



Using AI to Transform and Unlock Your IP Landscape

December 6, 2023



What we will cover

- Start with why? Find the right tool and technology for the problem
- How AI has transformed the analytics market? It's now mainstream
- What IP teams do, and how analytics help

Your host and guests



Gene Quinn
Founder and CEO, IPWatchdog



Nigel Swycher
CEO, LexisNexis
Ciper



Steve Harris
CTO, LexisNexis
Ciper



Jim Kiryakoza
IP Counsel
Block

“ Cipher combines expertise in both IP and data science to enable solutions to strategic problems patent owners face with quick and accurate results

”

Erik Oliver, COO
Richardson Oliver Insights LLC

Patent analytics
powered by AI to
enhance human insight

The need for increased efficiency



More complex and interconnected technology



Growing number of patents

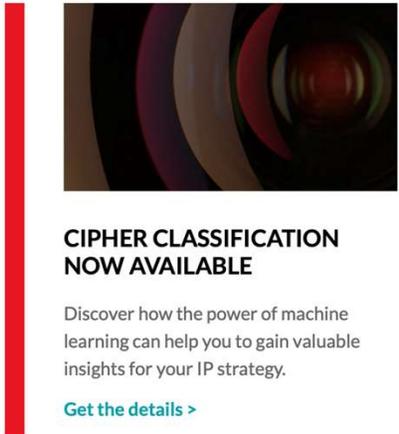


Increasing demands from the business



No significant growth in IP headcount

About LexisNexis Intellectual Property Solutions



**CIPHER CLASSIFICATION
NOW AVAILABLE**

Discover how the power of machine learning can help you to gain valuable insights for your IP strategy.

[Get the details >](#)

Software

- IP Analytics & Intelligence**
 - LexisNexis® PatentSight®
 - Cipher Classification
 - LexisNexis® IPlytics
- Patent Search**
 - LexisNexis TotalPatent One®
- Patent Drafting**
 - LexisNexis PatentOptimizer®
- Patent Prosecution**
 - LexisNexis PatentAdvisor®
- Patent Litigation**
 - Lex Machina®
- Brand Protection**
 - LexisNexis® Brand Protection

Cipher was acquired by LexisNexis Intellectual Property Solutions in March 2023.



Strategic challenges



Benchmarking



Budget Management



Portfolio Optimisation



Competitive Intelligence



Technology Trends



Due Diligence



Inbound Assertion



Monetisation



Cross-licensing



Risk Mitigation

Why does LexisNexis IP use AI?

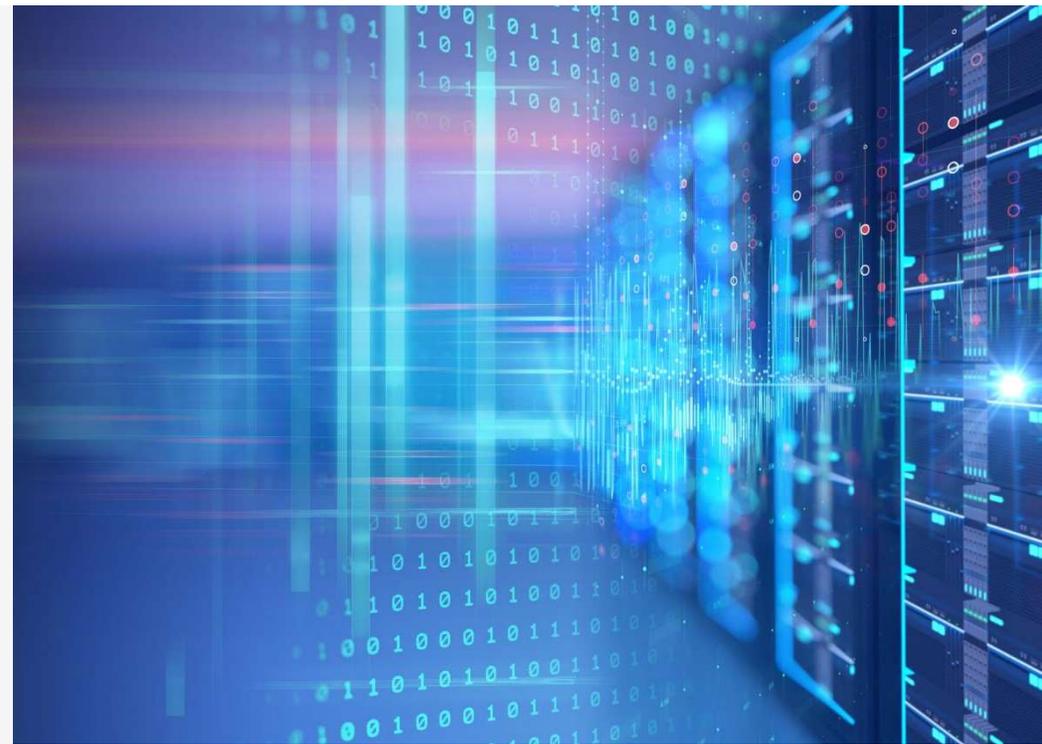
Practical solutions to real problems

Solution driven approach

What things in our user's daily lives can be improved by AI?

Must

- Be easy to use, dependable, and accurate
- Save time, or give new capability

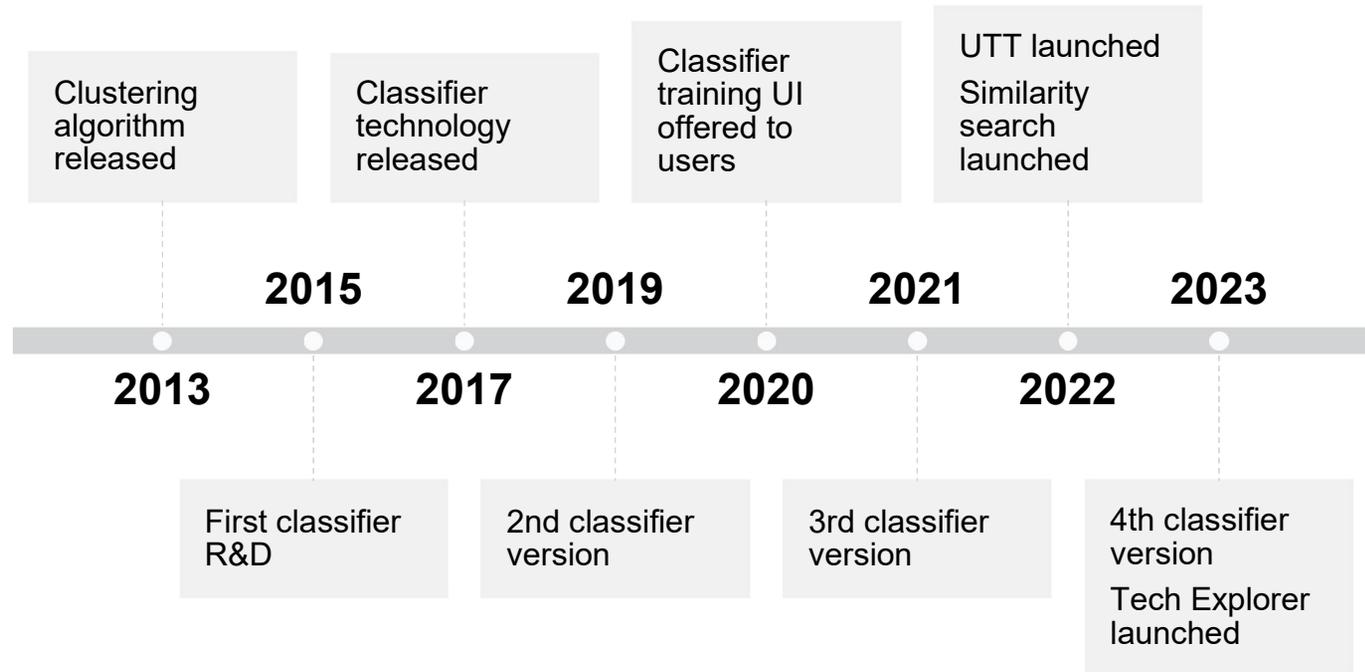


A ten-year AI journey

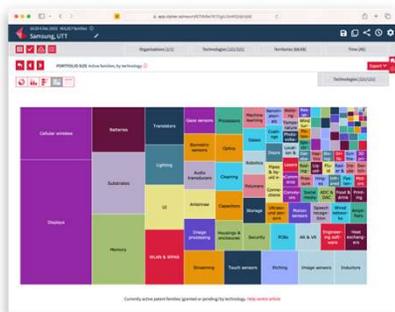
Cipher was founded in 2013

Acquired by LexisNexis in 2023

Consistent focus on strategic use-cases



Options for AI classification



A screenshot of the Tech Explorer interface. It shows a table of technology items with the following columns: Name, Priority, Status, Title, Priority, Date, Publication, and Score. The table contains several rows of data, including items like 'AI-based system for...'. The interface includes search filters and pagination controls.

Name	Priority	Status	Title	Priority	Date	Publication	Score
AI-based system for...	High	Patented	...	High	2024-01-01	...	95.00
...

A screenshot of the Custom Classifiers interface. It shows a detailed view of a technology item, including a custom definition, associated metadata, and a list of related items. The interface is highly interactive and allows for precise definition of a technology.

Increasing user control

Universal Technology Taxonomy

Pre-defined taxonomy of 122 classes.

Break down competitor portfolio, or view a landscape with no interaction.

Tech Explorer

Quickly define a technology using technology names, technical descriptions, or patents.

Generate an approximate landscape in 5-10 minutes.

Custom Classifiers

Precisely define a technology by training a unique AI model to match your exact specification.

5-10 hours to define a technology exactly.

LLMs and Generative AI in LexisNexis

A powerful new capability

Responsible use of AI

- Real-world impact, unfair bias, explainability, accountability, privacy

In IP

- Tech Explorer and the latest Classifier technology use LLMs to speed up training

More broadly

- Lexis+ AI – AI legal assistant - search, drafting, summarization, document analysis



Selected AI Use Cases



Categorizing Patents

Determine which patents cover the same subject matter

Peer Discovery

Identify peers who hold relevant patents

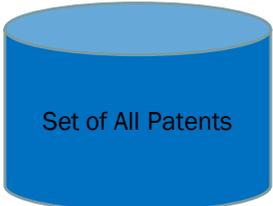
Patent Portfolio Sizing

How many patents are enough?

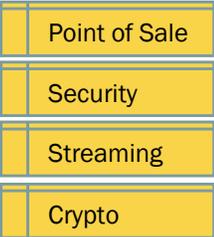
Categorizing Patents



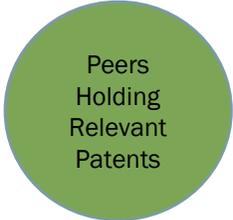
Peer Discovery



Apply Classifiers



Identify Patents



Patent Portfolio Sizing



$$\text{(Royalty Rate)} * \frac{((\text{Num Block Families}) * (\text{Company A Revenue})) - ((\text{Num Company A Families}) * (\text{Block Revenue}))}{(\text{Num Patents Relevant to Block Worldwide})}$$

Q&A

