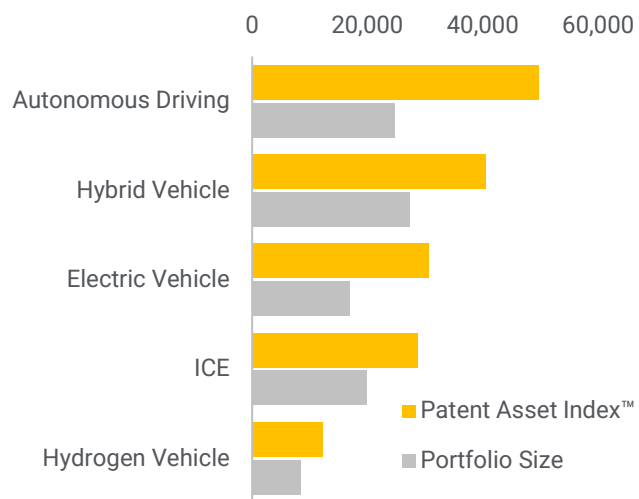


Figure 4: Ranking and Development overtime of the sub-technology fields, by Patent Asset Index, in the Automotive field

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry

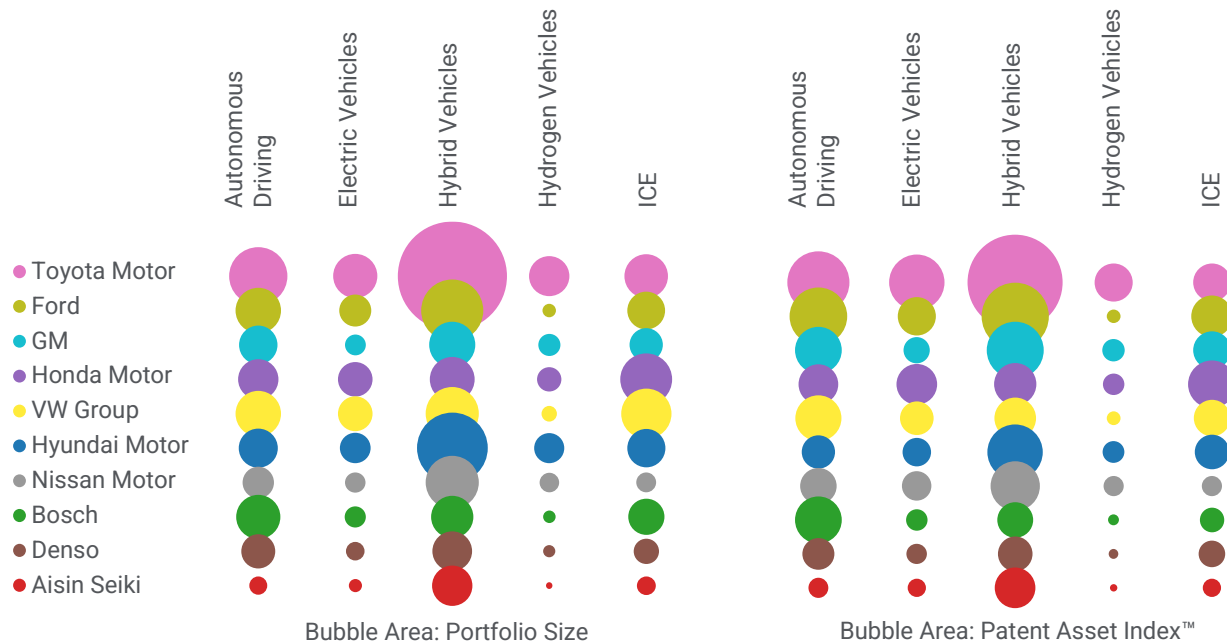


Figure 5: Ranking of the sub-technology fields and top 10 Owners, by Patent Asset Index, in the Automotive field

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry

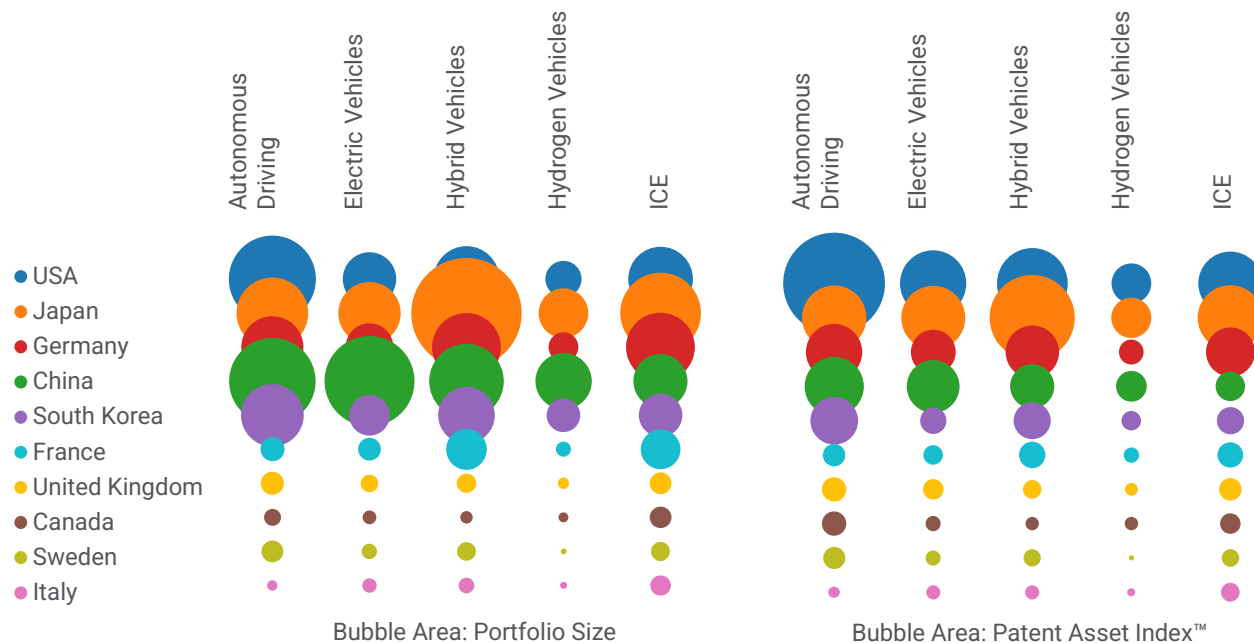


Figure 6: Ranking of the sub-technology fields and top 10 Countries, by Patent Asset Index, in the Automotive field

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry

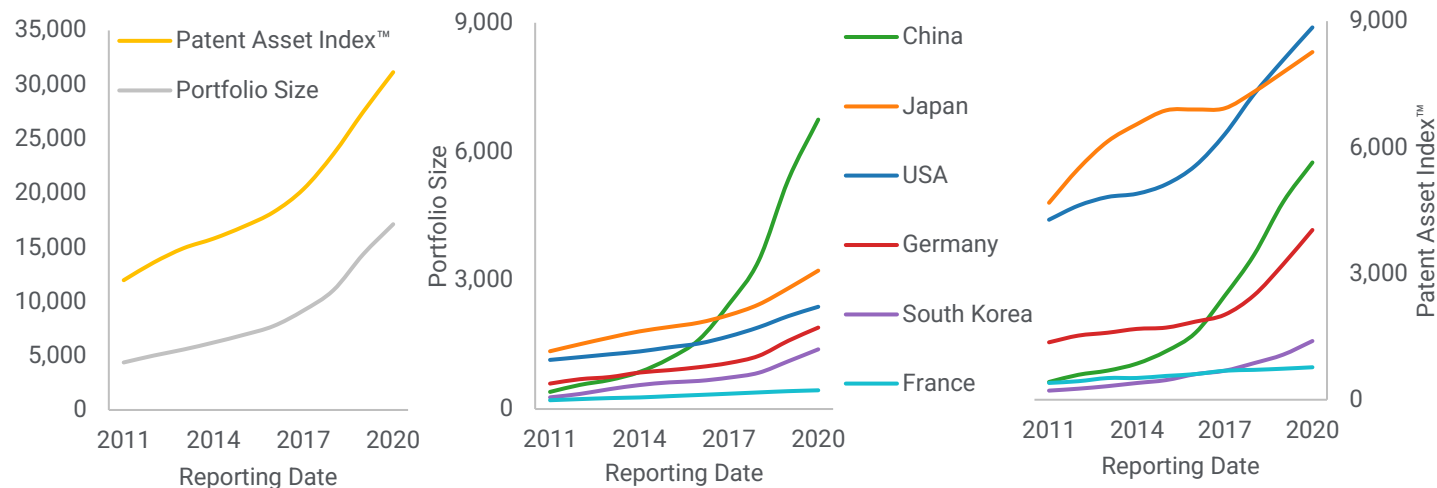
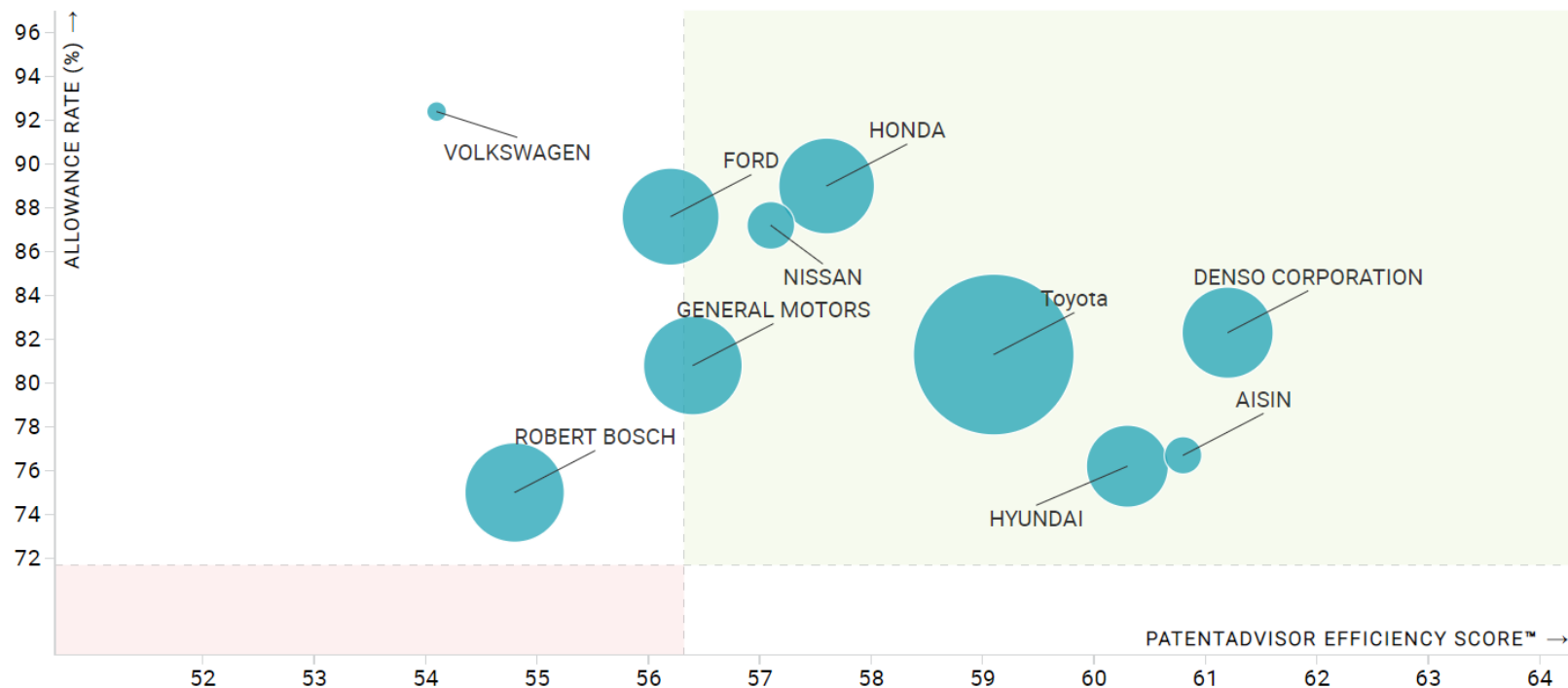


Figure 9: Development overtime of the field of Electric Vehicles, overall and by Country, by Patent Asset Index

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry



Data/charts from LexisNexis PatentAdvisor®

Thank you for joining us!

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