



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

Module 5: The insight to be gained from patent data

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Earlier, we walked through opportune times throughout the innovation process to use patent data. And, we've looked at data available from a single patent. Knowing what's there, we can start to imagine the intelligence possibilities and put the pieces of the puzzle together, combining the technical content and metadata for a set of relevant patent documents to answer important questions.

The relevant documents might be within a technology area, a company's portfolio, or some combination of both, for example Nike's golf patents. A certain timeframe or geography might be important or finding a meaningful set of documents may be defined by some of the more specific metadata mentioned earlier described – for example looking at the type of work a particular firm handles or for a specific examiner.

When you have a meaningful set of documents, the specific data you explore and analyze is guided by your goals. With the amount of data held in patents, there are many questions that can be answered or at least informed by patent intelligence. To help jumpstart your intelligence efforts using patents, we'll look at broad categories of types of insight to be gained and what data to look to and analyze.

The players

If your questions include 'who,' look to these people or company fields within patents.

- Companies or owners
 - original assignees for who developed and funded the technologies
 - current assignee for current owners, who may be different from the original assignees
 - co-assignment to show collaborators
 - Metadata on the companies, like size, industry, or type can be useful.
- Inventors can show expertise in a company or geography. Looking at networks of inventors can also show collaboration between inventors. Combined with assignee, you can see when inventors move from one company to another.
- Examiners
- Attorneys, agents, or firms

The tech

If your questions include 'what' consider the various ways to explore, monitor, understand, and segment the technology.



- Text of a patent – as we learned earlier, patents have titles, abstracts, descriptions, and claims
 - The text of the documents is a rich source for technology insight. Text analysis can show:
 - Main concepts
 - Segments or tech categories
- Other classification systems like IPC and CPC also segment the documents into categories for easier understanding and analysis
- Citations also show connection through technology and can be analyzed to see the evolution of technologies.

Origin and geography

If your questions include ‘where’ there are several ways to consider geography or locations from patents.

- Patent authority – where the patent was sought and/or granted (where the applicant is seeking a right to exclude others from making, using, or selling their technologies)
 - Priority authority
 - Inventor address
 - Original assignee address
 - Current assignee address
- Address information can show various aspects of origin. Where a technology was developed or where a technology was funded.

Time

If your questions include ‘when’ or looks to trends over time, consider the various dates to look to.

- Application date
 - Earliest priority date
 - Publication date
- And for patents that have granted:
- Issue date and
 - Estimated expiry date

Impact and quality

This is a bit of a catch-all in that a lot of metadata can speak to quality or impact of the patent documents.

- Legal status – whether it’s an active granted patent, expired patent, pending or abandoned application
- Detailed legal events
- File history
- Litigation
- Licensing



- Standard essentiality
- Number of or length of claims
- Family size
- Citation data

Depending on what you're looking for, each of these can be used to show importance or status and may be used in complex calculations or comparisons of strength or value. Certain items, like litigation and licensing, may not be too common and may serve as a flag of something important worth digging into.

Conclusion

In this building blocks course, we've discussed why patent data should be a part of your innovation intelligence strategy. We considered opportune times throughout the innovation process to use patent intelligence, what patents are and their purpose, patent criteria, and their parts. Lastly, we looked at the data by who, what, where, and when to start thinking about how you can utilize patent data to gain meaningful insight. By now, you may be considering the important insight held within patents for you and your business, but before you go, take the quiz to check your knowledge and to complete this course.

Separate foundational courses will cover other data sources beyond patents to consider to strengthen and improve your innovation intelligence as well as tips and the mechanics of searching analyzing the data.