

Helping you build a smarter IP strategy MAKE YOUR BUSINESS A SUCCESS WITH US

Patent Research, Analytics & IT Solutions



Vision - To Become the Best Innovation Support Consultant

Mission - To Protect, Preserve and Progressively inspire clients' success

(E)

Core Purpose -To add value to invention space by creating a positive impact through advanced technical & Legal analytical invention solutions



Guiding values - Professional Excellence

- Innovation with Quality Focus
- U matter First

- Continuous Learning & Improvement
- -Integrity



Agenda





Company's Leadership



Namita Mahajan

Global Business Consultant

- Experience: 10+ years of experience within the IP industry
- Qualification: Master's degree in Biochemistry



Vishal Sharma

Strategy Consultant

- Experience: 8+ years of experience across strategy consulting
- Qualification: MBA, Bachelor's degree in Mechanical Engineering, Lean Six Sigma- Green belt Certified



Yachita Nanda

Business Development and Consulting

- Experience: 6+ years of experience within the IP industry
- Qualification: Bachelor's degree in Electronics & Communication



Parish Aggarwal

Technology Consultant (TMT)

- Experience: 7 years of experience in the Technology, Media and Telecommunications (TMT) industry
- Qualification: MBA, Bachelor's degree in Electronics & Communications



Sumit M.

Advisor - Client Account Management

- Experience: 10 years of diversified professional experience, including IP consulting
- Qualification: Bachelor's degree in Civil Engineering, CFA Level 1 and Six Sigma Green Belt Certified



Karan Sharma

Advisor – Opportunity & Growth Analytics

- Experience: 7 years of experience focusing on opportunity identification, business analytics and GTM strategy
- Qualification: MBA, Bachelor's degree in Electronics & Communications



Why PatentsKart...

- Cost advantage with quality results

- Access to larger/ better talent pool

- Efficiency driven space to focus on your primary goals

Our Key Differentiators

Creating Value, Delivering Results: Four pillars of value creation

Talent/Capabilities

Top-tier institutes and industry talent - Strong SME Network and hub of several global capabilities

- 100% of our researchers have more than 10,000 hours of research experience in their respective fields recruited from top graduate schools in India, with prior industry experience
- Deep industry capabilities aligned along 3 verticals: Prior Art Searches, Patent Licensing, and Patent Analytics.
- Access to best in class tools, thought ware, and trainings. Multi-lingual searches – Chinese, Japanese, Taiwanese language
- Hub of several global capabilities: Emerging markets, Competitor Landscaping, Patent rankings, etc.

Operational Efficiency

Setting clear performance standards for the projects

- Follow the SOPs of initiation call for understanding the objectives, interim report review and then targeted list of final results.
- Define the exact set of requirements (establishing precise requirements, timelines, resources deployment, KT plan, cost estimates, etc.) for the project at the initial stage
- Flexible Cost models as per goals, requirements, scope, duration, budget or other criteria with 5-10 hours additional supplementary search buffer.
- Communication an important part of the workflow integrate calls, feedback loops on Kaizen based workflow.

Cost

Competitive Billing Rates help drive better project economics

- Having US & India members delivers an increase in engagement profitability
- Cost benefits can be passed on to clients to enhance competitiveness in the market

Creating
Value,
Delivering
Results

Time

24 hour productivity capitalizing on time zone differences

- Capability to generate time-sensitive proposals, project reports and other client deliverables
- Integrated access to tools and technology enables seamless hand off and delivery

Quality Insights

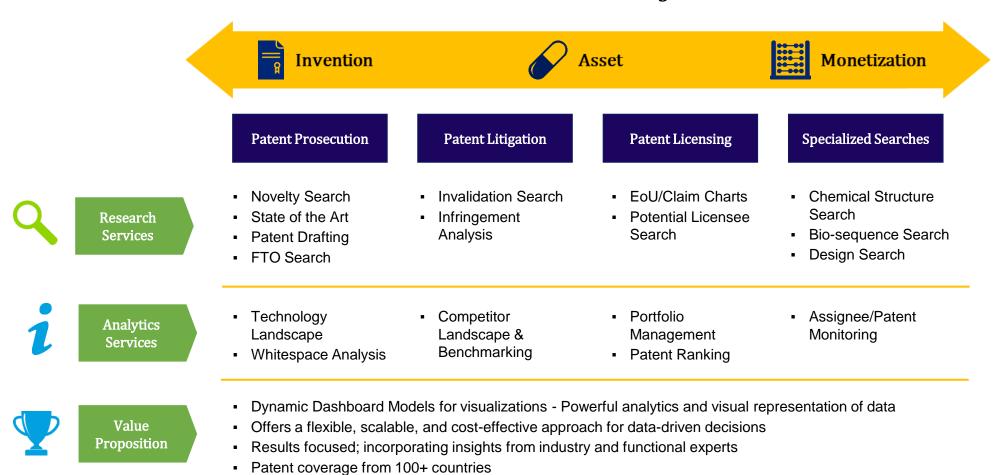
Favorable Economics



Products and Services Offered

Leveraging diverse experiences and passion to effectively manage your patent portfolios.

PatentKart's Research and Insights Services

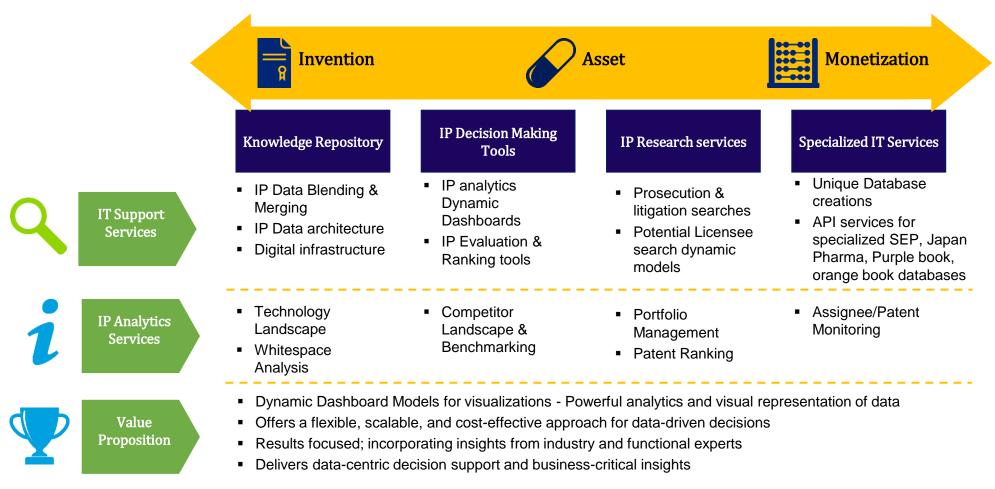




Products and Services Offered

Leveraging diverse experiences and passion to effectively manage your patent portfolios.

PatentKart's IP analytics insights Services





Databases

Our searches cover global patent and technical literature searching to precisely meet the clients' objectives and maximize business potential.

Subscription to leading patent and non-patent databases

Patent Literature

Patent coverage of 100+ countries

- Questel Orbit
- Derwent Innovation (previously, Thomson Innovation)
- STN (CASLINK Registry, CAPLUS and MARPAT)
- Orbit Design database
- Patent Lens
- USPTO
- Espacenet
- J-Plat Pat (PAJ)
- CNPAT
- Google Patents
- KIPRIS

Non-patent Literature

Research papers, technology standards, whitepapers, product datasheets

- ASME
- ACM
- IEEE
- IP.com
- ETSI
- 3GPP
- Science direct
- PubMed
- Google Scholar
- Websites and blogs of leading assignees
- Google Analytics



Research Methodology

We follow a very comprehensive research methodology covering all possible combinations of keywords, assignees, inventors, classifications, patents, and non-patents search strings- which in turn allows us to provide a holistic true picture to cater to clients' business requirements

Phase 1 (P1) Align on Search Objectives	Phase 2 (P2) Conduct Research	Phase 3 (P3) Analyze Results and Create Final Report
Analyze Scope Align Objectives	Keywords Classification Assignee/ Combination Citation Non-Patent Literature	Detailed Final Report
 based on the subject patent/ disclosure provided by the client. Analysis of the file wrapper of the subject patent, especially the final/non-final rejections, applicant's argument and remarks and notice of allowances. Key features are identified based on the novel aspect of the 	Relevant keywords and their logical variations are determined based on the key features and the technology domain of the invention Different key strings with variable scope (broad to narrow) are formed **Relevant IPC/CPC/US patent classes are identified.** **Independent full class based search strings are identified.** **Independent full class based search strings with technology domain of the invention Different key strings with variable scope (broad to narrow) are formed* **Relevant IPC/CPC/US patent classes are identified.** **Independent full class based search strings with a combination of keywords or classes are prepared to identify relevant patents associated with these assignees or inventors **Search string are prepared using narrow keywords and broad classifications, and broad keywords and narrow classifications.** **Dombination search string are prepared using narrow keywords and broad classifications, and broad keywords and narrow classifications.** **Dombination search string are prepared using narrow keywords and broad classifications, and broad search string swith a combination of keywords and narrow classifications.** **Dombination search string are prepared using narrow keywords and broad classifications, and broad classifications.** **Dombination search string are prepared using narrow keywords and broad classifications.** **Dombination search string are prepared using narrow keywords and broad classifications.** **Dombination search string are prepared using narrow keywords and broad classifications.** **Dombination search string are prepared using narrow classifications.** **Dombination search string are prepared us	 Results from each search strings are analyzed to identify citations disclosing maximum or most important key features. Full-text analysis is done and the relevant texts are mapped (with color mapping) in the final search report. Key feature analysis Indexing of the relevant texts. Relevant text is also highlighted in the original PDF references
	PatentsKart's comprehensive six-point research framework	



Sample Search Strategies

Sr. No	Search String	No. of Hits							
	Orbit Search Strings								
L1	(((APP?? OR APPLICATION?? OR INTERFAC???? OR SOFTWARE?? OR PROGRAM??? OR APPLET?) 5D (GPS? OR A_GPS?? OR GLONASS?? OR SPS?? OR LOCATION?? OR POSITION? OR DIRECTION?? OR RADAR?? OR GLOBAL_POSITION??? OR NAVIGATI???))/TI/AB/IW/CLMS AND ((FRIEND?? OR COMMUNIT??? OR GROUP?? OR FAMIL??? OR NEAR_ONE?? OR NEAR_BY? OR NEIGHBO??? OR PEOPLE?) 4D (INTERACTION?? OR COMMUNICATION?? OR CHAT??? OR SHARE?? OR TALK?? OR SPEAK?? OR CONVERS????))/TI/AB/IW/CLMS AND ((POI OR (POINT? 2D INTEREST??) OR EVENT?? OR PROMO?? OR HAPPEN??? OR FIXTURE??) 4D (LIVE? OR REAL_TIME? OR SAME_TIME?))/TI/AB/IW/TX)	126							
	Thomson Innovation Search Strings								
L5	CTB=((COCOA*1 OR NIB*2) NEAR5 (SLURR* OR SUSPENSION* OR WATER* OR MIX*5 OR WET* OR LIQUID* OR GRIND*)) AND CTB=((EXTRACT* OR SEPARAT* OR SEGREGAT* OR DECANT* OR CENTRIFUG* OR PROCESS* OR MANUFACTUR* OR PREPAR*6) NEAR4 (CHOCOLAT* OR ((SOLID*5 OR LIQUID*5 OR FAT*5) NEAR2 PHASE*4)));	715							

Sr. No.	Key Strings
NPL1	gps interaction
NPL2	("live gps") ("social media") events promos
NPL3	automatic gps location share friends events promos upto date

B. US Classification

S. No	Class	Description
1. 340/686.6		Communications: electrical; condition responsive indicating system; specific condition; position responsive; proximity or distance.
2.	455/456.1	Telecommunications; radiotelephone system; zoned or cellular telephone system; location monitoring.

5. ASSIGNEE BASED SEARCH

Search was conducted for the following Assignee names

1	3COM Corporation	 Gateway Technologies 	 SBC Technology
ı	AT&T	 Genesys 	Resources Inc
1	Bell Atlantic Network	Telecommunications	 Science Dynamics
	Services Inc	Laboratories Inc	Corporation
i	Cisco Technology	 Global Tel*Link 	 Securelogix Corporat

6. INVENTOR BASED SEARCH

Search was conducted for the following Inventor names

•	Abhyanker, Raj V.	 Delorme, David, M. 	•	Gist, James R.
•	Alumbaugh, Wendell	 Demsey, Seth, Mitchell 		Gravino, Douglas David
•	Amaitis, Lee M.	 Dorbie, Angus 		Heath, Stephan



Sample Deliverables- PATENTABILITY SEARCH

Problem statement

Client concluded research related to a new technology and had multiple inventions to file patents for; while avoiding excessive prosecution costs



Search objective

Conduct global patent and non-patent searches to find any similar art that could be used for subsequent patent drafting

Methodology

Using PatentsKart's comprehensive six-point research framework, covering all variations of keywords & classifications

RESULT 1: CN1038XXXXXA

Plant I(FI) Higgsochung Higgson		Manual (10) Conductive and					Place 3 (PE) Assigns Resilies and Greate Franklepon	
designer beauty alleger and alleger beauty	Eyest	Carolinain	Antonia'	Continues	Chatien	Anches Street	Draini motor	Sted Square
Section for highly agrice, declines provided in colonial strategy or to the program of the reduct polars, expressed in the physical agricultural polarity regulated activation application of polarity and addressed.			Medical of	man disper properties interespents entrespent to de tapasto entrespent entrespent entrespent entrespent	Indicated in the control of the cont		DESCRIPTION OF THE PERSON OF T	STATE OF THE PARTY

Click above for detailed methodology



Double-click above for sample patentability report





Value delivered

Client was able to decide which inventions to pursue for patents and draft better claims in the light of known prior art

Key Features Patents	KF1	KF2	KF3	KF4	KF5	KF6	KF7	KF8
US201XXXXXXXXA1	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes*
US76XXXXXB2	Yes	Yes	3, es*	Yes	Yes*	Yes	No	Yes
US79XXXXXB2	Yes	Yes	Yes*	Yes	Yes*	Yes*	No	Yes*
US2014XXXXXXXA1	Yes	Yes	No	Yes*	Yes	Yes	Yes*	Yes

* key feature is partially inferred.

Feature-to-feature mapping

Key Feature Analysis (Cheat Sheet)

3 Technical comments for inferred/limiting features

Key differentiators/ Value drivers



Skilled technical expertise



3-5 days turnaround



Budget options available



Sample Deliverables- FTO SEARCH

Problem statement

Client wants to know of any 3rd party 'in-force' patents that could pose threat to commercializing their technology/product

Methodology

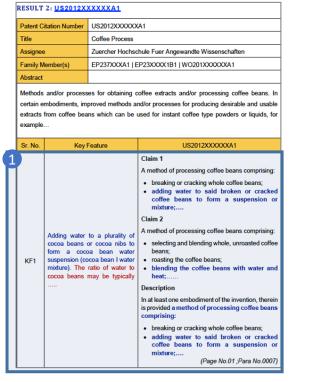
Using PatentsKart's comprehensive research framework, covering all variations of keywords & classifications (incl. WIPO patents from last 5 years)



Click above for detailed methodology



Double-click above for sample FTO report





Search objective

Conduct country specific patent searches to find patents whose claims overlap with the scope of client's patented technology

Value delivered

Client was able to identify patents that could be future threat, and pursued litigation to invalidate the identified patent

Sr. No.	Patent No.	Main Independent Claim(s) of Interest	KF1	KF2	KF3	KF4	KF5	KF6
1.	US779XXXXB2	C1	Yes (C1, Desc)	Yes* (C1, Desc)	Yes* (C1, C4, Desc)	Yes (C1, Desc)	Yes (C1)	Yes* (C1)
2.	US2012XXXXXXA1	C1, C2	Yes* (C1, C2, Desc)	Yes (C1, C2, C12, Desc)	Yes* (C1, C12, Desc)	Yes (C1, C2, C7, C8, C21, C22, Desc)	Yes (C2, C7, C9, C23, C24, Desc)	Yes* (C2, C23, Desc)
3.	US871XXXXB2	C1, C13	Yes* (C1, C4)	Yes* (C13)	Yes* (C1)	Yes (C13, C14, Desc)	Yes* (C14, Desc)	Yes* (Desc Only)

Feature-to-feature mapping

Claim specific Key Feature Analysis

3 Technical comments for inferred/limiting features

Key differentiators/ Value drivers





updated



5-7 days turnarou nd time



Budget options available



Sample Deliverables- INVALIDATION SEARCH

Problem statement

Client wants to scrutinize target claims to challenge the validity of a competitor patent, to support their litigation strategy

Methodology

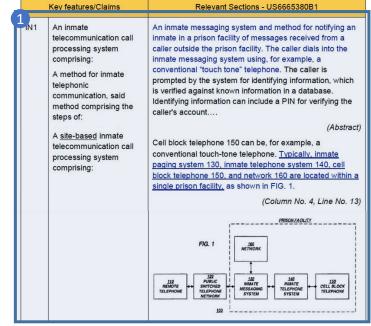
Using PatentsKart's comprehensive six-point research framework, covering all variations of keywords & classifications, incl. file-wrapper analysis and citation analysis of all family members (inequitable conduct)



Click above for detailed methodology



Double-click above for sample invalidation report





Search objective

Conduct global patent and non-patent searches to find any similar art that could be used to kill the novelty of the subject patent

Value delivered

Client was able to use the combination of primary and secondary citation to support the 'obviousness' in the subject patent claims

Patents Key Features	<u>US6665380B1</u>	EP0989720A1	<u>US8098804B1</u>
IN1	Yes	Yes	Yes
IN4	3 Yes*	Yes*	Yes*
IN5	Yes*	No	No
D1	Yes	Yes	Yes
D2	Yes	Yes	Yes



Color-coded claim charts

Key Feature Analysis (Cheat Sheet) 3 Technical comments for inferred/ limiting features

Key differentiators/ Value drivers



Analysis of file wrapper, inequitable conduct



Claim chart
mapping,
with exper



5-10 days turnaround time



Budget options available



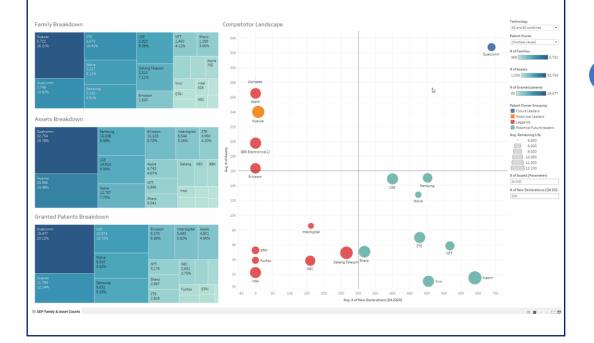
Sample Deliverables- IP ANALYTIC SERVICES

Objective

Help you build a smarter IP strategy and portfolio management

Dynamic Dashboards

- Empower users to make better data-driven decisions, faster
- Easy integration today, for a better tomorrow
- Freedom from analyzing enormous amounts of data in spreadsheets
- Our dashboards provide clear actionable insights that drive the business forward





Service focus

Specific research objectives like Competitor benchmarking, development of future R&D strategies, investment decisions, licensing, and acquisitions. Technology trends

Value delivered

Our visualization models include:

- ➤ Latest Competitor/Technology trends
- ➤ Licensing target identification
- ➤ Technology Whitespace
- ➤ Relative Growth (CAGR) in Competitor Patent Portfolios
- ➤ Hottest R&D locations & Leading Markets across generations
- ➤ Most valuable patents
- Foundation base to gain technical insights on your specific domains and derive actionable info to empower data-driven decision making
- Provides justification for strategic IP decisions like where investment can become a great opportunity in Research & Development.
- Assessment of the viability of proposed business plans
- Monitor markets of interest
- Determine which potential patents have a significant value

Key differentiators/ Value drivers



Creates dynamic IP Knowledge repository



Supports quick driven decision making



Specialized IT Services



Sample Deliverables- INFRINGEMENT SEARCH (EoU)

Locating illegal use of your patented invention

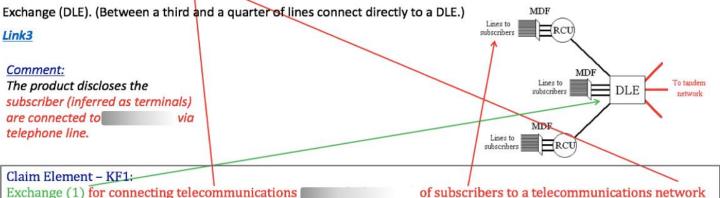
Output – Detailed **Evidence of Use (EoU)** claim charts.

Infringing Product - Sample Claim Chart (Element to Element Mapping)



Local exchanges

The telephone line from a subscriber runs underground or overhead on poles to the local building. While this building is often known as "the exchange", in actual fact it might well not be. All the lines in an area terminate on a large patch-board known as the Main Distribution Frame (MDF). A second set of wires run from the MDF to the switching unit in the building. For the majority of lines this unit is a Remote Concentrator Unit (RCU), while for the remainder it is the Digital Local



- Monetization Identify infringers for future litigations, royalty earning & licensing purposes.
- Experienced to work on Standards like 3GPP, LTE, Wimax, IEEE 802, etc.
- 5 business days turn-around time

Leverage PatentsKart's diverse industry experience

Extensive mining of technical literature

- File wrapper analysis; background analysis to identify keywords, active assignees and companies.
- NPL Search Open search in the technical domain to identify articles/links/videos/web pages disclosing active players in the domain.
- Patent search Keyword- and Class- based search
- Checking the websites of active assignees/ distributors for research papers/datasheets, websites of companies
- Brief market analysis of identified products Checking products of relevant assignees on Google, Amazon, ebay and other websites
- Evidence of Use (EoU) claim charts to determine the scope of infringement



Sample Deliverables- DESIGN SEARCH

Safeguard the creativity of your design

Sr. No	Publication Number	Relevant Image(s)	Title (English) ▼	Abstract (English)	Claims (English) ▼
1	EP1378193A1	Fig. 1	Bedding item ot the type pillow, duvet cover or the like	The filling (3) is enclosed in an internal envelope (4) comprising two panels (4a, 4b) in a non-woven cloth, which is treated in the mass or impregnated (see later). Each internal panel of the envelope is connected to the external covering (2)	Bedding product types of pillow, quilt or similar consists of a cover or outer shell (2) external fabric woven natural cotton-like filled with an inner lining (3), characterized in that the inner lining (3) enclosed in an inner envelope (4) consists of at least two panels (4a, 4b, 4c) made of a nonwoven fabric treated in the mass or by impregnation, and in that each panel of said inner envelope (4) is connected to the outer casing (2). Bedding article of the pillow type quilt or the like according to claim 1.
2	GB1273259A	FIG.1. 5 2 7 8 4 6	PILLOW, MATTRESS OR LIKE RESILIENT SUPPORT MEMBER	A pillow, mattress or like article comprises a filling 2 of foam plastics compressed and enclosed within a cover 3 of synthetic thermoplastics fabric comprising upper and lower sheets 6 secured together by high-frequency welding to define a seam 7 surrounding the filling 2, the latter comprising two similar slabs 4 secured together around their edges 8 and defining a hollow centre 5 which may contain a further slab of foam plastics.	WHAT WE CLAIM IS: - 1. A pillow, mattress or like resilient support member including two slabs of resilient foam material which meet, and are welded or bonded together, along their outer edge regions and which are enclosed in a seam- welded cover of thermoplastics material stretched over the said foam material. 2. A support member according to Claim 1 in which the cover is formed from two sheets of thermoplastics fabric which have a con-tinuous welded seam.

Search for design and utility patents, along with non-patents documents

- More reliance on design class based searches (like LOCARNO classes) than keyword based searches.
- Image based content retrieval
- Designview, Orbit design database and WIPO global design database

Leverage PatentsKart's diverse industry experience

Locarno	Classificat	ion	Orbit D	esign Search Strings		
S. NO	O Class Description		S. NO	Search String	Hits	
1	6-09	Furnishing; Mattresses And Cushions	1	(06-09+)/CL AND PD <= 2004-02-26	5909	
2	6-13	Furnishing; Blankets And Other Covering Materials, Household Linen And Napery	2	((PILLOW+ OR CUSHION+ OR BOLSTER+ OR HEADREST+ OR HEAD_REST+ OR (HEAD 2D SUPPORT+)))/TI AND PD <= 2004-02-26		



Technology Landscapes

Phase I

Phase II

Phase III

Patent Extraction

- Technology search preparing search strategies and extracting all relevant patents
- Quick manual screening for relevance (First level filtering based on title/abstract/claims)
- Customizable preliminary **Taxonomy** (categorization framework)

Time Involved: 30 – 40 hours

Patent Categorization

- 100 % manual analysis
- Detailed full-text analysis to categorize patents as per approved taxonomy

Time Involved: Approx. 10 min/patent

Graphical Analysis

- Brainstorming to obtain business and technical insights that will stimulate new ideas and increase your team's efficiency.
- Graphs & visuals, summarizing trends and competitor insights

Time Involved: 25-30 hours

Features:

- Trends in patent filing
- Statistics of top players
- Technology innovation trends
- Opportunity analysis
- Legal Status analysis
- Key technology patents
- SWOT analysis

Periodic updates on any subsequent technology developments or new patents

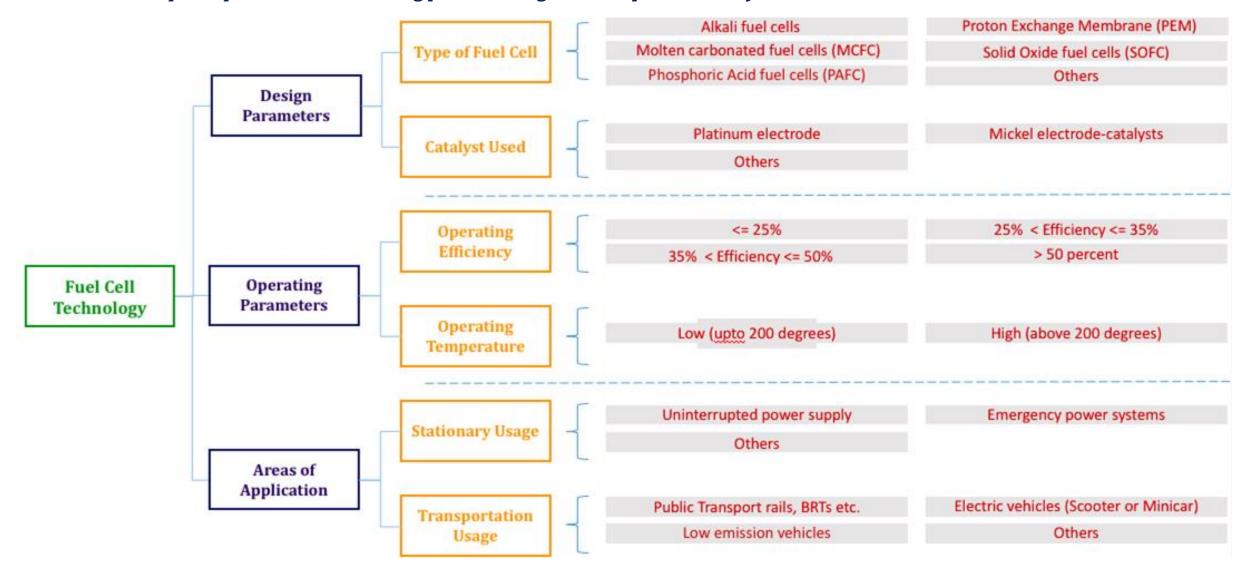
Leverage PatentsKart's diverse industry experience



Sample Deliverables- TAXONOMY (PHASE I)

Phase I Output : Spreadsheet containing filtered patent citations & Proposed taxonomy for approval

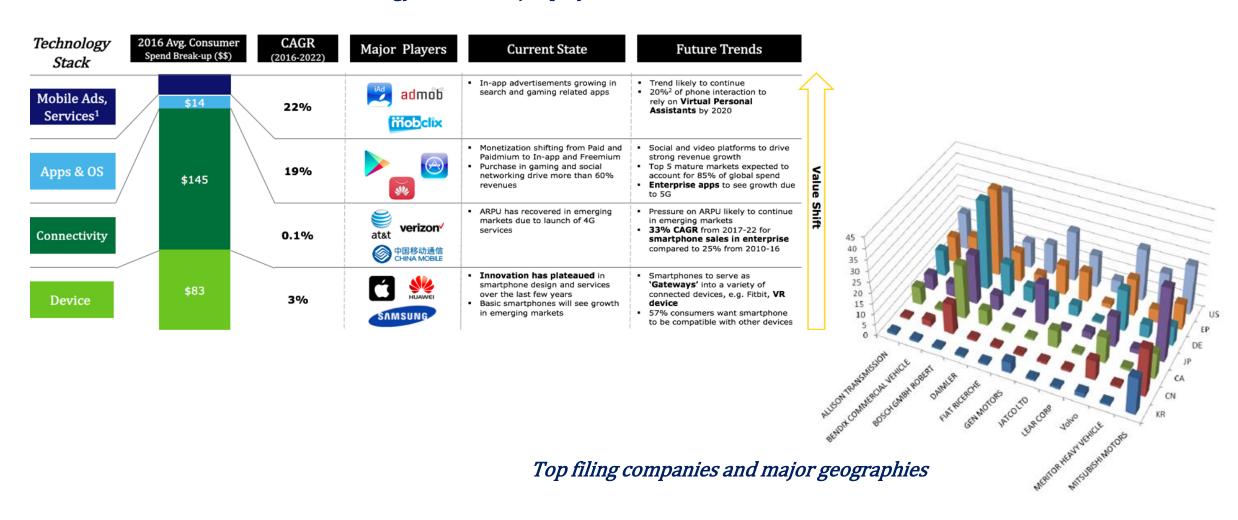
Phase II Output: Spreadsheet containing patents categorized as per taxonomy





Sample Deliverables- GRAPHICAL ANALYSIS (PHASE III)

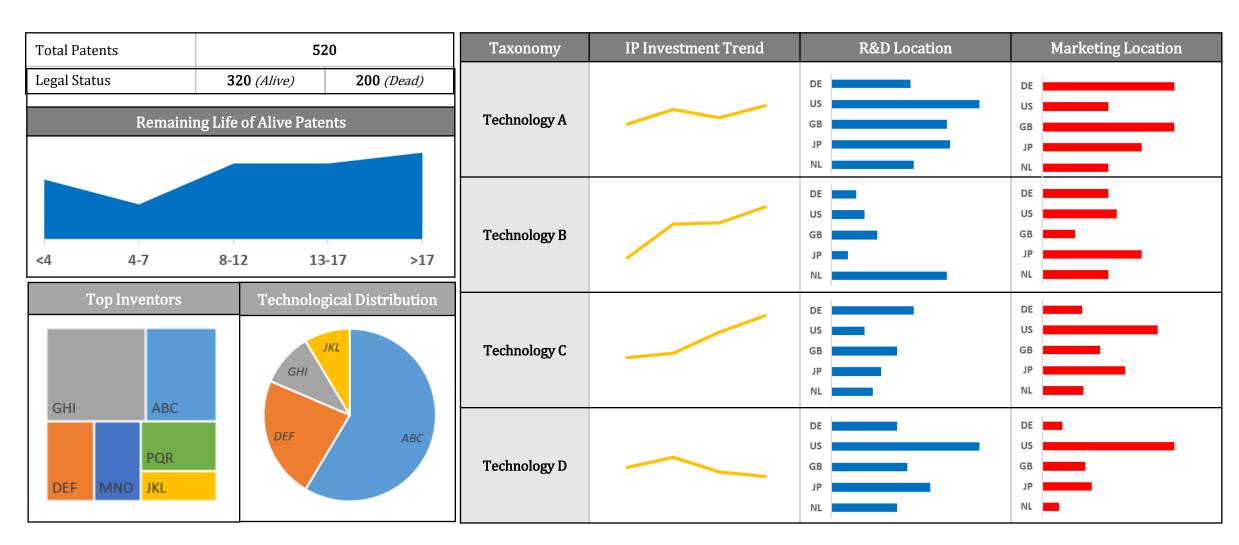
Current and future trends or technology focus of major players





Sample Deliverables- GRAPHICAL ANALYSIS (PHASE III)

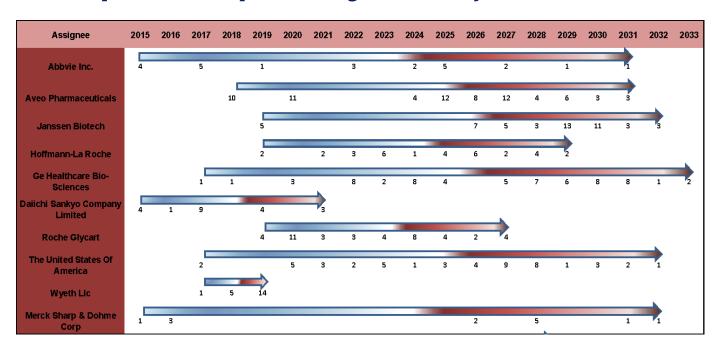
Competitor Profiling – score card



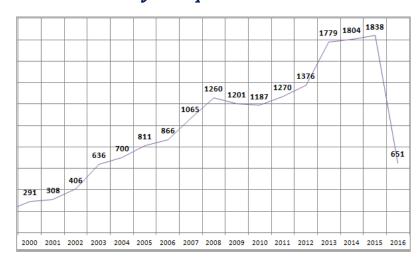


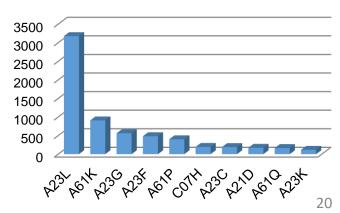
Sample Deliverables- GRAPHICAL ANALYSIS (PHASE III)

Granted patents near expiration – legal status analysis

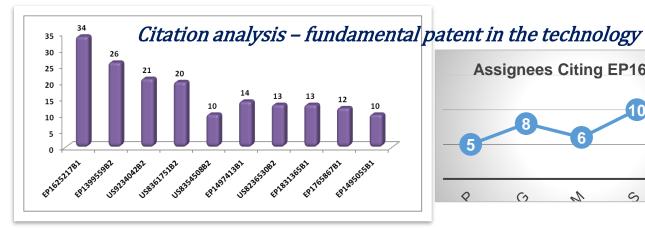


IP trend analysis – publication trend





IPC Classifications







Pricing Models

Flexible and cost-effective: Highest quality outputs

Hourly based Model

- Hourly billing of 35 USD/hour patentability searches
- Hourly billing of 45 USD/hour FTO and invalidation searches
- Estimated number of hours will be intimated before start of the project

Customized Proposal

- Customized free of cost proposals, prepared based on specific project requirements and client budget.
- Based on the technology domain and estimated no. of patents, multiple cost options are prepared.
- Proposal includes a preliminary search strategy, to provide an idea about the scope of the search.

Fixed Cost Model

- Standard services pricing (as per the reference pricing sheet)
- Different options will be available for each type of project, ex. Option A 25 hours, Option B 35 hours

Assured Monthly Billing

- Pre-booked hours, with a dedicated team.
- Fixed monthly cost: 4000 USD and Fixed monthly hours: 100 hours
- Any additional hours billed at 37 USD/hour.
- Total monthly hours can be utilized for all types of patent searches and analysis
- Monthly billing and invoices will be raised to provide total insights of time spent in that month

CONTACT US

www.patentskart.com

info@patentskart.com

INDIA (HQ)

B1, Netsmartz House, Building No 10, IT Park, Chandigarh -160101
T: +91-8968477887

USA

13521, 58th St. SE Snohomish, WA - 98290, USA T: +1-425-835-6362



