

PIUG 2021 Annual Conference Workshop

Title: **The Importance of Alternative Search Methodologies – How Ambercite can enhance your search capabilities**

Time and location:

Monday, May 24: 9:00am – 10:00am; Socio Virtual Conference App

Abstract:

The workshop will show how using Ambercite's AI assisted citation-based searching you can often find patents that are missed by language-based tools relying on keywords and semantics, and how using Ambercite in conjunction with language based tools can improve the quality and productivity of your search processes.

Presenters:

Mike Lloyd, Ambercite

Background:

As well as his role as Sr. VP, Business Development, Mike also acts as an IP economic consultant for various IP Law Firms and corporations. He brings extensive knowledge and experience of IP management, as well as more traditional approaches to patent analysis. Mike has advanced degrees and background in chemical engineering and IP law, and has studied and worked in New Zealand, Sweden, Finland and Australia. He's published in the areas of chemical engineering, patent management, patent value and the use of patent data in a wide range of publications and forums, and has presented on patent analysis at conferences worldwide.

Outside of work, when not helping out at his local junior athletics club, Mike loves riding – anything on two wheels.