

Competitive Differentiation

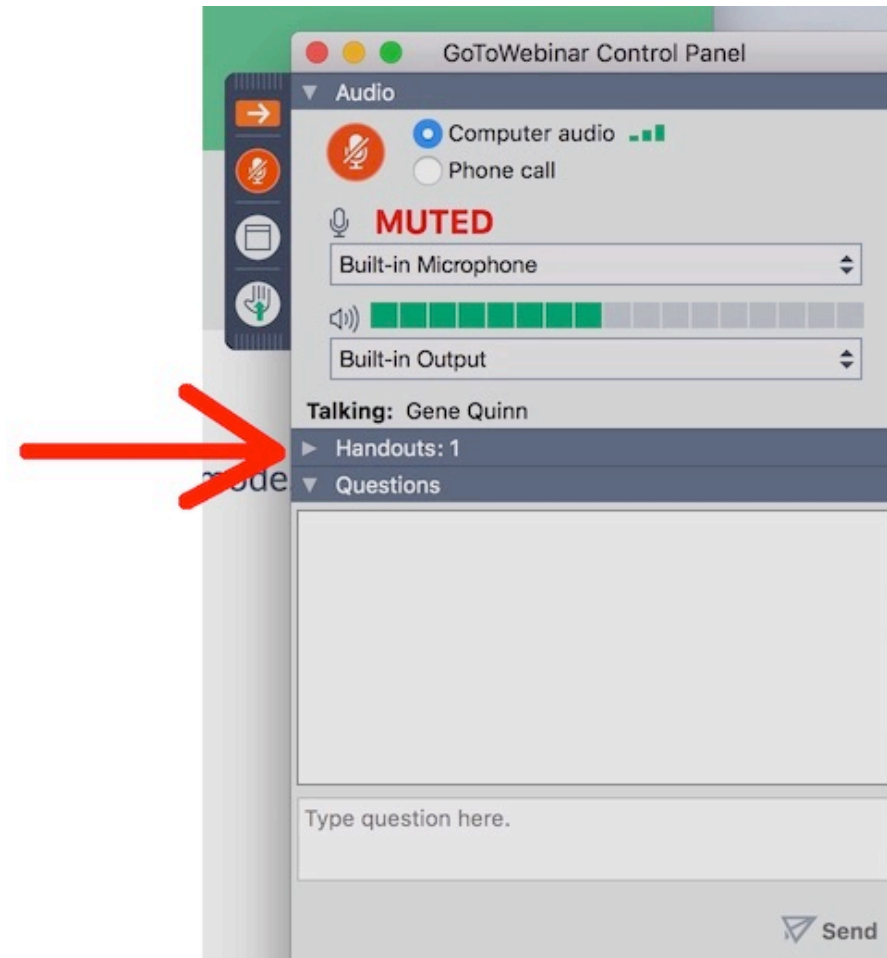
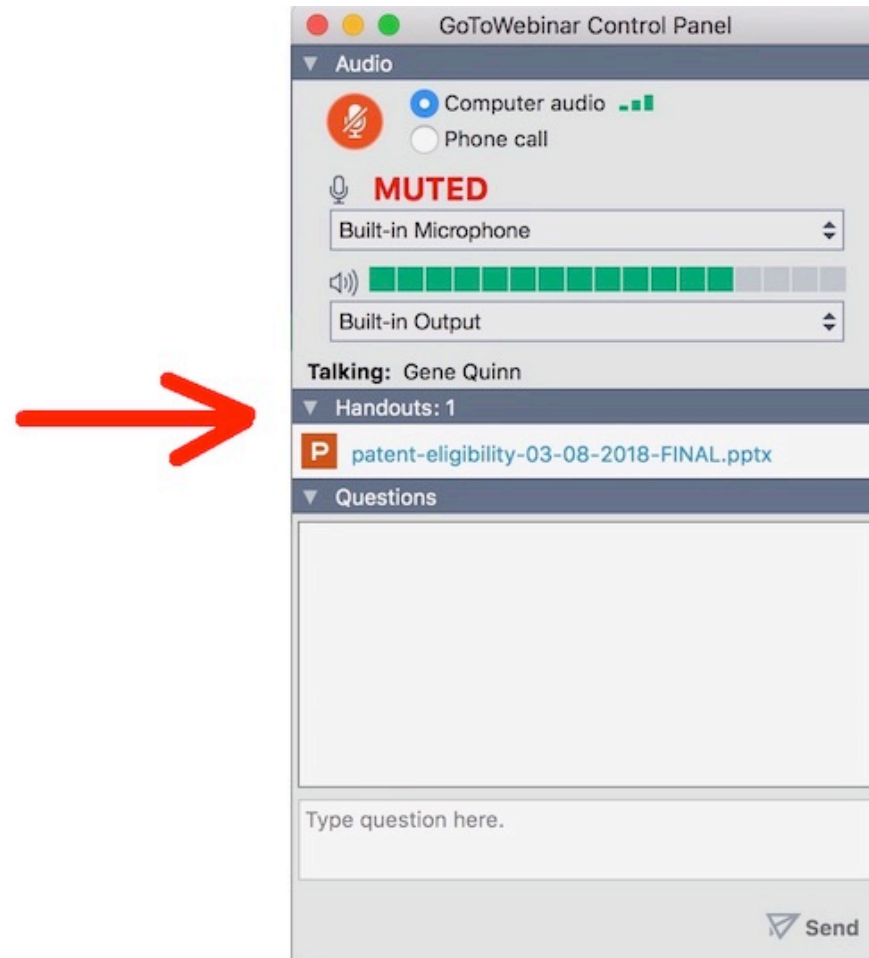
Through Big Data Analytics

June 23, 2020

Enabling proactive commercial strategy
and strategic decision-making with
effective communication between IP
leaders and the C-suite

Accessing this PowerPoint Presentation

Everyone will receive a copy via e-mail, with access to the recorded webinar.



Speakers



Gene Quinn

Gene is a Patent Attorney, the founder of IPWatchdog.com and a Top 300 IP Strategist. Gene writes about patent law, patent and innovation policy, proposed legislation, rulemaking, software patents and more. Gene has twice been named one of the top 50 most influential people in IP by *Managing IP Magazine*. And in 2017, 2018 and 2019 he was recognized by *IAM Magazine* as one of the top 300 IP strategists in the world.

Derwent



DJ Nag

DJ is the Chief Investment Officer at Ventech Solutions. Nag works with universities, federal labs and global research organizations to collaborate and invest in new ventures. Prior to joining Ventech Solutions, he successfully led technology transfer at The Ohio State University, Rutgers University and University of Nebraska-Lincoln. He is credited for creating more than 70 start-ups. In 2019 he was named by *IAM* as one of the top 300 IP strategists in the world.



Raymond Hegarty

Ray is an IP Coach and former Chief IP Counsel. He helps founders and CEOs of high-growth firms shape and implement IP strategies that support their corporate strategies. Hegarty is also the author of the best-selling Kindle e-books "Intellectual Property for Executives" (2018) and "Billion Dollar IP Strategy" (2019). He has been recognized by *IAM Magazine* for 10 years as one of the "World's Top 300 IP Strategists."



Vashe Kanesarajah

Vasheharan Kanesarajah is a senior member of the strategy team within the Intellectual Property group of Clarivate and plays a key role in the design and execution of the organization's market-focused strategy. He is an experienced patent and technology analyst and has previously managed the European patent analytics practice and was the principal consultant for Asia.

Competitive Differentiation Through Big Data Analytics

Enabling proactive strategy with effective communication between IP leaders and the C-suite.

Less than six months ago as we celebrated a new year no one could have predicted the massive disruption to the U.S. national and global economy that was less than sixty days away and would persist throughout Q2.

For companies to recalibrate, grow and thrive amidst these new economic realities that could have long lasting impacts, competitive differentiation is critical— perhaps now more than ever.

The ability of big data and analytics to boost competitive differentiation and help organizations stay ahead of change has helped forward thinking corporations for years and will guide those corporations through these tough times. Despite the power of big data and the analytic overlays increasingly available many still resist for a variety of reasons, particularly amongst IP professionals.

In addition to taking your questions, panelists will discuss:

- How patent information enables proactive commercial strategy.
- Alignment of IP intelligence with business intelligence.
- Actualizing better strategic decision-making using IP intelligence.
- Effective communication between IP leaders and the C-suite.
- How using big data can improve the quality of decision-making in the C-suite.

Getting IP into the C-Suite

1. What is the value of IP in the board room?
 - Does patent information inform commercial strategy?
 - Is strategy for IP active or passive?
 - How does thinking change: Product vs. Licensing Co.



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3. How can IP leaders more effectively communicate with the C-Suite?
 - Reaching the CFO is easier than the CEO.



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3. How can IP leaders more effectively communicate with the C-Suite?
 - Reaching the CFO is easier than the CEO.
4. Currently IP is a cost center for most companies. How can IP be elevated to a revenue center?
 - Companies such as Nokia, Philips, IBM are actively licensing but are product companies.
 - Companies such as Interdigital and Qualcomm are R&D licensing companies.
 - Non-practicing entities.
 - Defensive aggregation.
 - Patent pools.



Aligning IP Intelligence with Business Intelligence

Markets

<p>Create New Market, Target new customer needs</p>			<p>TRANSFORM</p>
<p>Enter adjacent markets, Serve adjacent Customers</p>		<p>ADJACENT</p>	
<p>Serve Existing Markets and Customers</p>	<p>EXISTING PRODUCTS</p>		

Use Existing Products Assets

Add incremental Products and Assets

Develop new Products and Assets

Product Development

Patent research & analytics needs

Horizon Scanning
Tech Monitoring

Competitor Intelligence
Technology Intelligence
Freedom to Operate

Portfolio Assessments
Licensing analysis

Derwent World Patent Index

The global standard in curated patent data

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43.3^M

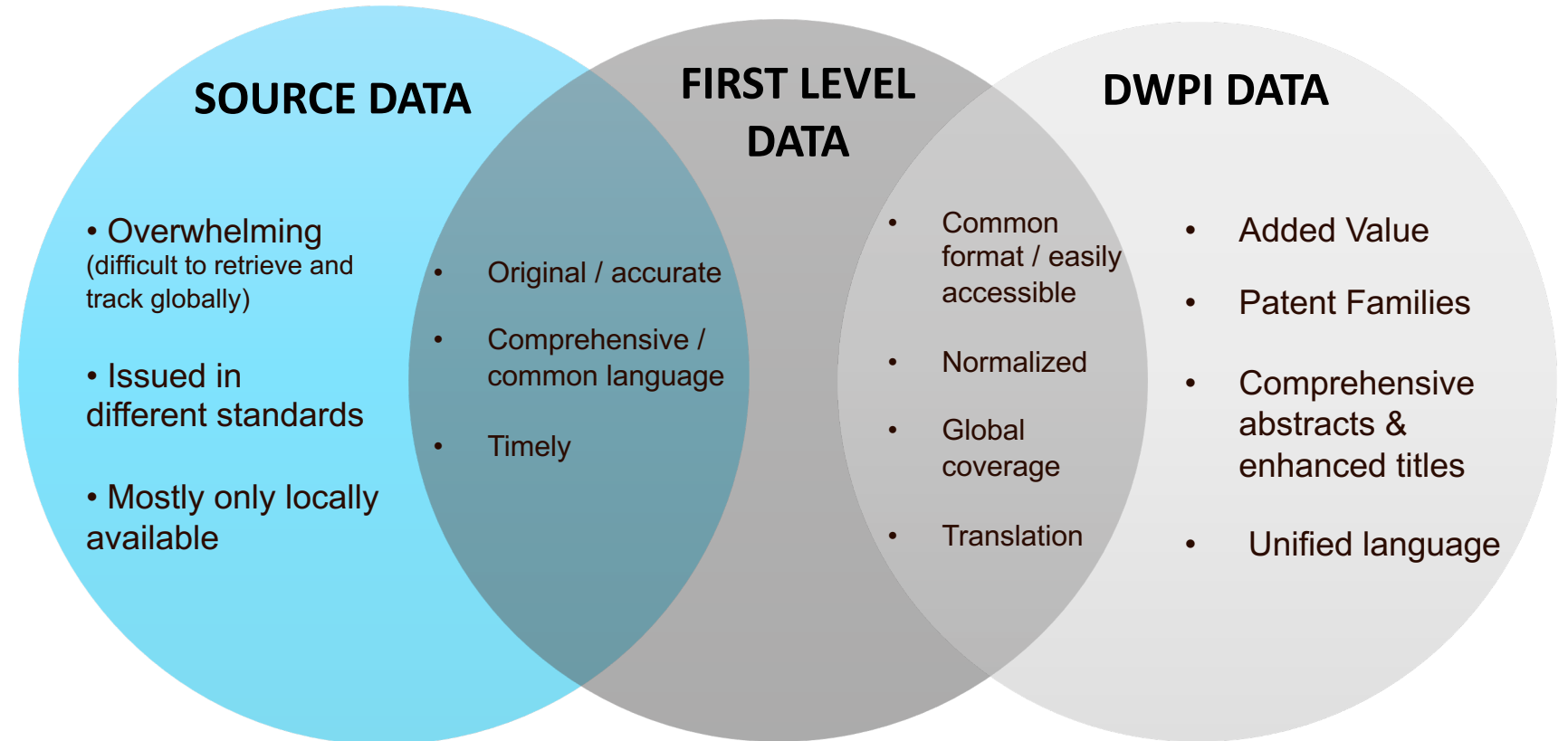
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Smart Data

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Powerful abstracts

The abstract is written in English by the editorial team according to clear rules defined in the abstracting rule book, so users can quickly discern key points.

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Fibre optique composite pour laser à confinement d'ondes de pompe et de laser, applications aux lasers

La présente invention concerne une fibre optique composite pour laser à confinement d'ondes de pompe et de laser, elle permet la réalisation de lasers à puissance élevée et peut être appliquée à la réalisation de systèmes lasers de divers types. Le terme laser recouvre toute application dans laquelle la capacité de la fibre à émettre de la lumière par désexcitation électronique d'éléments ayant préalablement été placés dans un état électronique excité, est mise en œuvre, cela concernant donc aussi bien les lasers que, plus généralement, les amplificateurs optiques. La fibre de l'invention bien qu'elle puisse être utilisée dans des lasers à émission continue, permet d'obtenir des résultats plus particulièrement intéressants dans les lasers impulsionsnels.

Le principe de fonctionnement du laser est connu, il consiste, d'une manière générale, à transférer une énergie dite de pompe à un milieu matériel pour placer dans un état électronique excité des éléments de ce milieu, créant ainsi une inversion de population, éléments qui retourneront vers un état électronique de base en émettant un rayonnement électromagnétique d'une manière cohérente et à une longueur d'onde déterminée grâce à une structure amplificatrice favorisant ces caractéristiques d'émission.

Toutefois, la conversion d'énergie n'est pas parfaite dans un laser. D'une part, toute l'énergie de pompe n'est pas utilisée par le milieu pour l'inversion de population et on exprime le gain G de l'amplificateur comme étant

TITLE - Composite optical fiber for fiber laser e.g. laser resonator, has pump guide sheath whose diameter is greater than core diameter and less than or equal to four times of core diameter that is greater than or equal to thirty five micrometers

NOVELTY - The fiber has a pump guide sheath (4) surrounding a core (2) and identifies unique inventive feature that characterizes the invention matrix of coaxial capillaries core material has doping diameter of the sheath is 4 to 4 times the core diameter that is greater than or equal to 35 micrometers.

DESCRIPTION - The doping units are placed in the excited electronic state by the preset wavelength, passing in the form of an optical signal of which is also included for a fiber Describes the inventive feature and covers all independent claims

USE - Used in a fiber laser e.g. continuous-wave laser, laser resonator and pulsed laser, for passing an optical signal to be amplified, where the laser is utilized for various field such as machining, surgery and medical imaging, a Includes all applications of the invention

ADVANTAGE - The fiber has reduced length, while having better active zone, where laser effect is produced, of high cross section. The large cross section of the fiber permits the fiber to serve as an amplifier for pulses, without reaching saturation effects. The fiber allows to produce high energy pulses, while conserving an excellent spatial quality and a capacity to produce high energy pulses, without requiring active cooling. The fiber does not provoke polarization phenomena and hence it is possible to pump the fiber with two polarized pump waves that are oriented perpendicular to each other, through a same side of an end of the fiber. The fiber can thus be pumped on its two ends, thus quadrupling the pumping power with respect to conventional pumping from the single end of the fiber. The fiber permits to manufacture high power lasers and laser systems of various types. Describes how the novelty is an improvement over prior art

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Patent portfolio assessment and benchmarking

- Portfolio assessments – SWOT and Impact
- Benchmarking
- Objective KPI
- Investment vs. Output

Comparative Analysis of Technical Approaches

	Your Company / Department			Competitor		
	Average strength			Average strength		
	Total records	score	% Recent	Total records	score	% Recent
Technology A	124	37.9	14	38	41.5	30
Technology B	62	39.5	80	42	55.3	31
Technology C	71	35.4	100	32	58.8	100
Technology D	94	36.9	38	103	61.4	15
Technology E	27	41.2				
Technology F	96	52.6	55	45	58.1	11
Technology G	58	18.8	15	120	22.1	48
Technology H	136	25.3	79	140	32	38
Technology I	52	51.5	8	12	66.8	12
Technology J	15	58.6	60	52	68.3	25
Technology K	160	23	33	192	73.5	75
Technology L	48	57.3	54	32	80.9	50
Technology M	26	34	47	5	47.9	12

Above average Invention Strength

Above 50% Recent Activity

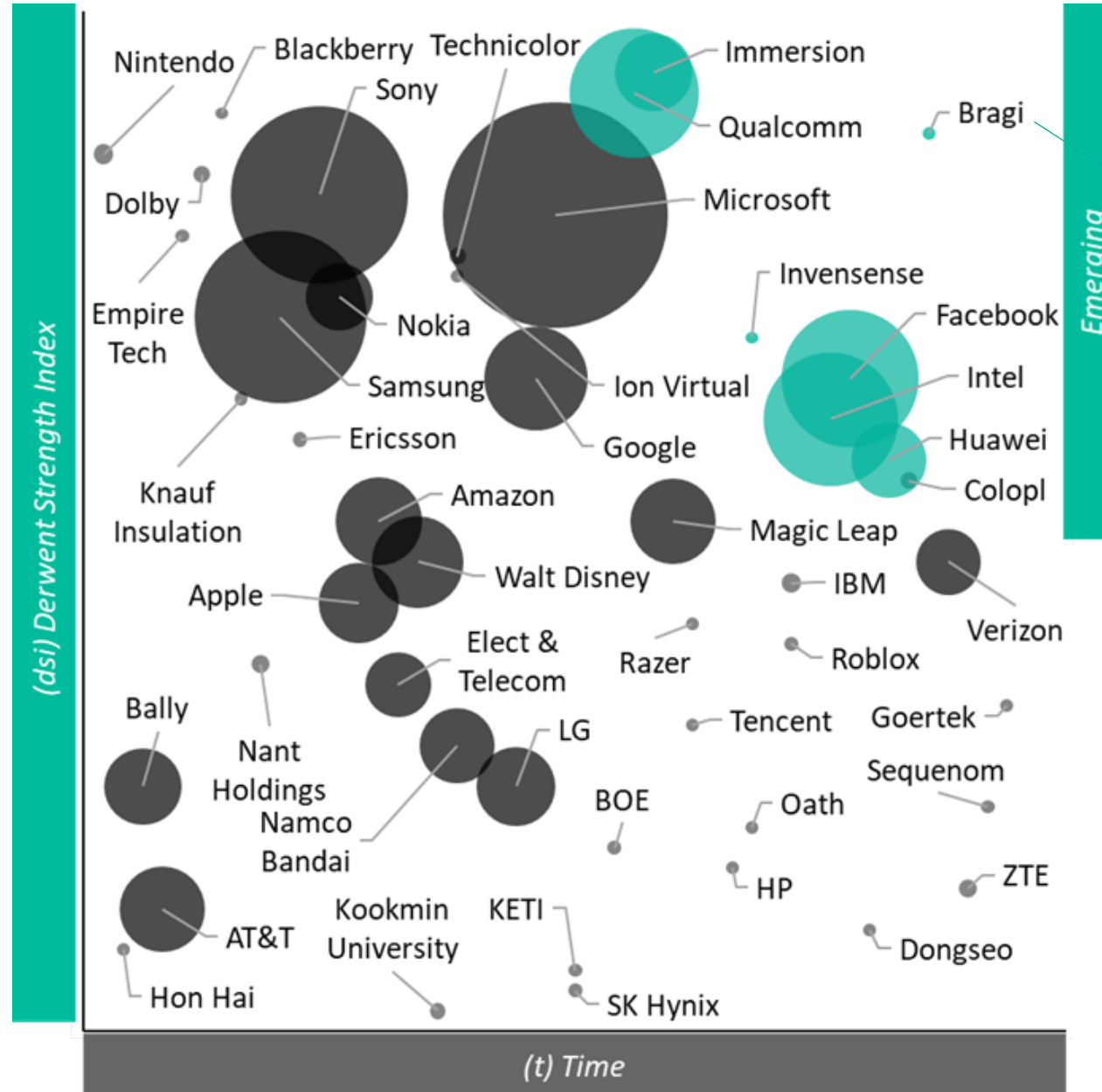
Convergence

2



Identifying and establishing relationships with innovation partners

- Technology and expertise identification
- Academic centres of excellence
- Customer Identification



Emerging Entity / Competitive Market model scatter plot.

Acquire /Partner

Competitive landscape of virtual reality for entertainment: Produced by Derwent Patent Analytics Services using DWPI Content via Derwent Innovation and structured using Derwent Data Analyzer

Insights dashboard on Derwent Innovation

Decision support intelligence

