

INNOGRAPHY[®]
A CPA GLOBAL COMPANY



THE INNOGRAPHY
DIFFERENCE

THE DIFFERENCE IS IN THE MANY, MANY DETAILS

Every patent search and analysis software claims to offer an edge. But how they actually improve certain aspects of your business, add tangible value, or even integrate into your current workflows, tends to be less clear.

This brochure is designed to paint a realistic picture of how Innography maximizes the value of innovation by helping IP managers,

inventors, product owners, dealmakers, and innovation leaders spend time sharing analysis and powering decisions that drive your business rather than sifting through piles of inaccurate and incomplete data. Because in an industry where there's often no prize for second place, even the smallest advantage matters.

"I would say that in terms of impact, Innography is very much part of our process for evaluating new innovative ideas and assessing companies as potential customers, competitors, or acquisition candidates."

Team Lead, Global Knowledge and Master Data Services,
Technology and Manufacturing Company

INNOGRAPHY®

FOR BEST RESULTS, APPLY INNOGRAPHY OFTEN

This guide is divided into six areas of use. Dive in to understand some of the ways our product suite uniquely supports our current customers to make better business decisions.

USES INCLUDE:

- Competitive Intelligence
- Portfolio Management & Maintenance
- Innovation & Idea Development
- In & Out-Licensing
- Mergers & Acquisition Due Diligence
- Assessing Litigation & Infringement Risk

INNOGRAPHY®

COMPETITIVE INTELLIGENCE

SOURCE(S)

WITHOUT INNOGRAPHY

For every company profile you want to create, you spend hours on hours pulling together information in a very painstakingly manual way from tens of hundreds of different sources, such as patent and trademark offices from around the world, Public PAIR, LinkedIn, company websites, subsidiary websites, financial and investor documents, legal and court filings, and more.

WITH INNOGRAPHY

Type in the name of a company of interest to find a complete profile of aggregated information. Company names are normalized and include any subsidiaries/parents, so you're able to see the ultimate parent's portfolio, at a glance. In addition, information is correlated to offer a robust overview, including litigation, trademarks, patents, financial information, estimated portfolio spending trends, and company-level citations (both forward and backward).

DATA ACCURACY

WITHOUT INNOGRAPHY

After spending many hours collecting information from various sources (including ones that have supposed "corporate hierarchies", only to find it is still "make your own" mashup), organizing it in a central spreadsheet, filling in gaps, and fixing errors, you can finally begin your analysis. You rely on your advanced skills for working with spreadsheets or various databases to do basic analysis. But, after all this effort, concerns arise from stakeholders about whether the information is accurate and/or complete enough to base costly decisions from.

WITH INNOGRAPHY

Processing search requests literally takes seconds, and the results are completely correlated and current (within a few days). If anything ever doesn't look right, you can report it right in the software, and the support team will investigate immediately. All this can be done at the speed you need with the ability to look 1-3 product cycles ahead, up-to-date dynamic dashboards, and alerts of new relevant information.

What you don't know can hurt you.

Offering powerful insights into your risks and opportunities, competitive intelligence is essential for anyone interested in a proactive, strategic IP approach. Here are just a few ways Innography helps you conduct and maintain an edge easier than ever before.

COLLABORATION

WITHOUT INNOGRAPHY

Whether you have a centralized team or dedicated product owners and managers developing your competitive insights, you're preventing efficient sharing of information—storing a lot of valuable, hard-earned information in email inboxes.

WITH INNOGRAPHY

The platform is designed to enable all product stakeholders to be as informed and engaged as desired or needed. Conduct quick analyses of changing markets, competitors, and new entrants, and simply share your insights across the company using project spaces and shared tagging. You can also engage third parties with results, especially important for licensing activities.

VISUALIZATIONS

WITHOUT INNOGRAPHY

If you manage to get all the data into a usable format, you'll want to create visuals and/or charts to illustrate any insights or trends. But because you're likely using the same templates over and over again, it's tough to see the data in a new way and you may miss the nugget that matters.

WITH INNOGRAPHY

Study your analysis from every possible angle with over 70 visualizations to choose from, developed hand-in-hand with our clients who told us what matters most in their analysis. With instant formatting, you have the flexibility to tweak your search for any reason.

How you're gathering competitive intelligence today (if at all) is a lot of effort for not much payoff. By tapping into the power of IP data, Innography's quick and intuitive software ensures nothing will get past you (especially your competition).

PORTFOLIO MANAGEMENT & MAINTENANCE

Creating efficiencies for big time savings.

With the advances of big data and technology, patent owners can get more value out of their patents than ever before. But only those that embrace a more sophisticated and strategic IP management approach will be able to realize the full potential of their individual patents, and portfolio, as a whole. Here are just some of the ways we help you do that.

STAYING CURRENT

WITHOUT INNOGRAPHY

The only time you get updates is when you manually pull the data. More often than not, this means you're getting the information as a response to something (i.e., after the fact). Even then, it's common for different people to attempt to pull the same information from a single system—but since you're likely using different methods, you'll likely net different results.

WITH INNOGRAPHY

Customized alerts automatically send the most current information on any content you want (search, patent, litigation, or company level) at the frequency you want. You can also tailor the alert further, including what to specifically track and who to share the alert information with. So everyone is working from the same, current information.

PRIORITIZING

WITHOUT INNOGRAPHY

Without having basic objective criteria to inform your decisions around filing, prosecution, renewals, or licensing, you resort to the knowledge you have on-hand, and even your own instincts to manually organize and analyze your entire portfolio.

WITH INNOGRAPHY

With the ability to rank and sort the patents in your portfolio based on metrics you set, you can then prioritize your portfolio or a section of it based on a standardized approach. To take this even further, you create custom fields that automatically pull internal information from your docketing system to allow you to see private and public IP information side by side to make more informed prioritization decisions for your portfolio. This is key for efficient review, especially as you are inevitably tasked with doing more and more.

PORTFOLIO AWARENESS

WITHOUT INNOGRAPHY

You review documents and cases individually, without looking at how they all work together. In this narrow view, it's impossible to identify sweeping trends or issues that may be reoccurring across your portfolio or in a specific technology space.

WITH INNOGRAPHY

A business intelligence approach enables you to analyze your entire portfolio, using powerful visualizations to easily determine your own trends, identify gaps, and understand how you measure up within your technology space. This basic landscaping can show you where to focus to ensure you're aligned with the strategic direction of your company.

INDUSTRY AWARENESS

WITHOUT INNOGRAPHY

The majority of your focus is internal, on your own portfolio. Without big data tools to easily aggregate and analyze public data from various sources, you can't compare your approach to others in your industry—making decisions without knowing how you're doing relative to your peers, or if you're making any ROI impact on the market.

WITH INNOGRAPHY

Combining both your internal information and public IP data, you can clearly understand several variables: What's a good approval rating? What's the right amount to spend on a case? What countries should I file in? What counsel should I be using? You can compare and contrast your approach to benchmarks like portfolio spending trends and prosecution trends for your competitors or specific technologies.

FILLING THE GAPS

WITHOUT INNOGRAPHY

To fill the gaps in your IPMS, you need input from subject matter experts (SME) across your organization (product owners, finance, etc.). To do this, you export a spreadsheet, or set of PDFs, and share it via email. This method requires a lot of back and forth: hounding team members for feedback, collecting results, collating information from various SMEs into a single view, and then manually entering all the info into your IPMS.

WITH INNOGRAPHY

Using PortfolioIQ™, you simply bring your internal information in-line with high-quality public IP data. From here, your SMEs can edit the custom fields as needed without accessing your entire IPMS. No spreadsheets or complex processes necessary.

In this day and age, it's virtually impossible to be effective, much less competitive, using a manual approach to portfolio management. But with the most sophisticated IP intelligence software in the industry, Innography provides you with everything you need to get the most value out of your IP, easily and efficiently.

"Innography and all the analytics in the tool can help us make good, fast and informed decisions or at the very least point us in the right direction."

President , Global Life Sciences
Manufacturing Company

INNOVATION & IDEA DEVELOPMENT

IDEA CAPTURE

WITHOUT INNOGRAPHY

Inventors don't have access to the right tools to easily research what similar ideas have been patented. After submitting their ideas for review via email to the internal team, there's often a long delay in feedback, if at all. Most of the time, they will not even get recognized for the effort. All of which discourages further idea submission. Since ideas aren't captured in a singular way, IP managers don't have real line of sight into the innovation pipeline.

WITH INNOGRAPHY

Inventors submit their ideas via a free-text email and get immediate feedback using artificial intelligence and machine learning as to how crowded the technology space of their idea is. They can then revise their idea by easily accessing and reviewing relevant documents before submitting the idea for review. This positive experience keeps inventors engaged and encouraged, while IP managers are able to capture more advanced and refined ideas, much earlier in the process.

PATENTABILITY RESEARCH

WITHOUT INNOGRAPHY

Because free tools are not secure, search history is highly vulnerable to falling into your competitors' hands. Thus, inventors are typically discouraged from doing their own research on free tools. Not having the tools or information at their disposal to research and refine their ideas puts them at a huge disadvantage.

WITH INNOGRAPHY

Access to documents that are stripped of patent identification gives inventors the ability to securely search and review all the information they need to succeed. Identifying technology niches are also easier with the ability to quickly define and explore technology landscapes, find patented technologies, and mine for connections, enablers, and adjacencies. Finally, determining whether a new innovation is patentable can be done quickly by identifying relevant patent prior art.

Here's an idea: true transparency and collaboration.

The goal of innovation is to push boundaries and define the future. Yet today's innovation process is plagued with obstacles and inefficiencies that make it difficult. That's why we invented a better way. Our IP-centric idea management software is designed to empower IP managers, inventors, product owners, and innovation leaders every step of the way to capture more ideas, achieve more strategic alignment, and turn ideas into value-creating IP. Here's how.

COLLABORATION

WITHOUT INNOGRAPHY

Without current insight into which researchers are working on which technologies, inventors and their managers don't have a good way of identifying and/or approaching potentially crucial experts to collaborate with, even those within their organization.

WITH INNOGRAPHY

With a normalized inventor network of 18 million prepopulated expert profiles, it's easy for inventors to find other experts (whether in their own company, partner organizations, or across the entire expert network) to collaborate with and refine ideas.

INTEGRATION

WITHOUT INNOGRAPHY

The lack of a centralized and transparent platform from which R&D and IP can work together, causes a major disconnect. The result is a lot of wasted time and resources on redundant work and overall inefficiencies, as well as missed opportunities across departments.

WITH INNOGRAPHY

R&D and IP teams work within a single transparent workflow with expert admin controls, enabling inventors easy access to their IP team to execute ideas, alignment between R&D and corporate strategy, and C-level insight into the R&D process.

Successful innovation requires innovative software and processes that allow your IP and inventor communities to work together, as a more powerful unit. Through this IP-centric approach of managing the innovation pipeline, you can capture more ideas earlier in the process, ensure R&D efforts are productive and on-strategy, and much more.

IN & OUT LICENSING

IN-LICENSING FINDING PATENTS

WITHOUT INNOGRAPHY

You perform searches using keywords and synonyms in combination with classification search. Your search tools provide back a list of patents for you to review, but you miss the perfect patent in an adjacent technology space because it uses different terminology and is in a different CPC space than where you were looking.

WITH INNOGRAPHY

You copy and paste the description of the technology you're looking for directly into the semantic search field to find contextually relevant documents. From here, you use the relevance score to further refine your list of prioritized results. With normalized and cleansed company names and inventors, you can quickly identify who actually owns the patent, how many years until it expires, and if the asset has been involved in litigation.

OUT-LICENSING CITATION MINING

WITHOUT INNOGRAPHY

Going any further than identifying first-generation citations to understand which patents are the most heavily-cited, by who, and with what patent(s), involves complex workflows, multiple exports, and excel expertise. It's not uncommon for this workflow to take hours—or potentially much longer if you have to do it for an entire portfolio of hundreds or thousands of assets.

WITH INNOGRAPHY

In one click on the Company Overview page, you get a list of the companies that forward and backward cite your entire portfolio. By exporting the entire list in seconds, you find out 1) which of your patents have been cited, 2) by which companies, and 3) the respective citing patents. The result is a target list for out-licensing candidates, in just a few clicks.

Take what you've got, to get what you need.

The first step to successfully licensing intellectual property is having a clear and accurate view of your IP assets. Only then can you make informed decisions about the best ways to supplement your portfolio, and where you can tap into additional revenue by licensing out less critical—yet potentially valuable—patents. Here's how Innography can help you maximize the value of your IP better than the rest.

OUT-LICENSING PATENT SELECTION

WITHOUT INNOGRAPHY

To find what patents you want to out-license, you get a read-out of your portfolio from your IPMS—only the info doesn't align with what's in your search tool. As a result, you don't have confidence in your internal system, search tool, or PTO search that you're getting everything.

WITH INNOGRAPHY

Having your internal information synced with cleansed, public IP data allows you to more efficiently understand what assets are included in your portfolio. Then, using custom PortfolioIQ fields, which provide insight into which assets are critical to protect a particular product, it's easy to identify good potential out-licensing candidates.

OUT-LICENSING PRIORITIZATION

WITHOUT INNOGRAPHY

Once you've exported the necessary info from your IPMS and your subject matter experts have weighed-in on what is accurate and critical to protecting your offerings, you can finally begin to rank your potential licensing options. This is fine when you've got 20 assets to analyze, but when you have more than 200, it's problematic.

WITH INNOGRAPHY

Once you've got your set of potential candidates, you use PatentStrength®, a proprietary algorithm, to help you instantly determine which patents would yield the most value. Or create your own weightings and metrics with CustomStrength® to prioritize a group of patents for out-licensing.

Don't limit your strategy to the companies you already know. Using Innography's products, you can greatly broaden your pool of candidates beyond your specific industry (no more sharing with competitors!)—increasing your pipeline for additional revenue, while streamlining every step of the process.

MERGERS & ACQUISITIONS

INITIAL SEARCH

WITHOUT INNOGRAPHY

Having to use multiple systems and public databases to identify potential opportunities, what assets they own, and any litigation they've been involved, in is time consuming and cumbersome. Plus, if a company you want to acquire doesn't have any patent applications or granted patents, it's impossible to know whether you're missing possible infringements.

WITH INNOGRAPHY

From one platform, you conduct a few searches to ensure comprehensive results. Keyword, semantic search, classification analysis, and citation mining provide a set of documents that can be visualized by company with one click. The real hero here is a true contextual semantic search, which looks beyond keywords for contextual meaning to provide unspecified, but relevant search results, you would have otherwise missed (e.g., infringing product descriptions).

DUE DILLIGENCE

WITHOUT INNOGRAPHY

To find encumbrances, including any chain-of-title issues and terminal disclaimers, your research relies heavily on reassignment info and PACER data, together with patent office data and support from outside counsel. The more companies you're considering, the more laborious and expensive the research gets.

WITH INNOGRAPHY

With a few clicks, you check for all the usual areas of encumbrances (i.e., terminal disclaimer information, legal status, maintenance payments, assignment details). Then access to PACER (in the same software application) to check if any of the portfolios of interest have been involved in patent infringement, patent trial, or International Trade Commission activity. Solidifying your research is a certified audit report that assures, without a doubt, that your potential candidates are issue-free.

Know what you're getting into.

Because time is typically of the essence when it comes to mergers and acquisitions, proper due diligence is often compromised. But multi-million dollar decisions should never be made in haste—they require an incredible amount of information, careful company profiling, and strategic risk assessment.

COMPANY PROFILING

WITHOUT INNOGRAPHY

For each of the companies you're reviewing, you search by as many possible spelling variations of the company name you can think of, including punctuations and abbreviations, as well as any subsidiaries that have been acquired or divested. But no matter how diligent you try to be, you can never be sure if you've got everything.

WITH INNOGRAPHY

You needn't worry about accounting for spelling variations or matching up subsidiaries—it's already been done. With full confidence, you move on. Company name normalizations and company hierarchies are built-out, linking entire portfolios to the correct ultimate parent.

ADDITIONAL INSIGHT

WITHOUT INNOGRAPHY

With all your data and research disbursed across multiple places, there's no way to get a big-picture understanding without manually exporting, merging, and entering it all into a spreadsheet or other analytics tool. And then, you'll still have to further organize and format it all to make everything consistent and readable.

WITH INNOGRAPHY

To better understand the value and risks of the deal, you do an extended-family visualization, instantly bringing all relevant portfolios together so you can conduct analysis on the full picture. Then, as a final test, you do a visualization of what your portfolio will look like when it's a done deal.

With most tools, the amount of due diligence required to fully determine whether the risk is worth the reward can take more time than you have available. From potential acquisition targets to critical IP issues, Innography helps you find insights to understand the risks, and opportunities—at the speed you need—to stay on the right side of any merger or acquisition.

LITIGATION & INFRINGEMENT RISK

FREEDOM TO OPERATE

WITHOUT INNOGRAPHY

After hours of searching, you can't think of more keywords to try and your so-called semantic search returned results that are very similar to your keyword research. You search citations one level back, but can't go any further. You can't be sure that you've identified all the relevant prior art to make a call about proceeding, so you send your request to outside counsel, which will be expensive.

WITH INNOGRAPHY

You perform multiple types of searches quickly to find a comprehensive set of relevant prior art, including true conceptual semantic search and three generations backward, forward, and at company-level citations. Your results set, which includes applications, granted patents, and non-patent literature, can easily be visualized to show where gaps are in your technology space.

RISK ANALYSIS

WITHOUT INNOGRAPHY

In order to have the depth of litigation analytics you need, you use paid data sources (i.e., PACER) and non-patent literature providers, in addition to your patent search tools. The trouble is, these sources aren't integrated with your patent information. Any analysis requires manually aggregating the information, significantly limiting the ability to derive insights.

WITH INNOGRAPHY

Since the cleansed public patent data is correlated with litigation, financial, and company data, you have one complete picture of trends and threats. For further litigation insights, you pull in your own private information about specific documents from your IPMS and other systems into the Advanced Analysis platform to leverage big data intelligence across both your internal and public patent data.

The real risk is the illusion of knowledge.

There's really only one way to be proactive in an evolving, uncertain, and intentionally tricky environment, like litigation and infringement risk: take as many precautions as you can, as early on in the process as you can. The companies that set themselves up to be more diligent—more efficiently than the rest—will continue to put themselves at less risk. Here are some of the ways Innography helps do just that.

ADDITIONAL INSIGHT

WITHOUT INNOGRAPHY

You look for patent reassignment data to identify any relevant transactions to your technology or competitors. Not only is it time-consuming and tedious, but it turns out that only a fraction of reassignments are actual patent sales.

WITH INNOGRAPHY

To better predict what patents might end up in litigation, you check out your secret weapon, the Patent Market Tracker®. Showing the most current information around actual patent transactions in your technology space and your competitors, you use it to gain extra insight into patents being bought and sold, and what risks these transfers of ownership represent.

ADDITIONAL SUPPORT

WITHOUT INNOGRAPHY

Using the limited resources you've got, you manage to identify patents used in litigation, but the data doesn't take you any further than that. From here, you have two options: 1) send the work to outside counsel, or 2) make the best decision you can, without a full understanding of the landscape. Both options are likely to have expensive consequences.

WITH INNOGRAPHY

It's been awhile since you've done analysis to uncover litigation risk, so you open a Playbook to walk you through the workflow to create a report that identifies: 1) the litigation track record of a company, 2) the patents that have been used frequently in a technology area as litigation weapons, and 3) the companies that are most litigious in your areas of technology.

It's an understatement to say that identifying, minimizing, and mitigating litigation and infringement risk is a tough job. But without the proper tools in today's rapidly evolving IP landscape, it's almost "an impossible mission." At Innography, our goal is to equip you with easy-to-use software and actionable data you need to stay in front of risk—and of course, the competition.

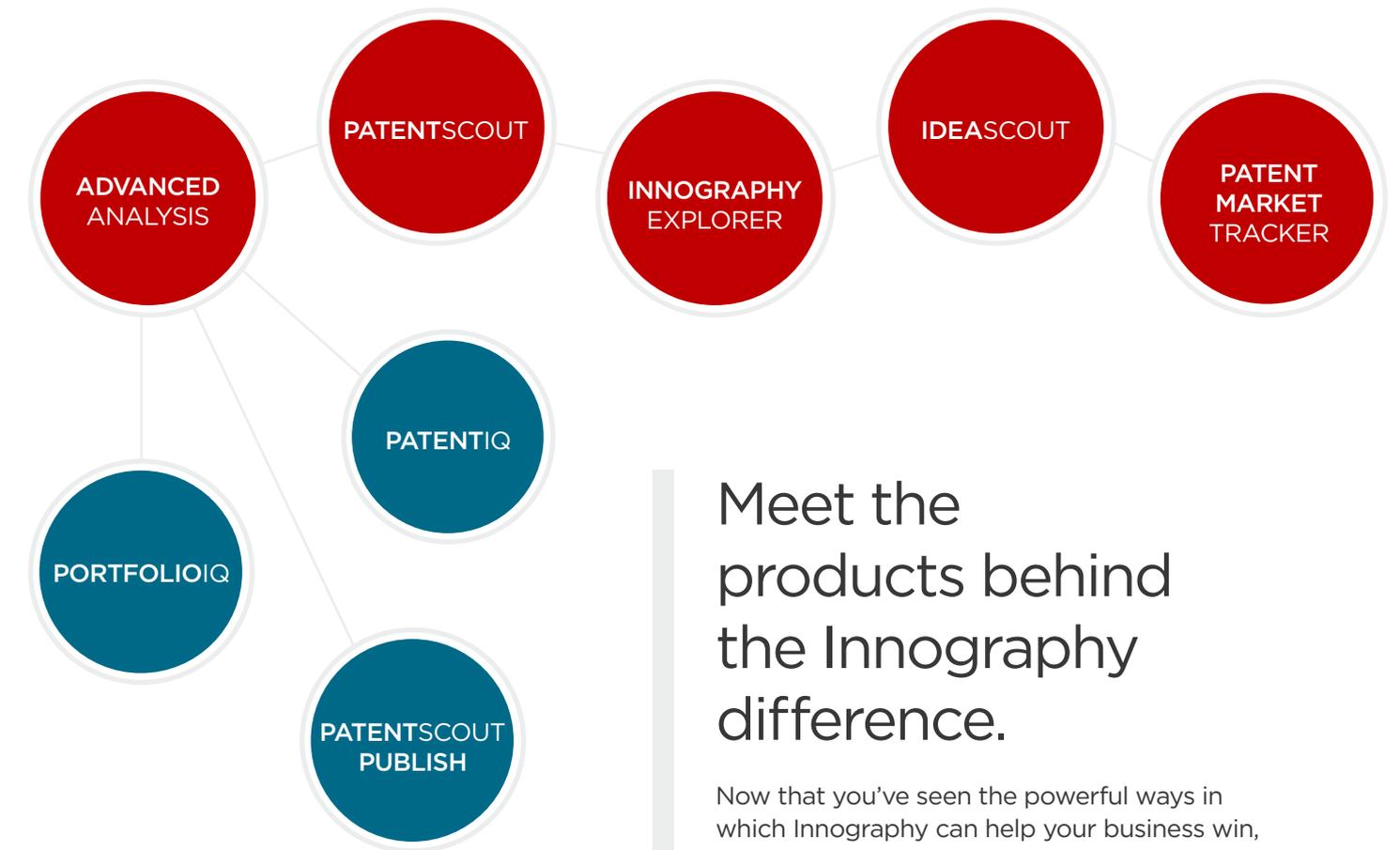
STAY IN FRONT WITH INNOGRAPHY

Powered by the industry's highest-quality data and specially-curated intelligence, only Innography delivers the actionable insight that

gives the world's most innovative companies and patent owners the edge they need to stay out in front.

"... Having that capability to engage with the inventors on that one to one basis in a big company is a huge advantage."

Director of Patents, Global Leader in
Software Quality & Security Solutions



Meet the products behind the Innography difference.

Now that you've seen the powerful ways in which Innography can help your business win, it's time to learn more about the products and features that deliver the difference to you.

[Get your copy of Innography Product Portfolio Brochure.](#)

INNOGRAPHY®

A CPA GLOBAL COMPANY



DATA QUALITY

Over 10 million data-
correction rules



SPEED & USABILITY

Process 100,000
patents in seconds



INDUSTRY LEADING

Award winning platform &
top rated client satisfaction

Innography.com | info@innography.com | 888.906.2717 |   

© 2017 Innography, A CPA Global Company. All rights reserved. Innography, CustomStrength, Patent Market Tracker, PatentIQ, PatentScout, and PatentStrength are registered trademarks and IP AnswerGuide, IdeaScout, PatentGuard, and Vippet are trademarks of Innography, A CPA Global Company. Innography disclaims any proprietary interest in the marks and names of others.