



# How a Consulting Firm Uses IP Landscape Analysis to Strengthen Its Clients' Business Strategies

By leveraging trusted IP data and analytics from LexisNexis® PatentSight®, Perl IP provides clients with an innovation edge.

## At a glance

### Customer

Perl IP, LLC

### Requirements

- Get strategic insights to guide the client's impending product launch
- Conduct an IP risk analysis across multiple markets
- Instill the client with a thorough understanding of their product's technological fields and help them make wise investment decisions

### Solution

Perl IP consultants leveraged analytics and insights from PatentSight® business intelligence platform to inform their client's strategies for entering new markets. Using the most exhaustive analytics database available, which includes patent data from patent offices around the world, they could reveal previously unknown international companies in their client's industry and thus prepare them better for their impending product launch.

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## Perl IP Consulting

PixelBlue Innovations, an innovative indoor farming company, had recently secured a Series A investment and was preparing to launch its first product in a multinational marketing campaign. Shortly before the launch, CEO Michael Currin reached out to Perl IP Consulting, a full-service consulting firm focused on IP development and management, as he felt he needed strategic insights to guide his company's impending product launch and expansion plans. Early in the discussion, it became apparent to the Perl IP team that an IP risk analysis, with respect to the countries that Currin was planning to expand to, had not been conducted.

In consulting with Currin, Perl IP founder Gil Perlberg, who draws from his own expansive experience with product development that includes roles as VP of IP at a semiconductor company and COO at a consumer products business, and his colleague Bradley Schmidt recommended conducting an IP landscape to better understand the company's competitive situation and fully prepare them for their first big launch.

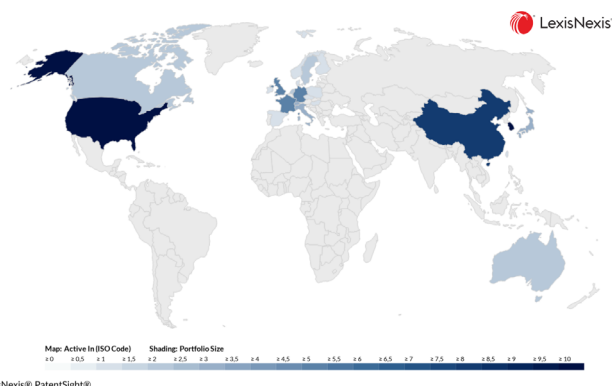
"It would be catastrophic to have launched in a new territory only to receive cease and desist notices for potential patent infringement," said Schmidt. Realizing the complexities of the markets that his company was about to enter, Currin requested that an extensive IP landscape analysis be conducted.

### What is a patent landscape?

A patent landscape provides a snapshot of the current patent space of a specific technology in a given company, region or globally. It informs competitive analysis, research planning, marketing strategies and product development. By exploring what technologies companies are investing in and protecting, IP landscape analyses provide a window into the future. "Conducting patent landscaping for a client is an opportunity to communicate information that can profoundly impact their success in business," explains Perlberg.

### Developing a reliable patent landscape requires a trustworthy data source

Since patent landscapes aim to instill clients with a thorough understanding of their technological



### An analysis of the territorial coverage of the top players in a technology sector.

fields and help them make wise decisions about investing their time and money, Perlberg and Schmidt need to be sure they are working with the most exhaustive database out there, including patent data from patent offices around the world.

"Developing a genuinely reliable patent landscape requires data from a vast number of sources. Patent data comes from filed patents, which contain a rich set of metadata that can be analyzed over time, allowing for robust comparisons between entities. Using incomplete or incorrect data can potentially jeopardize your client's future," says Schmidt. This is where they rely on the trusted data and analysis provided by the PatentSight IP intelligence and analytics platform.

### Understanding the evolution of a technology field

Patent landscape analysis not only offers a snapshot of the innovation happening in a particular technological field at any given time, it can also tell the story of where technology is going, who is most involved and where innovation is taking place. In addition to providing the answers to these questions, PatentSight analytics include objective, scientifically backed metrics that measure the impact of patented inventions and the strength of entire patent portfolios.

For Perl IP, understanding which companies have been seeking patent protection around the world is a two-fold benefit:

- Guide PixelBlue Innovations' competitive intelligence decisions by making clear which

competitors are the biggest and best-positioned competitors

- Identify potential partnerships or licensees that would allow them to monetize their patent rights

“PatentSight tools dissect, splice and present data to provide insights that are not readily available from other sources.” Schmidt describes.

This information has been vital for Perl IP to assist their clients with strategy development, business plans and investor pitch decks. Here are some examples of decision-making areas that can be supported by a landscape analysis:

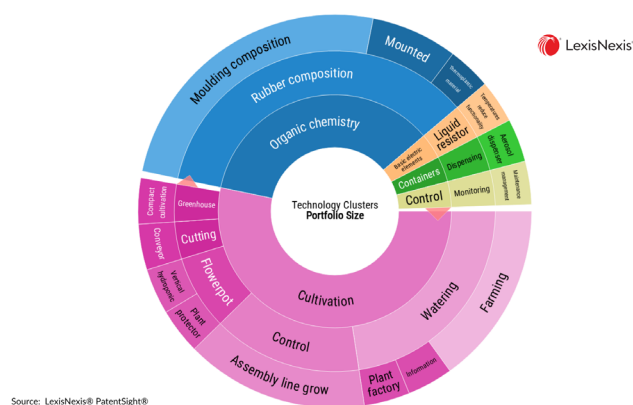
- What is the current industry growth trajectory?
- What are the technology trends in this field?
- Who is innovating? And where?
- Who are the development mavericks in this technology field?
- Who are some of the potential strategic partners?
- Is it a litigious environment? Are there any roadblocks?
- Are there white spaces in the market?
- What is the next big thing in this technology?
- Industry pivots
- A complete list of competitors in the market

## Presenting the results of the analysis to the client

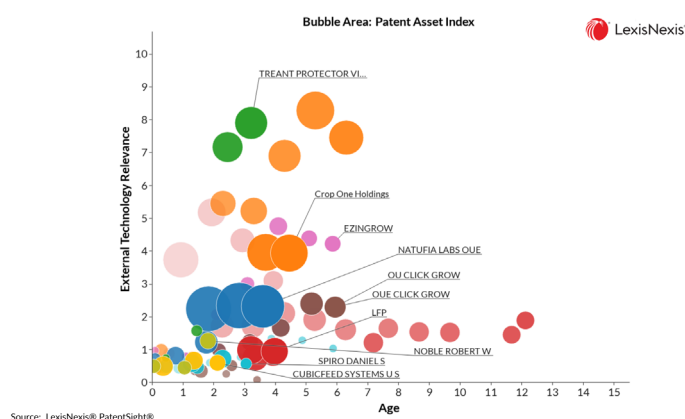
When Perl IP presented the IP landscape analysis for agricultural technologies to Currin at PixelBlue Innovations, he was amazed at what the information revealed.

“Conducting a patent landscape analysis was an incredibly valuable experience for me. It opened my eyes to what is possible and how to find information. It helped me to contextualize much of what I see coming from competitors through a different lens.”

- The list of competitors included many companies of which he had never heard.** Currin was very surprised, as he had previously conducted an extensive competitive analysis. Using the PatentSight AI-powered technology cluster feature, the Perl IP team first isolated relevant technology categories. Then, to avoid missing any relevant competitor, the scope of the search



The “sunburst chart” in PatentSight provides a unique view of a company’s patent portfolio using technology clusters, enabling further analysis of specific patents in specific technology fields.



All patents don’t have the same qualitative value. The above graph provides a time-series analysis of the patent portfolios of some of the companies in the agro-tech industry that cite PixelBlue’s patents. The bubble size indicates the portfolio quality measured by PatentSight® Patent Asset Index.

was further widened using another feature that employs AI, the citation-based search expansion tool PatentSight Similarity Search. This list was then narrowed down using customizable search filters for specific territories, owner names, co-owner names and inventor names. This saved the Perl IP team considerable effort that would have otherwise gone into non-value-adding tasks. Once they were convinced with the search results, they leveraged PatentSight proprietary value indicators to reveal the most important competitors in the markets Currin was looking to expand.

- **He did not realize that several large companies were expanding into this space.** Another salient feature of LexisNexis® patent data is that patents are traced and assigned to the entity that holds the ultimate commercial rights for those technologies. Once the right data is in place, with charts that show the various technology segments that each company is focusing on, it becomes easy for Perl IP to identify the ones that might be a threat to Currin's company.

*"Using PatentSight, we are able to conduct IP landscape analyses that include citation analyses of citations received by patents made during patent examinations in different countries. The PatentSight data team takes the data analysis one step further by harmonizing patent ownership information. With various ready-made charts and table options, PatentSight offers unique capabilities to dissect, splice and present complex patent metadata."*

**Gil Perlberg,  
Perl IP founder**

- **He was not aware of many Chinese startups that were filing patents in this domain.** The broad coverage of global patent databases within the LexisNexis dataset ensures that patents from around the world can be accessed for analysis. The team that works on harmonizing this data is multi-lingual, ensuring reliable data is captured from patents filed in many languages, including English, Chinese, French, German, Japanese, Korean and Russian.

- **He did not realize that the analysis could identify the "type" of participants in this field, i.e., are they companies, individuals, academic institutions or non-practicing entities, aka "trolls."** The PatentSight database contains information about patent owners that classifies them according to their type of business activity. This information is particularly helpful when making strategic decisions to minimize business risk, especially if a company is planning to go into a market with many active patent trolls.

As a veteran in his field, Currin was confident that he knew his competitors and understood their technology. He also thought he knew exactly where they had filed their patents and had designed the product launches to avoid any IP conflicts.

After this exercise, he says, "Now I see that your real competitors are not always who you think they are. The MBA version of market research only covers part of the territory (so I discovered). I encourage CEOs and founders to research their IP competitive landscape thoroughly. First, identify the threats. Once you understand them, you can build a fence and close the gaps. In short—build your moat. Take advantage of opportunities. Make informed business decisions."

### **Get ahead, stay ahead—with advanced patent analytics**

Conducting an IP landscape analysis gives Perl IP's clients an edge. Perlberg expands, "Whether launching a new product or expanding your existing markets to foreign ones, it's always essential to consider an IP landscape analysis to better understand the players and the current state of innovation in the market."

Currin agrees, "Patent landscape analysis revealed information that cannot be found anywhere else. Data like this is a goldmine for making an informed business decision."

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