Big-Data-Supported Patent Lifecycle Management
Rethink Patent Investment

- Should patents be assets or debts? Or certificates of bad assets?
- Is patent management only a continuous investment process?
- Is the shaping of patent assets supported by continuous accumulation of big data?

Patent Investment

- Preparation
- Prosecution
- Monetization

**Currency: USD**

<table>
<thead>
<tr>
<th>Group</th>
<th>Preparation</th>
<th>Prosecution</th>
<th>Monetization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Fee</td>
<td>$10K</td>
<td>$10K</td>
<td>$20K</td>
</tr>
<tr>
<td>Attorney Fee</td>
<td>$20K</td>
<td>$20K</td>
<td>$30K</td>
</tr>
<tr>
<td>Accumulated Expense</td>
<td>$30K</td>
<td>$30K</td>
<td>$10K</td>
</tr>
</tbody>
</table>

Total: $60K
# Patent Lifecycle Management

- Uncovering **technological development** insights
- Optimizing budgeting and resource allocation
- Enhancing **quality and value** of patent portfolios
- Minimizing unnecessary patent investment
- Maximizing ROI of patent assets

## Patent Investment Return

<table>
<thead>
<tr>
<th>Preparation</th>
<th>Prosecution</th>
<th>Monetization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Art Search</td>
<td>Global Deployment</td>
<td>Licensing</td>
</tr>
<tr>
<td>State-of-the-Art Search</td>
<td>Response to Actions</td>
<td>Selling and Buying</td>
</tr>
<tr>
<td>Deployment Strategy</td>
<td>Continuation Evaluation</td>
<td>Litigation</td>
</tr>
<tr>
<td>Pre-Filing Analysis</td>
<td>Maintenance</td>
<td>Pledging</td>
</tr>
</tbody>
</table>
Lifecycle Operations for Patent Assets

- Patent Quality/Value Evaluation Index
  - Observability
  - Ease of Investigation
  - Lack of Prior Art
  - Strength of Claims
  - Alternatives
  - Product Maturity
  - Technology Maturity
  - Current Commercial Use
  - Future Commercial Use

- Patent Big Data
  - Quality Insights
  - Patent Search
  - Design Search

- Big Data
  - Portfolio
  - Disclosure
  - Deployment
  - Application
  - Maintenance
  - Procedure Management
  - IP Portfolio Management
  - Time Management
  - Expenses Management
  - Commercialization and Monetization
Big-Data-Supported Decision Making in Patent Lifecycle

- Preparation
  - Deployment Strategy
  - State-of-the-Art Search
  - Prior Art Search

- Prosecution
  - Pre-Filing Analysis
  - Global Deployment
  - Response to Actions
  - Continuation Evaluation

- Monetization
  - Maintenance
  - Licensing
  - Selling & Buying
  - Litigation
  - Pledging

Patent Data
Non-Patent Literature
Industry Data

Quality Focus (Validity-Related)
Value Focus (Market-Related)
Tools for Assessing Patent Quality

Smart Search | Semantic Search | Extended Prior Arts | Analytic Tool

Source: Patentcloud
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Tools for Assessing Patent Value

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Thank You