

VENDOR VOICE\*

# LEXISNEXIS® PATENTSIGHT® IS PROVIDING AN IN-DEPTH VIEW OF INVENTION AROUND THE GLOBE

The analytics platform makes identifying, assessing, and comprehending patents in a larger context easy for legal information professionals.

## LEARN MORE

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*\*Vendor Voice is a paid sponsorship content opportunity for legal industry vendors.*

Patents can be a robust source of information—offering clues about what technologies and regions a company is targeting, trends that could disrupt an industry, and other useful data.

Tapping into those insights, however, isn't always easy, given the sheer number of patents that are produced—globally, more than 15 million active patents currently exist—and factors such as language barriers, which can make understanding what a patent is about and how important it is challenging.

To help legal industry members, company executives and other legal information professionals make better, more informed innovation and investment-related decisions, LexisNexis® has offered PatentSight® since 2018. (Learn more about PatentSight at [bit.ly/MA22PatentSight](http://bit.ly/MA22PatentSight).) PatentSight is a patent analytics platform that was originally developed from university research conducted more than a decade ago.

AALL Spectrum recently spoke with Marco Richter, global lead, product and customer success at LexisNexis® Intellectual Property Solutions, about the unique comprehension level PatentSight can provide; what factors the solution considers when evaluating an invention;

and why tools such as PatentSight most likely will not obliterate the need for legal information professionals or attorneys anytime soon. (Learn more about LexisNexis® Intellectual Property Solutions at [bit.ly/MA22IP](https://bit.ly/MA22IP).)

### WHAT TYPE OF INFORMATION DOES PATENTSIGHT PROVIDE?

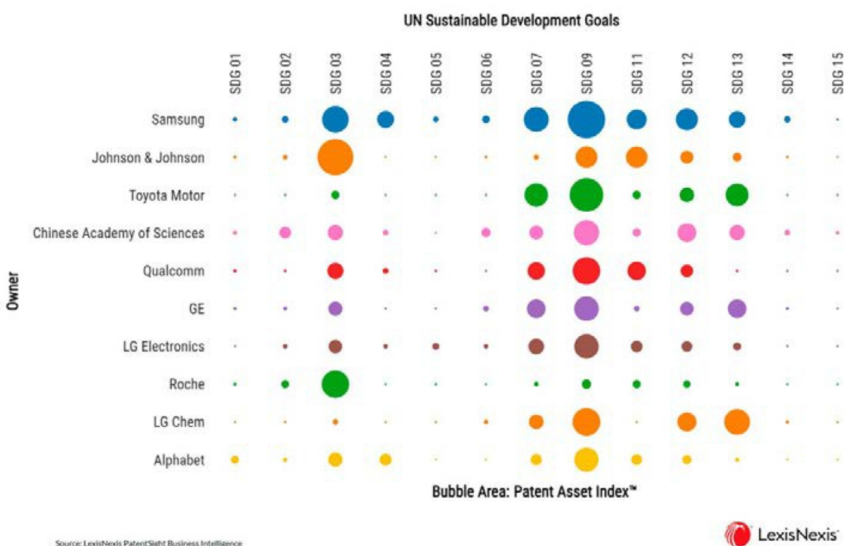
We have introduced a novel, scientifically developed and reviewed, widely accepted indicator called the Patent Asset Index™ that lets us determine the strength of a patent. It gives a relative score of the commercial and technological value and advantage of an invention.

The Index helps patent departments analyze patents in a way that becomes comprehensible for decision-makers. With portfolios, the value isn't necessarily determined by the number of patents. There's scientific research that says between five and 15 percent of a company's patent portfolio makes up the holder's entire competitive advantage. That doesn't mean the other patents are completely useless; but it's a couple of core patents that generate a major advantage.

### HOW IS THE PATENT ASSET INDEX SCORE CALCULATED?

It's based on two indicators. One is called technology relevance, which measures all the citations a patent receives. We are mainly looking at patent office citations. The older a patent gets, the more citations it will likely receive just because it's been out there longer; you have more of a chance to be cited. So, we must correct for the age of the patent.

We also compare a patent to other patents in the technology field it's in. We want to



PatentSight offers objective patent analyses abilities that can show how organizations are contributing to the United Nations Sustainable Development Goals—the 17 social, economic, and environmental objectives the UN introduced in 2015.

make sure we are always comparing apples with apples. You need to put the different citation practices into relation. While the patent system is uniform around the globe, there are differences in how it comes to life; for example, the way the patent examiners cite and search prior art. We are also correcting for that.

The Index is basically building averages across the data. We are letting the data correct itself. At the end, we get an indicator that shows us how much more relevant a patent is than a patent for another invention in the same technology area that's the same age. When I see a patent with the technology relevance of three, I know it's three times more relevant than the average patent in its field.

#### DOES THE SCOPE OF INTERNATIONAL PATENT PROTECTION MATTER?

The second indicator that goes into the Patent Asset Index, market

coverage, looks at where in the world patents are in force and protecting an invention. We look at the economic potential of these countries by using World Bank data and the gross domestic product across the countries a patent is active in.

Companies make very deliberate decisions about where they file and maintain patents, because it costs a lot of money to do so, and it's a decision that is basically repeated every year, for every innovation in a company's portfolio. The market coverage score gives us the economic potential of a patent.

We get the inside view of a company and the strategic thinking about its technological assets. We combine that view with technology relevance, and that gives us the overall competitive impact of a patent family.

#### WHO USES PATENTSIGHT?

In corporations, it's mainly the IP departments and Resource and Development

department—the typical function would be the patent analysts reporting to the head of IP. They would relay that information to business managers, and often to the C-suite. In-house patent attorneys would look at the data; patent researchers will also conduct an analysis.

That's on the corporate side. On the law firm side, it ranges really from librarians to paralegals, associates, patent attorneys—but the patent attorneys probably would ask librarians or paralegals to do the analysis and will discuss the results with them before presenting them to the IP department or managers at corporations.

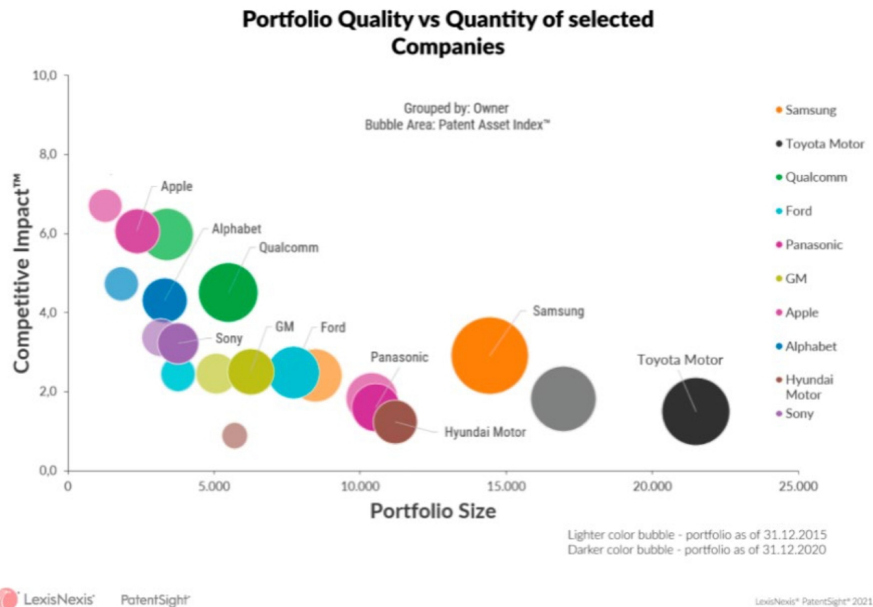
#### DO PROFESSIONALS IN ANY OTHER INDUSTRIES UTILIZE THE PRODUCT?

We also have users in government bodies—for example, the European Commission, people such as policymakers, and at patent offices around the globe, as well. They often have IP analytics departments and provide governmental support and sometimes commercial services to the private sector.

#### HOW DO LAW LIBRARIANS USE THE PRODUCT?

There are different use cases. Companies, for example, would do benchmarking. They want to understand their competitors better, either in different technology areas or as a whole—or they want to understand, “What do my competitors see as important markets? Where did they protect their intellectual property? Who are the top inventors in a certain area, and who could I recruit?”

Mergers and acquisitions (M&A) work is also a very prominent use case. In M&A scenarios, the data can be used to find and prioritize interesting M&A



The PatentSight patent analytics platform can be used to assess patent quality and measure patent portfolio strength.



targets. It can be used to do a Strength, Weakness, Opportunity, and Threats (SWOT) analysis on the target—what risks are there in the portfolio? Another frequently asked question is “What opportunities are there in licensing?” Librarians would support licensing use cases with the data. You can use patent data and analytics to find potential licensing partners for technology you want to license; or the information can support licensing negotiations.

A company may be approached by another company and asked to pay royalties—and you can use patent data to negotiate the royalties in a more objective way than saying, “I think this is worth \$5 billion.” The librarian, of course, is never doing these tasks in a vacuum. It’s in a concrete scenario described by the customer, be it an internal one or ultimately an external corporate customer.

#### **WERE LAW LIBRARIANS INVOLVED IN PATENTSIGHT’S DEVELOPMENT IN ANY WAY?**

We have received much more exposure to the legal industry over the course of the past three years. The PatentSight product and data were acquired by LexisNexis in 2018; that basically opened the door for us to the legal market and legal community.

We have legal user groups that we actively go to and source feedback from—what we call product discovery. The industry

has, especially over the past three years, been very actively engaged in helping us steer further development of the solution.

#### **DO ANY EMERGING TECHNOLOGIES, SUCH AS ARTIFICIAL INTELLIGENCE (AI), PLAY A ROLE IN PATENTSIGHT’S ANALYTICS PROCESS?**

We have a team that is solely working on content enrichment; and even in areas where we use AI and machine learning, we often have a human touch involved to provide the best level of accuracy possible. We leverage these new technologies and their capabilities, but we are also the ones doing the work.

It’s well-known where the limitations of these technologies are. There are just things that humans are still better at. If we are talking about the legal industry—but I also see it with in-house patent practitioners, and people in any sort of in-house role; not necessarily a lawyer—you sometimes still come across an apprehension about technology. Often, it’s about the fear of change and thoughts like, “Maybe that type of automatic analysis replaces my skill.”

I can tell you it’s quite the opposite. The true value of these solutions comes to fruition when this data is being run and operated by a human brain—the person in front of the screen who connects the dots. We are still years away from fully automated processes providing that insider in-depth knowledge about a company and its customers that is so valuable when you connect it to what you are seeing on the screen.

Even with robots, somebody must put them in place, and somebody has to make sure they are lubricated. These discussions were always coming up over the past hundred years—“If X happens, then we don’t need these people anymore.” Well, guess what?

When X came, people went and worked on something else. We can probably have a daylong debate about automation taking over, and in 50 years, everything might be different—but we have yet to see those changes occur.

#### **SEVERAL COMPANIES AND LAW FIRMS HAVE PLACED AN EMPHASIS ON COST-EFFICIENT DELIVERY OF LEGAL SERVICES IN RECENT YEARS. HAS THAT BEEN A SELLING POINT FOR THE PRODUCT?**

Absolutely. If I take on a patent portfolio—let’s say with around 20,000 patents—that can easily cost tens of millions of dollars just to maintain next year, without adding a new patent.

Finding portfolio optimization—for example, what are the lower-value patents that I may not need to maintain anymore to save me renewal fees next year—could be added to a list of projects for librarians.

Also, regarding efficiency, we solve so many problems that you face with legacy tools, such as determining the legal status of a patent. With one click, I can get all the basic information about a company’s patents with PatentSight—which, for law firms, is nice. Because if I want to win Apple as a client for filing and prosecuting their patents, it puts me in a great position if I can go in to pitch them and be well-informed about their portfolio.

At the click of another button, you get an entire workbook that gives you a 360°-view regarding strengths, weaknesses, opportunities, and threats around the portfolio. If you are a partner in a law firm and want to generate new business, patent analytics can be a really, really valuable proxy for that. ■

#### **PATENTSIGHT: FAST FACTS**

**Year founded:** 2008

**Analytics software  
launched:** 2010

**Offered by LexisNexis:** 2018

 Information Management

 Research + Analytics