

How companies can use worldwide IP and sales analytics to better manage IP

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Greenblum & Bernstein

Formed in 1978

35+ Patent attorneys – all technologies

10.5 Japanese speakers

17 former USPTO examiners

Experienced in Prosecution/Litigation/
M&A/IPR/Licensing Strategies

Located in DC area, near Dulles Airport

Often travel to Japan



Worldwide IP & Sales Analytics – What Data?



PATENT & TRADEMARK DATA

- Countries of filing
- Products and technologies covered
- Volume of IP filed



FINANCIAL DATA

- Which countries are companies selling in
- What products are being sold, and volume

Use for the Data – Protect Your Company

1 What are competitors doing?

2 Where to file?

3 How many to file?

4 What subject matter should be protected?

5 How much to spend? Benchmarking vs. competition



How to Use Data

Example 1

US subsidiary of JP company
obtained broad patents at
early stage of new product

JP company decided not
to sell product


Identified potential
buyers based on sales and
lack of effective patents

Sold portfolio to biggest
seller

How to Use Data

Example 2

Brand name drug company
agreed to buy product line and
relevant patents from another
pharmaceutical company

A large, light green downward-pointing arrow indicating the flow from the first step to the second.

During due diligence, buyer's
attorneys identified another group of
more protective patents owned by
the seller, which covered the product

A large, light teal downward-pointing arrow indicating the flow from the second step to the third.

Purchase terms changed
to improve deal and
include better IP

Who is BlueFoot?

We make IP strategy that the business can understand.

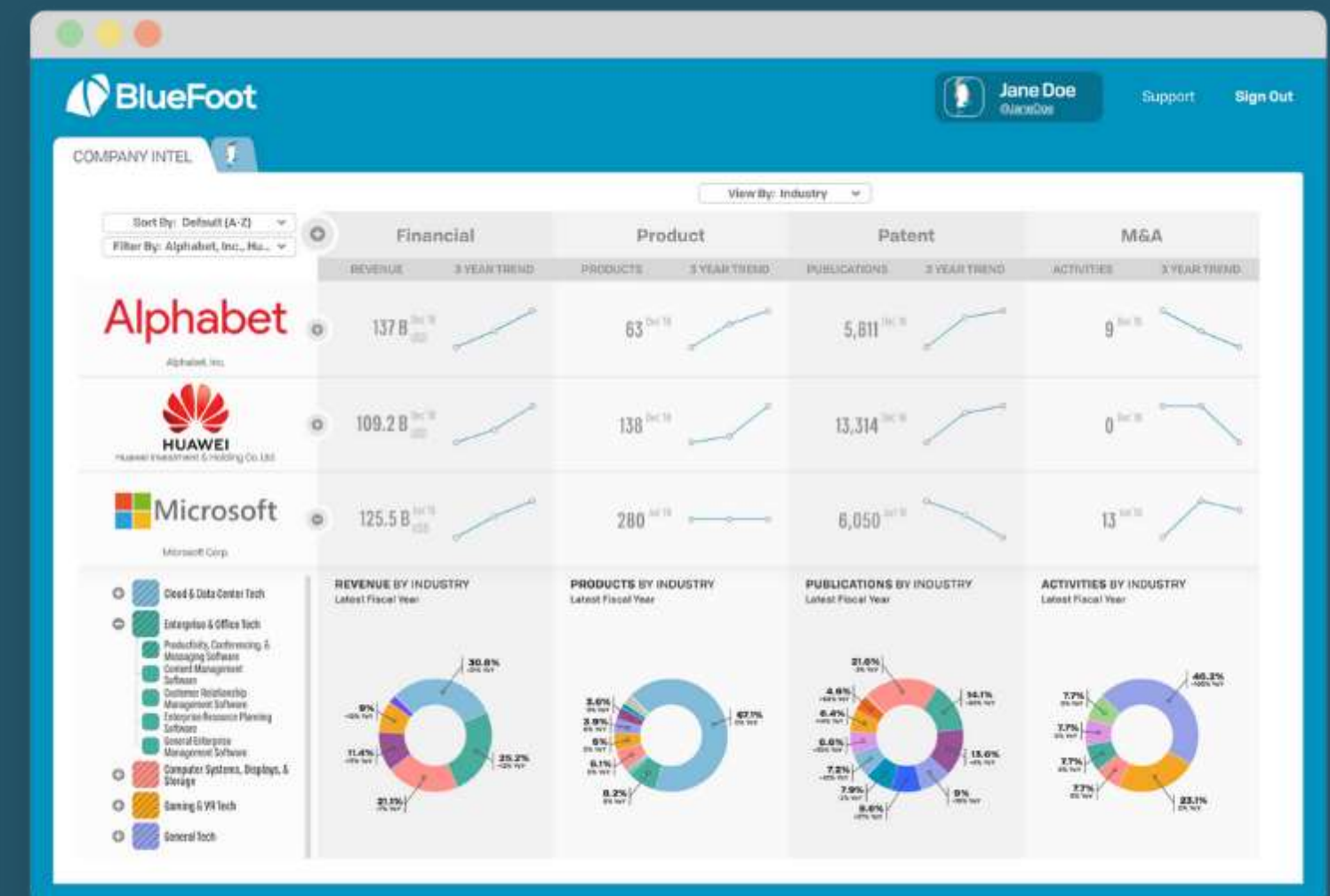
Patent Intelligence Software Company



Commercial Sector Clientele including Fortune 500 companies & Law firms



Founded by two Fortune 50 in house patent counsel who understand the industry and its challenges



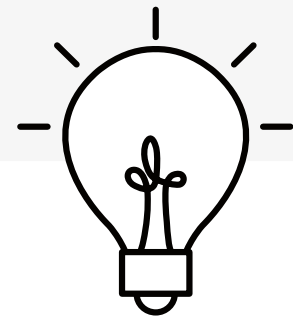


Nobody wants a patent data dump.

You want answers that your business and stakeholders can understand.

BlueFoot has the only **automated solution** that considers both **patent and business data for strategy**.

We Answer the Two Hardest Questions in IP:



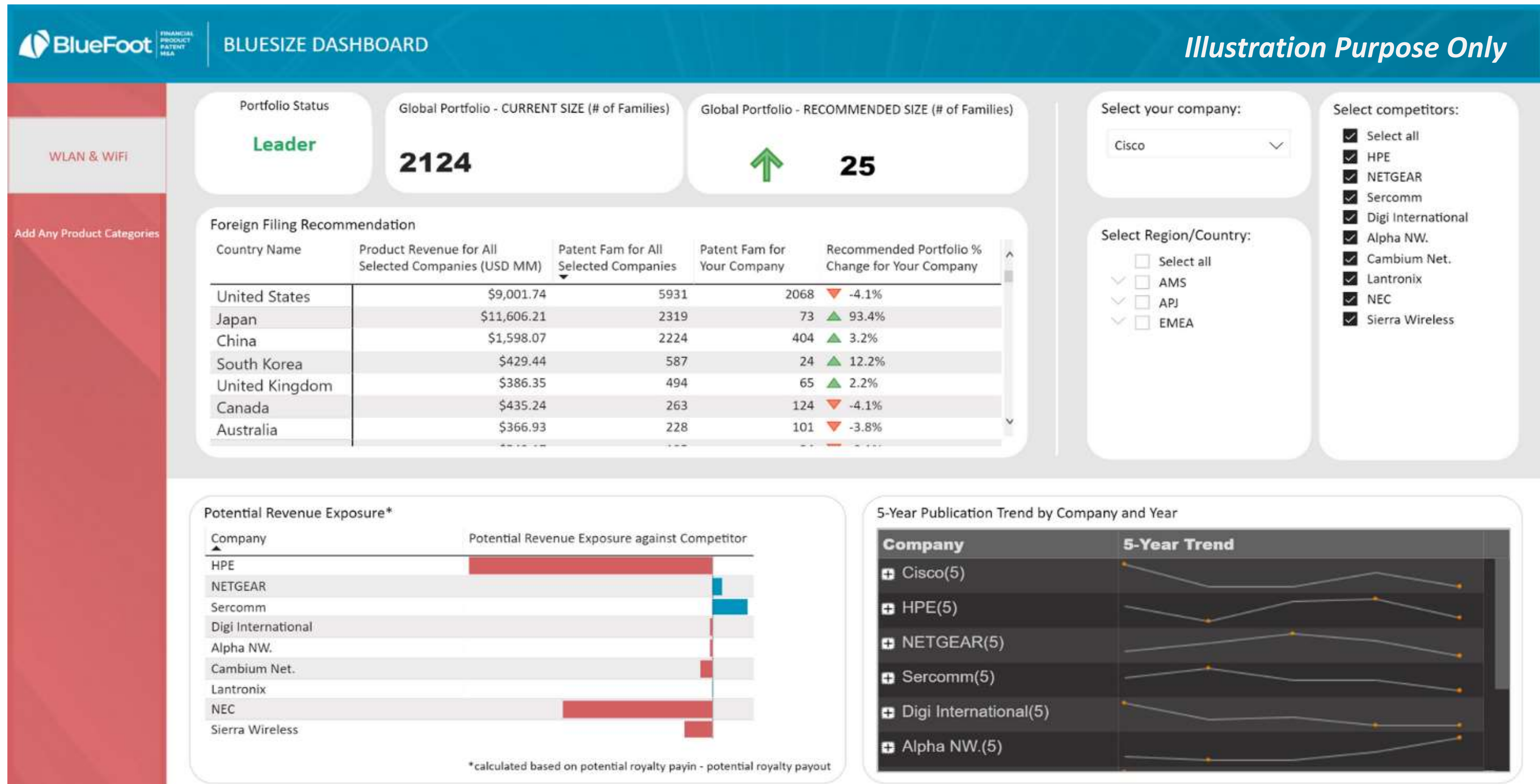
**How many patents
should I file?**



**Where should
I file them?**

BlueSize Answers These Questions

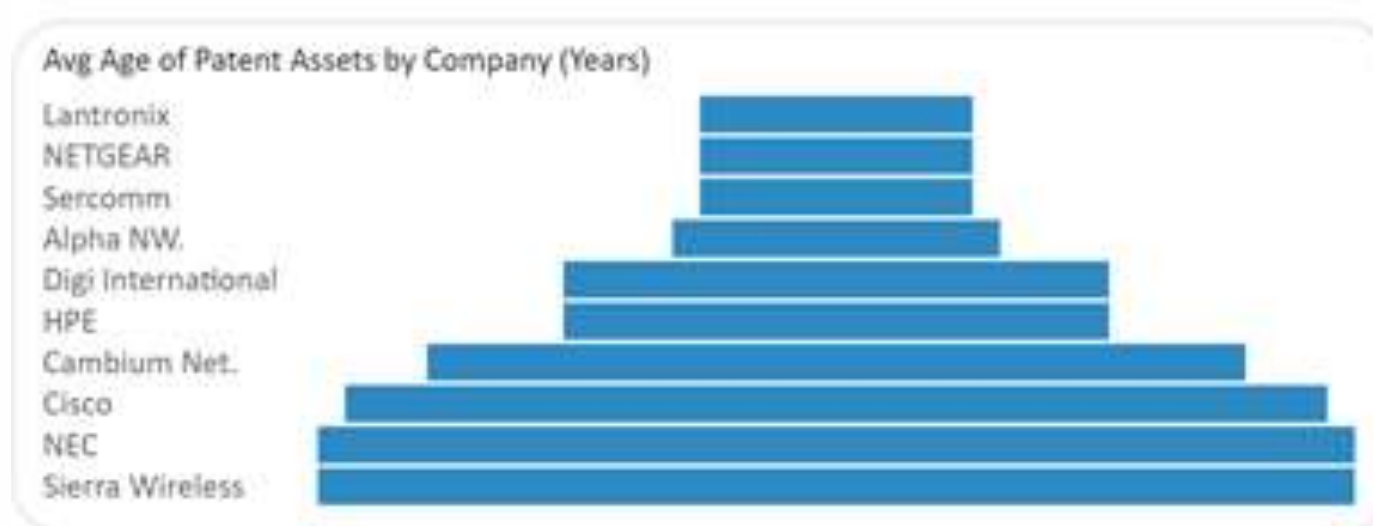
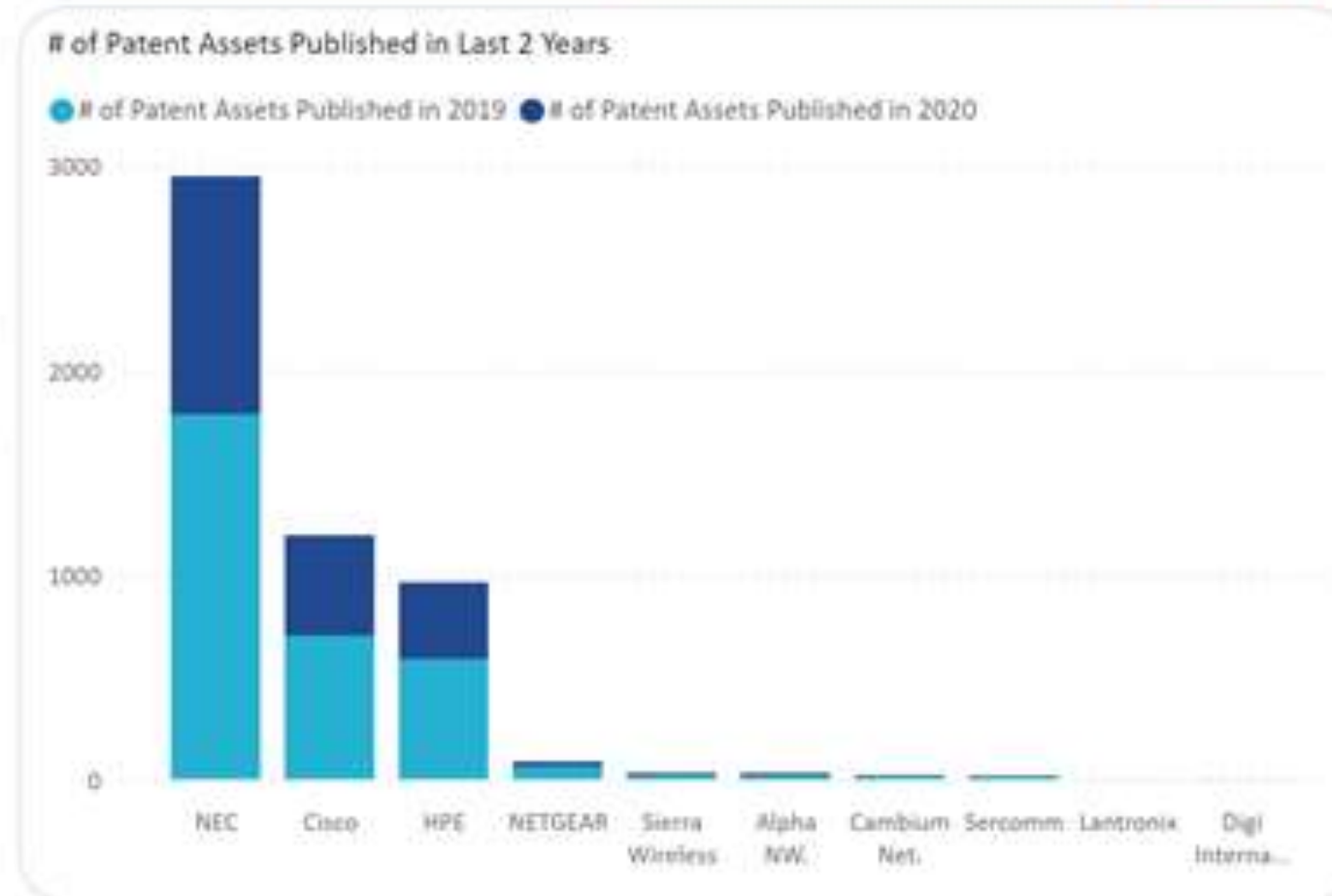
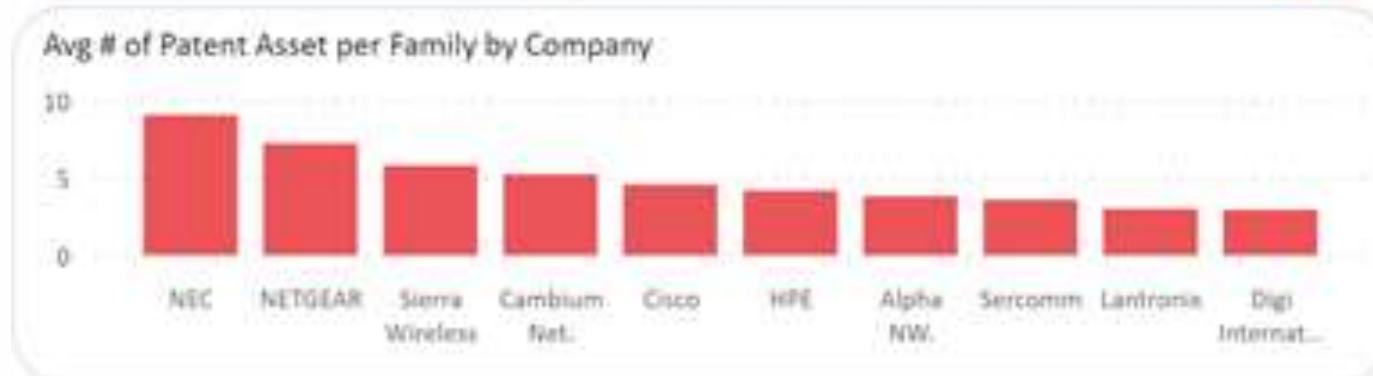
BlueSize right-sizes your portfolio, by **PRODUCT CATEGORY & COUNTRY**



BlueSize Answers These Questions

BlueSize recommends a portfolio size, based on the **REVENUE & PATENTS** of your competitors in the same product category

Illustration Purpose Only



WHAT DATA POINTS ARE CONSIDERED BY BLUESIZE?

Business Data

- Annual Revenue & Trends (year-over-year (YoY)%)
- Annual Revenue & Trends, by Country
- Market CAGR

Patent Data

- Patent Families Classified to the Product Category by BlueSize's custom machine-learning
- Patent Filing Trends (YoY%)
- Patent Families & Trends, by Country
- Size of Patent Families
- Age of Patent Portfolio

WHERE IS THE DATA COMING FROM?

We work with one of the Top 5 financial data providers, and a major patent aggregator that collects raw, global patent data from every global patent office.

We have a complete replication of the global financial database and global patent database in our repository, and receive daily updates.

OUR CLIENTS

- **Global internet search and advertising company**
- **Global specialty materials company**
- **Global network & enterprise tech company**
- **Global consumer computer products company**
- **Global pharmaceutical company**

We work with multiple Fortune 500 companies across various industries.

AGAIN, So...

What can you do with the data you collect?

1. Decide Which Countries To File in to Protect Your Company

- a** Quantity
- b** Technology

2. Out-License Company IP

- a** To companies with big sales, little IP protection
- b** In countries where you have low/no sales

What To Do....?

3. Sell IP you do not need to companies that need to protect their business

4. Buy/License-in IP from companies with too much IP, not enough (or no) sales

What To Do....? (cont'd)

5. Identify acquisition targets for your company
 - a) Complementary Companies
 - Sales/IP/Products

6. Identify companies who could buy your own subsidiaries
 - a) By country
 - b) To help strengthen their IP positions



Thank you!

www.gbpatent.com

www.bluefoot.ai