

# ***Automating Patent Analysis for Competitive Advantage***

## **Abstract**

Patent information analysis is a critical component of decision-making in technology investment, business development and intellectual property enforcement. However, many of the key decision-makers central to these issues lack the skills to properly review the patent literature. Thank goodness for patent searchers and analysts – they often bring the expertise required to assess legal risk and technology value in a business context. Still, challenges remain for all parties related to the scale of the problem – how can more data from more sources be reviewed faster for deeper insights?

Enter automated patent analysis. From simple charting tools to categorizers and valuation algorithms, automation of patent analytics is commanding attention from those who drive open innovation, mergers & acquisitions, and portfolio monetization. In this workshop, participants will gain deep insight into the tools and methods that impress and engage executive management – because they get the job done at lower risk and higher value.

Workshop subject matter will focus on extracting business insights related to patents, and cover the automation of a range of techniques including:

- Charting, graphing and visualizing trends
- Analyzing patent legal, technical and business quality
- Identifying technology and business white spaces
- Clustering and classifying documents
- Calculating technology relevance and similarity
- Depicting organizational relationships
- Determining breadth of claims

The tools discussed will include a broad range of products, including:

- Paid and free databases, mashups and deep web content
- Mindjet MindManager®
- Vantage Point/Thomson Data Analyzer®
- Microsoft Excel®
- PatentCafe®
- SparkIP®
- And more!

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

- Assessing the risks and opportunities related to open innovation activities
- Estimating the strategic and financial IP value of acquisitions
- Quantifying patent monetization options such as license, sale or litigation

## **Instructor Biography**

Barry Brager is the founder and Managing Partner of Perception Partners, [www.perceptionpartners.com](http://www.perceptionpartners.com) a global intellectual property research, transactions and consulting firm. Perception Partners engages more than 200 business, technical and legal experts to quantify critical matters of risk and value in technology investment, business development, and IP enforcement decisions.

Perception Partners specializes in innovation analytics, ensuring that valuation decisions are based on facts rather than hunches. The firm “connects the dots” across disparate data sources to rapidly develop actionable recommendations that lead to higher value, lower risk transactions. Tools developed and optimized by Barry and his team have been used to analyze more than 250,000 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 will co-chair of the Licensing Executives Society Annual Meeting in 2008. He is also a member of the Strategic Planning Committee of the Patent Information Users Group. In these groups and others, Barry is a frequent speaker on patent analytics and innovation 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:* Saturday, May 17, 2008

*Time:* 1:00 pm – 5:00 pm

*Location:* Hyatt Regency Crystal City

*Room:* Jefferson Room

*Registration Cost:* \$495.00 (Early Bird Registration: \$450 through March 31, 2008)