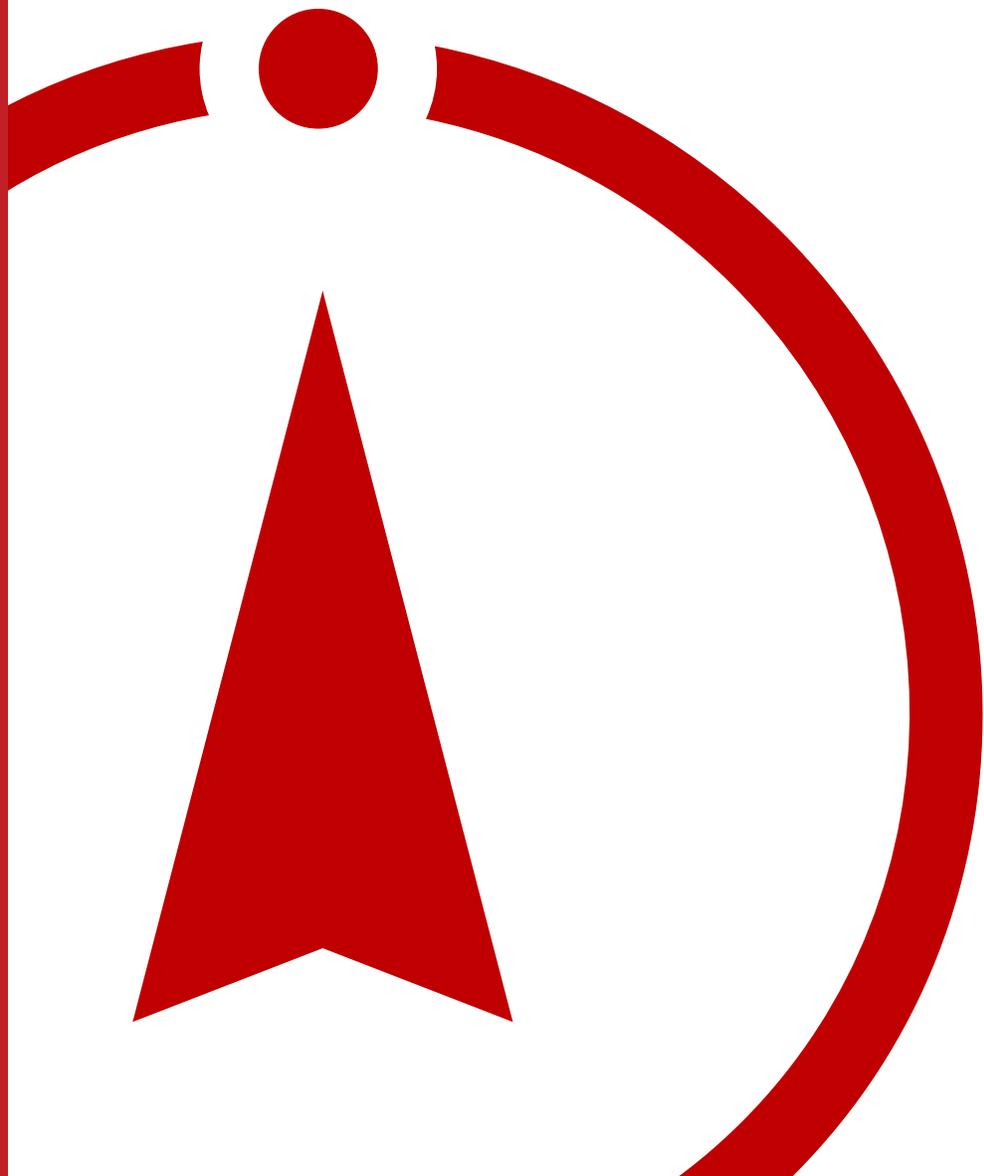


**INNOGRAPHY**<sup>®</sup>  
A CPA GLOBAL COMPANY



# PRODUCT PORTFOLIO

# IP ANSWERS. BUSINESS RESULTS.

Innography delivers comprehensive, online Intellectual Property Business Intelligence software tools that enable companies of all types and sizes to achieve the best possible return on IP investments throughout the IP lifecycle.

Trusted by the world's most innovative companies and patent owners of all sizes, and used by tens of thousands of IP professionals and inventors, our family of cloud-based enterprise patent data solutions brings intellectual property data closer to the entire innovation lifecycle. Utilize Innography tools for your own IP analyses or deploy throughout the enterprise to inform and improve the entire innovation lifecycle.

“What would literally take me days to complete, now takes me hours.”

Portfolio Manager, Publicly Traded  
Software Company

INNOGRAPHY®

HAVE  
CONFIDENCE  
IN YOUR  
DECISIONS

BECAUSE  
EVERY  
DECISION  
MATTERS

Understand your business's risks, opportunities, assets and emerging threats through patent data like never before. From invention to licensing, filing and renewal, our goal is to give you the data that powers your insights to make fully-informed business decisions across the IP lifecycle. So you can continue to stay way ahead of the competition.

“Innography  
is king with  
data.”

Strategic Partner R&D, Publicly Traded  
Food Packaging Company

We know that better data and better analyses mean better decisions and better results for our customers. That's why we have a small army of data scientists and the industry's most advanced algorithms focused on organizing and improving the underlying data.

INNOGRAPHY®

# EXPECT

# MORE



## DATA BREADTH, DEPTH & QUALITY

"The data integrity care shines through."

VP IP Assets, Fortune 50  
Industrial Machinery Company

Innography's database of high-quality, improved data is the foundation for faster and more accurate analyses. Over four million (that's 4,000,000) updates made weekly.



## SOPHISTICATED ALGORITHMS & ANALYTICS

"Accuracy is critical...We have to be able to stand behind our recommendations."

Head of Technology Scouting, Fortune 250  
Consumer Food Products Company

Designed to maximize the productivity of your team, our suite of proprietary algorithms and analysis features focuses on three main goals: 1) improving data quality 2) finding relevant patents and 3) saving users time. And through these three goals, we achieve a fourth: generating better insights.

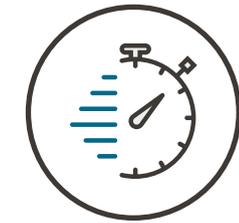


## POWERFUL VISUALIZATIONS

"Innography is allowing us to expand our role and getting us to the next step in research."

Librarian, Fortune 50  
Automotive Company

With more than 70 visualizations that incorporate your internal patent information in addition to public patent data, Innography visualizations have been designed to be configurable, interactive, and easily readable, in order to engage stakeholders and facilitate conversations across companies.



## PROCESSING SPEED

"Innography offers us fingertip access to potential opportunities and enables us to react quickly to the changing landscape."

Manager of IP Licensing,  
Global Commercial Services Company

Innography's platform has been designed for speed and efficient search and analysis. Our platform can analyze 100,000 patents at a time and export large data sets of 100,000 documents in less than 20 seconds.

# THAN YOU'VE EXPERIENCED

# EVER BEFORE

## IT'S NOT POLITE TO BRAG

We let our customers do that for us.  
Here's what they say about our software  
and working with us:



### SECURITY-CONSCIOUS DESIGN

"Helpful to have a private platform because of privacy concerns; They are absolutely following everything we do."

Manager, Market Research and Strategy,  
Fortune 250 Motor Vehicle Parts Company

Our systems and infrastructure have been certified by multiple security standards as secure enough for the most sensitive information, like healthcare. Using the latest technologies in encryption, scanning, monitoring, and identity credential management, Innography provides a secure and private environment for internal data and user-centered information.



### MODERN TECHNOLOGY INFRASTRUCTURE

"The biggest difficulty is in selling people internally; Hard to believe it is as good as it is, it's almost dismissive, kind of ridiculous, are we really so much beyond our nearest competitor? It feels like sales speak."

Patent General Counsel, Global Consumer  
Chemical Products Company

Our SaaS-based platform allows you to access Innography tools through any modern browser on any type of device, including your smart phone and tablet.



### EASY-TO-USE INTERFACE DESIGN

"A lot of your competitors have a user interface that requires a dedicated search person which makes it very difficult to get a fast answer. I just stick with Innography."

Director of Patents, Publicly Traded  
Software and Services Company

An intuitive, clean interface makes completing any task - by either an advanced power user or business professional - quick to learn and easy to execute.



### AWARD-WINNING SUPPORT

"It is quick, it is intuitive, and the support is phenomenal."

IP Manager, Multinational  
Healthcare Organization

Innography's award-winning client success team members are highly experienced in the tools and in client use-cases. This team is available 24/5 to assist with any question users might have.

# CHOOSE THE APPLICATIONS

## PATENTSCOUT®

Enterprise-wide private search capabilities

PatentScout® enables everyone in your organization to conduct patent searches as needed, including semantic search and simple visualizations, without the loss of privacy and search logging associated with free, public tools.

## EXPLORER

Powerful search and reporting software easy for anyone in the organization to use

Explorer offers powerful semantic search and automated reports for developing new product ideas, examining white space, exploring freedom to operate, identifying collaborators, and preparing invention disclosures. Explorer makes it fast and affordable to give powerful yet easy-to-use tools that help you innovate to the market opportunities and be first to file.

## ADVANCED ANALYSIS

Comprehensive search and analytics tool

The industry's most advanced IP analysis software, Advanced Analysis is the only full lifecycle patent analysis tool designed for both IP power and business users. Drill as deep as you like into the data or generate point and click reports. Either way, you get the industry's most comprehensive data analytics with insights that would otherwise take weeks or months to derive.

## IDEASCOOUT™

A revolutionary way to manage the process of innovation

IdeaScout™ transforms the ideation process and has shown a 90% time savings with the improved flow of idea submission. IdeaScout™'s core capabilities include simple idea capture within existing workflows, automatic feedback on ideas, and over 18 million inventor profiles.

# THAT FIT YOUR NEEDS

## PATENTIQ®

Communicate important data, privately, to stakeholders across your organization

Drag, drop and share – that’s all it takes to share critical IP information with your stakeholders. PatentIQ®’s dynamic reports never need manual updating. Integrated collaboration and an email comment digest keep everyone in the know.

## PATENTSCOUT® PUBLISH

Broadly share your IP analysis in and outside of your organization, no login required

PatentScout® Publish provides access to a restricted set of patents to an audience of users you choose, while giving them the freedom – through a URL, without a login – to search, review and visualize the patents within the published set.

## PORTFOLIOIQ

Incorporate your internal, private patent information with the public information and tell the full story

Innography’s PortfolioIQ option allows you to merge your public and private patent data, and conduct combined analyses within the Advanced Analysis platform.

## IPMS INTEGRATION

Access to the most powerful patent data in the industry available within your IPMS solution

Innography’s unique integration capability with market-leading IPMS solutions, enables disparate systems across the innovation lifecycle to talk to one another, sharing information for better decisions.

# INNOGRAPHY'S

# UNIQUE ADVANTAGE: THE POWER OF OUR DATA

## PRODUCT SUITE:

PATENTSCOUT®

EXPLORER

ADVANCED  
ANALYSIS

IDEASCOUT™

PATENTIQ®

PATENTSCOUT®  
PUBLISH

PORTFOLIOIQ

IPMS  
INTEGRATION

## DATA ELEMENTS:

### CORRECTION

Analysts shouldn't have to waste their precious time and/or expertise searching for all the possible company name misspellings or misplaced data. And with Innography, they don't. We've fixed tens of millions of data elements, allowing analysts to focus on the insights.

### NORMALIZATION

Company subsidiaries often own patents. Fortunately, Innography recognizes the company hierarchy for over 100,000 companies globally. We've also normalized over 13 million unique inventor profiles, offering an accurate view of inventors for particular technology and companies.

### CORRELATION

Many other data sources are incorporated into the Innography solution, and are automatically correlated with patents – such as litigation, trademarks, and company financials.

### COMPLETION

Innography "fills" empty data elements where possible. For example, CPC codes weren't assigned to US patents until 2011, so we add the appropriate CPC code based on the other classifications (IPC and UPC).

### CALCULATION

Some data elements simply don't exist in the patent record, such as expiration date. Innography calculates the expiration date based on the country's rules and exceptions, such as (for the US) patent term adjustments, terminal disclaimers, and congressional patent extensions.

### UNIFICATION

Innography has created a unique identification system that enables all data surrounding a single patent to come together simply and easily. No matter which application you use, have confidence that you are looking at the correct data.

### UPDATES

All this data is automatically updated twice per week, incorporating new transaction data such as re-assignments, legal status updates, and company acquisitions – over 4,000,000 updates are applied weekly.

NO MATTER WHICH TOOL YOU CHOOSE, YOU'LL  
HARNESS THE POWER OF INNOGRAPHY'S DATA

# WHY DOESN'T EVERY PATENT SEARCH AND ANALYTICS TOOL DO THIS?

It's hard. We make it look easy, but it's not.

Twice per week, we bring our customers the latest data: every correction, every new assignment, every new piece of news, everything that you need in order to make effective decisions. You cannot make the best recommendations based on six month old or incomplete data.

You need to make the right decisions. Right now, today.

## STAY ONE STEP AHEAD OF THE COMPETITION

Everyone in your organization contributes to the innovation lifecycle: from inception to monetization of an idea. How you compete in the marketplace, identifying trends, getting to market quickly with new products, working with partners, and adjusting your strategy as your competitors make their own moves, this is all part of your intellectual property ecosystem.

Bringing patent data closer to the people who need it, Innography is known for delivering software for everyone who can benefit from being IP-savvy: from those who fear the technical aspects of intellectual property to IP experts.

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## CHECK FOR YOURSELF

Using your current search methods, look up the company IBM. How many patents did you find? Did you need to look up IBM and International Business Machines and IBM Inc. and International Business Machine (no 's' on that one) and in fact, there are thousands of spellings of IBM within the patent literature.

How long did it take you to pull it all together? In the time it took you to read this, Innography can tell you the entire portfolio for this company, including all patent data behind every single variation of how it was spelled within the literature, along with every subsidiary and acquisition.

WANT TO COMPARE YOUR RESULTS WITH OURS? CALL US!

“Our choice in Innography makes my team look good.”

Manager of Intellectual Assets Group,  
Publicly Traded Oil & Gas Company

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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](http://innography.com) | [info@innography.com](mailto:info@innography.com) | 888.906.2717 |   

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