

USING ANALYTICS AS A PATENT ANNUITY DECISION TOOL

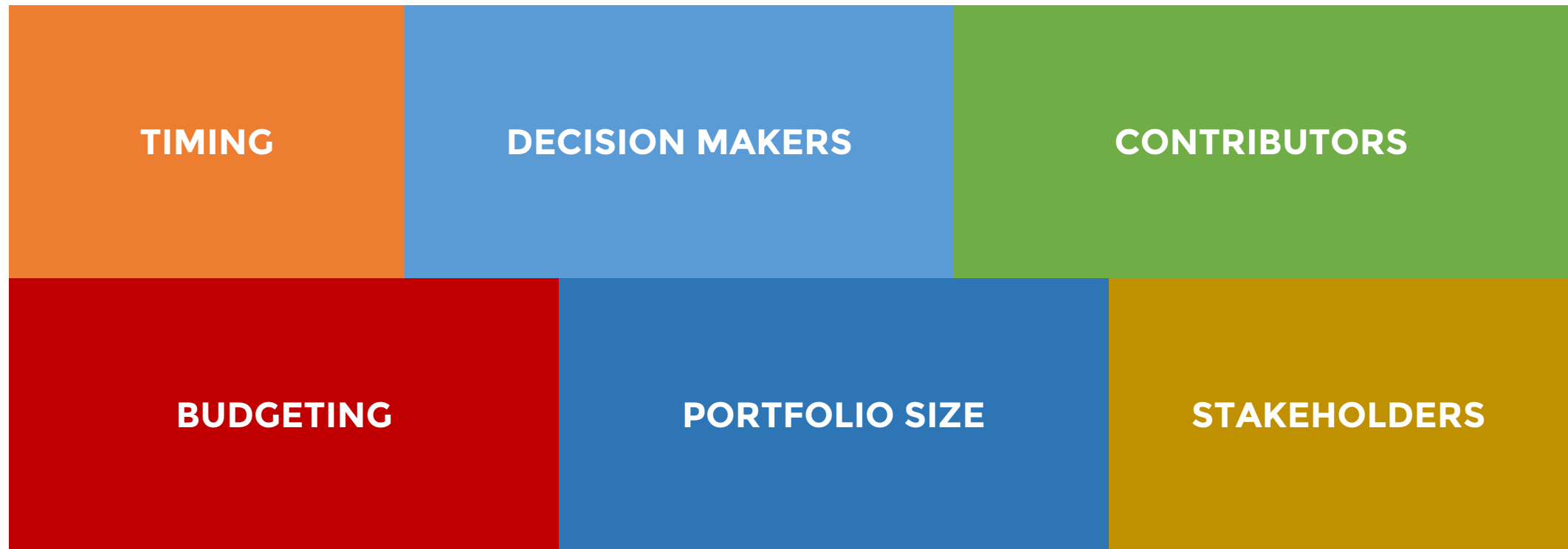


**THE ANALYTICS EXCELLENCE
WEBINAR SERIES**

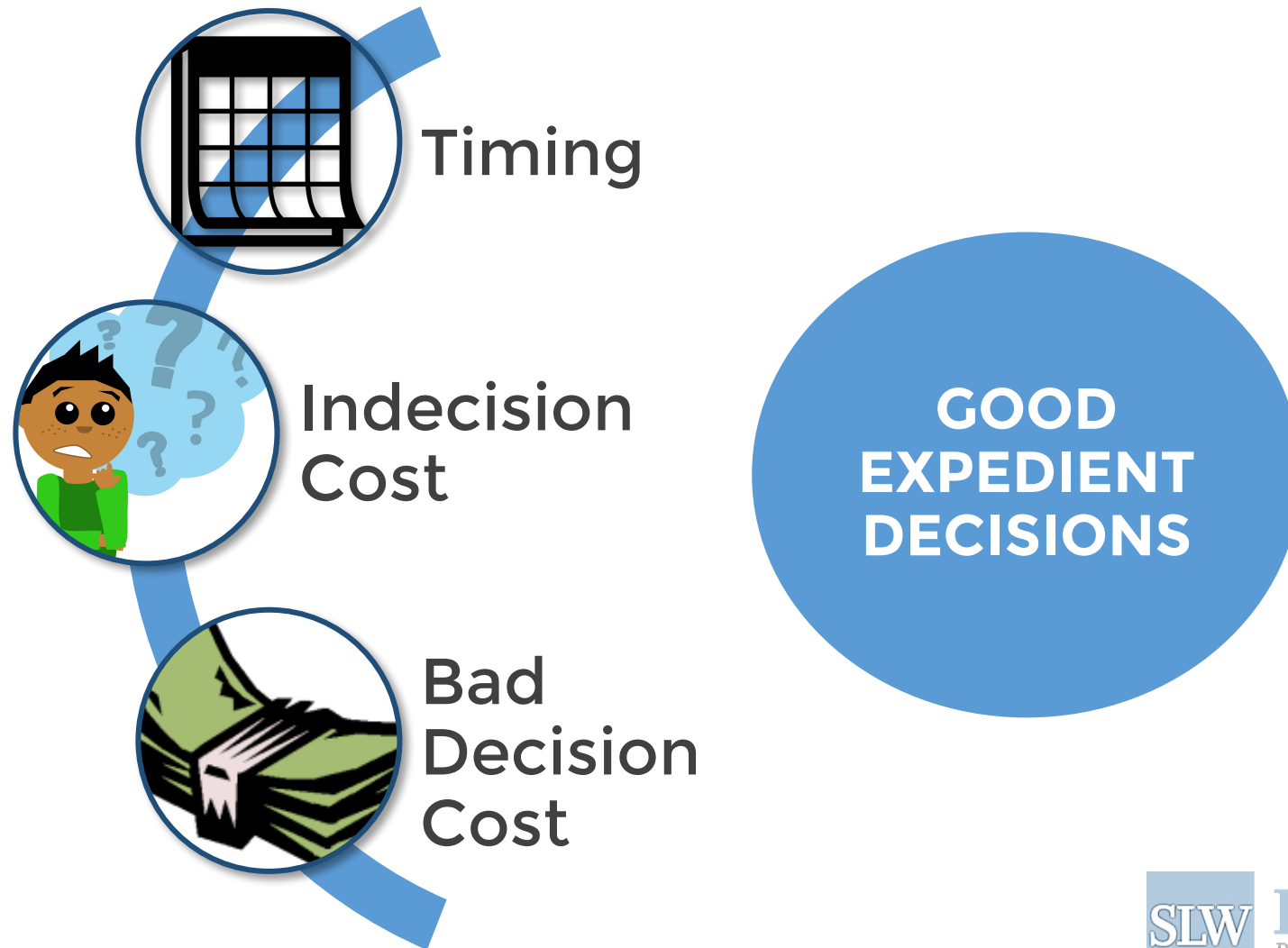
PRESENTER

- **THOMAS MARLOW, PRESIDENT, BLACK HILLS RENEWALS, LLC,**
formerly...
 - IP Director at Fairchild Semiconductor
 - Co-Chair, Patent Portfolio Management & Analytics SLW

ANNUITY DECISION STRATEGY



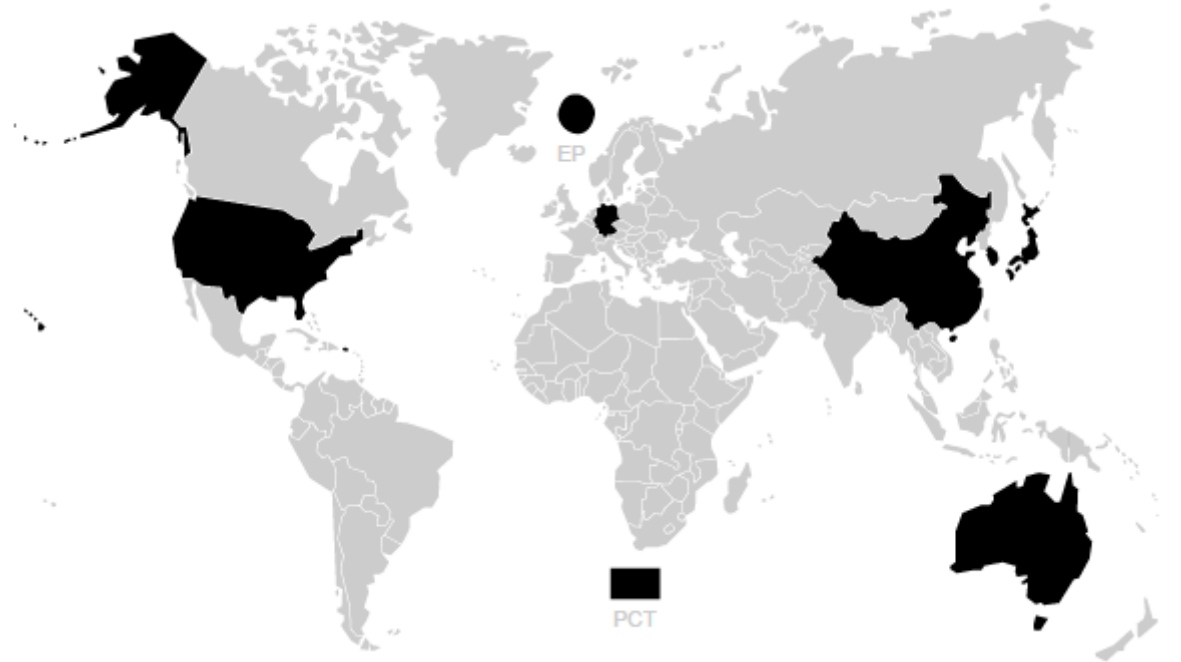
STRATEGY IMPACT



SINGLE PATENT DECISION AND ANALYTICS

- Family
- Foundational Nature (class, art unit)
- Competitor Activity (Class, art unit)
- Forward citation (who, amount, landscape and ranking)
- Tags & Notes (especially product relation, licensing, competitor coverage)
- Remaining Life
- Cost

FAMILY



FORWARD CITATION

Patent Citation Ranking

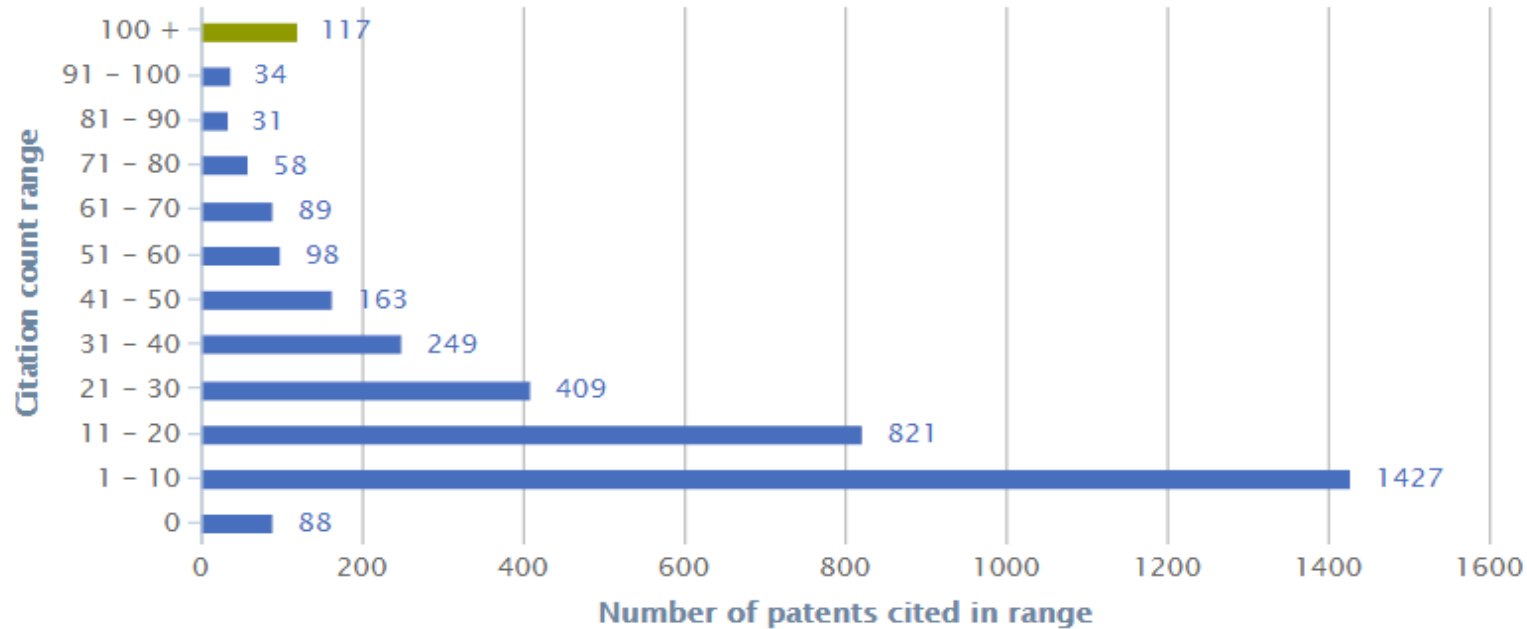
363 Citation Count

96.74 % this patent is cited more than

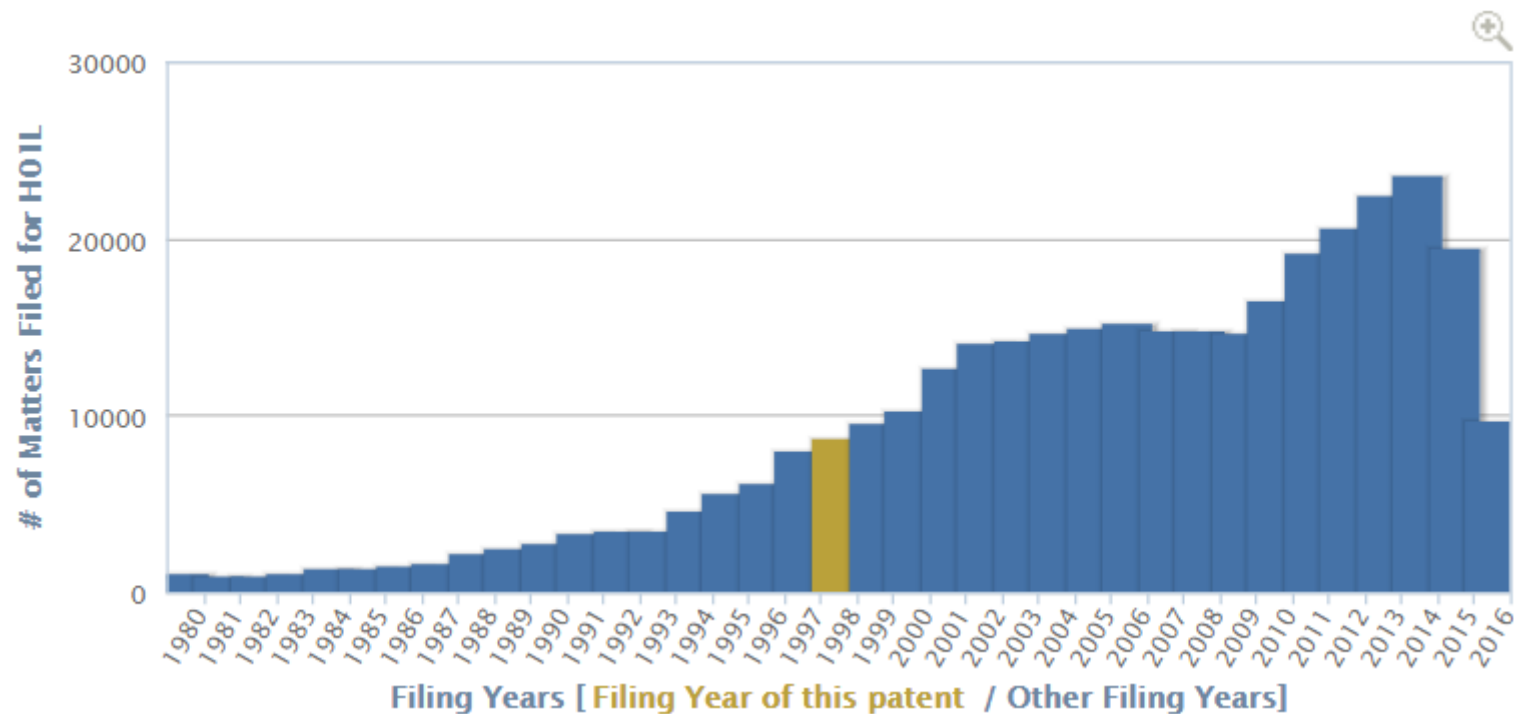
H01L Class

18 Age

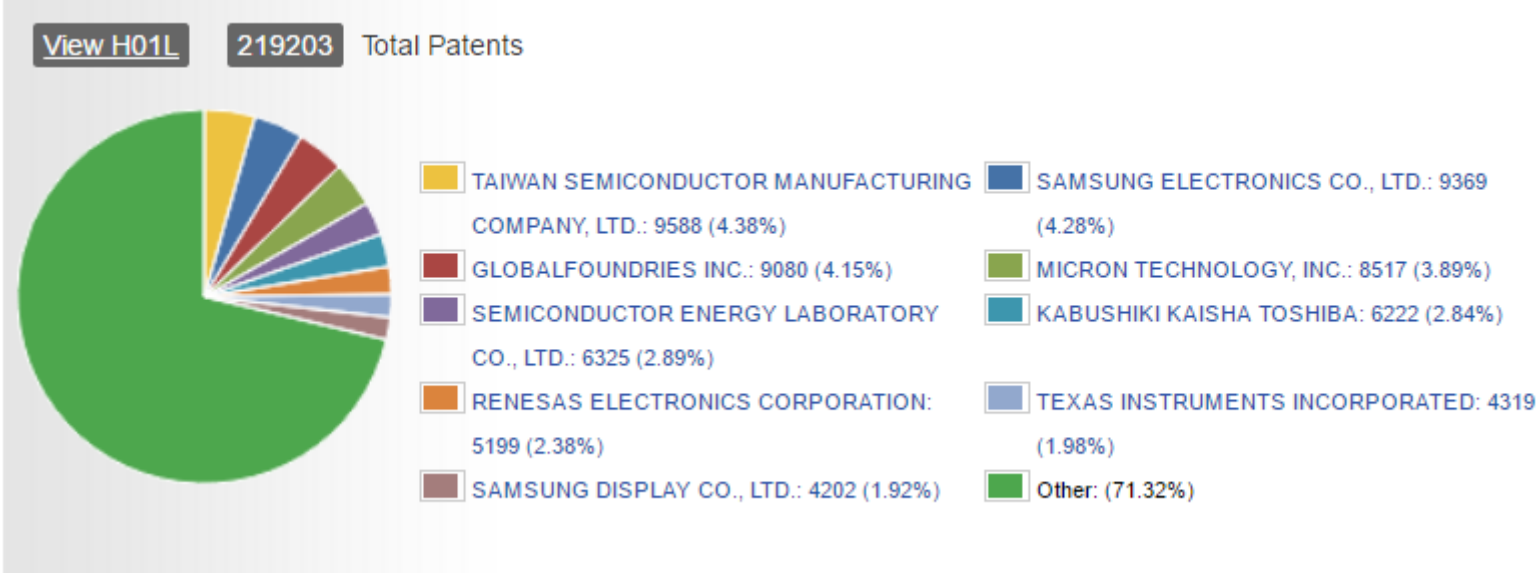
Number of patents cited in various citation count ranges



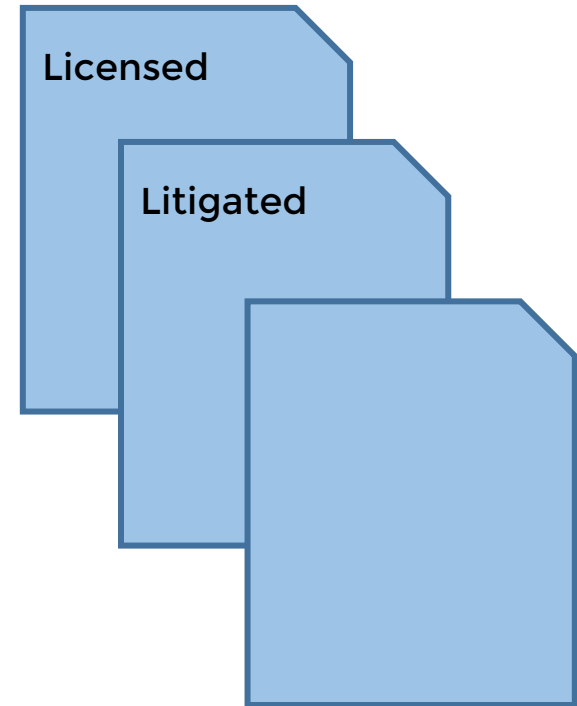
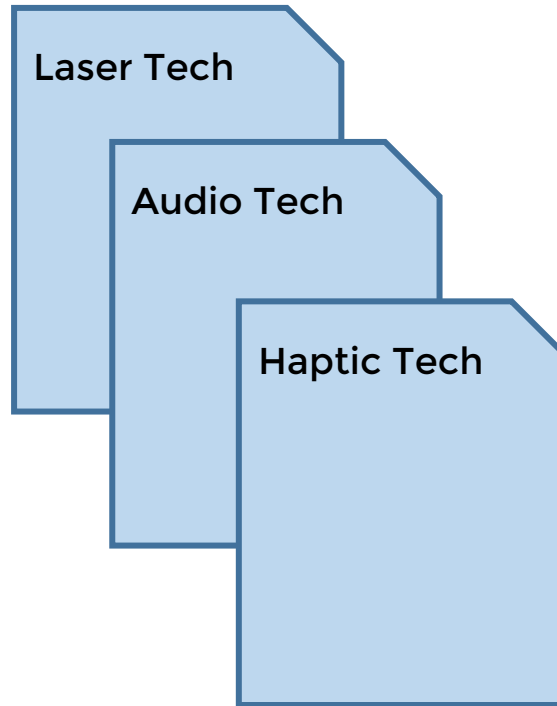
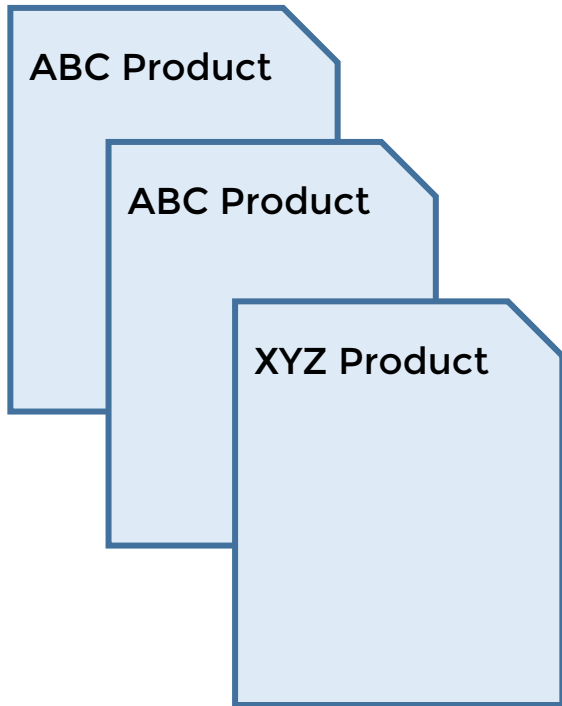
FOUNDATIONAL NATURE



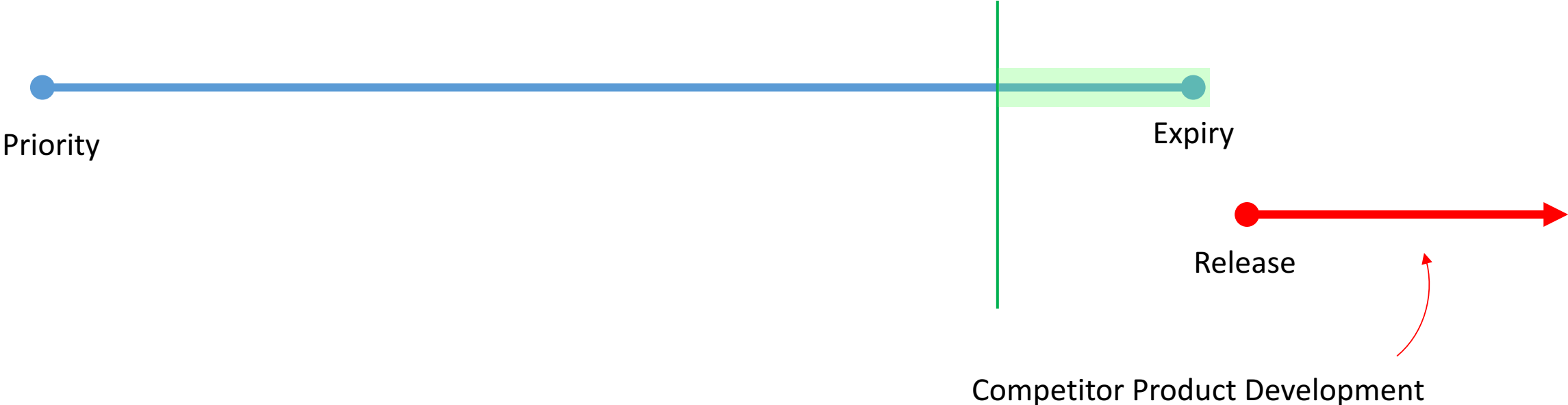
COMPETITORS



TAGS, NOTES



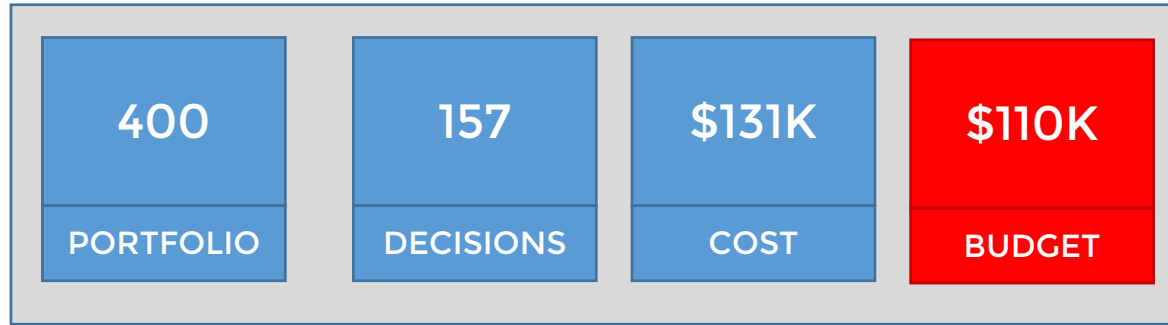
AGE



BULK DECISIONS & ANALYTICS

- Tech Class - starting point. Too imprecise to follow blindly
- Country - Market/competitive importance
- Tag - product importance
- Cost - Value of decision time

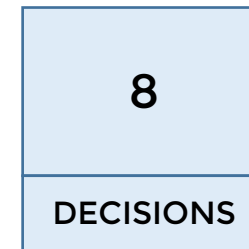
TECHNOLOGY CLASS, TAGS, COUNTRY



COUNTRY:
CANADA



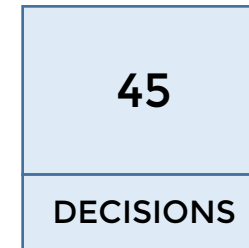
TAG:
CAMCORDERS



CLASS:
AUDIO DEVICES



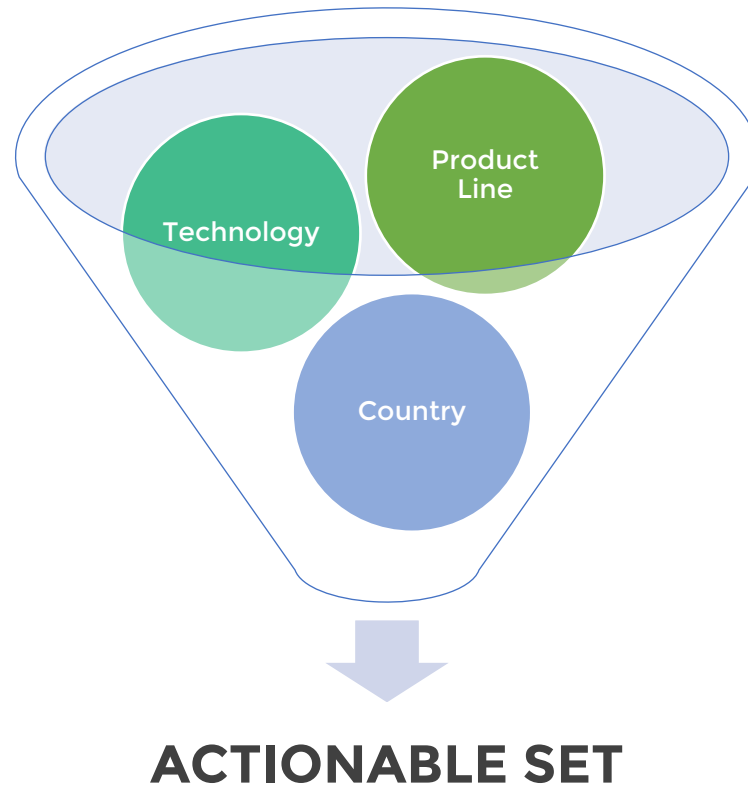
OWNER:
SUBSIDIARY XYZ



COST

- **PRIORITIZATION (HIGHER COST FIRST)**
- **DECISION TIME VALUE:**
 - Who will be involved in the decision. How much time. Equivalent hourly rate.
 - This defines the cutoff. Pay all below cutoff automatically.
- **NEVER USE SUNK COST IN DECISION**

MULTIPLE ITEM QUERY



SIMPLE TIPS

- **COST PRIORITIZATION**
- **BULK PRIORITIZATION**
 - Tag/class/country
- **FAMILY**
- **FORWARD CITATIONS**
- **FOUNDATIONAL NATURE**

- **ANALYTICS HELP PRIORITIZE. CLAIMS DRIVE THE DECISION.**