

IP Analytics > Discovery > Value Realization



# The Art of the (Unfair) Game in Patent Quality and Value

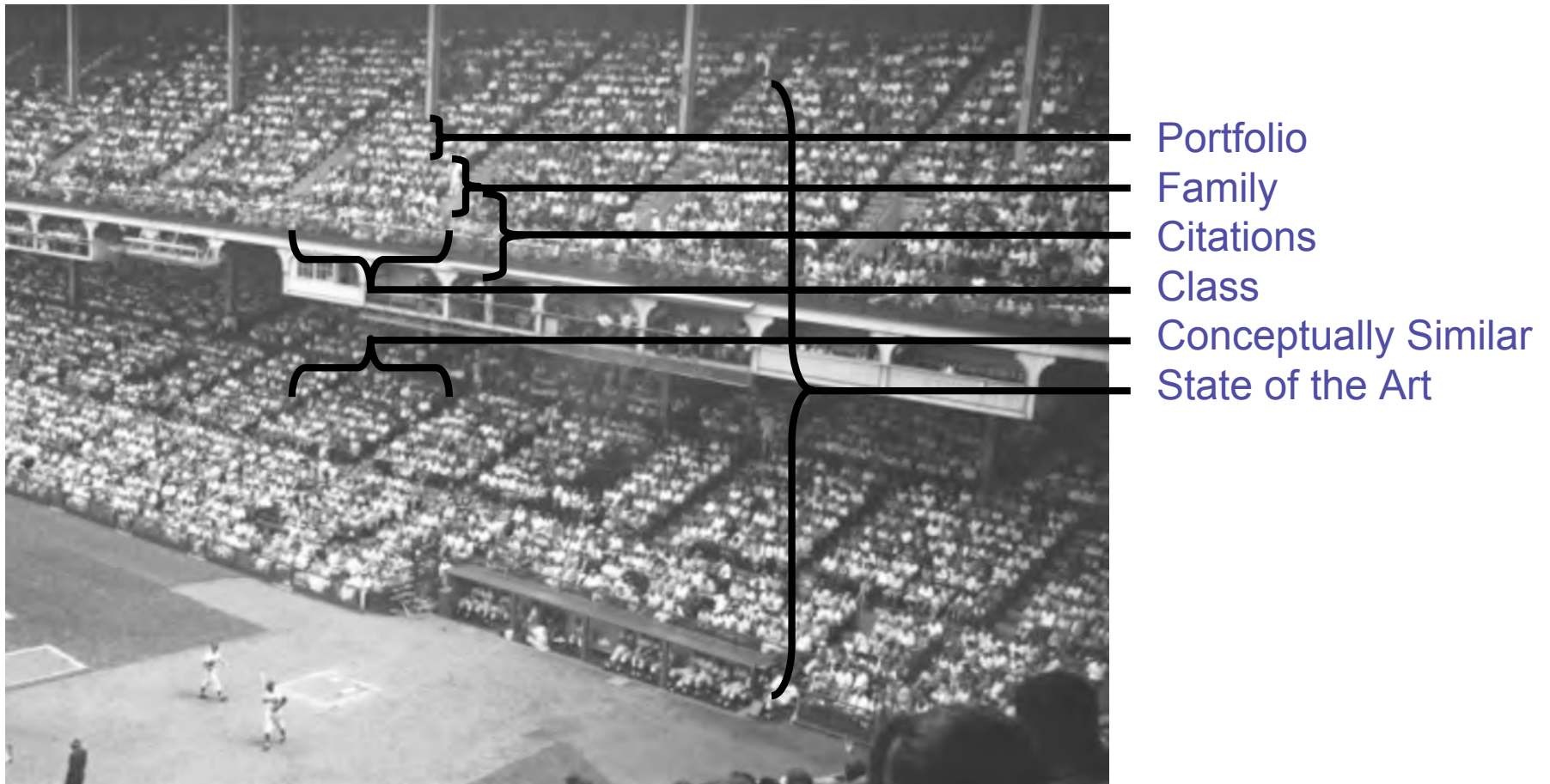
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Perception Partners

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- We believe that in patent quality and value, defining the correct field of play is critical and that in patenting, “avoiding an out” is more important than “getting a hit.”
- Due diligence in the patent prosecution process matters significantly. Excellence in due diligence is detectable. We believe it can indicate patents that will produce or protect high returns.

*Patentball*

- To evaluate the quality of a patent, it must be evaluated relative to the right population... using the right view of the data



- **Great patents (like great businesses) come from great teams that outperform their peers. So, we evaluate prosecution teams and assess their history, cooperation and diligence as if we were talent scouts.**
- **Patents from focused, prolific teams that measurably influence behavior and investment will be of better quality.**





## Spotting Great Combinations

- **Winning portfolios can be built by combining outputs from players and teams that share similar communication styles and objectives.**
- **In our view, measuring the similarity of combined language, citation and class elements indicates patent portfolios that can be assembled for high value.**



Applicant's Language and Relationships



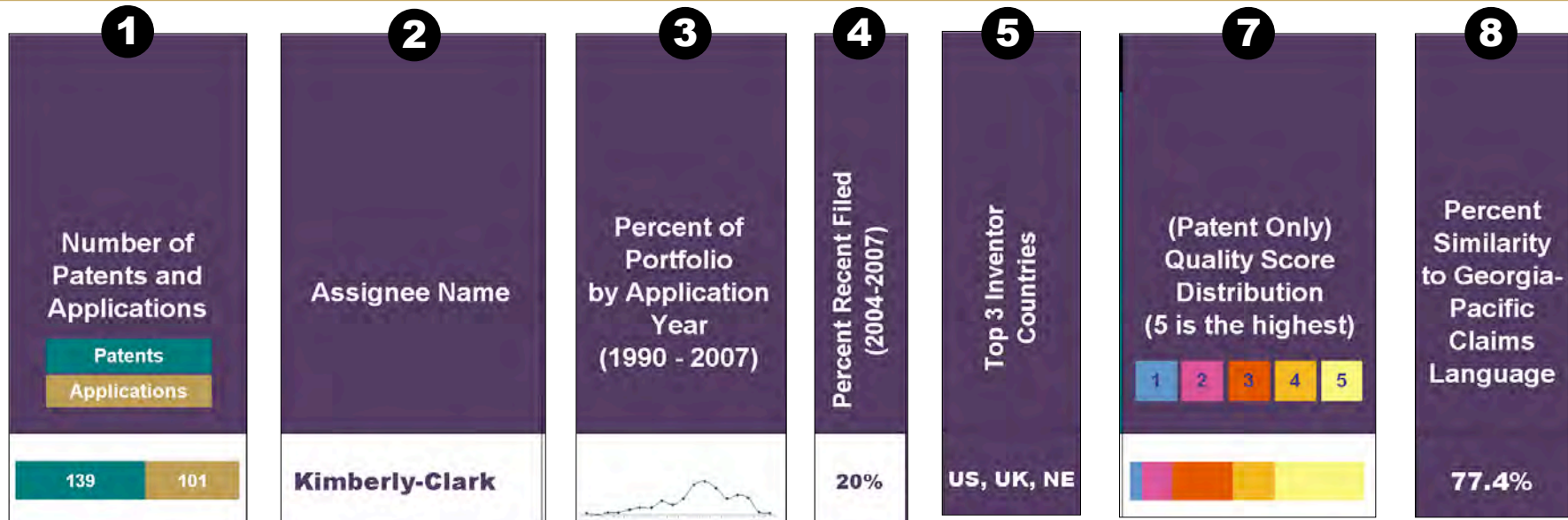
Patent Office Classes and Descriptors



- As in any competition, it helps to understand the role of key elements in the field. In patent analysis, this comes from consistent metrics compared in a well-defined landscape.

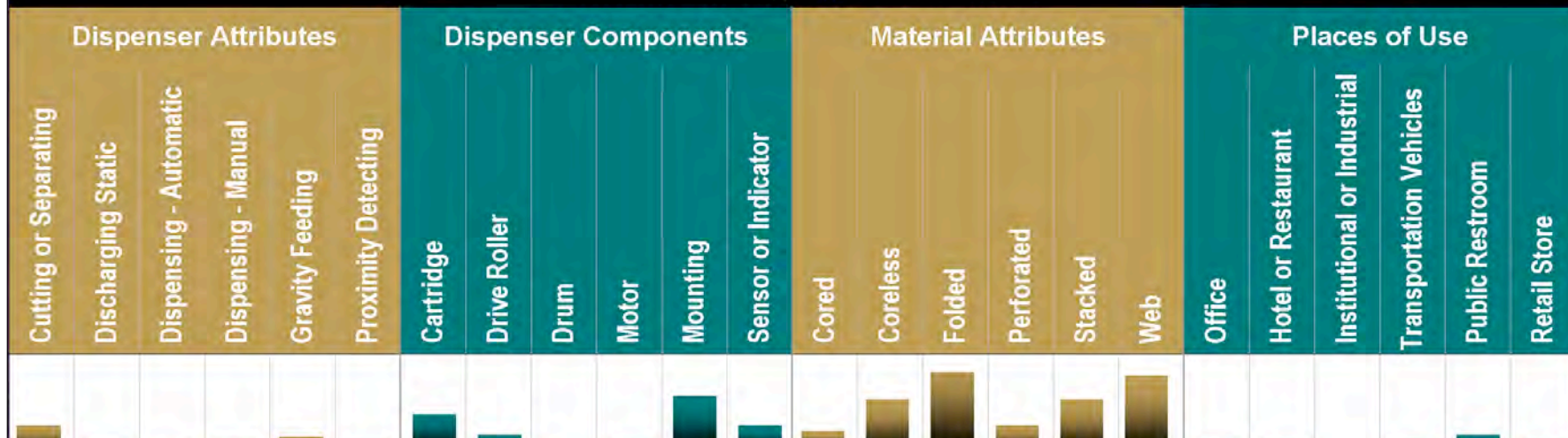


# Building a Scorecard



**6**

## Portfolio Category Distribution



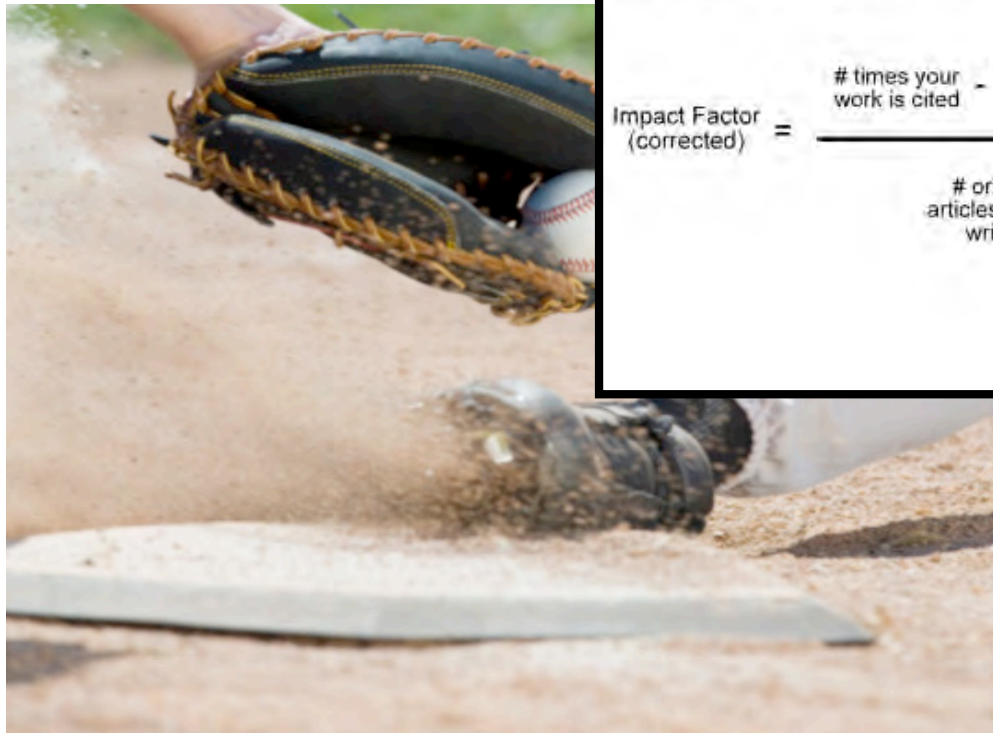


# Complete Scorecard: The AFH Towel Dispenser IP Landscape

1	2	3	4	5	6 Portfolio Category Distribution																7	8									
Number of Patents and Applications Patents Applications	Assignee Name	Percent of Portfolio by Application Year (1990 - 2007)	Percent Recent Filed (2004-2007)	Top 3 Inventor Countries	Dispenser Attributes				Dispenser Components				Material Attributes				Places of Use				(Patent Only) Quality Score Distribution (5 is the highest)	Percent Similarity to Georgia-Pacific Claims Language									
					Cutting or Separating	Discharging Static	Dispensing - Automatic	Dispensing - Manual	Gravity Feeding	Proximity Detecting	Cartridge	Drive Roller	Drum	Motor	Mounting	Sensor or Indicator	Cored	Coreless	Folded	Perforated	Stacked	Web	Office	Hotel or Restaurant	Institutional or Industrial	Transportation Vehicles	Public Restroom	Retail Store			
139 / 101	Kimberly-Clark		20%	US, UK, NE																											77.4%
90 / 60	Georgia-Pacific		23%	US, FR, UK																											100.0%
19 / 23	Procter & Gamble		17%	US, GE, CA																											51.7%
15 / 23	Maurice Granger		3%	FR																											23.7%
4 / 33	SCA		62%	SW, CH, FR																											49.1%
11 / 2	Alwin Mfg.		14%	US																											58.1%
12 / 1	Perrin Mfg.		8%	CA, US																											50.0%
8 / 3	Bay West Paper		55%	US																											52.7%
3 / 7	CWS		0%	SW																											15.1%
5 / 4	Englewood		0%	CA																											42.7%
3 / 4	QTS		0%	IT																											28.9%
2 / 3	Colman Group		40%	US																											47.2%
0 / 5	Toppan Printing		20%	JP																										No Patents in Dataset	0.0%
0 / 5	Erich Schumm		0%	GE																										No Patents in Dataset	5.2%
3 / 1	Holdenart		25%	US																											21.7%



- To bring it all home: quality teams win in sports, they win in business and they win in patents. It's clear to see if you know where and how to look.
- Just make sure you know the rules of the game, and can detect those who game the rules.



## Your (real) Impact Factor

$$\text{Impact Factor (corrected)} = \frac{\begin{array}{l} \# \text{ times your} \\ \text{work is cited} \end{array} - \begin{array}{l} \# \text{ citations that} \\ \text{actually trash} \\ \text{your work} \end{array} - \begin{array}{l} \# \text{ times} \\ \text{you cited} \\ \text{yourself} \\ \text{(nice try)} \end{array} - \begin{array}{l} \# \text{ times you were} \\ \text{cited just to pad} \\ \text{the introduction} \\ \text{section} \end{array} - \begin{array}{l} \# \text{ citations the editor} \\ \text{pressured the} \\ \text{author to include to} \\ \text{increase the jour-} \\ \text{nal's impact factor} \end{array}}{\begin{array}{l} \# \text{ original} \\ \text{articles you've} \\ \text{written} \end{array} + \begin{array}{l} \# \text{ articles you were} \\ \text{included in out of} \\ \text{pity or politics} \end{array} + \begin{array}{l} \# \text{ not-so-original} \\ \text{articles you've} \\ \text{written} \\ \text{copied and pasted} \end{array}}$$

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- **Develop** IP avoidance strategies
- **Value** intangible assets
- **Scout** and acquire IP and technology



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