Mastering the Art of Innovation

*Insights from IP Leaders at the Top 100 Most Innovative Companies*
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 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

Objective, transparent, and scientifically validated

Competitive Impact

Individual strength of a patent family

Patent Asset Index™

Innovative strength of a patent portfolio

Innovation Momentum

The Methodology

- A portfolio has
  1. a Technology Relevance of TR₁ for a Reporting Date 2 years ago; and
  2. a Technology Relevance of TR₂ 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

Competitive Impact (log scale)

Portfolio Size (log scale)

IBM
Interdigital
Regeneron
Lumus

Small
Medium
Large
Portfolio Development

- Lumus
- Regeneron
- InterDigital
- IBM
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

Note: Displaying the top 100 companies with the strongest portfolios 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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