

**PATINFORMATICS
FOR
RESEARCH AND BUSINESS PLANNING**

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PATENTS- A SOCIAL CONTRACT

PATENT RIGHTS ARE GRANTED IN RETURN FOR THE INVENTOR'S FULL DISCLOSURE OF THE TECHNOLOGY TO THE PUBLIC

THE PATENT HOLDER RECEIVES THE RIGHT TO PREVENT ANYONE ELSE FROM PRACTICING THE INVENTION

IN EXCHANGE, THE GOVERNMENT ENSURES THAT THE INFORMATION REGARDING THE INVENTION IS PUBLICLY DISCLOSED, AND THE INVENTION ITSELF IS AVAILABLE FOR ANYONE'S USE AFTER THE EXPIRATION OF THE PATENT.

PATENT INFORMATION

CREATE REPOSITORIES OF VITAL INFORMATION

90 MILLION PATENT DOCUMENTS

GROWING RAPIDLY (USPTO ISSUES 5000+ PATENTS EVERY WEEK)

70% OF THIS KNOWLEDGE NOT PUBLISHED ELSEWHERE

FREE ACCESS TO WORLDWIDE PATENT INFORMATION (ICT ADVANTAGE)

TYPE OF INFORMATION

- **TECHNICAL INFORMATION FROM THE DESCRIPTION AND DRAWINGS OF THE INVENTION;**
- **LEGAL INFORMATION FROM THE PATENT CLAIMS DEFINING THE SCOPE OF THE PATENT AND FROM ITS LEGAL STATUS;**
- **BUSINESS-RELEVANT INFORMATION FROM REFERENCE DATA IDENTIFYING THE INVENTOR, ASSIGNEE, DATE OF FILING, COUNTRY OF ORIGIN, ETC.**
- **TECHNICAL CONTENT AND RELATED LEGAL AND BUSINESS INFORMATION HAS MANY COMMERCIAL APPLICATIONS**

PATINFORMATICS

- **SCIENCE OF ANALYZING PATENT INFORMATION TO DISCOVER RELATIONSHIPS AND TRENDS THAT WOULD BE DIFFICULT TO SEE WHEN WORKING WITH DOCUMENTS ON A ONE-TO-ONE BASIS.**
- **ENCOMPASSES PATENT CITATION ANALYSIS, PATENT MAPPING AND PATENT INTELLIGENCE**

R & D MANAGEMENT

- **FIND OUT WHAT ALREADY EXISTS (STATE OF ART/ IP LANDSCAPE) AND BUILD ON IT**
- **COMPARE IN TERMS OF UNIQUENESS, COST-EFFECTIVENESS AND MARKET ACCEPTANCE**
- **EVALUATE PROCESS/ PRODUCT PLANS-IMPROVED R&D ALLOCATION(PICK WINNERS, AVOID LOSERS)**
- **DEFINE PACING TECHNOLOGIES**
- **BETTER INVENTIVE IDEA AWARENESS**

PRODUCT / TECHNOLOGY AREA SURVELLANCE

- **TECHNOLOGY MONITORING-CONTINUOUS
PROCESS**
- **IDENTIFY SIGNIFICANT NEW THRUSTS IN TECHNICAL
DIRECTION, SPOT NEW ASSIGNEES, OR TRACK
CHANGES IN THE POSITION OF ACTIVE ASSIGNEES**
- **CHECK FOR INFRINGEMENTS
BETTER PROTECTION OF INTELLECTUAL PROPERTY**

TECHNOLOGY COMPETITION ANALYSIS

- **TECHNOLOGY POSITIONS OF MAJOR PLAYERS**
- **CHARACTERISE HIGH- AND LOW-GROWTH TECHNOLOGIES FOR COMPETITORS**
- **CHARACTERISTICS OF EMERGING TECHNOLOGY**
- **ANALYSIS CAN BE FOCUSSED ON**
 - **COMPANIES**
 - **TECHNOLOGIES**

NEW VENTURE EVALUATION

- **VALUABLE INSIGHTS INTO THE AREAS OF DIVERSIFICATION**
- **TECHNOLOGICAL HEALTH OF THE FIRMS AND THEIR INTELLECTUAL PROPERTY**
- **STRUCTURE OF INDUSTRY (Ex. Optical Fiber)**
- **COMPANY FOCUSSED ANALYSIS WILL IDENTIFY POTENTIAL TECHNOLOGY LEADERS/ ACQUISITIONS/JV PARTNERS**
- **REDUCE PLANNING UNCERTAINTY & INVESTMENT RISK**

PATENT PORTFOLIO MANAGEMENT

IMPROVED UNDERSTANDING OF OPPORTUNITIES FOR INCOME GENERATION

ASSIST DECISION-MAKING IN COMMERCIALISATION CHOICES (LICENSE, SELL, DEVELOP OR DISCARD TECHNOLOGIES)

IDENTIFY VALUABLE PATENTS, PRODUCT AREAS, OR SPINOFFS

IDENTIFY POTENTIAL TECHNICAL CUSTOMERS

TECHNO-LEGAL STUDIES

- **PATENTABILITY, VALIDITY AND FREEDOM TO OPERATE**
- **DETAILED PRIOR ART SEARCH AND IDENTIFICATION OF CRITICAL PATENTS AND LITERATURE**
- **LOOK FOR NOVELTY, NON-OBVIOUSNESS AND UTILITY**
- **PROVIDE ALL THE REQUIRED TECHNICAL BACKUP AND ANALYSIS**
- **FURTHER LEGAL POSITION – DEVELOPED BY PATENT LAWYERS**

HUMAN RESOURCE MANAGEMENT

- **IDENTIFY MOST PROLIFIC INVENTORS**
- **TRACK THEIR SCIENTIFIC CAREER, PROGRESS OF RESEARCH AND CURRENT AREAS OF ACTIVITY AND EMPLOYMENT RECORD**
- **TARGET THEM FOR EMPLOYMENT, CONSULTANCIES OR STUDENTS**

SUMMARY

SEARCH AND ANALYSIS OF PATENTS DRIVES RESEARCH STRATEGY AND SUPPORTS INNOVATION MANAGEMENT

IN ADDITION TO MARKET RESEARCH, PATENT RESEARCH IS A MUST FOR NEW PRODUCT PLANNING AND R & D INVESTMENT EVALUATION

INTEGRATING ACTIVITIES FOR PATENT SEARCH AND ANALYSIS IN TECHNOLOGY STRATEGY FORMULATION LEADS TO HIGHER PROBABILITY OF SUCCESS IN NEW TECHNOLOGY VENTURES