

Mastering the Art of Innovation

Insights from IP Leaders at the Top 100 Most Innovative Companies



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Today's agenda

- **Opening thoughts**
- **Introduction of the 'Innovation Momentum' report and methodology**
Innovation Momentum 2024: The Global Top 100
- **Round table discussion**
Why are today's guests on the Top 100?
- **Final thoughts**
- **Q&A**



Mastering the Art of Innovation

Host and presenter



Gene Quinn

Founder and CEO,
IPWatchdog



Nicholas Valentino

Lead IP Customer Success,
LexisNexis Intellectual Property
Solutions

Mastering the Art of Innovation

Today's panel



Mang Zhu

Vice President & Head
of IP at InterDigital



Michael Adel

Vice President of Intellectual
Property at Lumus Ltd



Steve Fisher-Stawinski

Program Manager for
Patent Strategy & Defense
at IBM



Brian Cocca

Executive Director, Assistant
General Counsel, IP
Regeneron Pharmaceuticals,
Inc.

Innovation Momentum 2024: The Global Top 100

Revealing the Trailblazers of Tomorrow, this report

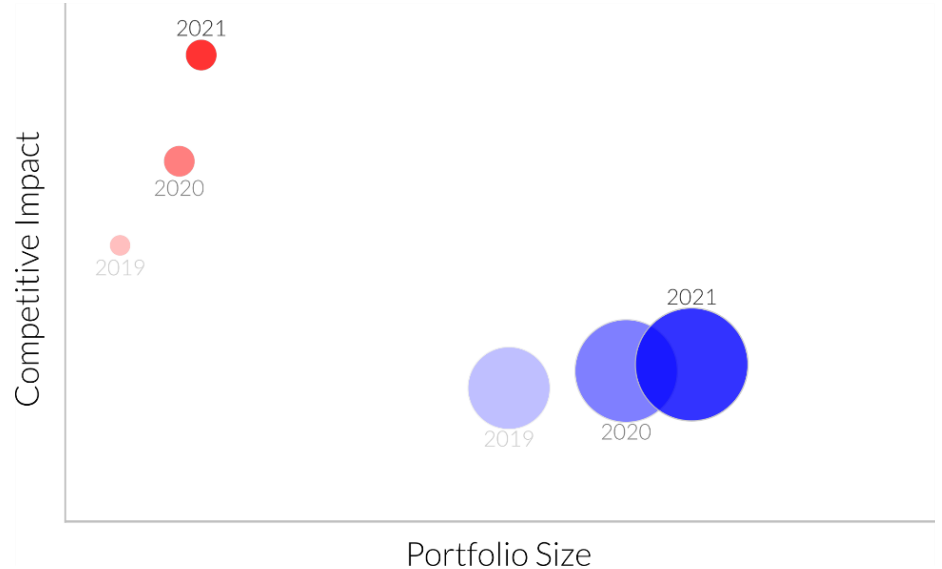
- shows the top 100 global organizations displaying outstanding innovation momentum over the last two years
- uncovers the organizations that have not only set the pace but are defining the future of innovation
- highlights trailblazing IP portfolios that are charting the course for future development, the report sheds light on pivotal industry trends
- answers questions like:
 - Which **sectors** are leading the charge in innovation, marking shifting industry dynamics?
 - What impact have the **recent M&As** had on the innovation leaderboard?
 - Which companies are developing **small but impactful** patent portfolios?
 - What are some of the **IP strategies** adopted by leading innovators?



The Innovation Momentum

The Motivation for the **Innovation Momentum** development is to have a method to **identify patent portfolios with high momentum in its development** over time which

- is consistent with the existing PatentSight indicators;
- changes year-on-year;
- identifies young, strong, small patent portfolios;
- identifies large, well-maintained patent portfolios;
- does not depend on non-patent or third-party data;
- is applicable to different categories like technologies, industries, patent owners, or geographical regions.



Based on the Patent Asset Index™

Technology
Relevance



Market
Coverage



Competitive Impact

Individual strength
of a patent family



Patent
Asset
Index™



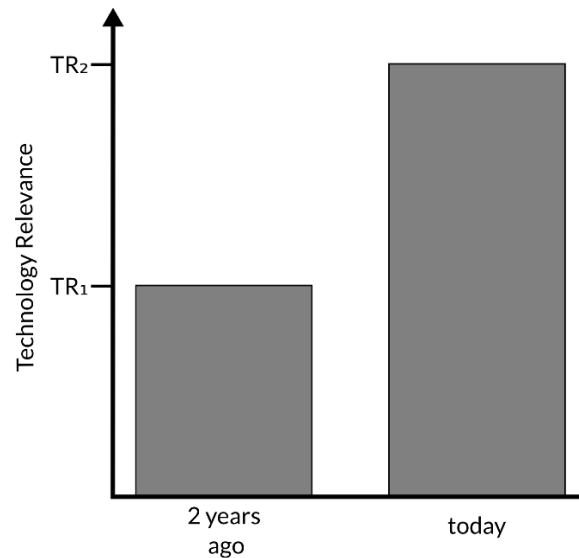
Innovative strength of
a patent portfolio

Objective, transparent,
and scientifically validated

Innovation Momentum

The Methodology

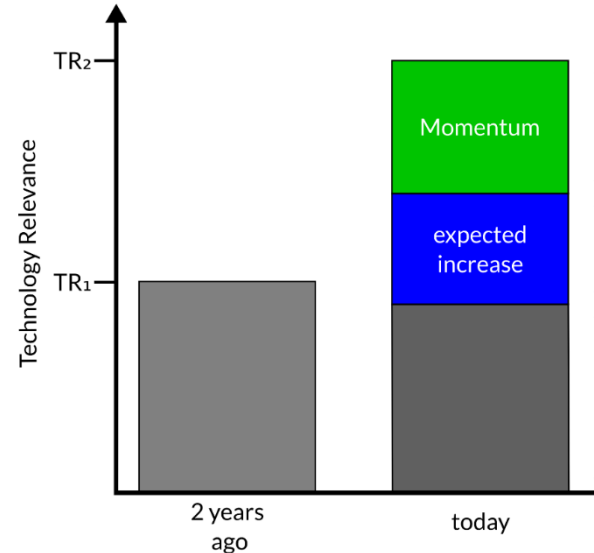
- A portfolio has
 1. a Technology Relevance of TR_1 for a Reporting Date 2 years ago; and
 2. a Technology Relevance of TR_2 for the current Reporting Date.



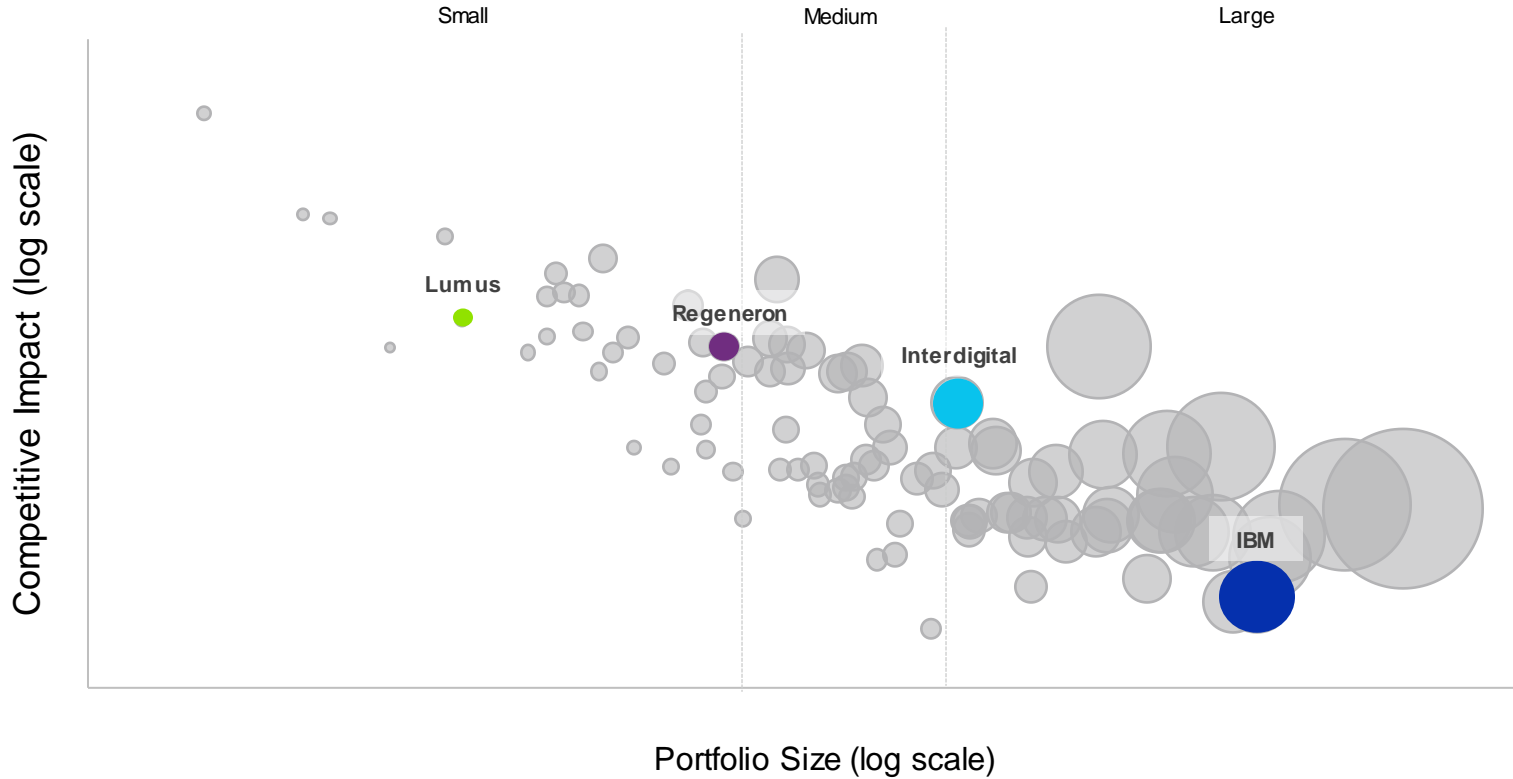
Innovation Momentum

The Methodology

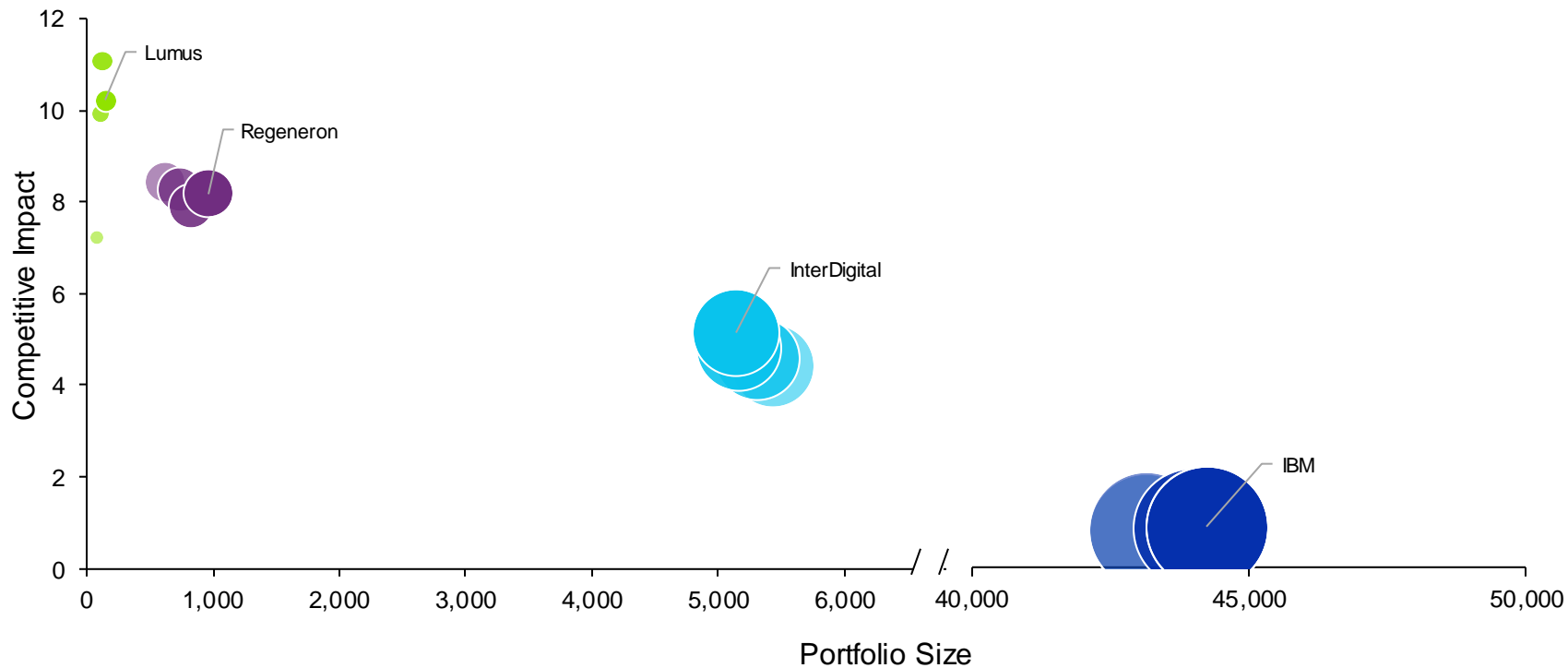
- The Technology Relevance for the current Reporting Date is split into three portions:
 1. The Technology Relevance from 2 years ago in today's terms.
 2. An expected Technology Relevance in-/decrease
 - due to the Portfolio Size in-/decrease and
 - database average Technology Relevance
 3. The momentum is the portion exceeding expectations.



The Top 100 Quality vs Quantity

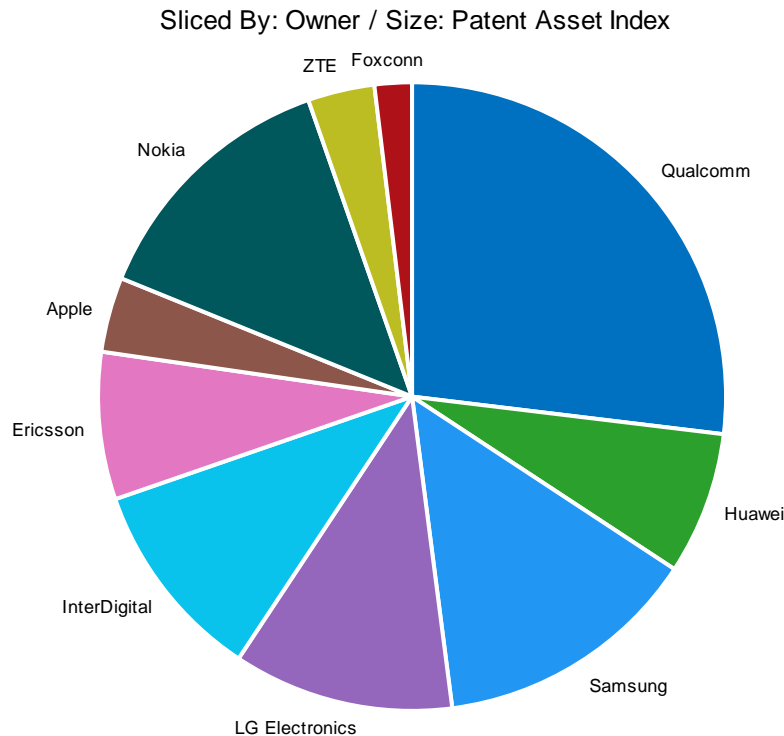
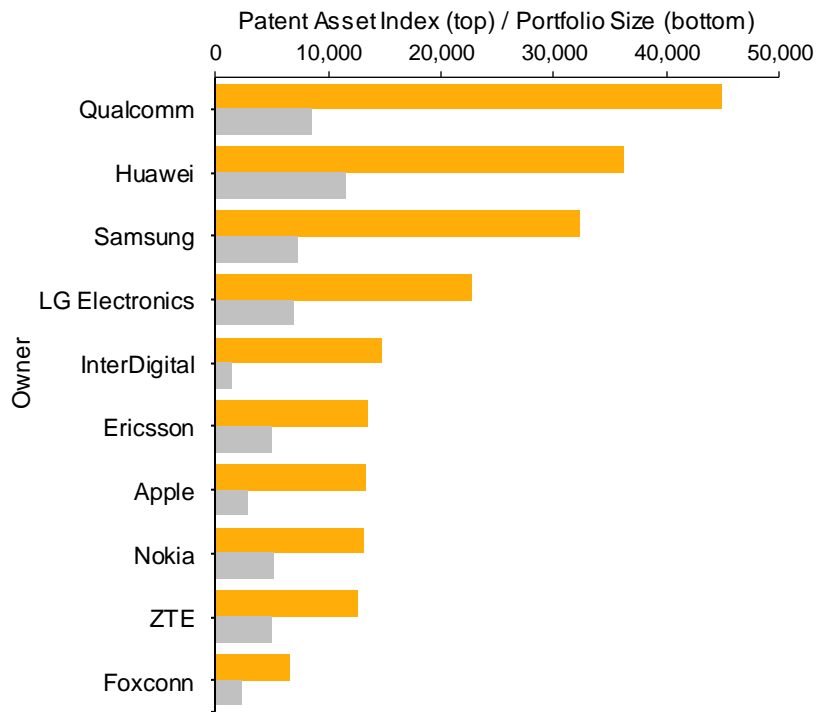


Portfolio Development

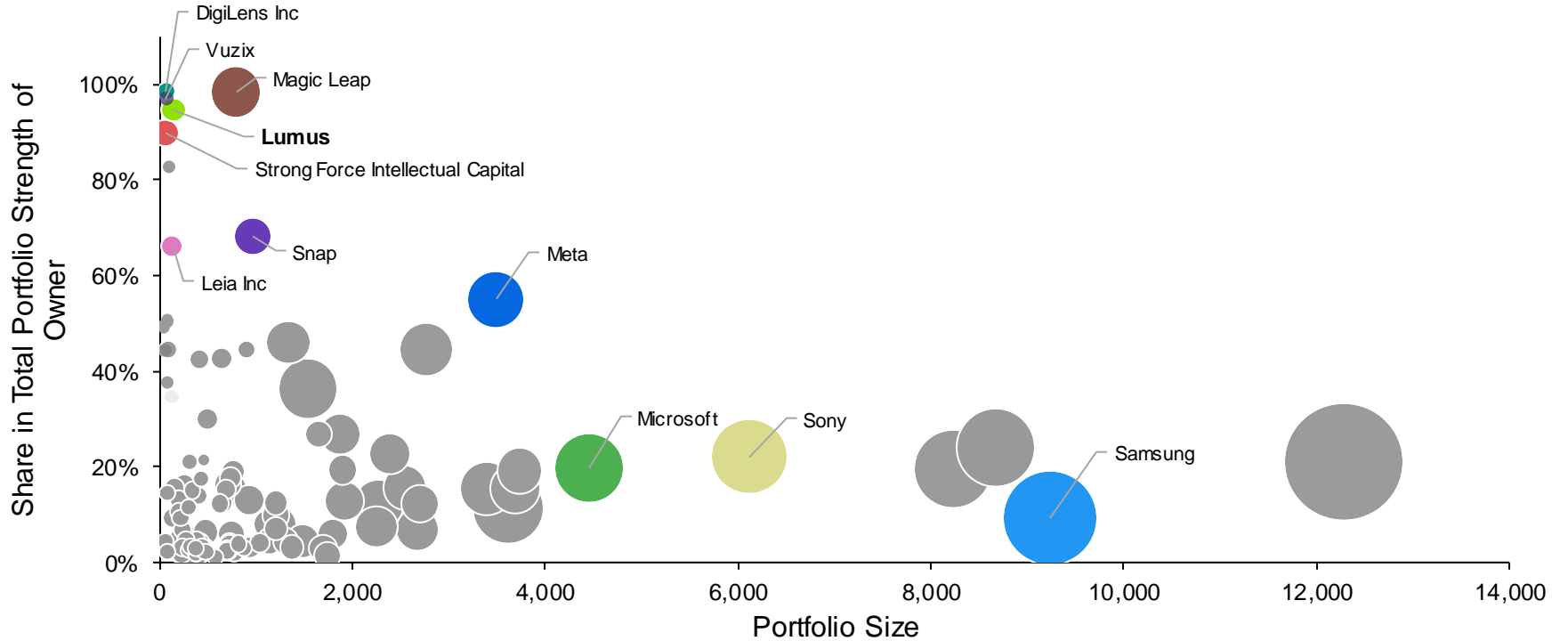


InterDigital's Competitive Declared Standard Essential Patent (SEP) Landscape

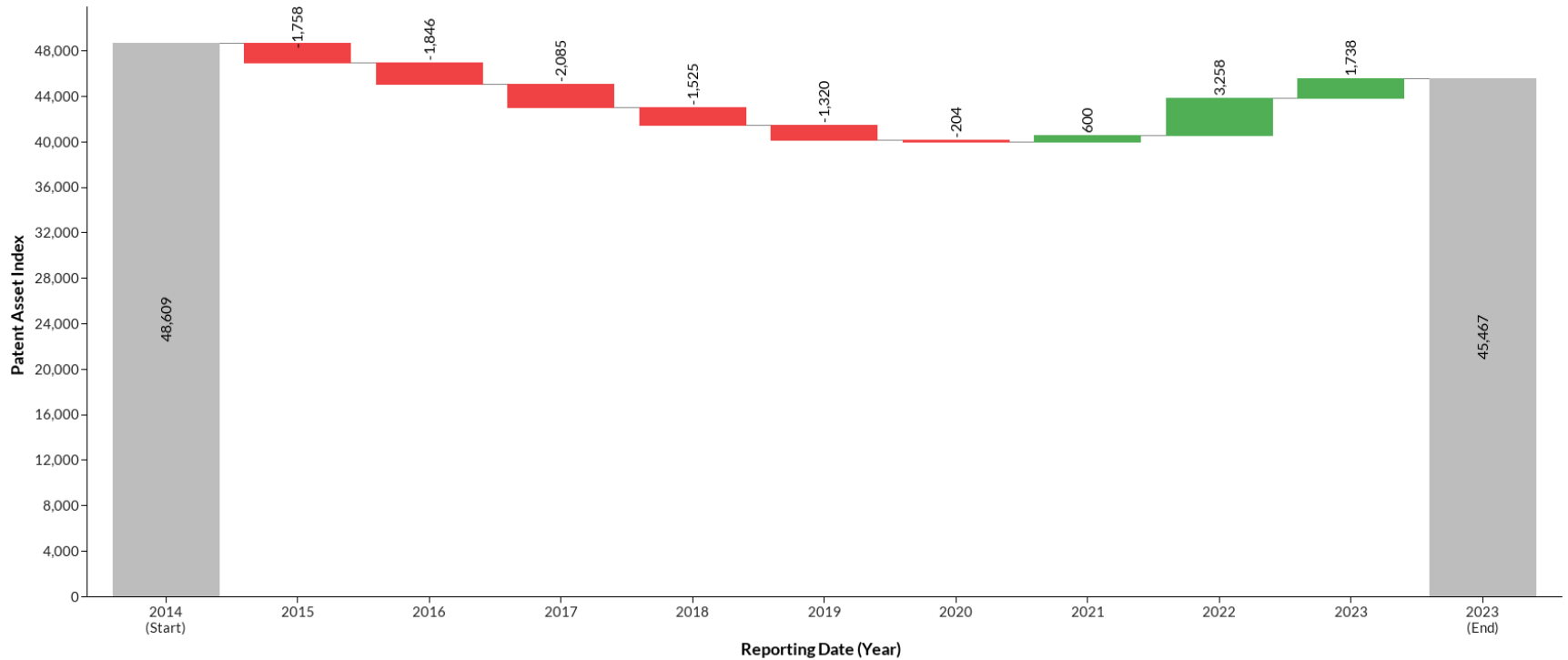
SEP portion of InterDigital's portfolio had a more positive influence on Innovation Momentum than the non-SEP portion.



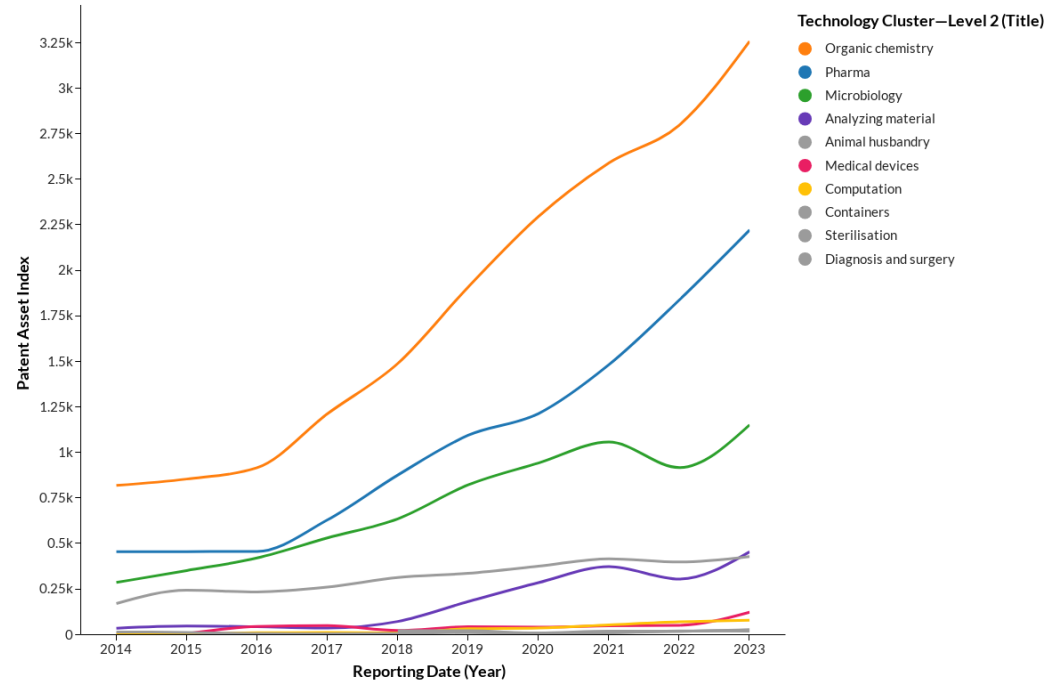
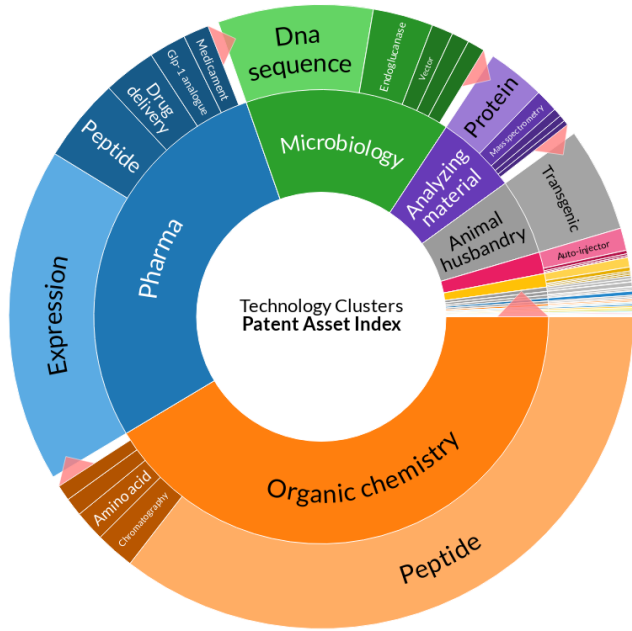
Lumus: Identification of highly specialized companies in augmented reality



IBM's Portfolio strategy shift captured by Patent Asset Index change



Regeneron: Sub-technologies with the largest positive influence on Innovation Momentum



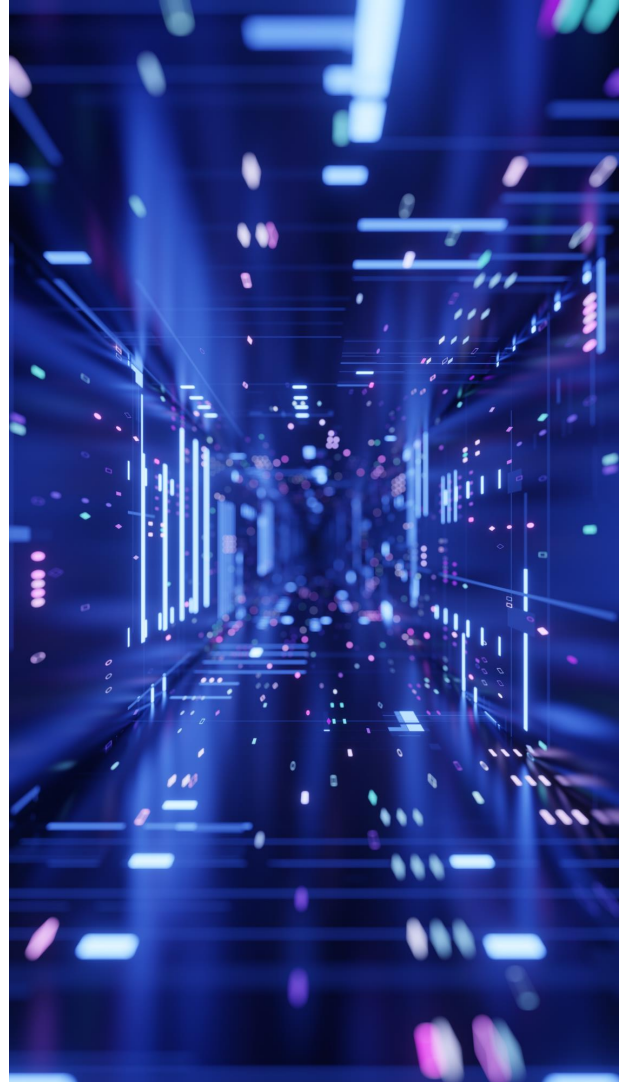
Panel discussion:

Let's learn from the experts



Questions?

(The report will be sent to you after this webinar)



Thank you for joining us!



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