

Rapid Automated Patent Analysis to Impress your Managers and Clients

Abstract

Patent Information analysis is conducted for a number of purposes. While some objectives are purely technical or legal in nature, most relate to business issues linked to matters of financial or market risk. Leveraging patents in support of such issues necessarily requires some level of presentation to managerial decision-makers, not all of who may be aware of (or concerned with) the nuances of thorough patent analysis.

In this workshop, participants will be introduced to patent analysis approaches designed to please senior and executive management. Subject matter will be related to extracting business insights from patent data and trends, and functional focus will center on:

- Automation of analysis tasks using Vantage Point, Excel and other tools
- Efficient assessment of patent quality and trends using common data sources
- Simplicity of communication using basic presentation tools.

Format will include lecture, demonstration and interactive group activity. By the end of the workshop, takeaways will include new approaches to:

- Increasing Speed and Use of Patent Analysis
- Incorporating Key Metrics & Measurements for Assessing Risk
- Developing Management & Client Presentation Templates

Instructor Biography

Barry Brager is the founder and Managing Partner of Perception Partners, www.perceptionpartners.com a global intellectual property (IP) research, transactions and consulting firm. Barry manages operations and is responsible for a global team of technical, business and legal experts that provide decision support products and services to address complex IP issues.

In addition, Barry developed and optimized automated tools for data and text mining of patents that have been used to analyze more than 200,000 patents worldwide and which have supported decisions related to more than \$1 billion in financial transactions.

Barry is active in the IP industry as the chair of the Small Business Committee of the Intellectual Property Owners Association and is co-chair of the Atlanta Chapter of the Licensing Executives Society. He is also a member of the Association of University Technology Managers, Society of Competitive Intelligence Professionals and Patent Information Users Group. In these groups and others, Barry is a frequent speaker on patent intelligence and IP strategy.

Barry graduated in 1992 from Temple University, and in 2003 completed Emory University's top 10 globally-ranked Executive MBA program, graduating first in his class.

Logistics

Date: Thursday, May 10, 2007

Location: Hilton Orange County

Early Bird Cost: \$395.00

Time: 1:00 PM to 5:00 PM

Room: TBD

Regular Registration Cost: \$495.00