

PIUG 2020 Annual Conference Workshop

Title: **Expanding Patentability: A *Novel* Approach Using a *Non-Obvious* Data Source**

Time and location:

Monday, October 26: 1:00pm – 1:50pm; Socio Virtual Conference App

Abstract:

A shared belief among patent researchers is that information enables decision quality and confidence.

Consider for a moment your organization's patentability decisions. The process likely involves a comprehensive prior art search, an analysis of prosecution histories of similar technologies, and an in-depth review of the patent's business case.

In spite of this approach, consider that more than 30% of patent applications to the USPTO are disposed or abandoned. One estimate suggests companies are wasting a combined \$1.2 billion every year on applications that never grant!

In this session, see how CPA Global's Innography can help you get ahead of self-citations and avoid wasted application effort and expense.

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Presenter:

Daniel Surwit, CPA Global

Background:

Daniel Surwit has been working with innovators and patent owners for over 5 years to understand their IP challenges and demonstrate the value of Innography product offerings and provide solutions. Daniel has been fortunate to work with a customer base ranging across tens of industries and professional disciplines, from Fortune 50 companies to startups, on a variety of matters ranging from data strategies to reports, presentations and other project deliverables.

Before joining Innography, Daniel was a Licensing Associate for MPEG LA and a Business Analyst at the University of Texas at Austin's Office of Technology Commercialization (OTC).

Daniel holds a Master of Science in Technology Commercialization from UT-Austin and undergraduate degrees in Political Science and French from Wake Forest University.