

Identify License Opportunities in Your Patent Portfolio

Where does the value in a patent portfolio lie? Are there protection gaps? Are there candidates for licensing, litigation, or sale?

Drewent Innovation can help you maximize the value of your patent portfolio. Built in tools help you quickly perform citation analysis to identify licensing opportunities.

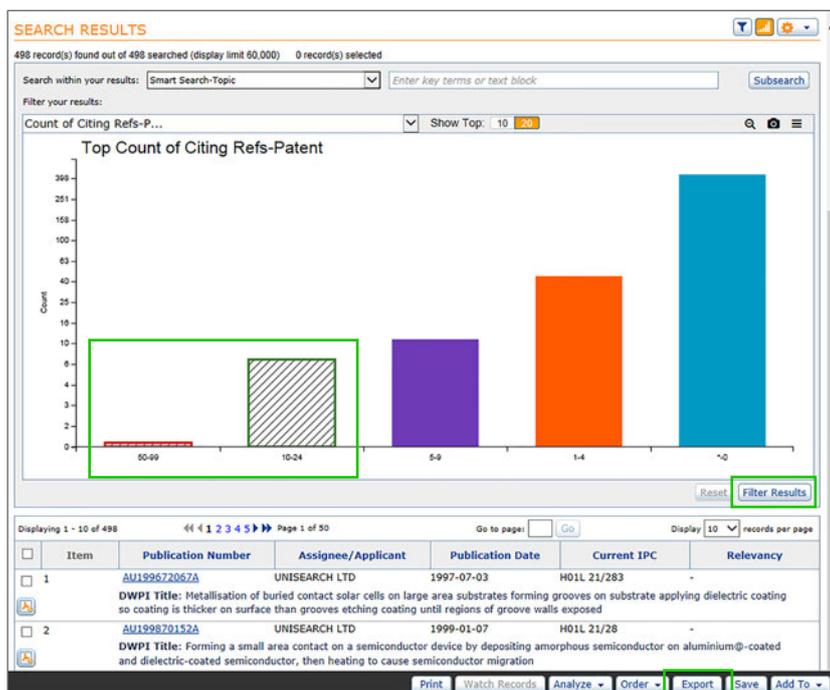
Step 1 – Add a Patent Portfolio and Identify Highly Cited Patents

Add a Patent Portfolio

1. Obtain a list of patent publication numbers you want to analyze for licensing and save the list as a TXT file
2. Open Derwent Innovation and click the **Patent** tile, then click the **Publication Number** tab
3. Click the ... button and upload your list, then click **Search**

Note: Derwent Innovation validates your publication numbers. If invalid numbers are found, a window displays to help you correct any issues.

Identify Highly Cited Patents



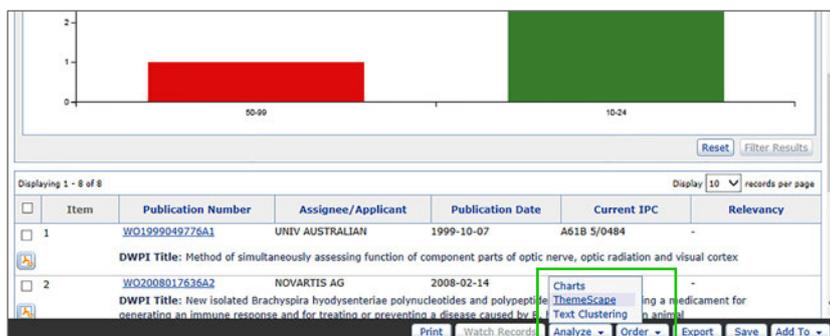
Use the Results Dashboard that displays when you run a search to export a list of highly cited patents in the portfolio:

1. Select the **Count of Citing Refs Patents** visual and click the icon to expand it
2. Select the bars or bubbles for the top two citation ranges and click **Filter Results**
3. Click the **Export** button to create a list of the highly cited patents to visualize on a ThemeScape Map
4. Click the **Format** menu and select **Excel 2007**
5. Under Available Fields, select the **Brief** field set and click the right arrow, then click **Create**
6. Click the **Available Now** link on the Order Status screen that displays to open your export file, then open the Excel sheet

Step 2 – Find Highly Cited Technical Categories

You have many highly cited patents in various technology spaces. ThemeScape can quickly segment your portfolio by technical category so you can target licencing analysis.

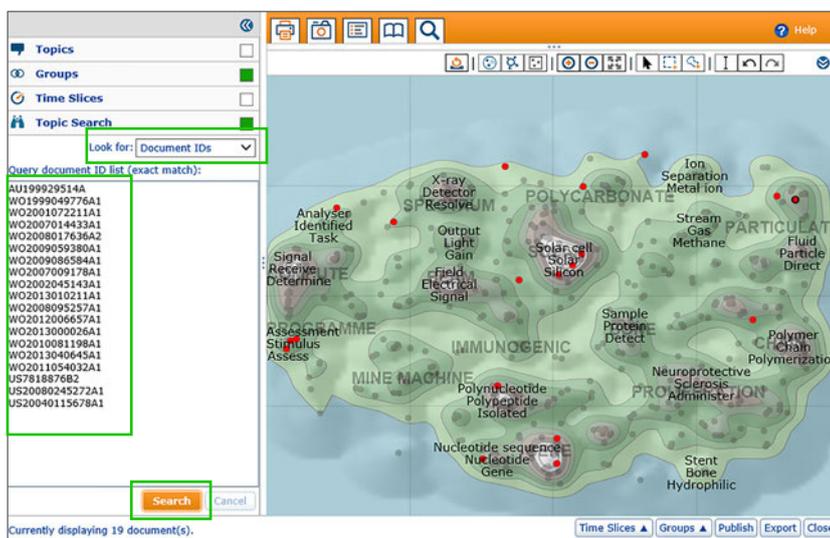
Create a ThemeScape Map



1. Click the **Reset** button to clear your filter and go back to your original results
2. Click **Analyze, ThemeScape**
3. Enter a **Name** for the map and click **Save**
4. Wait for the map to process, then click the  icon to open it

Note: ThemeScape maps process in the background, so you can do other work in the Derwent Innovation while your map processes.

Identify Highly Cited Patents

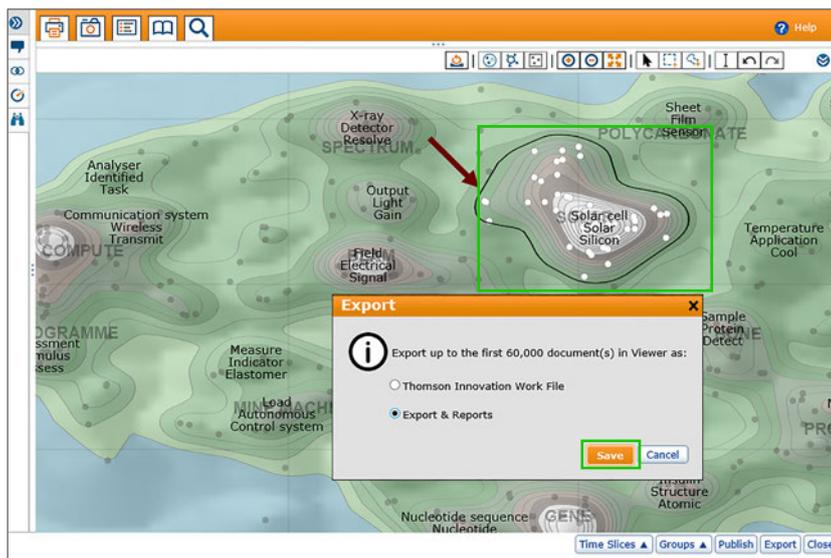


Use the ThemeScape map and your list of highly cited patents to see which technical categories have the most citations, which may indicate licensing opportunities:

1. Open the **Topic Search**  panel and select **Document IDs** from the Look For menu
2. Paste the highly cited publication numbers from the export you created into the box and click **Search**
3. Enter a **Name** for a new group that is automatically created and click **Save**

The map now shows colored dots for the highly cited citations.

Export a Technical Category for Further Analysis



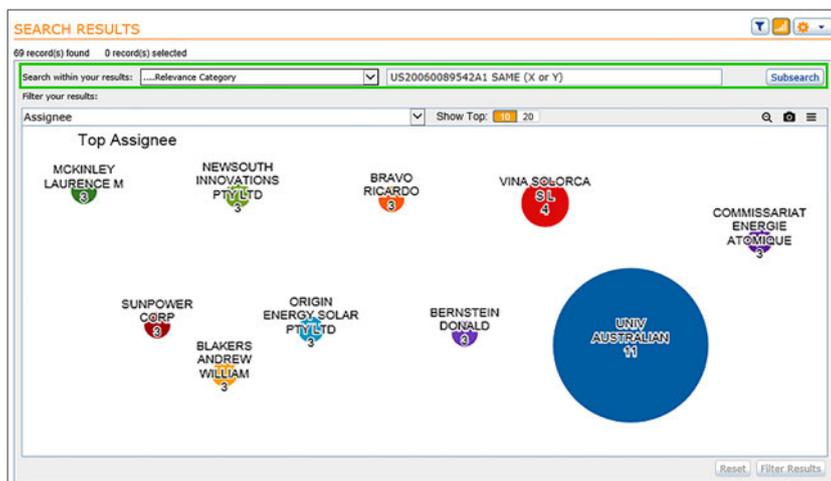
The peaks on a ThemeScape map identify technical categories. You can use these dots to see which categories have the most citations and export categories for further analysis:

1. Zoom in on the technical category you want to analyse and click the contour line for that category
2. Click the **Export** button and select **Export & Reports**
3. Click the **Format** menu and select **Excel 2007**, then click **Create**
4. Minimize the ThemeScape map

Click the Available Now link on the Order Status screen and open the Excel sheet

Identify Assignees with Adverse Citations (Closer Art) Against Specific Patents

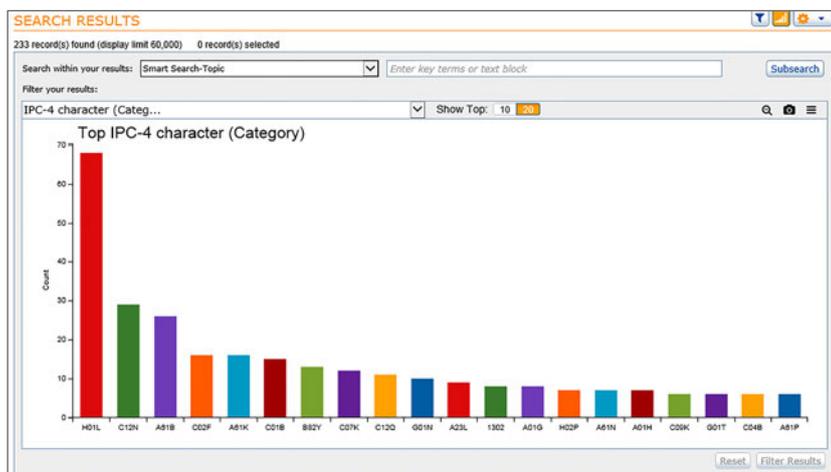
Citation examiners for EP and PCT patents file prior art search reports with reasons for references. References types X and Y indicate “not novel” or “obvious” patents, which suggest closer art.



Assignees with citations to patents in your portfolio with these reference types may be prime licensing candidates.

1. Click the **Search within your results** menu and select **Relevance Category**
2. Enter a patent number from your portfolio, SAME, and (X or Y), e.g., *US20060089542A1 SAME (X or Y)*
3. Click **Subsearch**, then review the **Assignee** visual to see the entities citing that patent with adverse citations
4. Click the **back** button to return to your specialized search results
5. Repeat the process for all your highly cited patents in this segment

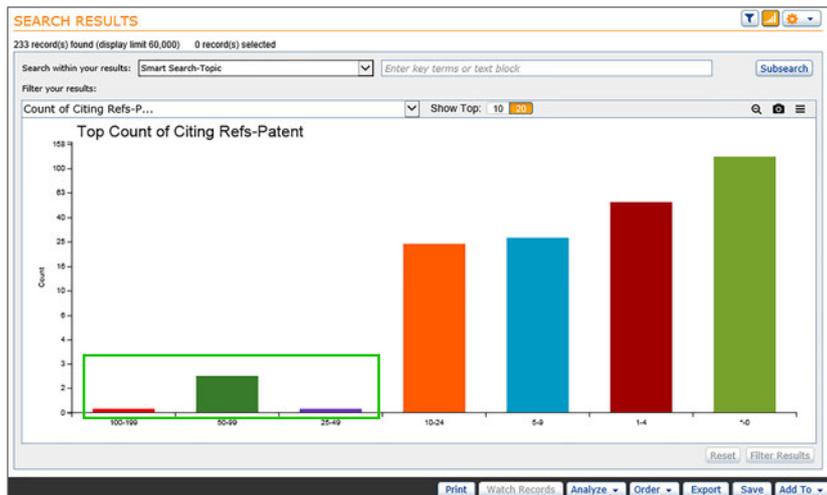
Look for Drift into New Technology Spaces



IPC 4-character codes describe patents at a high level. You can use the descriptions of these codes to review patents citing your portfolio. Descriptions that seem out of place for the technology space may reveal patents for new uses of the underlying technology (drift).

1. Select the **IPC-4 Character** visual and click the icon to expand it
2. Hover your mouse over each data point and read each code’s definition
3. Select any codes whose descriptions are outside the technology space and click **Filter Results** to see patents for potential new applications

Find Citing Patents with Downstream Impact



Patents that cite patents in the portfolio may have their own citing references. This could indicate opportunity for external licensing of the core invention.

1. Select the **Count of Citing Patents** visual and click icon to expand it
2. Select the bars or bubbles for the top two or three citation ranges and click **Filter Results**
3. Use the Results Dashboard to review the top citing patents, see who owns them, and the technology areas for those patents to identify licensing opportunities

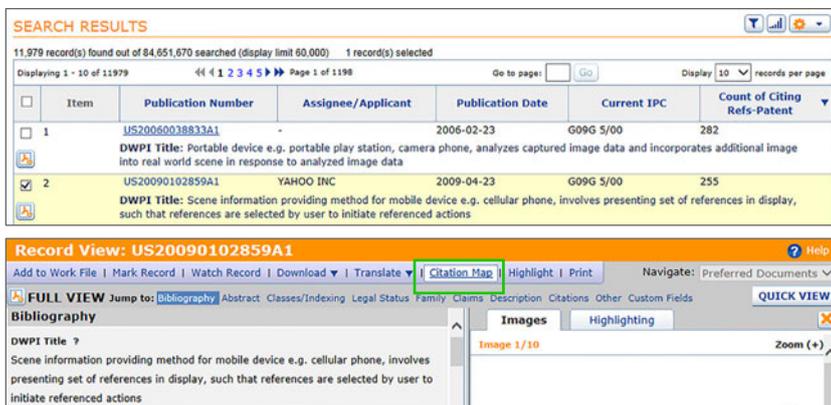
Click **Reset** after you finish your review to return to the forward citation search

Tips: Users with DWPI access who used a DPCI Citation Search can select **DPCI Count of Citing Accession Numbers** to see how many inventions cite patents in the portfolio rather than individual patents, which provides a better picture of total impact.

For best results, remove self-citations from the analysis before you review citing patents for the downstream impact. Just select the appropriate assignees from the Results Dashboard and click **Filter Results**.

Step 4 – Evaluate Influential Patents for Licensng Opportunity

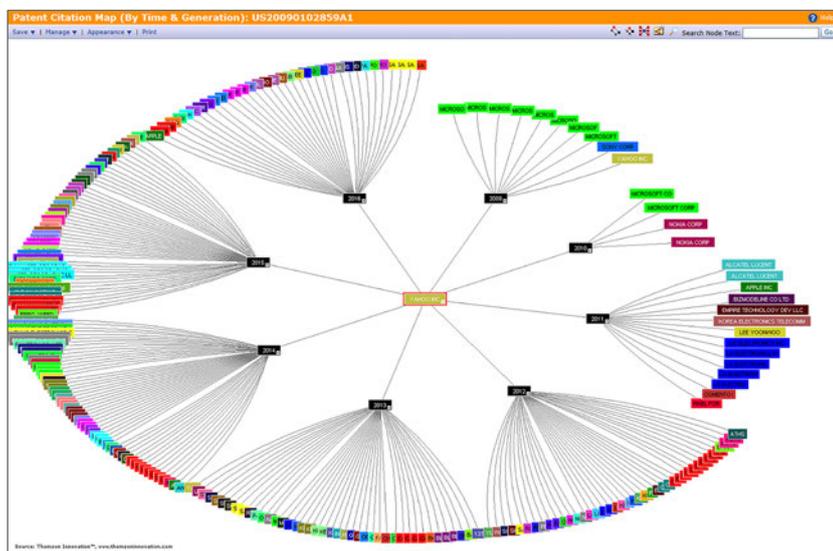
Create a Citation Map for an Influential Patent



1. Click the **publication number** for a patent in your forward citation search with many citations (high influence)
2. Click the **Citation Map** link in the toolbar
3. Select the **By Time & Generation** radio button and click **Create**

Tip: Click the  icon and select **Display and Sort Options** to add citation count fields to your results list. All users have access to **Count of Citing Refs-Patents**, which shows how many patents cite each patent in your results. Users with DWPI can instead add **DPCI Count of Citing Patents** and can also add **Count of Citing Accession Numbers** to see how many inventions cite a patent, and a **Count of Citing Authorities**.

Examine the Citation Map for Market Trends and License Opportunity



Examine the citation map to see the market and opportunities for licensing.

- Click **Appearance** and set both **Order Nodes By** and **Color Nodes By to Assignee** to see how players in the space change over time
- Look for trends in citations: increasing or decreasing over time to determine the desirability of the field
- Early innovators who cite the patent often may be candidates for licensing
- New, potentially disruptive players may be candidates for licensing or potential targets for litigation

Note: Citation maps are not supported in Google Chrome.

Learn More with These Tips & Tricks

- [Identifying Highly Relevant, Examiner Added Citations in a Citation Map](#)
- [Sorting The Result Set By Relevancy Or Count Of Citing Patents](#)
- [Portfolio Wide Analysis of Citations](#)
- [Who is Citing Your Patents?](#)