Patent Intelligence for Innovators, Inventors, Makers and More – *Video Transcript*

Module 1: Course introduction: patent data for innovation intelligence

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Thanks for joining Innovation Academy. I'm Nasreen Bakht Brady, IP attorney and Senior Product Manager at PatSnap. This building blocks course is about how patent data can be used for innovation intelligence.

Innovation intelligence helps companies and individuals make smart, informed decisions throughout the innovation process - which tech areas to focus, where to allocate resources, opportunities to take, and threats to avoid. Business strategy to successfully develop, protect, and maximize commercial success of innovative technologies. And while patenting might be part of your innovation story, it might not. But either way, using patent data to gain insight has wide applications throughout the innovation process.

You may have taken other courses about the patenting process or Intellectual Property law, but this course is focused on patent and innovation intelligence – using patent data to answer questions and provide insight to make better decisions about innovating and maximizing the success of your innovative technologies.

This course will cover key opportunities throughout the innovation process to use patent intelligence and highlight several situations when patent data made a big impact.

The very basics of patents – their purpose and criteria - to help provide context as to why an organization or individual would seek a patent and understand why they are such a rich source for valuable intelligence.

The parts and contents of a patent document – including a metadata and anatomy guide available for download in resources

And the last section will match the type of patent data to types of insight that can be used in dozens of ways and supplement other innovation intelligence efforts.

Future and following courses will cover the mechanics of search and analysis to help unlock the insight that can be gained from patents that we'll discuss in this course. Additionally, future or following courses will cover other important data sources to consider for innovation intelligence and how disparate data sources can be linked to provide better understanding.