

## LexisNexis PatentSight®

Empower strategic decision-making with easy to use, advanced analytics based on best-in-class data quality



Turn your patent department into a strategic consulting unit and enhance value to the organization

PatentSight® enables unique insights for key applications:



### Competitive Intelligence & Benchmarking

Rely on industry proven KPIs to accurately measure patent portfolio strength and assess the competitive landscape for strategic decision-making.



### M&A and Due Diligence

Prepare for due diligence with clear insight of the value and risk of acquisition candidates then analyze portfolios for technological fit, key patents and answers to critical IP questions.



### Licensing & Monetization

Evaluate your most valuable patents for licensing and identify potential licensees with global analytics across patent portfolios in all technologies.



### Disruptive Technology

Identify disruptive innovations and promising start-up companies with scouting analytics that help you gain a competitive edge.



### Portfolio Optimization

Maximize your IP spend and increase portfolio efficiency and align it with your international filing strategy.



### R&D Strategy

Improve innovation with a clearly defined business strategy that is connected to IP and can alert you to for new entrants and potential partners.

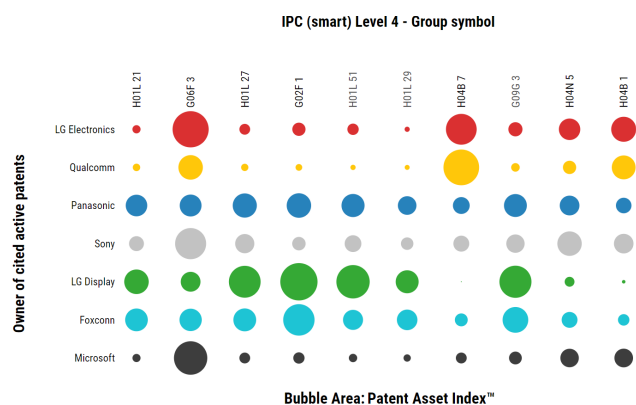
Innovation Elevated

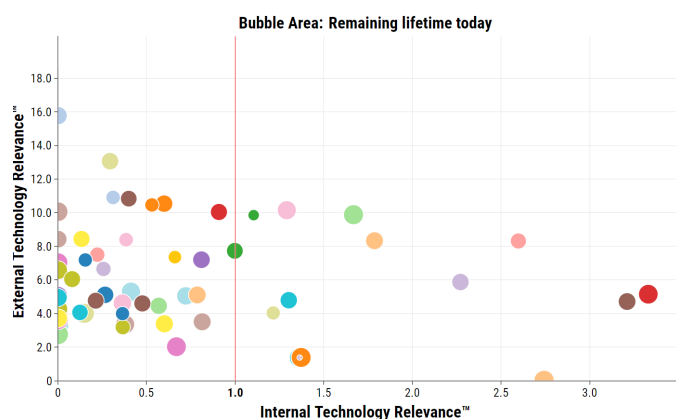
Serving you across the entire patent workflow

Please visit us at:

[LexisNexisIP.com/PatentSight](https://LexisNexisIP.com/PatentSight)

to learn more



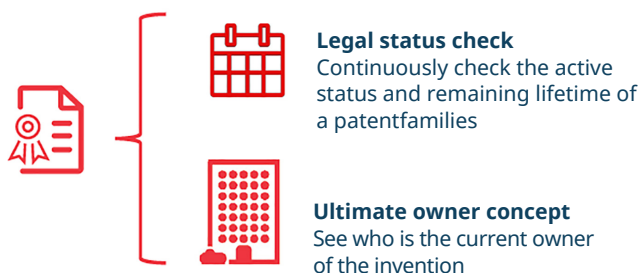


### How to best optimize and monetize your IP?

Easily find those patents with a high external and a low internal relevance allowing you to see which patents may be suitable for licensing. Subsequent potential licensees also can be profiled. You will gain more insights into their operations and their potential willingness to pay.

## Intelligent insights from trusted data and proven metrics

**Excellent data quality is the foundation of any analysis, and it is our highest priority**



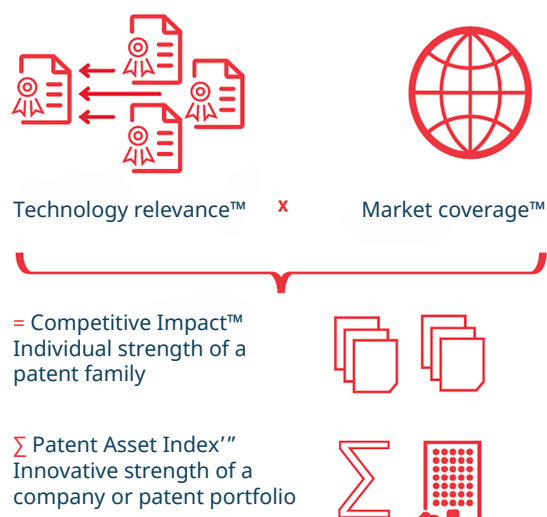
### The Patent Asset Index™ — Scientifically validated and industry-proven

The Patent Asset Index measures the innovative strength of an enterprise, a specific business area, or an entire technology field. It is calculated from the summation of Competitive Impact™ scores of individual patent families contained in a portfolio. The Competitive Impact is derived from the citation-based Technology Relevance™ and Market Coverage™ scores of a patent family.

### Benefit from best-in-class data:

- Specialized multilingual research team is the origin of our industry-leading hallmark for data quality
- Accurately harmonized current patent ownership — takes into account global corporate structures, acquisitions, divestitures and name changes
- Sophisticated worldwide legal status tracking, so you can know which patent are active and which are not!
- Reporting date concept: travel back in time and see the patent world at any given point
- Historic data snapshots: Analyze developments and strategies over time free of hindsight bias

### The standard quality KPI for patent strength in investor communication



## Benefits at a glance



### Enjoy greater efficiency

- + Create workflows by saving and sharing them as templates for your colleagues
- + Export your analysis with just a few clicks for a customized dashboard or a presentation
- + Easily import external data from internal lists or third-party software
- + PatentSight clients save significant time and effort delivering a more insightful output



### Generate more attention with your analyses

- + Easily share previously unknown insights with your colleagues and key decision-makers
- + Use workbooks concept to create multiple analyses in a single sheet, and save entire workbooks to tell a complete story
- + Share your analysis with others — generate a link to your workbook and send it immediately by e-mail
- + Integrate your analyses into your company intranet. This allows you to give your colleagues valuable and up-to-date results



### Rely on our trusted approach

- + The Patent Asset Index is used by leading companies, academic institutions and by governmental bodies
- + Ownership harmonization and up-to-date legal status information ensure you are getting an accurate view of the patent landscape
- + Enjoy our unique consultative support — we are only satisfied when you are



### Ensure profitability

- + Identify valuable patents to license, generate additional revenue and turn your operation into a profit center
- + Save on annual annuity payments by finding patents that are not critical for your success



### Fun to use

- + Fast and easy to use — just drag & drop to create filters, reports and charts
- + Flexible — analyze huge portfolios, complete technology fields or drill down to individual patents



**The Patent Asset Index provides an accurate view of the impact and efficiency of an enterprise's investment in innovation.**

Executive Vice President and CTO, Global Fortune 100 Chemical Company



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