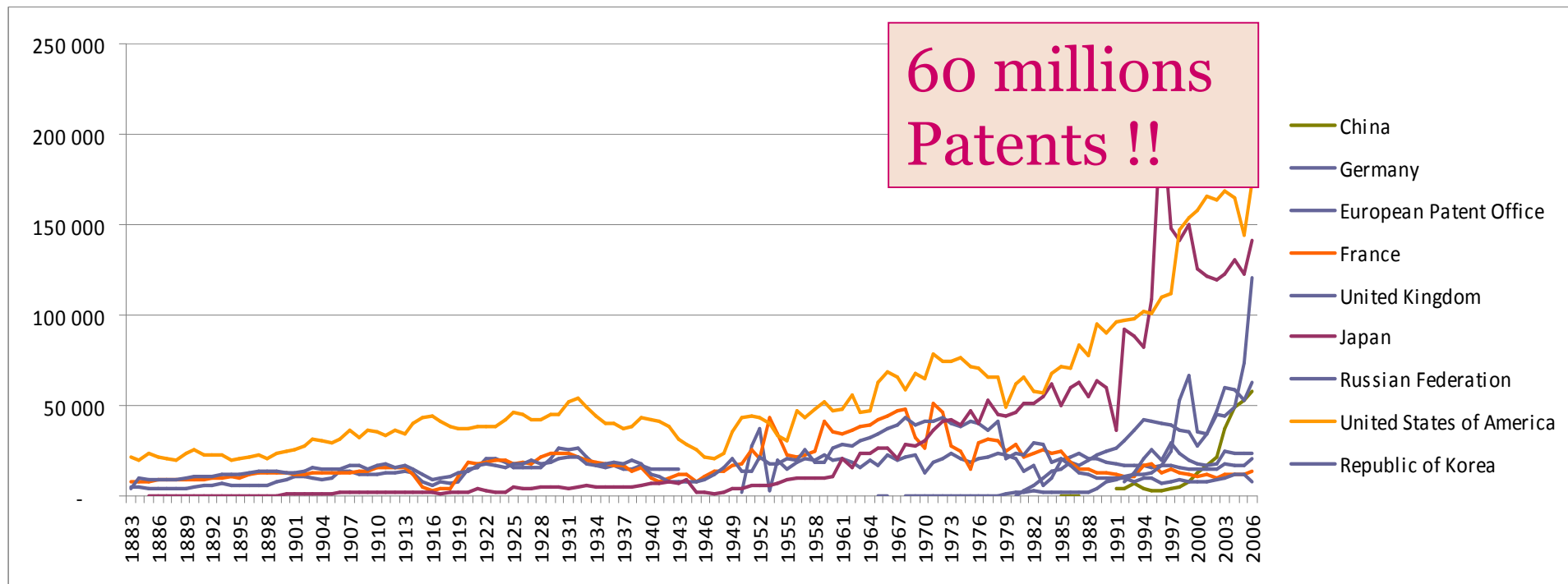


Building a market for Intellectual Property

Jean-Yves LEGENDRE
Licensing & Business Development
L'Oréal R&D

Huge acceleration of patent filing worldwide



Source : WIPO, 2008

The New Paradigm

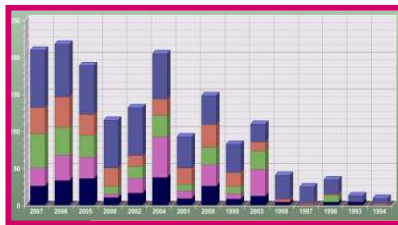
Look for the haystack, not the needle !

Catégorisation

« Clusterisation »

Visualisation
« satellite »

Patent rating



- All (301)
- uncategorized (10)
- oral,dosage,form (70)
- viral,cancer,viral infection (48)
- health,beverage composition,kit (37)
- adhesive,denture,article (35)
- animal,companion,feed (15)
- vitamin,supplement,vasoactive (14)
- probiotic,method of use,bifidobacteria (14)
- cosmetic,hair,skin (14)
- pharmaceutical composition,powder,pha (11)
- foam,material,body (11)
- phenylephrine,aldehydes,illness (8)
- eye,antagonist,vascular (6)
- preparation,alopecia,derivative (6)



EVALUATION SHEET

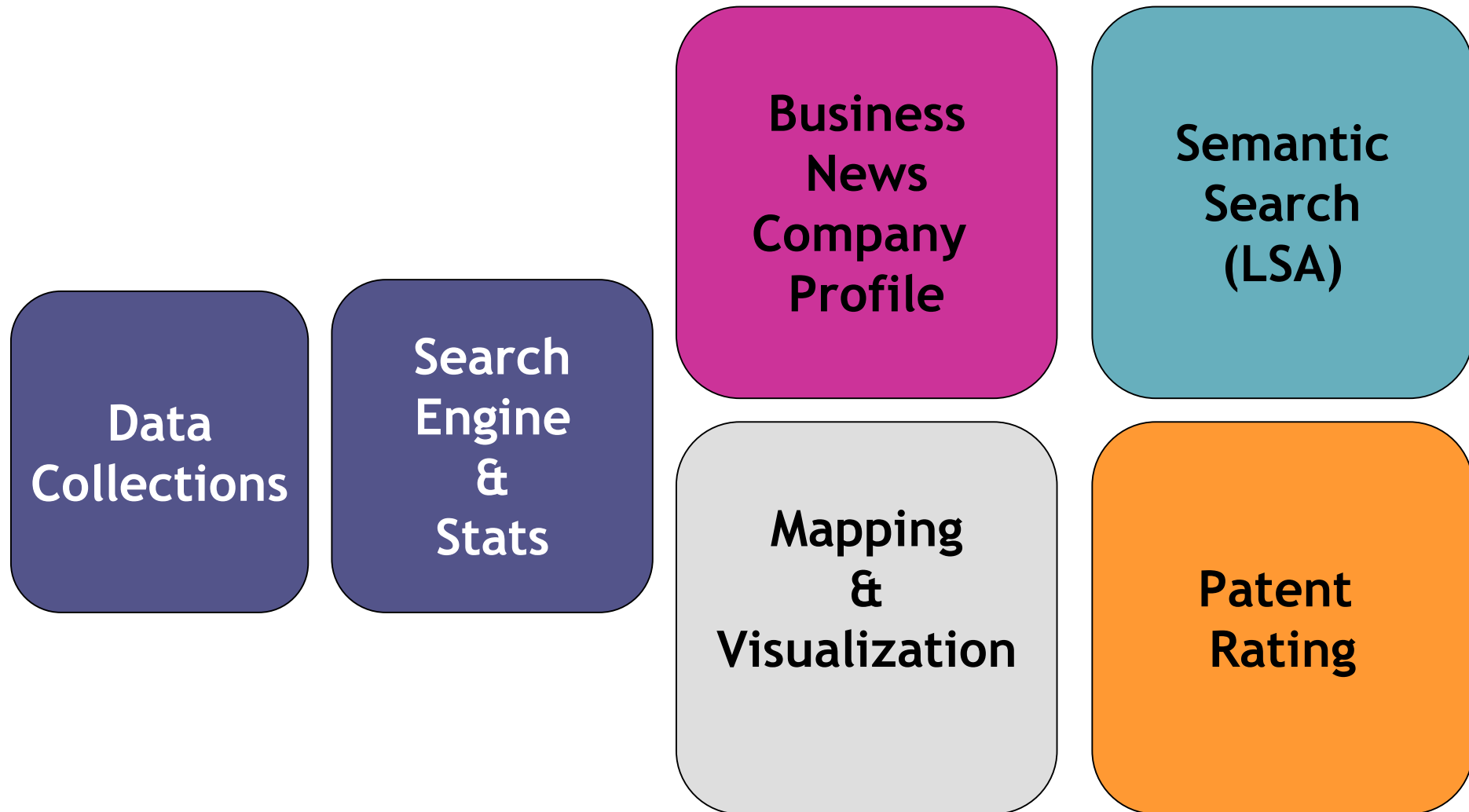
Superb

Excellent

Great

Good

Patent analytics modules on available tools





Search Stats Mapping Business Semantic Patent rating



★★★ ★



★★★ ★ ★



★ ★

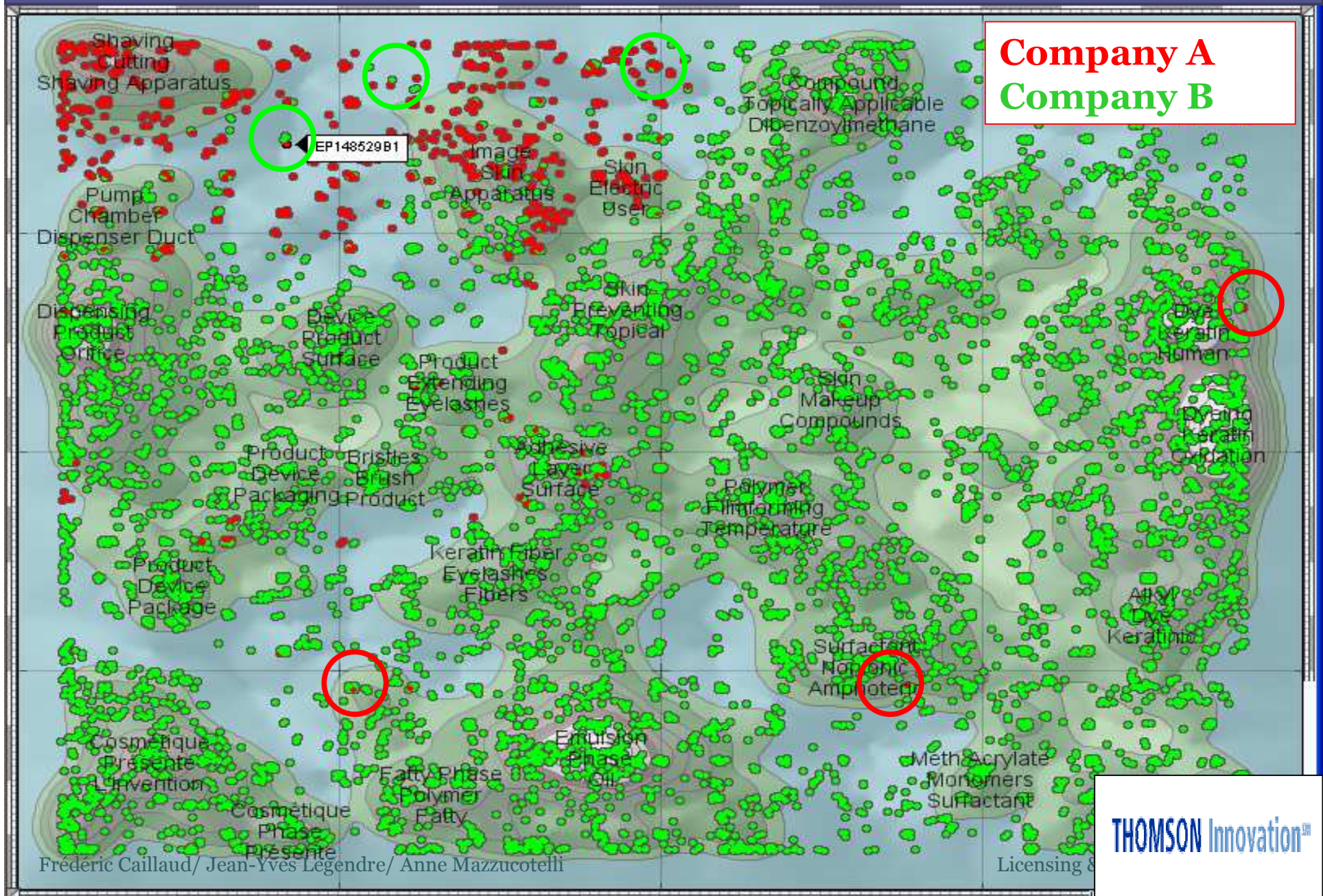


★ ★ ★ ★

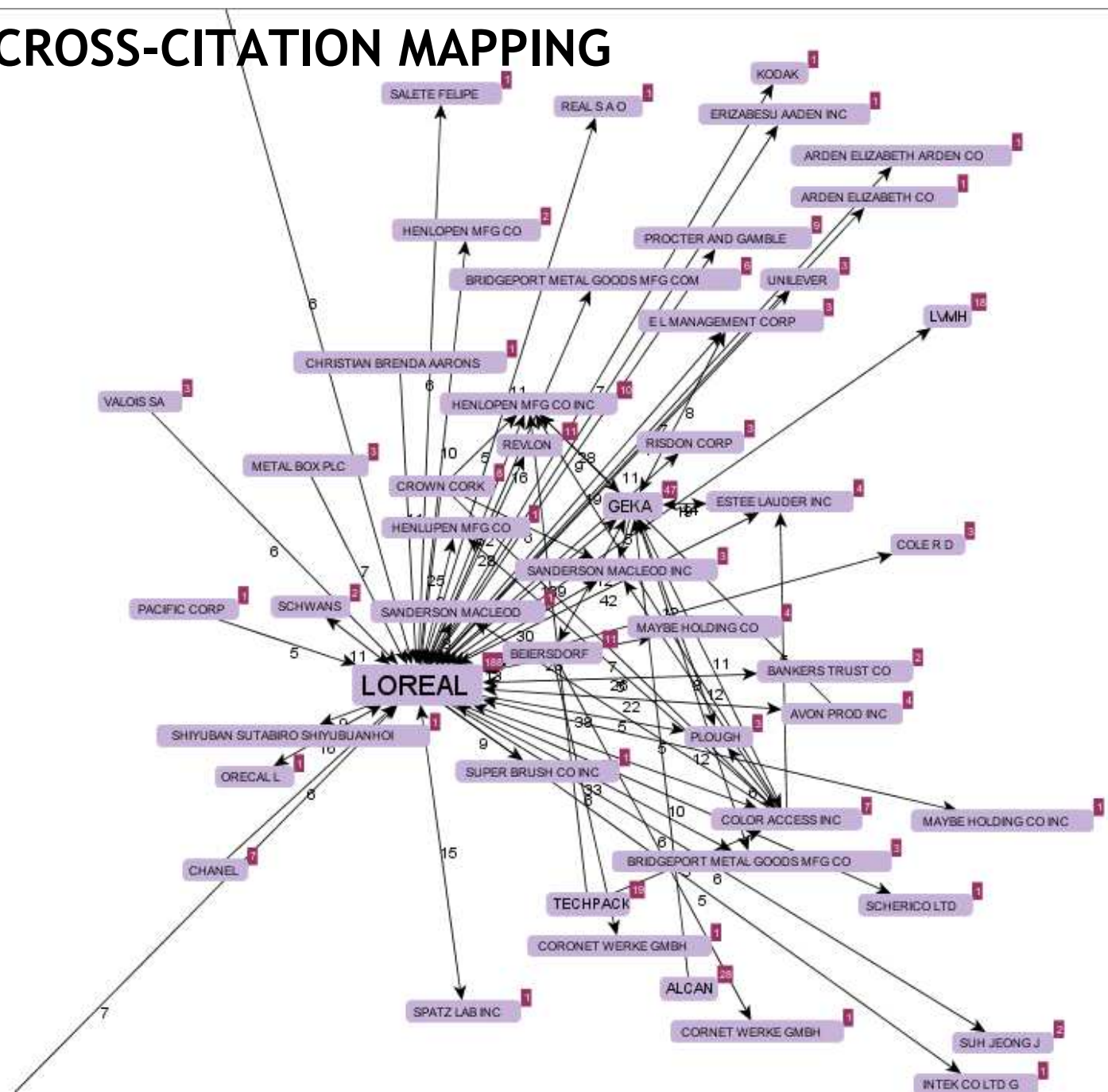


★★★

PORTFOLIO CROSS-MAPPING

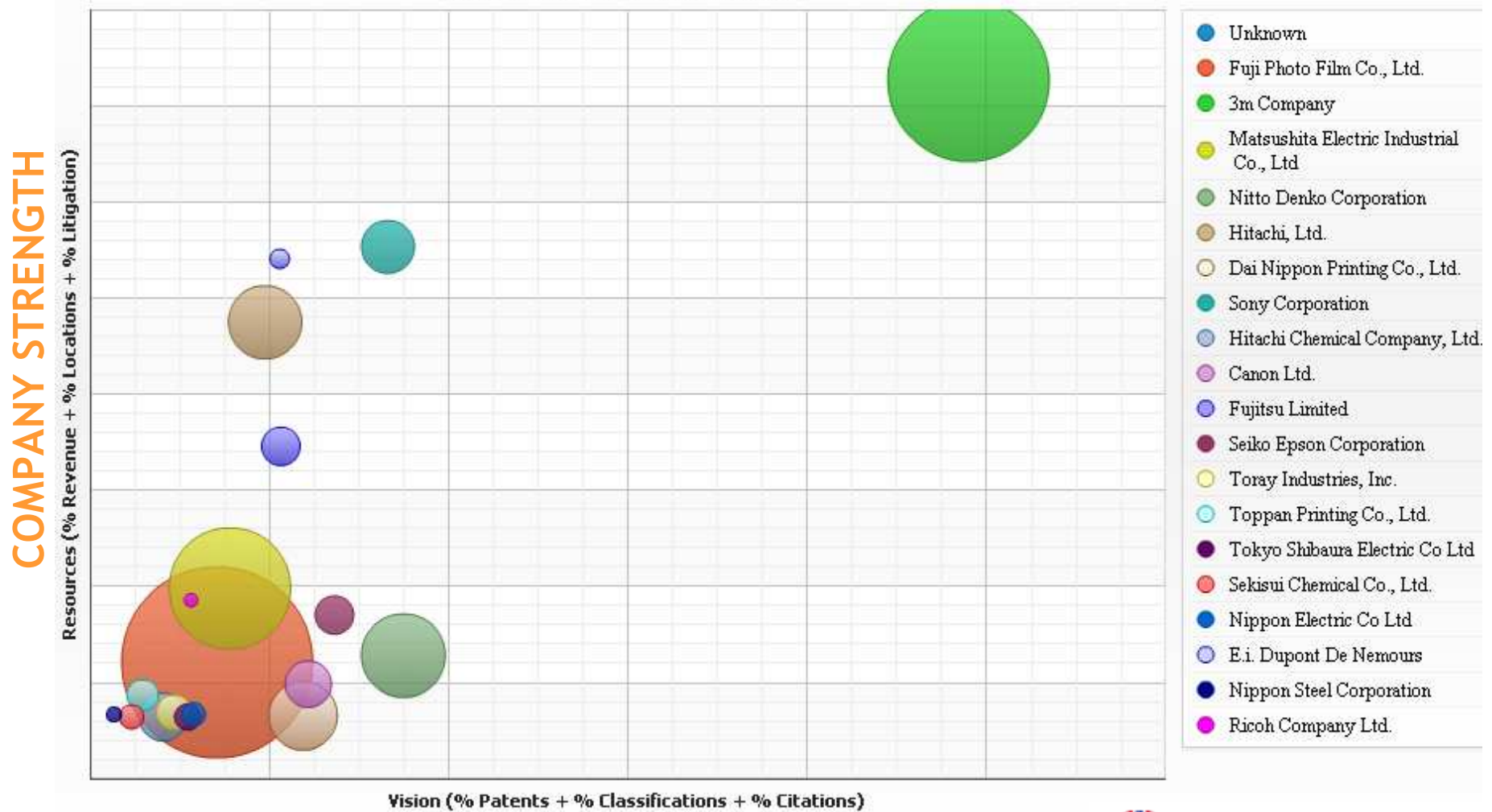


CROSS-CITATION MAPPING

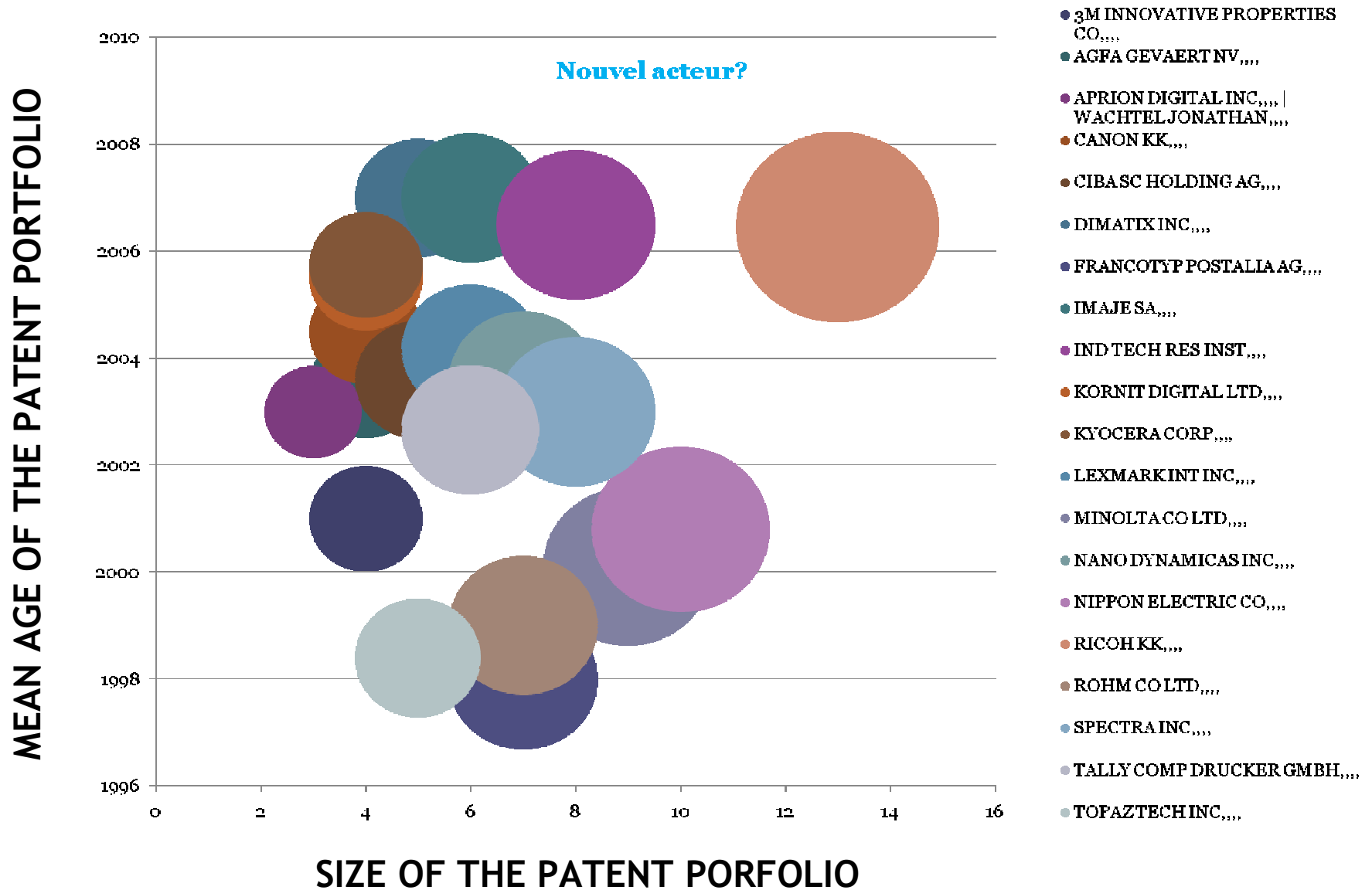


COMPARATIVE OVERVIEW OF THE PLAYERS (I)

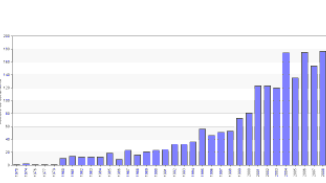
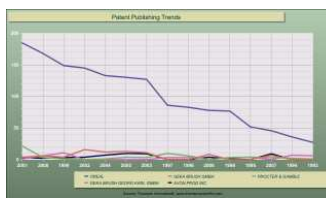
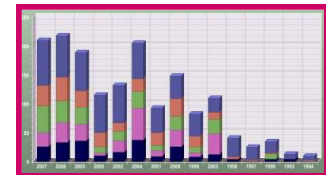
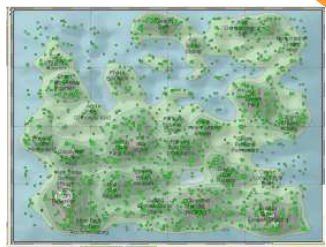
Patents, Revenue, & Cases per Company



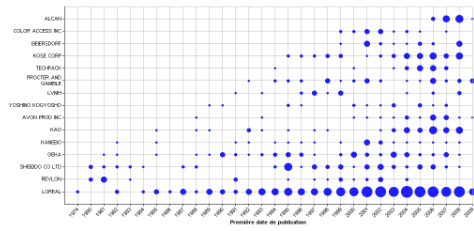
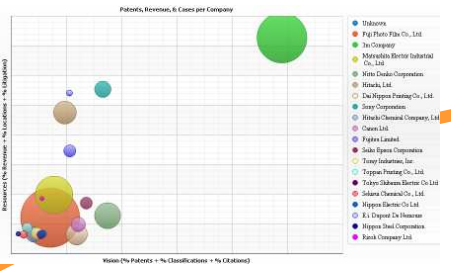
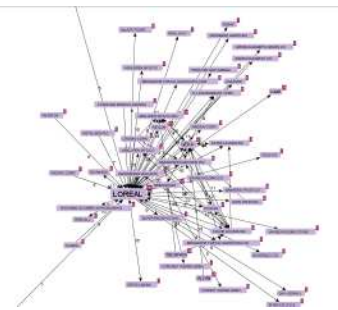
COMPARATIVE OVERVIEW OF THE PLAYERS (II)



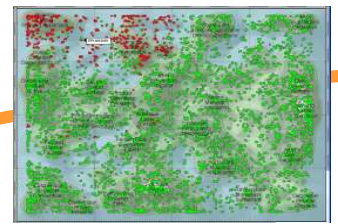
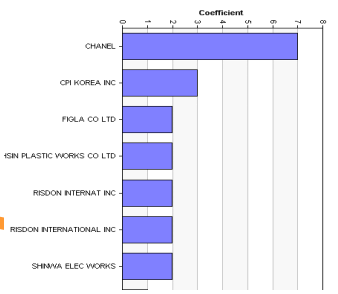
Environment



Identification of the players

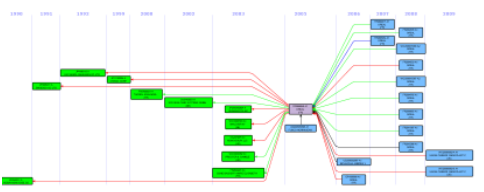


Partner Selection



Nom société	Nb de brevets	Age moyen	Brevet	Brevet	Co-dépôts
	mascara	portefeulli	le plus ancien	le plus récent	
Gilva	70	1998	1981	2009	Estée lauder (1)
Alcan	34	2007	2006	2005	
Crown Risdon/cd	27	2002	1992	2008	
Bridgeport/HCP	13	1999	1982	2009	
Yoshino Kyogoshi	18	2000	1989	2007	Kose (3)
Shya Hsing glass	11	2006	2001	2009	
Alcan	8	2006	2002	2009	
Shinwa Elec. Woi	7	2002	1991	2008	
CPI Korea	4	2008	2008	2008	
Key Trading	4	2003	2001	2008	Kanebo (2)
Friedrich Sanner	2	2009	2009	2009	
Figla	2	2008	2008	2008	Kose (1)

Partner Portfolio analysis



Patent Factor Index Report
 The Patent Factor Index Report is a comprehensive analysis of patent data, providing insights into the patent landscape and the competitive environment. It includes a detailed analysis of the patent landscape, including the number of patents, the age of patents, and the number of co-deposits. The report also includes a list of the top patenting companies and a detailed analysis of their patent portfolios.

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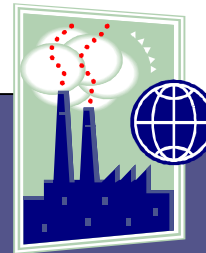
The different meanings, criteria and metrics of patent quality



TO GRANT

- New
- Inventive

Prior
Art



TO PROTECT

- Key technologies
- Future products

Business
Strategy



TO EVALUATE

- Ability to outperform competitors

Patent
Rating



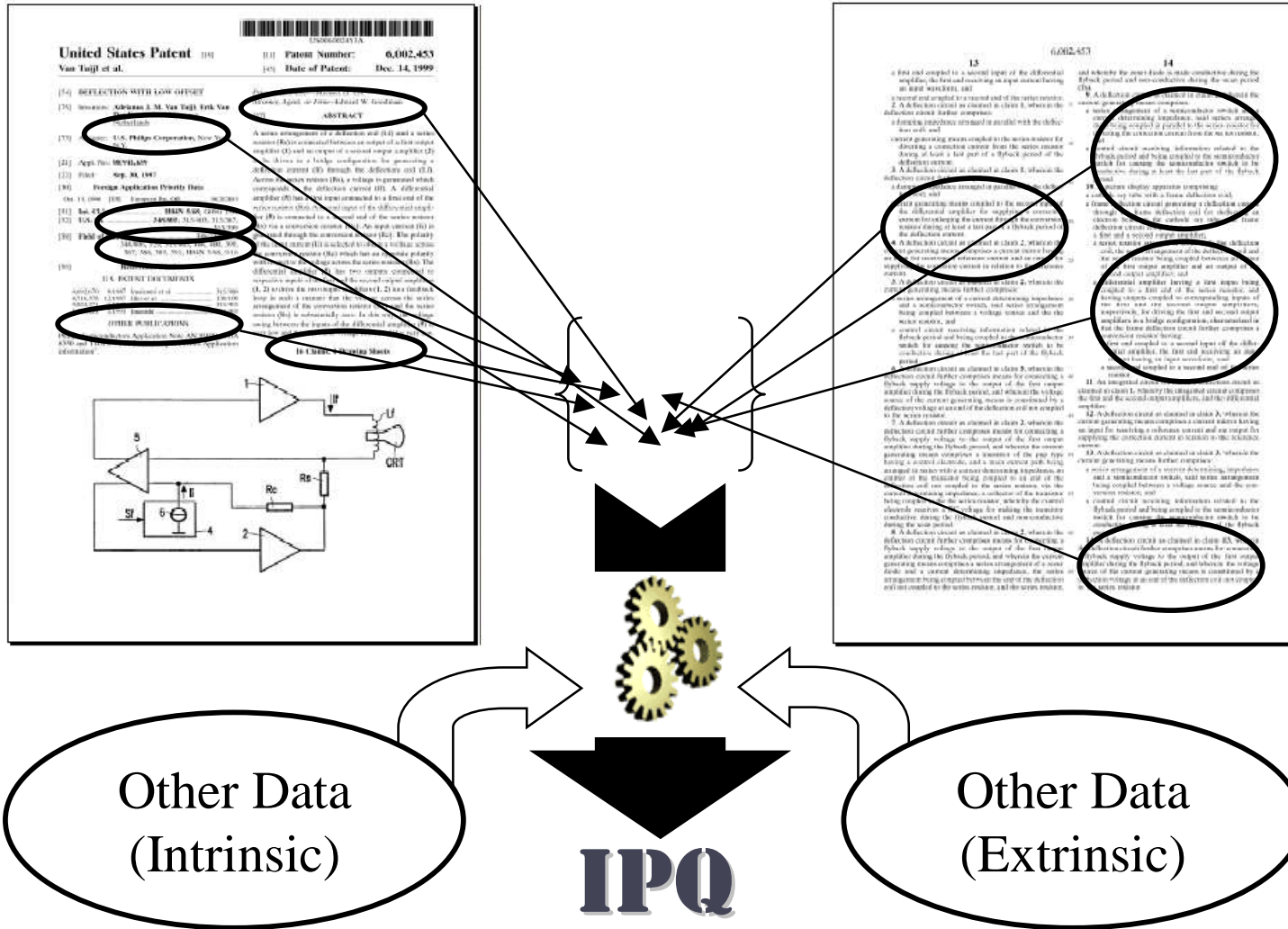
Main patent rating metrics

- Number of claims
- Length of the independent claims
- Number of inventors
- Number of forward citations
- IPC classification
- Speed of prosecution
- Litigations
- Family size

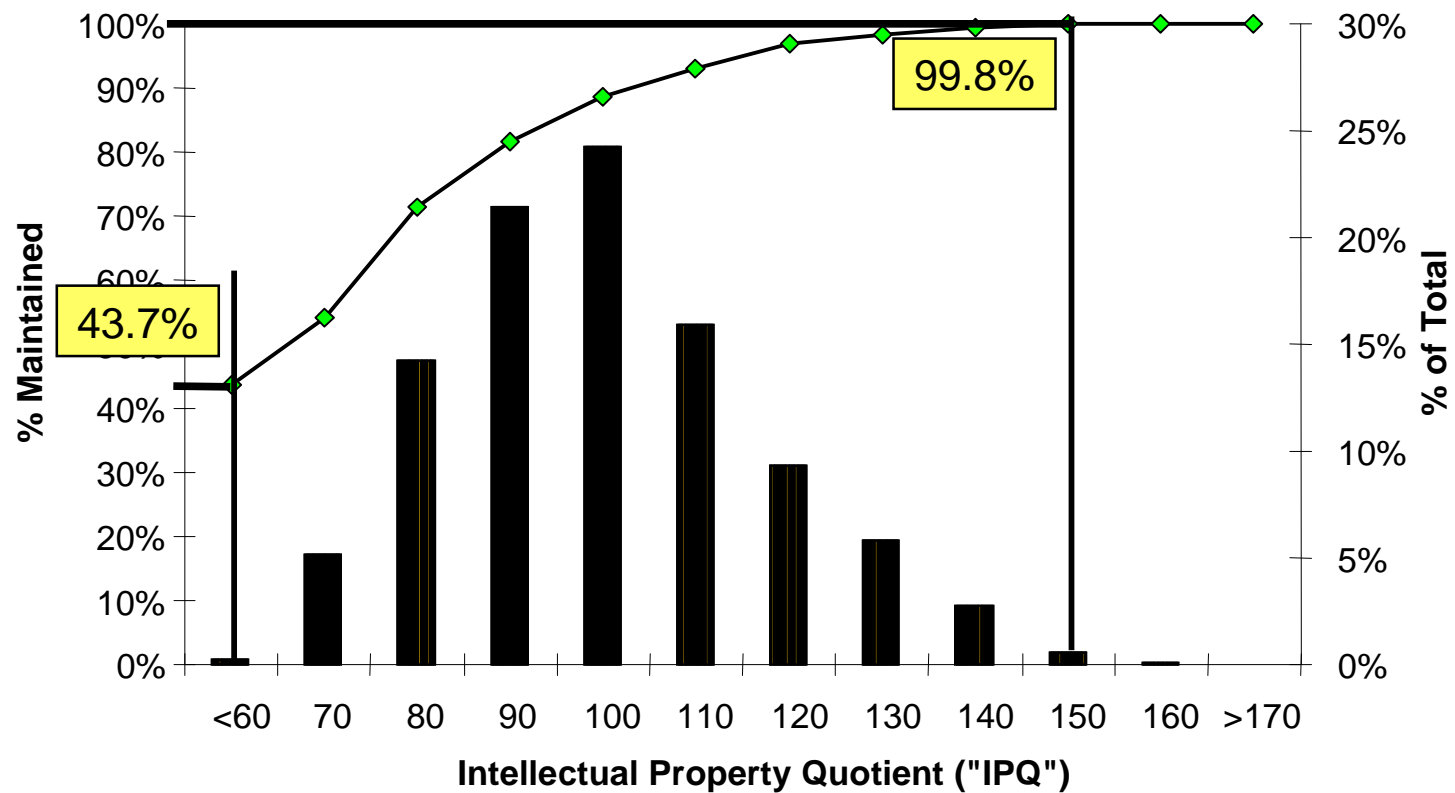


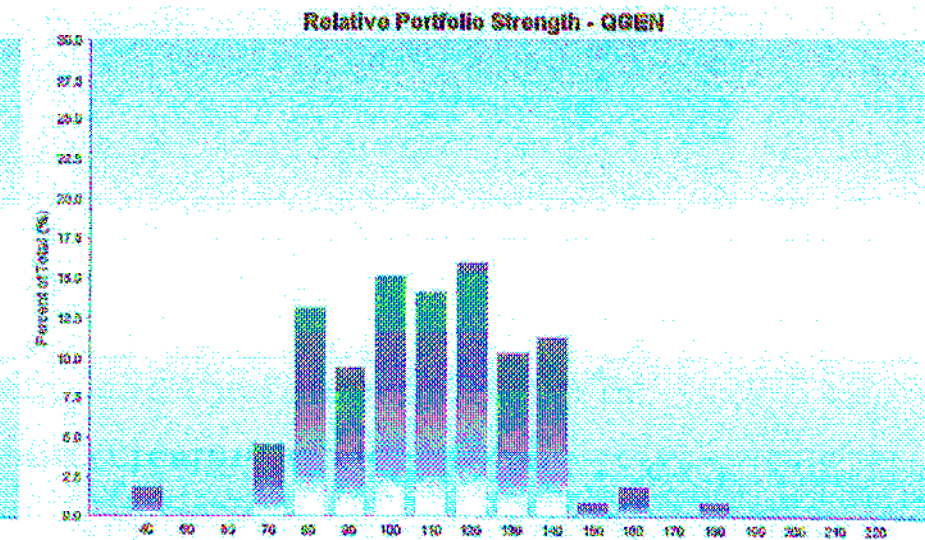
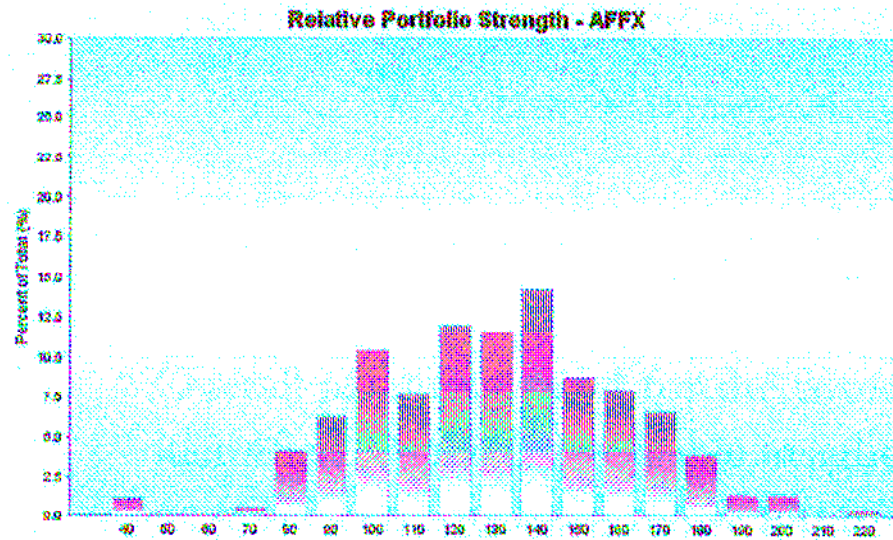
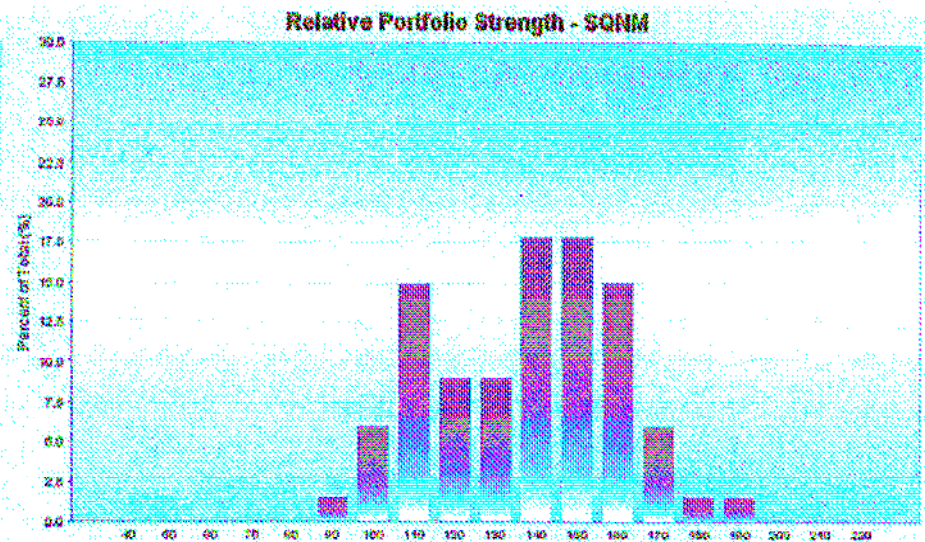
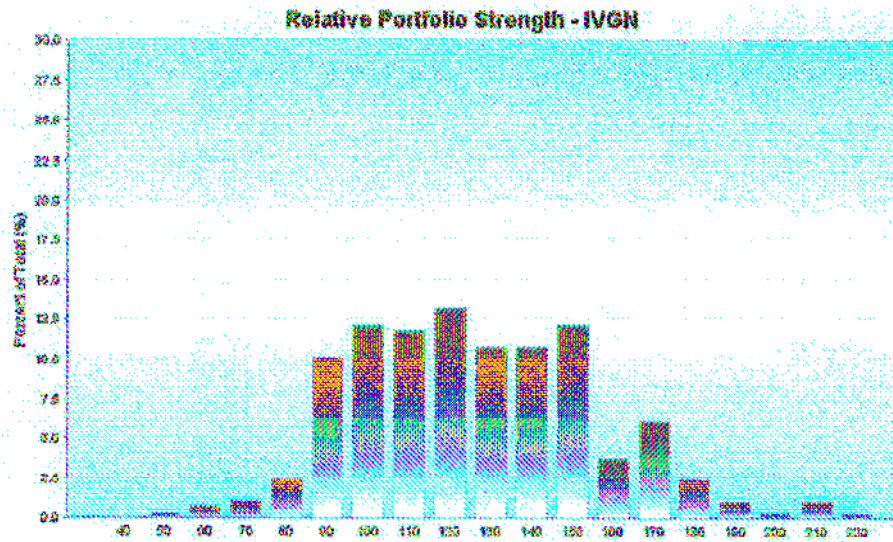


OCEAN TOMO™
INTELLECTUAL CAPITAL EQUITY®



A higher IPQ Score correlates to a higher probability of patent maintenance in the US




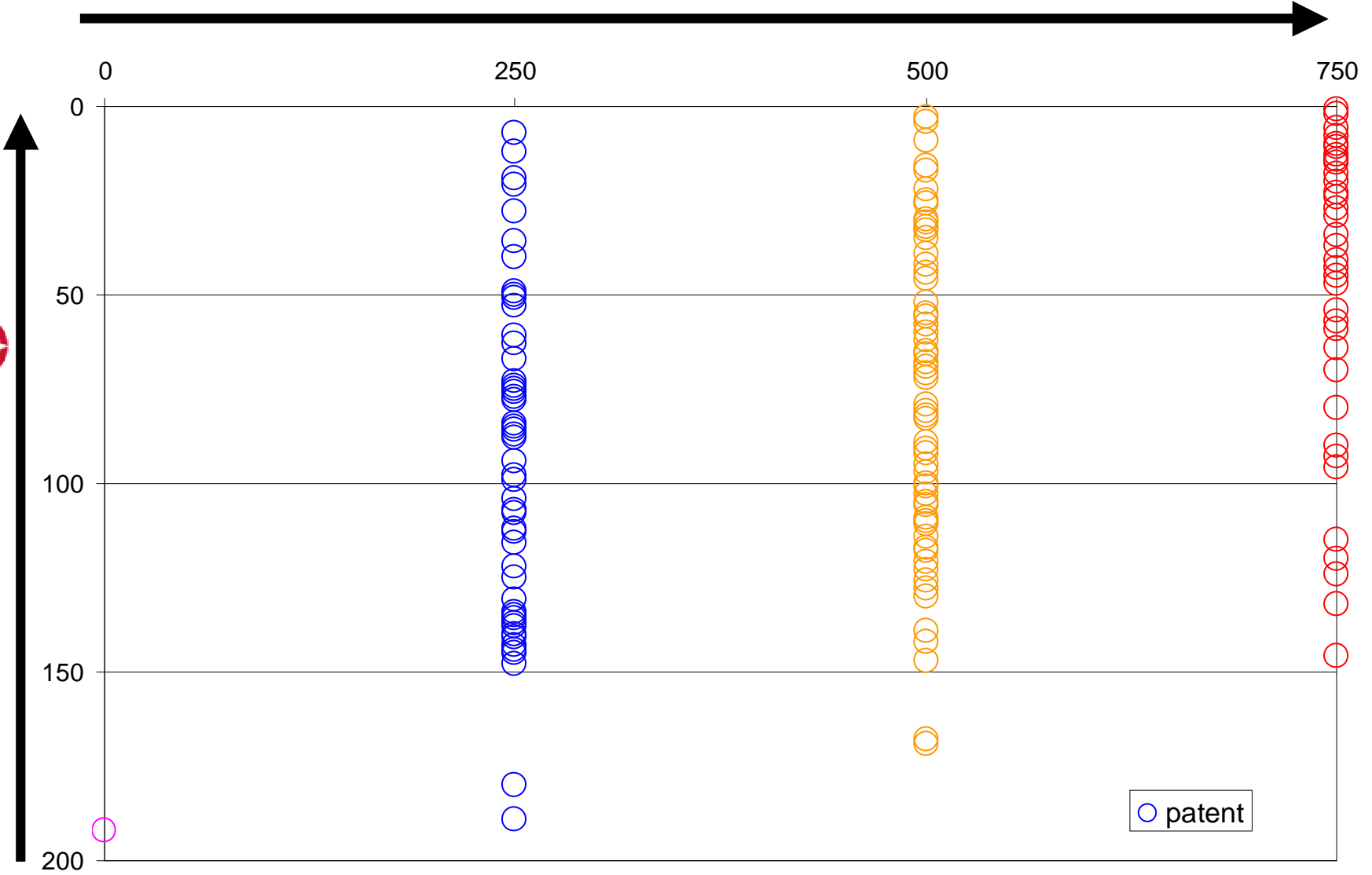


Patent quality distribution for 4 similar companies. The IPQ scores represent quality of patents.

PATENT FACTOR INDEX



PATENT STRENGTH  **INNOGRAPHY®**



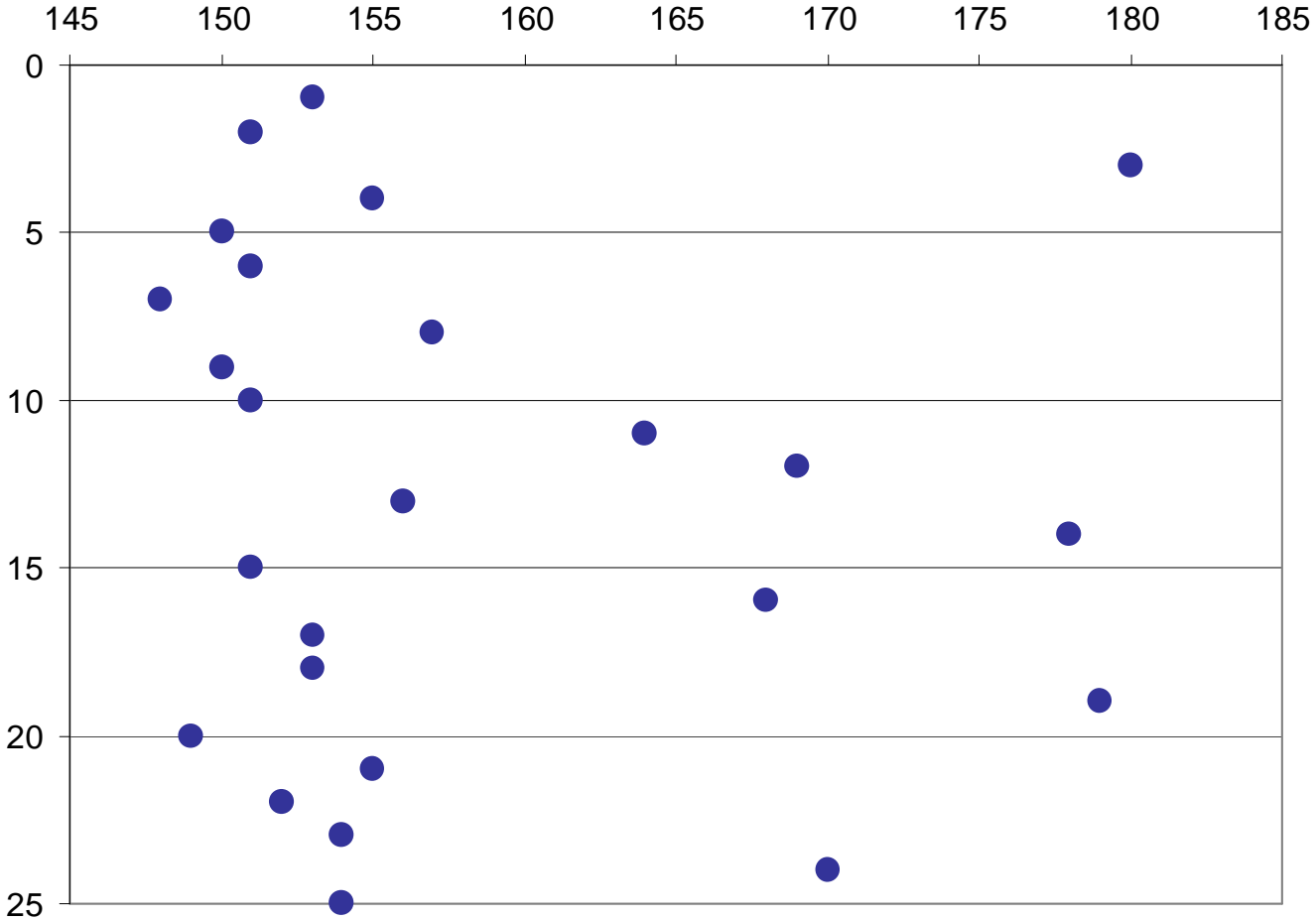
○ patent



IPQ SCORE



PATEN STRENGTH



● Patent



Limitations of patent rating metrics

- Based on a statistical model, limited value for a single patent
- Limited to the US (so far)
- Strongly depends on the field of activity
- Limited connection with the company business strategy



Conclusions

- Patent analytics allows a quick comparison of the companies' patent portfolio and make them highly visible
- Patent rating metrics have not yet reached a consensus
- However, the patent rating will have a strong impact on companies' IP policy