



## IP answers for business results

The decisions your team makes about what ideas to develop, what markets to enter, and how to protect your innovation are key to advancing your company's competitive advantage.

However, these decisions are often made without considering what patent data can tell you about technology trends, key innovators, and top competitors.

Using patent data to inform commercial decisions has been complicated by the rapid increase in global patent publications, with the number of in force patents having

increased 70% over the last decade. This is further compounded by a lack of consistency in company and inventor names used in patent filings, reassignments, changes in legal status, and missing information.

Innography IP Intelligence software helps R&D, IP and strategy professionals at the world's most innovative companies capture

the insights they need to advance their competitive advantage.

# 70%+

increase in patents in-force since 2012.

**Transform patent data into actionable business intelligence.**

With Innography, patent data is normalized at a company-level, making it easy to search, analyze and compare your competitors, acquisition targets, or potential development partners.

Financial, trademark and patent litigation data are connected at the company level to provide a more complete picture.

This unique data structure, combined with Innography's AI-powered natural language search engine and visualization-driven analysis, helps you capture the right insights with speed and confidence.

**"We wanted a single tool that could be used by our global community of researchers and patent experts. Ultimately Innography provided the richest capability set that would enable us to achieve our objectives."**

**Luc Petitpas,**  
Patent Intelligence Manager, Pierre Fabre.



## Capture the right insights to answer critical questions at every stage of the innovation life cycle.



### R&D: Drive higher ROI from innovation

- What ideas have the highest potential market value?
- What companies or inventors are leading in an emerging technology?
- What IP obstacles do we need to address early in our new product development project?



### Patent Protection: Preempt risk and improve IP outcomes

- What inventions are most likely to receive patent protection?
- Who are the most litigious companies in our IP landscape?
- Are competitors infringing our IP?



### Licensing: Maximize the value of your IP assets

- What assets in my IP portfolio have the highest potential value?
- What companies are the highest potential licensing candidates?
- Where do we have opportunities for cross-licensing?



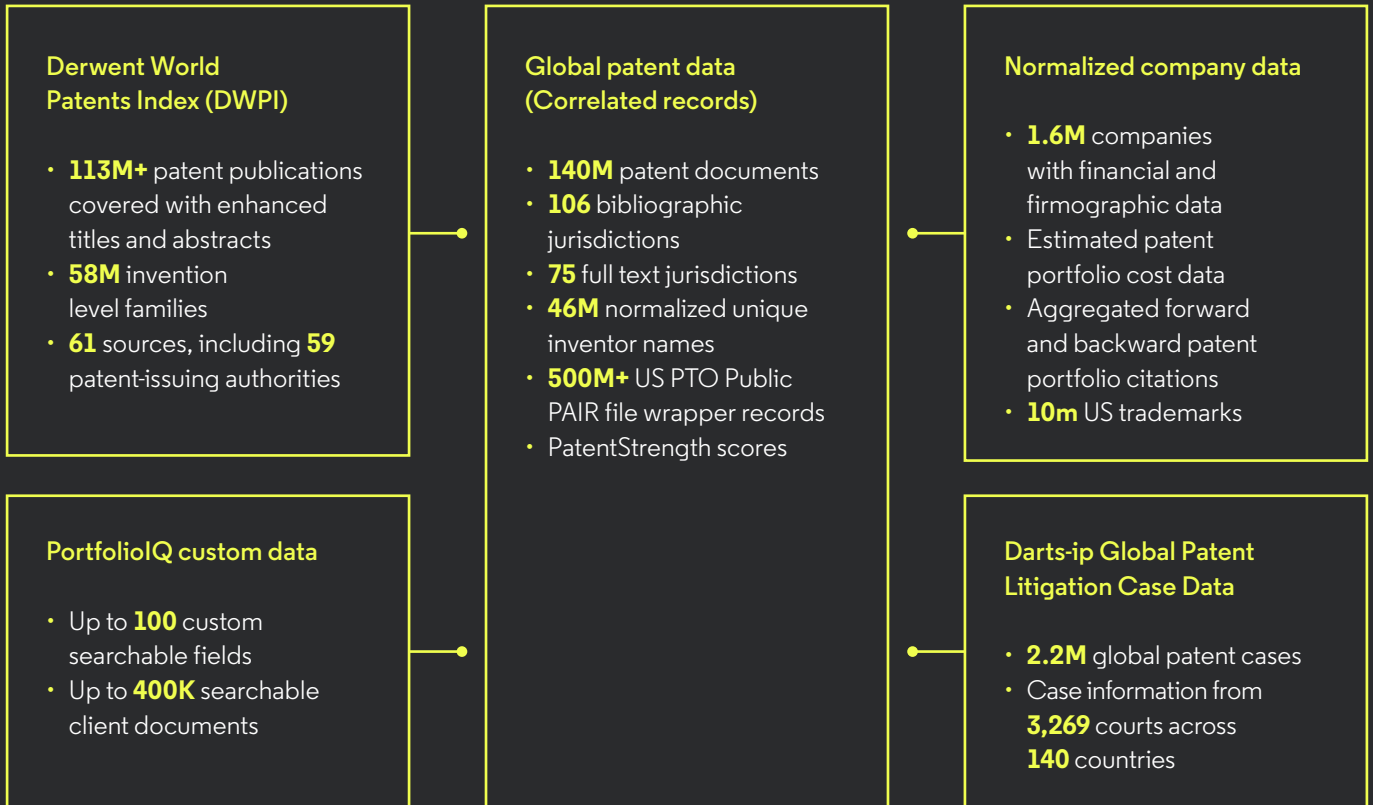
### Strategy: Get an in-depth look at your competitors and acquisition targets

- How crowded are the technology categories we plan to enter?
- What new technologies are our competitors focusing on?
- What acquisition targets have IP that aligns to our business objectives?



## Better insights start with better data

Cleansed, comprehensive and curated global patent data combined with enriched patent content



"Making information accessible and understandable via fresh visual formats can help to facilitate important conversations to support client decision making. Just a couple of clicks in Innography can take a complicated dataset and bring it to life."

Dr. Patrick Heckeler,  
Associate Patent Attorney, Bardehle Pagenberg.

# Powerful search and analytics capabilities come standard



## Keyword search

See your results count, join searches, and create fielded searches with standard data fields and Boolean commands using an intuitive interface.



## Company search

Easily find, analyze, monitor and compare the IP portfolios and activity of your competitors, acquisition targets, or development partners.



## Patent Strength

Sort and filter your results using a score that estimates a patent's potential value based on over 30 predictive factors.



## Semantic search

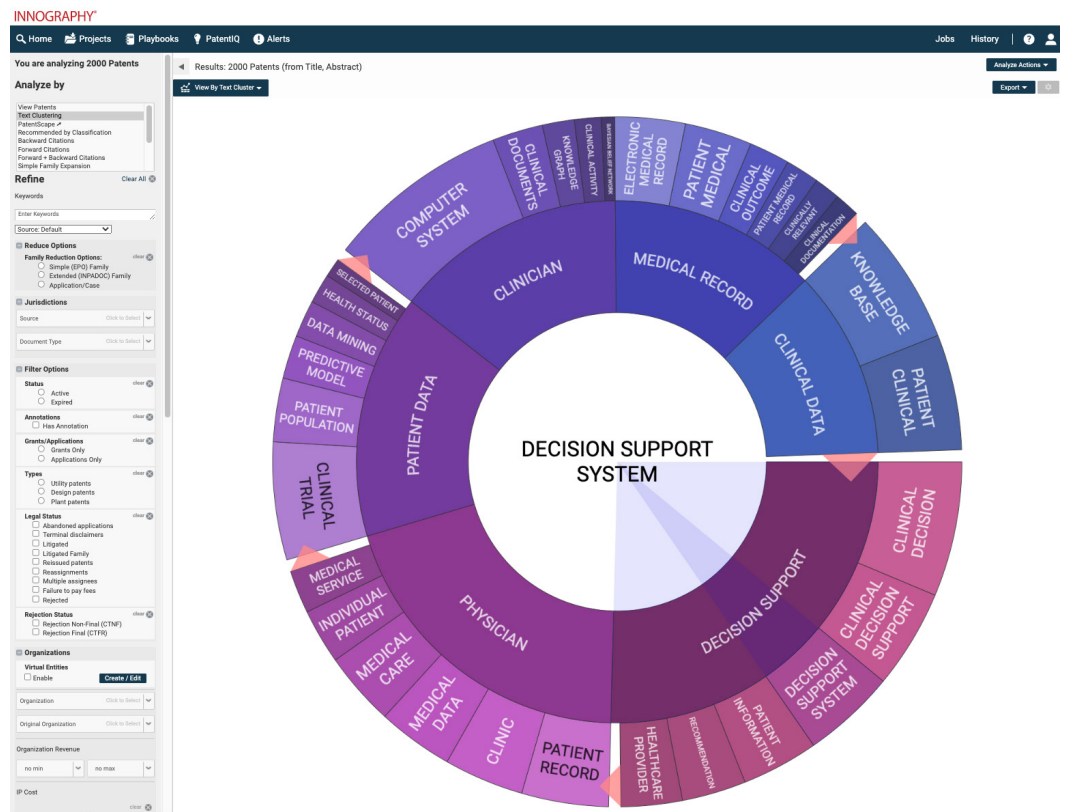
Quickly find highly relevant publications starting with a free text input using AI-powered natural-language processing.



## Analyze mode

Perform different analysis functions for up to 100,000 patents at once in a matter of seconds.

**Figure 1: Text cluster visualization lets you quickly see topical relationships in your results.**



## Collaborate closely and share insights broadly



### Projects

Collaborate with other Innography users, organize and archive your research projects, or create self-maintaining IP landscapes.



### Alerts

Monitor competitors' filing activities, applications, and technology categories that fit your search criteria. Send alerts to non-Innography users and internal subject matter experts for review based on your routing rules.



### PortfolioQ Client Documents

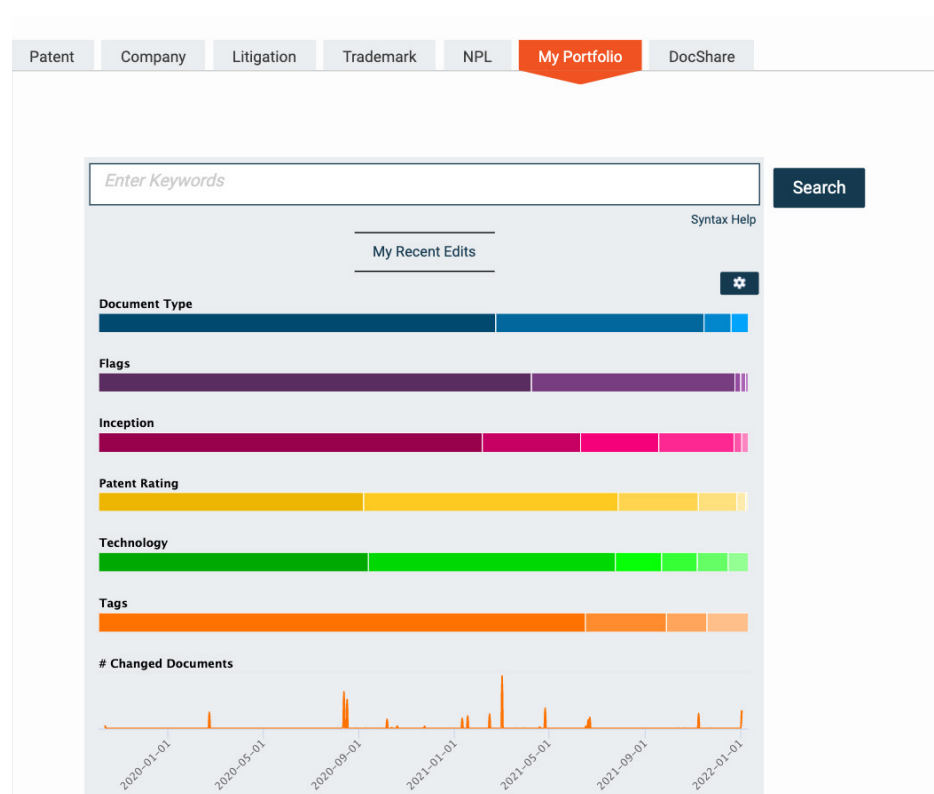
Generate records from your company's internal technical publications that can be accessed with Innography searches or alerts, extending your company's institutional knowledge across your organization.



### PortfolioQ Custom Fields

Categorize, search, filter and visualize patent documents consistently across your organization using structured fields – by importance, risk, technology taxonomy, encumbrance, or any other data field.

**Figure 2: PortfolioQ provides structured data for searching, analyzing, and visualizing your company documents alongside global patent publications.**



# Simple workflows that deliver deep insights



## Automated Playbooks

Quickly find answers for 9 common patent analysis workflows — from infringement detection to portfolio analysis.



## Project labels

Apply labels to patents to categorize documents, search labels, and analyze intersections between data sets.



## Prosecution Metrics

Assess the probability of grant with an interview, appeal, and RCE by examiner, art unit and the USPTO overall.



## 3-Generation Citation Mining

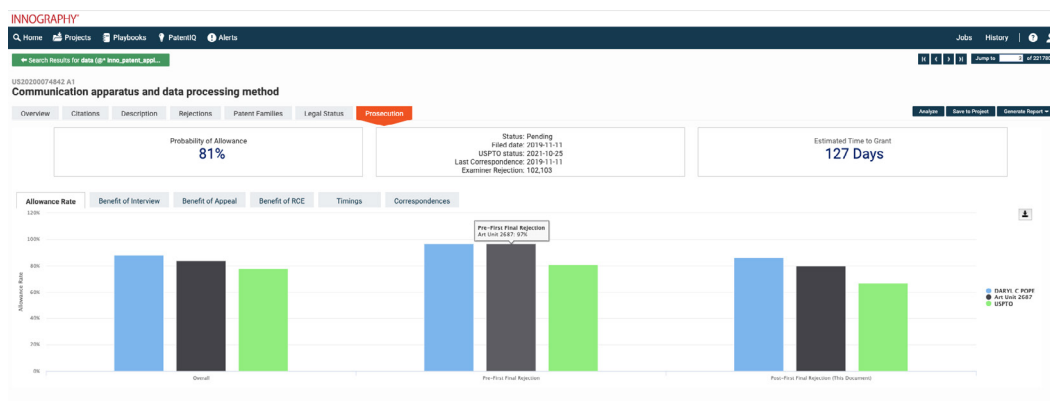
Easily navigate a citation tree of three levels of forward and backward cites from an original publication.



## Custom Strengths

Create your own patent metrics from available data fields to rank, sort and graph your results.

Figure 3: Prosecution metrics help you analyze probability by examiner, art unit and USPTO overall at every stage.



# The right visualizations for converting data to insights



## 100+ dynamic visualizations

Create customized graphs and heat maps from over 20 data fields or using your own custom fields.



## Text clustering and terrain visualizations

Use a powerful semantic engine to visualize your results by topic, making it easy to see relationships and drill down to specific technology clusters.



## Presentation Export

Create a summary presentation with a single click using 20 commonly used visualizations and associated descriptions.



## PatentIQ dashboards

Share dynamic, customizable dashboards for a specific company, market or technology category with non-Innography users.

Figure 4: PatentIQ dashboards let you create customizable dashboards to share insights with stakeholders.





## Stay ahead with Innography

Innography provides the actionable intelligence the world's most innovative companies rely on to advance their competitive advantage. To learn more about how Innography can shorten your time to insight and help your team make higher confidence decisions, visit [clarivate.com/products/ip-intelligence](https://clarivate.com/products/ip-intelligence)

For more information:

[\*\*clarivate.com\*\*](https://clarivate.com)

© 2023 Clarivate. Clarivate and its logo, as well as all other trademarks used herein are trademarks of their respective owners and used under license.