Introduction

• 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.
• To evaluate the quality of a patent, it must be evaluated relative to the right population... using the right view of the data.
Seeking High Quality Teams

- 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.
• 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.
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.
Complete Scorecard: The AFH Towel Dispenser IP Landscape

Dispenser Attributes
- Dispensing Static
- Dispensing Manual
- Gravity Dispensing
- Proximity Detecting

Dispenser Components
- Cartridge
- Drive Roller
- Drum
- Motor
- Needling
- Sensor or Indicator
- Cord
- Cordless
- Knob
- Lever
- Pedal
- Standard
- Web

Material Attributes
- Plastic
- Metal
- Other

Places of Use
- Office
- Hotel or Restaurant
- Institutional or Institutional for Institutional
- Transportation Vehicles
- Public Restroom
- Retail Store

Portfolio Category Distribution

Number of Patents and Applications
Assignee Name
Percent of Portfolio by Application Year (1990 - 2007)
Percent Remaining Filed (2004-2007)
Top 3 Inventor Countries

* Number of documents for Top 2 Assignees is plotted on a 4X scale (compared to smaller competitors)

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• 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.
Perception Partners systematically analyzes the world’s available science, business and legal facts to provide actionable solutions that maximize the value derived from innovation and intellectual property.

Our teams, tools and techniques help clients

- **Validate** decision gates in innovation
- **Develop** IP avoidance strategies
- **Value** intangible assets
- **Scout** and acquire IP and technology
Understand, Quantify and Maximize the Value from Innovation. *That’s the IP Advantage™*

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