



Episode 07:

Using a Patent Analytics Dashboard for IP Strategy, Competitor Surveillance, and Portfolio Management

Patent Analytics Webinar Series

8–Episode Webinar Series



Episode 01 - Techniques and Analytics for Identifying Valuable Patents and Patents to Abandon
Thursday, April 16, 2020 at 12:00 PM CT

Episode 02 - Using Patent Landscapes to Develop IP Rich Products and Valuable Patent Positions
Thursday, April 30, 2020 at 12:00 PM CT

Episode 03 - Using Prosecution Analytics to Improve Prosecution Efficiency and Identify Wasteful, Unproductive Prosecution Spending
Thursday, May 14, 2020 at 12:00 PM CT

Episode 04 - Using Examiner Analytics to Improve Prosecution Efficiency and Develop Well-informed, Data-Driven Prosecution Decisions and Strategy
Thursday, May 28, 2020 at 12:00 PM CT

Episode 05 - Best Practices for Developing Reliable Freedom-to- Operate Landscapes and Advanced Techniques for Interactive, Reusable BOA Mapping
Thursday, June 11, 2020 at 12:00 PM CT

Episode 06 - Using Blue Ocean Maps to Identify Open Spaces in the Patent Landscape
Thursday, June 25, 2020 at 12:00 PM CT

Episode 07 - Using a Patent Analytics Dashboard for IP Strategy, Competitor Surveillance, and Portfolio Management
Thursday, July 9, 2020 at 12:00 PM CT

Episode 08 - Using Patent Prosecution History Reports to Increase Prosecution Efficiency and Avoid Unintended Estoppel
Thursday, July 23, 2020 at 12:00 PM CT

Today's Presenters...



Steve Lundberg

Principal & Chief Innovation Officer
Schwegman Lundberg & Woessner



Janal Kalis

Principal
FTO and Patent Analytics Expert
Schwegman Lundberg & Woessner



Thomas Marlow

President, Renewals
Former Chief Patent Counsel of
Fairchild Semiconductor
Black Hills IP



Mark Stignani

Analytics Chair & Firm
Compliance Officer
Former Chief Patent Counsel
Thomson
Schwegman Lundberg & Woessner

What exactly is a dashboard?

Any analytic tool that provides:

- Quick statistical views of
 - Your portfolio
 - Their portfolio
 - Overlap
 - Industry Developments
- Prosecution Monitoring Dash
- Insights on
 - Fiscal Health
 - Economic Distress

What you will learn today

- High level insights for portfolio management
- Best Practices for outside counsel management
- Fast competitive benchmarking
- Extraction of Strategic insights/Business Actions
- Overview of dashboard tool sets

Questions Answered

&

Use Cases

Questions Answered:

Which matters do I need to pay attention to?

- Pre-prosecution (Invention/Innovation Disclosures)
- Prosecution
- Licensing
- Standards

Use Cases:

- Competitor benchmarking
- Matter monitoring
- Technology monitoring
- Prosecution monitoring

What should a dashboard show you?

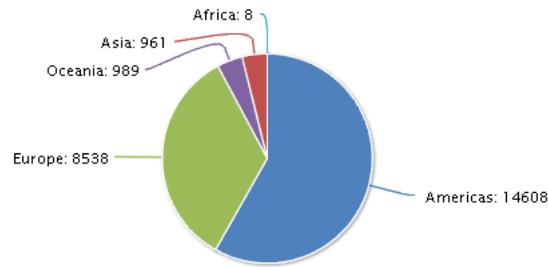
- Gets you out of the woods and up on the mountain
- Big picture and "behind the scenes" insights that are otherwise not discernible
- Overview of Portfolio (yours/theirs/market categories)
- Classification of the portfolio (tagging/ontology/folksonomy)
- Value proxies (citation interactions, rejections, recency, family, litigations)
- Encumbrances (Assignee/Lien/Errors/etc.)
- Prosecution details (PAIR stats, Oppositions, RCE, Extension)
- Litigation Targeting
- Docketing items (Disclosures/Licenses/FRAND/Standards)

Dashboard by Country/Company

29734 TOTAL MATTERS 9145 APPLICATIONS PENDING 15788 PATENTS GRANTED July 11, 2017 MOST RECENT PUBLICATION

Details

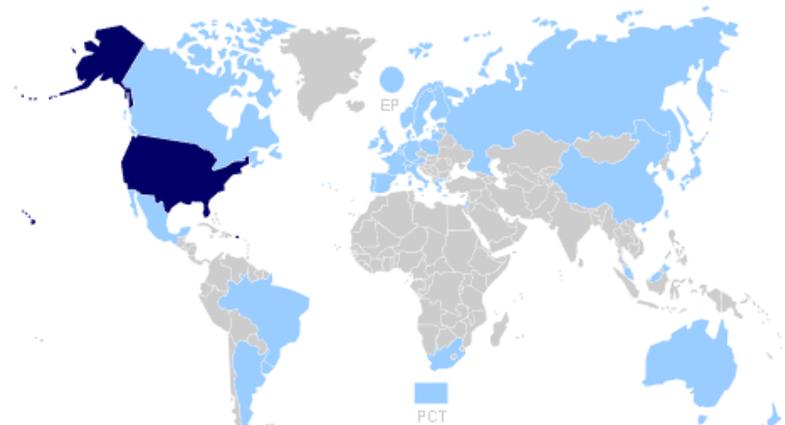
619366 Total Citation Count 1704 Expired/Completed Count 2575 Abandoned Count 10451 Family Count 2.79 Avg Family Size



Top 5 Countries (All Regions)

COUNTRY	BAR GRAPH	MATTERS
US		13335
WO		4630
EP		3478
DE		2040
CA		1239

[View All](#)



Pivot by Class Code

A61N	ELECTROTHERAPY; MAGNETOTHERAPY; RADIATION THERAPY; ULTRASOUND THERAPY		
	<i>MEDTRONIC, INC.</i>	3190	1
	<i>Cardiac Pacemakers, Inc.</i>	2369	2
	<i>Pacesetter, Inc.</i>	1310	3
	<i>BOSTON SCIENTIFIC NEUROMODULATION CORPORATION</i>	1003	4
	<i>COCHLEAR LIMITED</i>	347	5
	<i>ZOLL MEDICAL CORPORATION</i>	277	6
	<i>SECOND SIGHT MEDICAL PRODUCTS, INC.</i>	262	7
	<i>Advanced Neuromodulation Systems, Inc.</i>	262	7
	<i>SORIN CRM SAS</i>	252	8
	<i>CYBERONICS, INC.</i>	235	9

Pivot by Inventor (Past/Current)

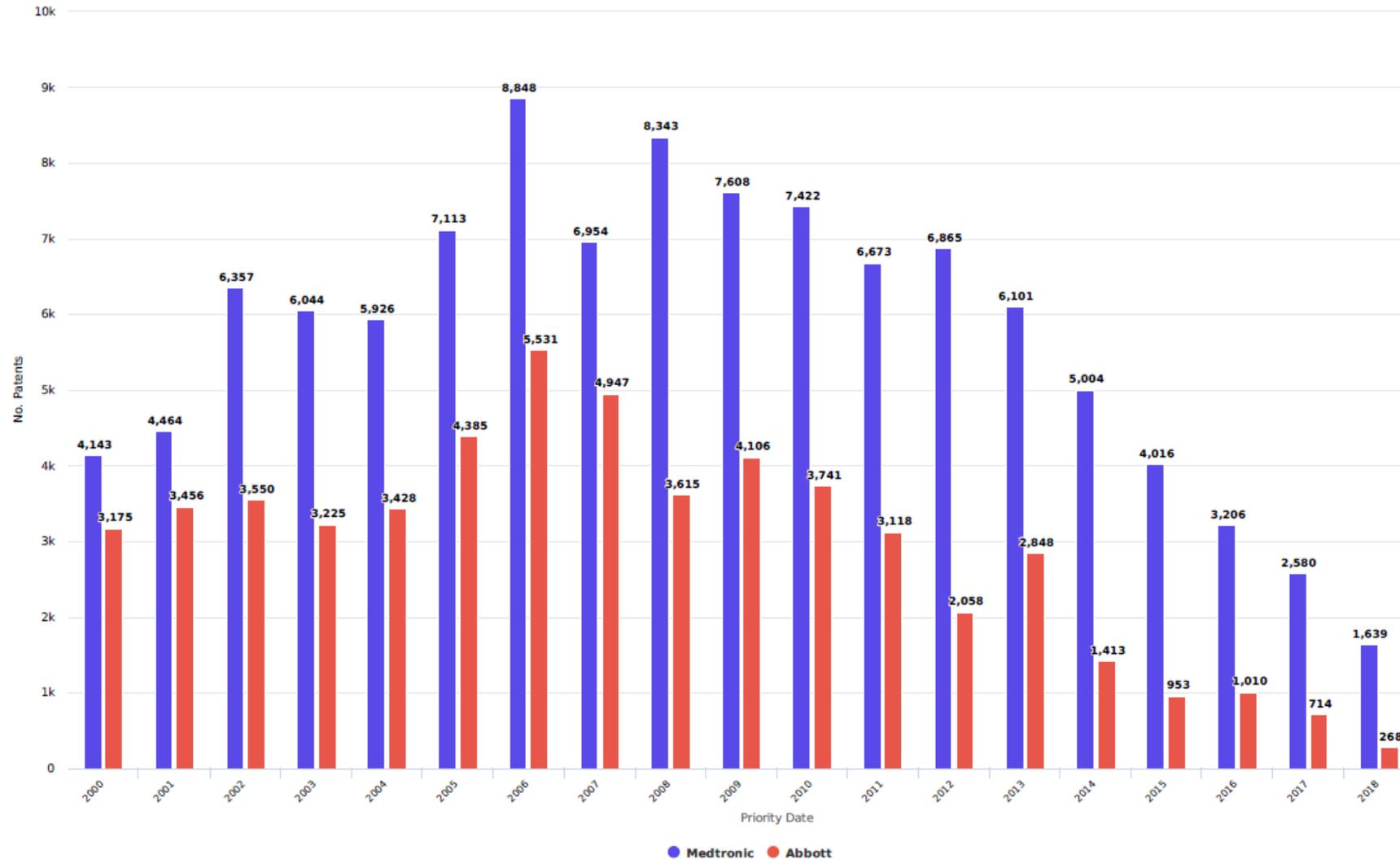
2018

INVENTOR NAME	ADDRESS	US PATENTS(IN FORCE)
Gerber, Martin T	Maple Grove, MN, US	<u>110</u>
Moberg, Sheldon B	Thousand Oaks, CA, US	<u>108</u>
Goetz, Steven M	North Oaks, MN, US	<u>105</u>
Shah, Rajiv	Rancho Palos Verdes, CA, US	<u>96</u>
Thompson, David L	Andover, MN, US	<u>95</u>

2020

Gerber, Martin T	Maple Grove, MN, US	<u>164</u>
Goetz, Steven M	North Oaks, MN, US	<u>139</u>
Stadler, Robert W	Shoreview, MN, US	<u>131</u>
Shah, Rajiv	Rancho Palos Verdes, CA, US	<u>118</u>
Moberg, Sheldon B	Thousand Oaks, CA, US	<u>110</u>

Year on Year Review



Monitoring Entity Movement under Ultimate Assignee

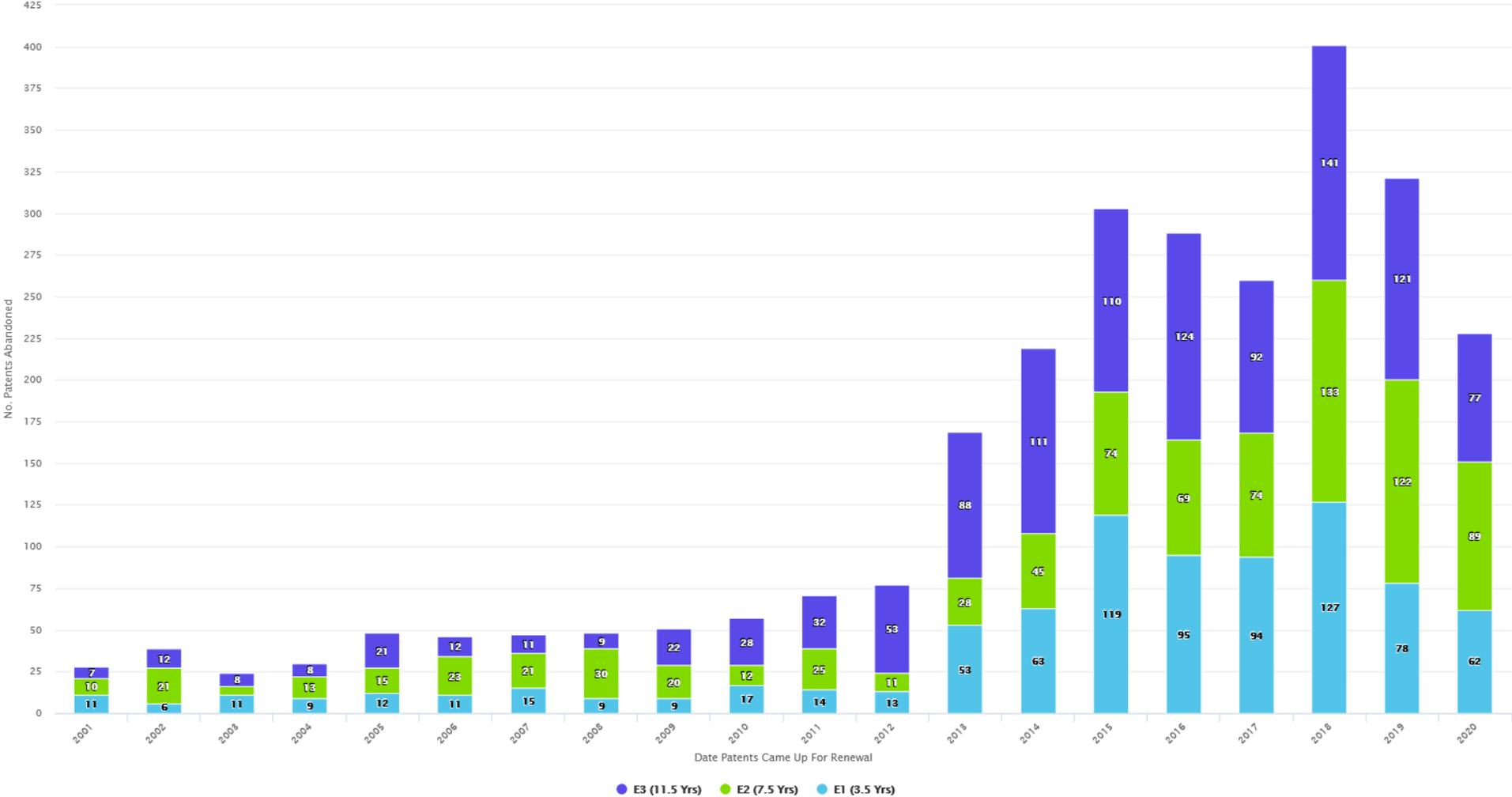


PORTFOLIO OWNER	ACTION	WATCHES	BAR GRAPH	MATTERS
MEDTRONIC, INC.	Watch			8384
MEDTRONIC VASCULAR, INC.	Watch			1151
MEDTRONIC MINIMED, INC.	Watch			991
MEDTRONIC AVE, INC.	Watch			363
KYPHON SARL	Watch			332
MEDTRONIC XOMED, INC.	Watch			231
MEDTRONIC CRYOCATH LP	Watch			204
Medtronic Ardian Luxembourg S.a.r.l.	Watch			166
MEDTRONIC NAVIGATION, INC.	Watch			163
ORTHOPHOENIX, LLC	Watch			141
PHYSIO-CONTROL, INC.	Watch			128
WARSAW ORTHOPEDIC, INC.	Watch			104
MEDTRONIC ABLATION FRONTIERS LLC	Watch			82
BIO CONTROL MEDICAL (B.C.M.) LTD.	Watch			67

Monitoring Representation Evolution



Monitoring Abandon/Expire Trends



Other Items for Dashboard Monitoring



Indirect Items (Tagging)

- Products
- Statistical Extracts
 - Words/Phrases
 - People
 - Dates
 - Other Subjects
- Citation Impact/Rejections
- Budget
- Renewals

Where to Mine

- Marketing Brochures
- Social Media
- Examiner v. IDS citation types
- Law Firm Pricing(Est)
- USPTO renewals
- USPTO PAIR

Indirect Monitoring Dashboards

- Equivalent Product Analysis/Patent Marking Lists
- Claim Similarity
- Examiner Citation (Portfolio/Individual)
 - Prosecution Impact
- Competitor Legal Spend (Prep/Pros)
- Renewals v Abandons
- Company Innovation (Unique New Inventions/Priority Claims)

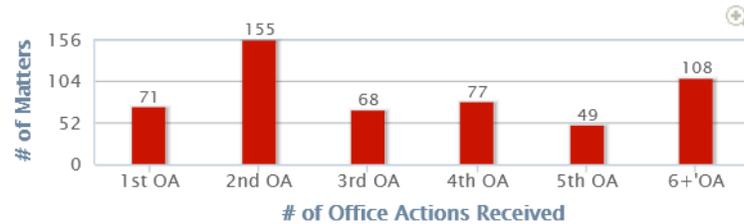
Prosecution Monitoring Dash

Best Way

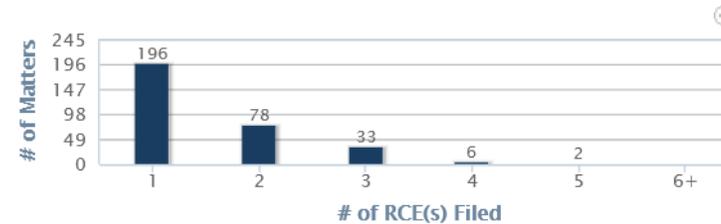
- Have a PAIR or Docket Tagged Dashboard
 - By product/competing product taxonomy
- Have Triggers Occur on
 - 102 rejections (your/theirs)
 - 3rd OA/2nd RCE
 - Appeal
- Overlay your portfolio in light of competitor
- Allows a fast discussion with outside counsel
- Highlights where counsel may be having difficulties
 - Examiner/Art Unit

Prosecution Dashboard

Office Action/Rejection Activity



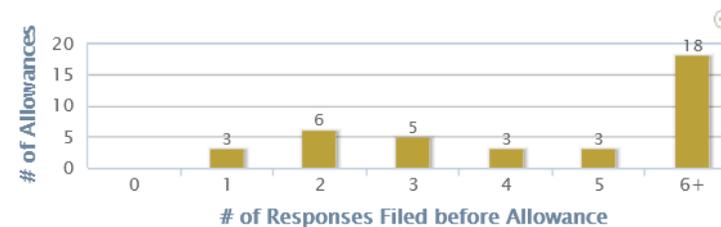
RCE Activity



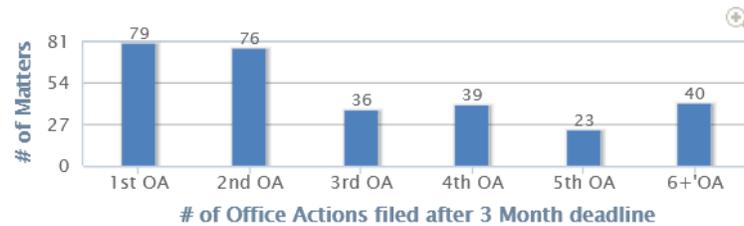
Office Action Response and Interview Activity



Allowances after Office Action Responses



Response Extension Activity

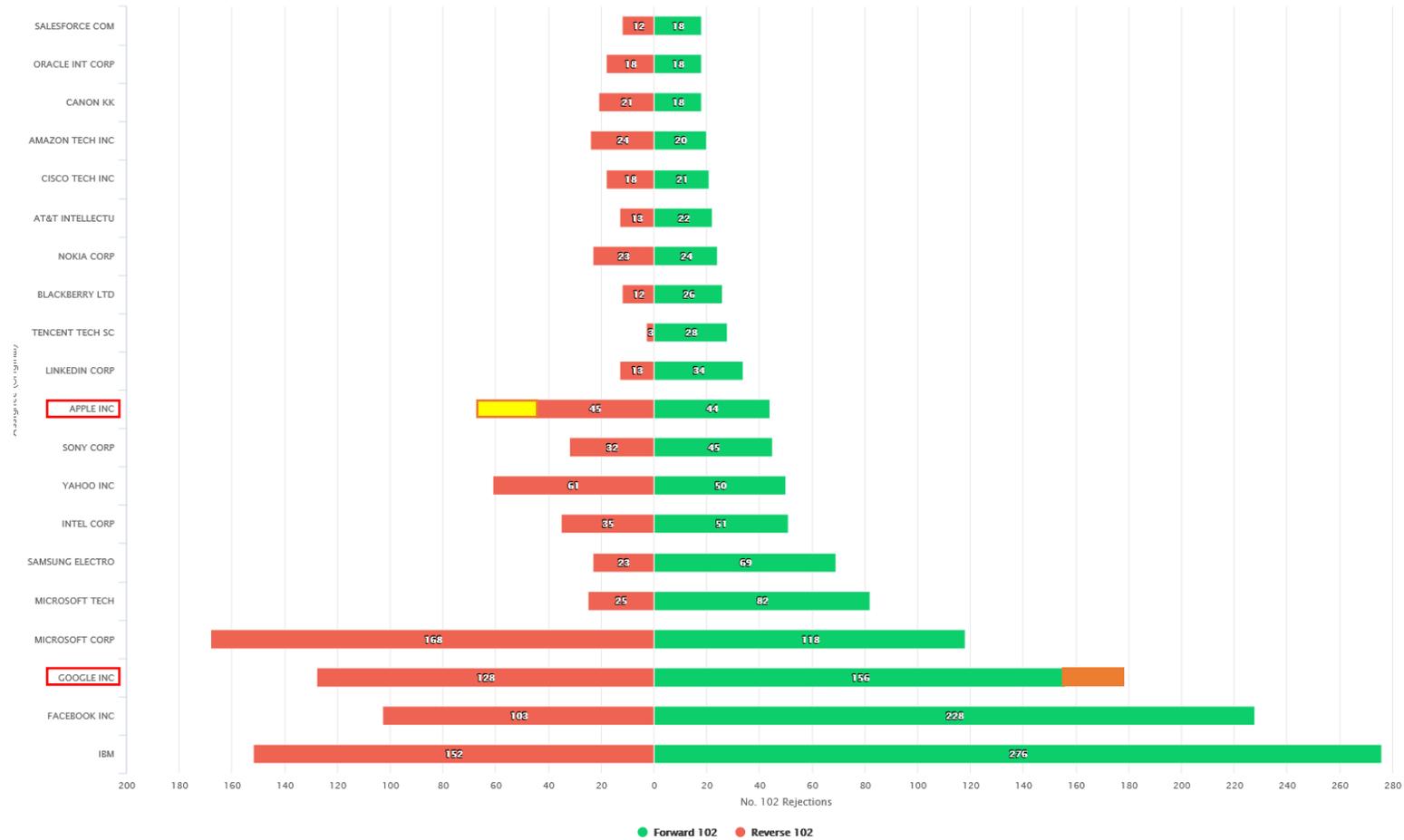


Restriction Requirement Activity



102 Rejection Tree

Forward and Reverse 102 Rejections by Assignee



Economic/Fiscal Distress Monitoring



Companies in Distress

- Up to a 3 years lead indicator
 - Change annuities
 - Change abandonments
 - Change filings patterns
 - Inventor loss
- More aggressive enforcement
 - Litigation
 - IPR
- Patent Sales

Companies in Growth

- Project new development + 3 years
 - Change of filing class
 - Change of prolific inventor
 - New prolific inventors
 - *Aggressive IPR in new class*
- New Trademark Filings
 - Goods Descriptions
- New Domain Filings
- New Tech Hires

Key Take-Aways

Dashboards allow In-House to monitor

- Competitor Portfolio
- Your Portfolio
 - Budget
 - Law Firm Efficacy
 - Impact

Dashboards are a timesaver

- Reporting to ExCom
- Identifying Problems/Opportunities

The Schwegman Analytics Advantage



SLW has been helping its clients find and improve high value patents for over 20 years and has invested heavily in its Analytics processes and tools for the last decade and is now expert at helping.

- More efficient work
- Shorter timelines
- Higher quality and key strategies
- IP Operations
- Fixed Fees/AFAs
- Tracking metrics
- Non-traditional providers

**Thank You For Your Interest
Questions?**

These materials are for general informational purposes only. They are not intended to be legal advice, and should not be taken as legal advice. They do not establish an attorney-client relationship.