

Why should I care about the patent landscape?

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Wellspring
Knowledge In Sight™

Webinar Reminders

Questions

Please ask questions in the webinar application (Q&A). We will hold until the end to respond.

We'll do our best to answer all questions. If we cannot get to your question, we will send questions and responses by email to attendees.

Follow-up

The recording will be available in the resource library.

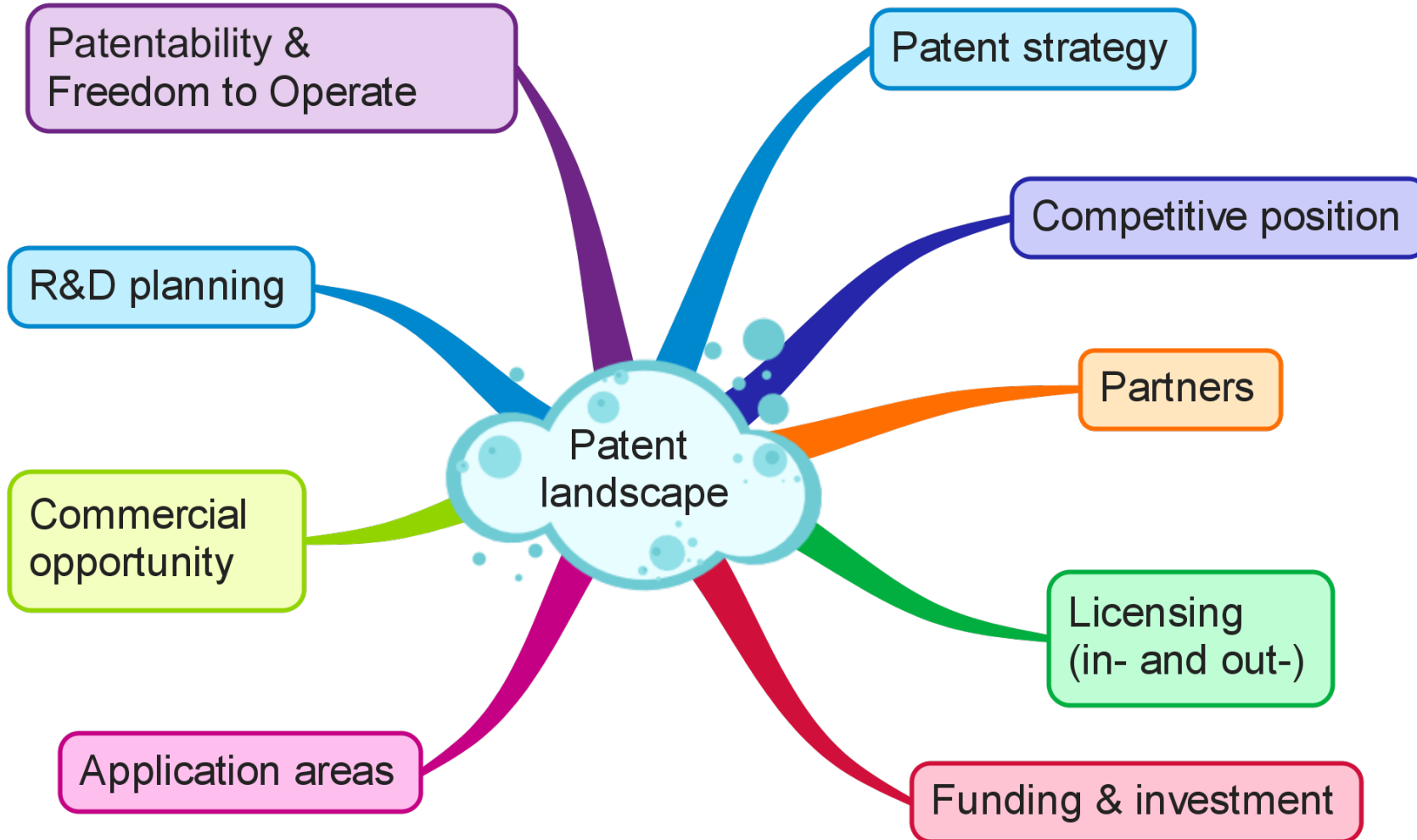
If you have questions afterwards, contact us for further discussions or demos.

Patenting Trends



- With more than 6 new patents filed across the world every minute...
- how do you navigate and make sense of all this information?
- how do you communicate it to people who are not patent experts?

Some Uses of Patent Landscaping



Company Context

Idea & development

- Level of IP saturation
- IP linked with market dynamics?
- What/where are competitors filing
- Scope of protection of 3rd party rights (“What claims are getting through”?)
- Inform company’s 5/10 year plan

Prototyping & partnering

- Identify similar IP to shape development plans
- Track competitor IP progress / grant
- Strategic orientation of 3rd party rights?
- Inform licensing & partnering strategy

Commercial launch

- Full legal FTO opinion on product, use, manufacturing method, packaging, route of synthesis etc
- Due diligence to check potential infringement
- Adding to IP portfolio
- Inform commercial strategy

Academic Context

Research

- Supplement scientific knowledge
- Guide research direction to unsolved challenges
- Monitor academic competitors
- Support applications for grant and translational funding

Collaboration & translation

- Understand if new discoveries offer a commercialisation opportunity
- Guide patenting strategy
- Identify potential partner companies

Wellspring's Use of Patent Landscaping

Office as a Service

End to End Technology
Transfer Support Services:

Data & operations

IP commercialization

Corporate Services

Scouting

Licensing Support

Innovation Landscaping

Innovation Capacity
Building

Strategic Innovation Services

TT and innovation
benchmarking and
evaluation

Innovation policy insights &
advice

**Commercialisation
opportunity & strategy
support**

Preparing for Patent Landscaping

Patent Landscape Scoping Steps

Why?

What will the landscape be used for

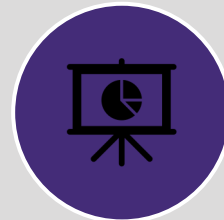


What?

Questions, data and analysis needed

Who?

Prior knowledge and patent expertise of the audience



How?

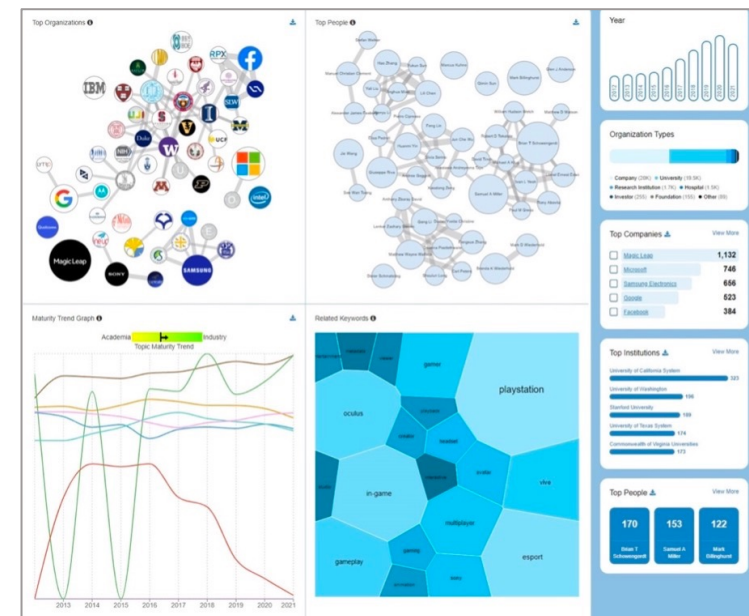
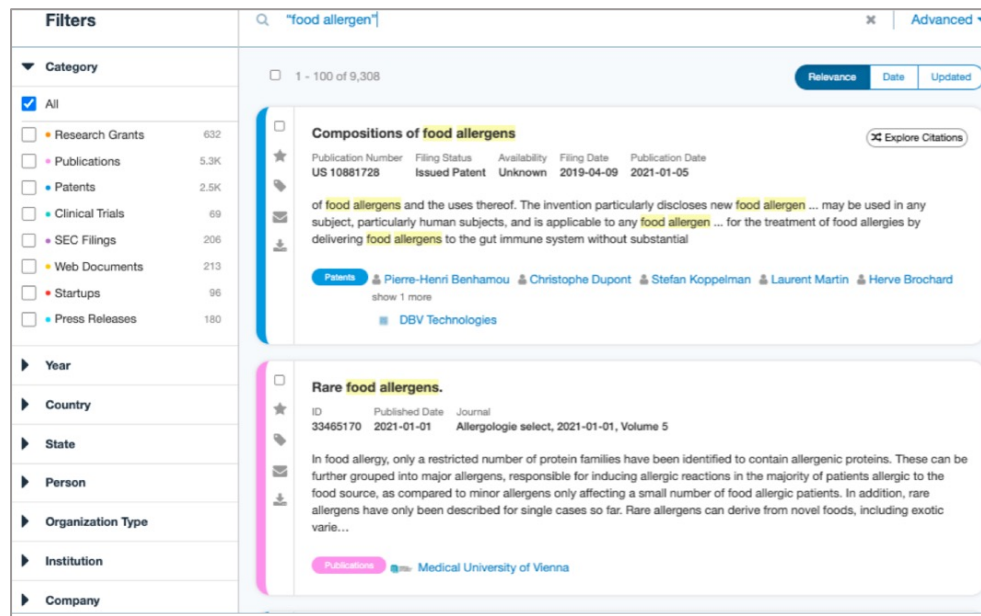
Format for the report & outputs

Tools - Wellspring Scout

Large, complementary data sets

Advanced AI/ML techniques

Integrated analytics capabilities



Wellspring Scout features 400M+ data points across patents, publications, grants, startups, and more

Getting the Right Search Strategy

Simple search

- Artificial intelligence
- “Artificial intelligence” OR “Machine learn*” OR AI

Complex search

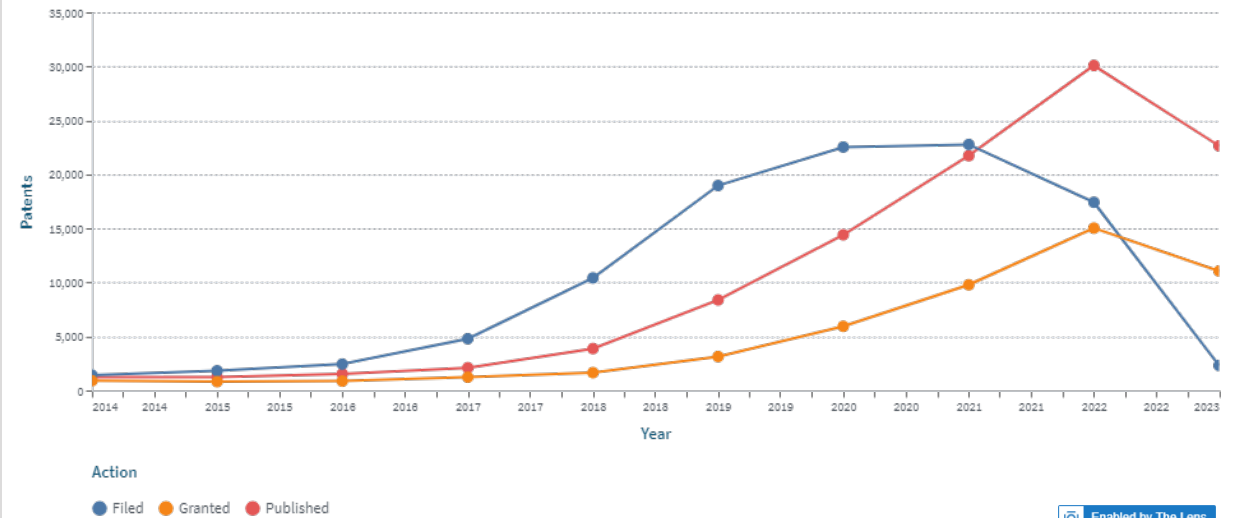
- (((CTB=((artificial ADJ2 intel*) OR artificialintel* OR (machine ADJ2 learn*) OR machinelearn* OR (deep ADJ3 learn*) OR deeplearn* OR (neural ADJ2 net*) OR neuralnet* OR (machine ADJ2 intel*) OR machineintel* OR (natural* ADJ2 languag*) OR naturallanguag* OR (comput* ADJ2 intel*) OR computerintel* OR (comput* ADJ2 vision*) OR computervision* OR (predict* ADJ2 analys*) OR predictiveanalys*))
- Add in classification codes to include or exclude
- Limit by date

Understanding a Technology Area

AI Patenting Trends

How has patenting activity evolved in this field?

- ✓ How many patents per year?
- ✓ Growing, shrinking, stable?
- ✓ How fast is this changing?
- ✓ Active for how long?

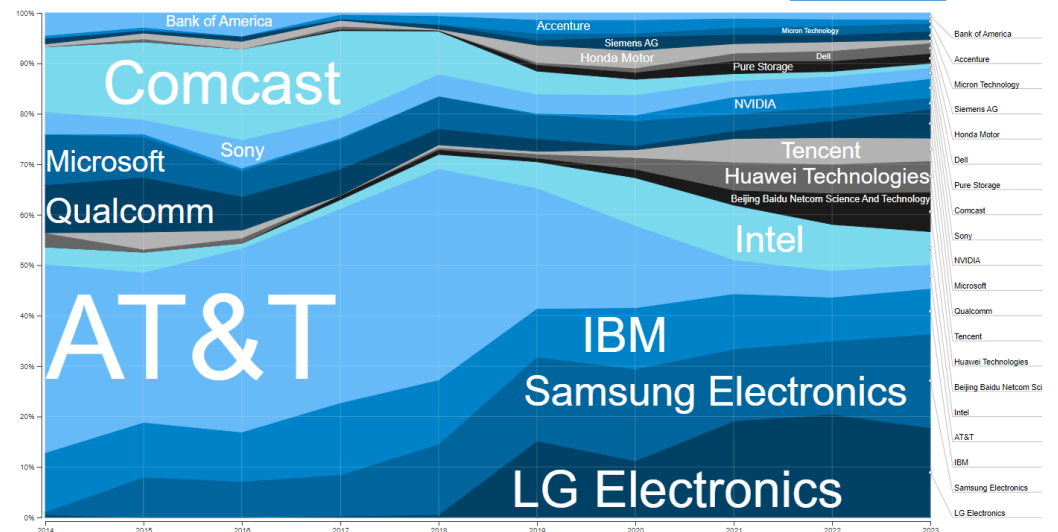
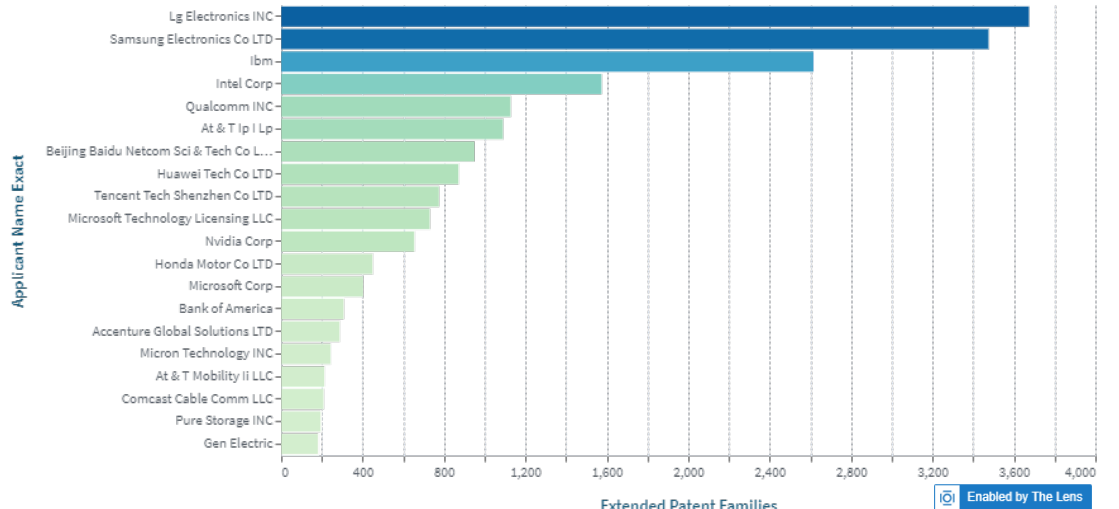


Enabled by The Lens

Exploring the Major Players

Number and type of assignees

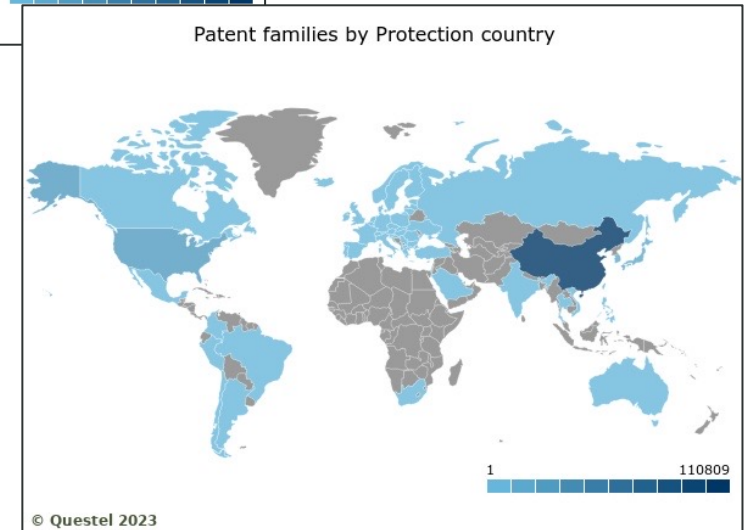
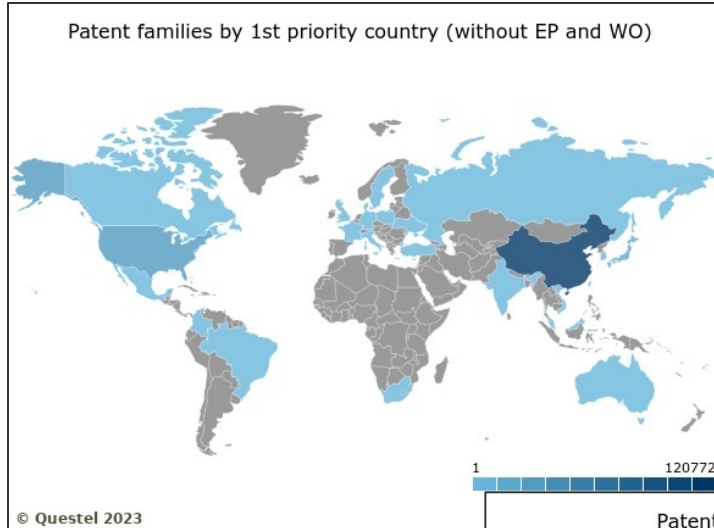
- ✓ Academic or corporate?
- ✓ Who is most active?
- ✓ Small number dominant?
- ✓ Changes over time?



Geographical Insights

Analysis of locations

- ✓ Where is the innovation happening?
- ✓ Place of first filing
- ✓ Where is the commercial opportunity?
- ✓ Countries protected



Competitive Landscape & Partnering

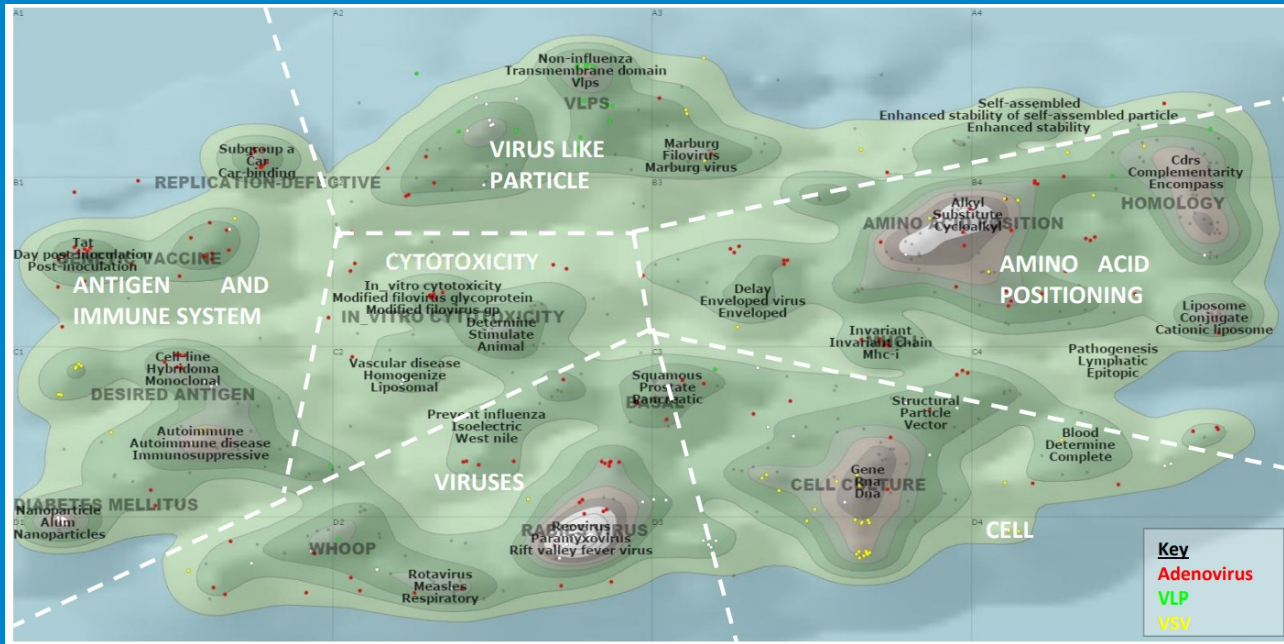
Uncovering Hidden Players

Vaccines for Ebola virus

- ✓ Who is funding?
- ✓ Leading academics/companies
- ✓ Specific vaccines or examples?
- ✓ Fundamental patents?

Assignee/Applicant	Document Count	Percentage
US Health	15	12.00%
Curevac Gmbh	14	11.20%
Inviragen, Inc.	8	6.40%
Harvard College	8	6.40%
US Army	7	5.60%
Crucell Holland Bv	7	5.60%
Univ Pennsylvania	6	4.80%
Univ Emory	6	4.80%
Georgetown University	5	4.00%
Crucell Holland B.V.	5	4.00%
Bavarian Nordic AS	5	4.00%
Immunovaccine Technologies Inc	5	4.00%
Copenhagen University	5	4.00%
Genphar, Inc.	5	4.00%

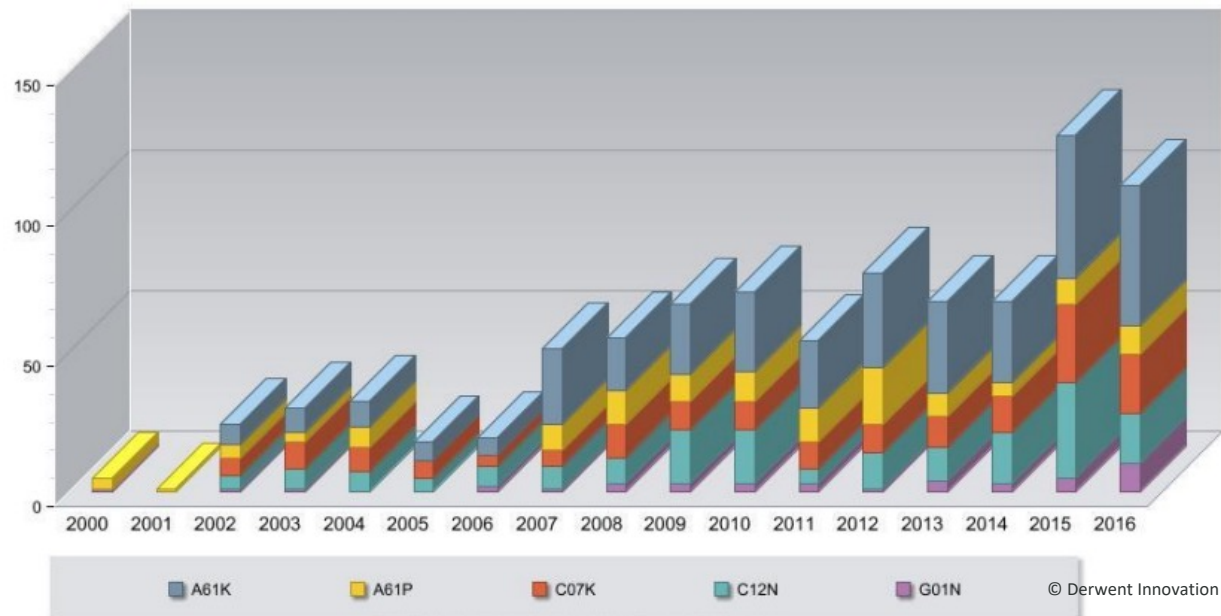
Patenting Topics



© Derwent Innovation

- Which patents look most similar to mine?
- What topics are most active?
- Where are my competitors focused?

Investigating Uses of Technologies

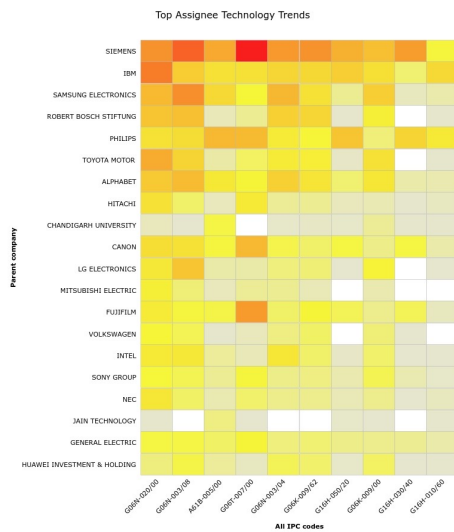


Patent classification codes (IPC, CPC), keywords

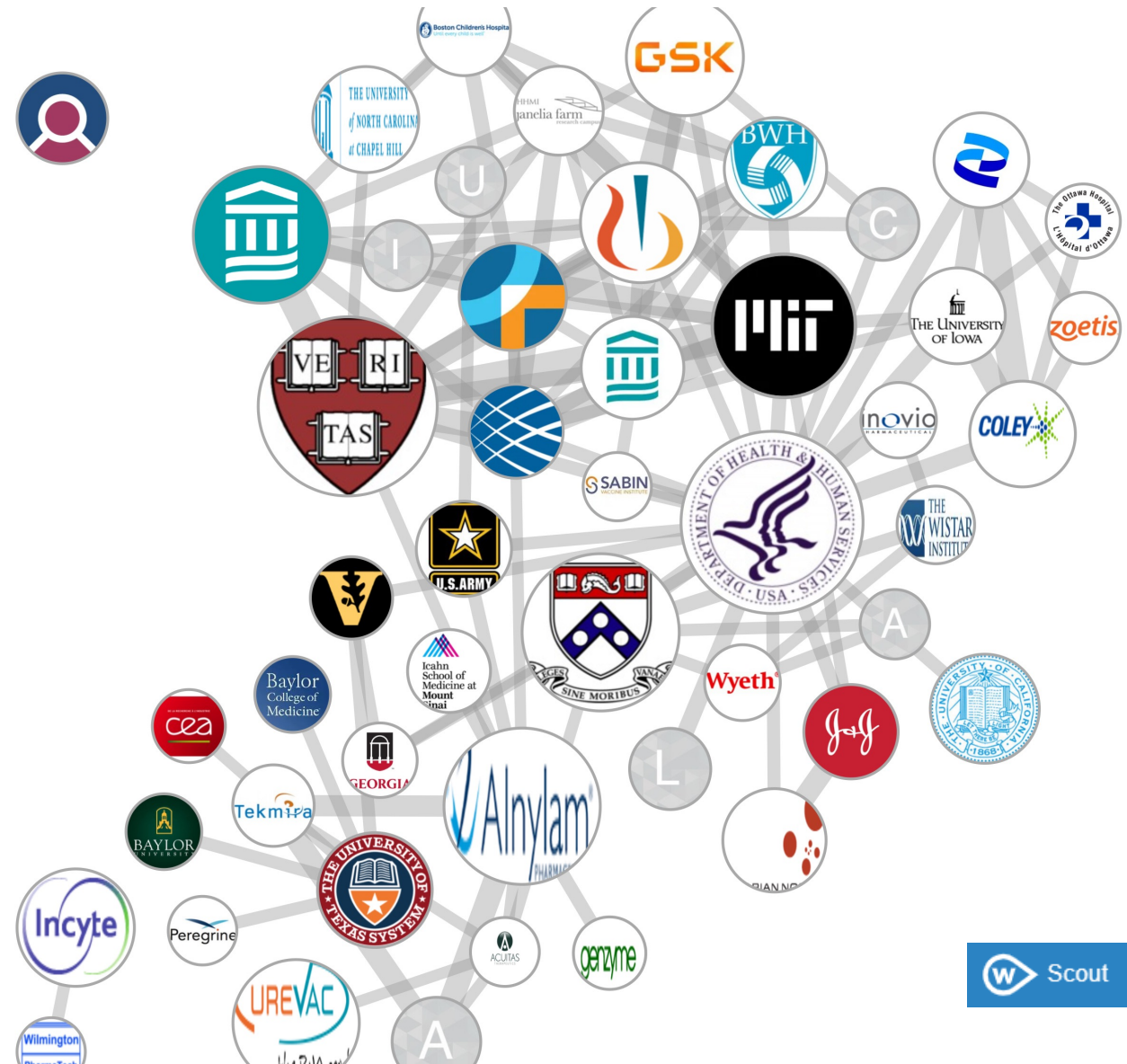
✓ Which use applications are most common (and changes over time)

✓ Applications & technologies

✓ Which companies specialize in which areas?



Patenting Relationships



Which organizations are patenting together?

- ✓ Collaborative potential?
- ✓ Corporates or Universities?
- ✓ Who works alone?






Scouting & Partnering

Patent landscape in scouting

Company / Institution	Patent Title	Patent Number	Partnering Status
[Redacted]	[Redacted]	[Redacted]	Not available for licensing
[Redacted]	[Redacted]	TBC	TBC
[Redacted]	[Redacted]	[Redacted]	Currently in license negotiations
[Redacted]	[Redacted]	[Redacted]	Patent family is not live
[Redacted]	[Redacted]	[Redacted]	Not available for licensing
[Redacted]	[Redacted]	[Redacted]	Available for licensing
[Redacted]	[Redacted]	[Redacted]	Available for licensing and research collaboration (easy access technology)
[Redacted]	[Redacted]	[Redacted]	Available for licensing
[Redacted]	[Redacted]	[Redacted]	Available for licensing
[Redacted]	[Redacted]	[Redacted]	Available for licensing

Systematic review of the patent literature, publications and internet searching

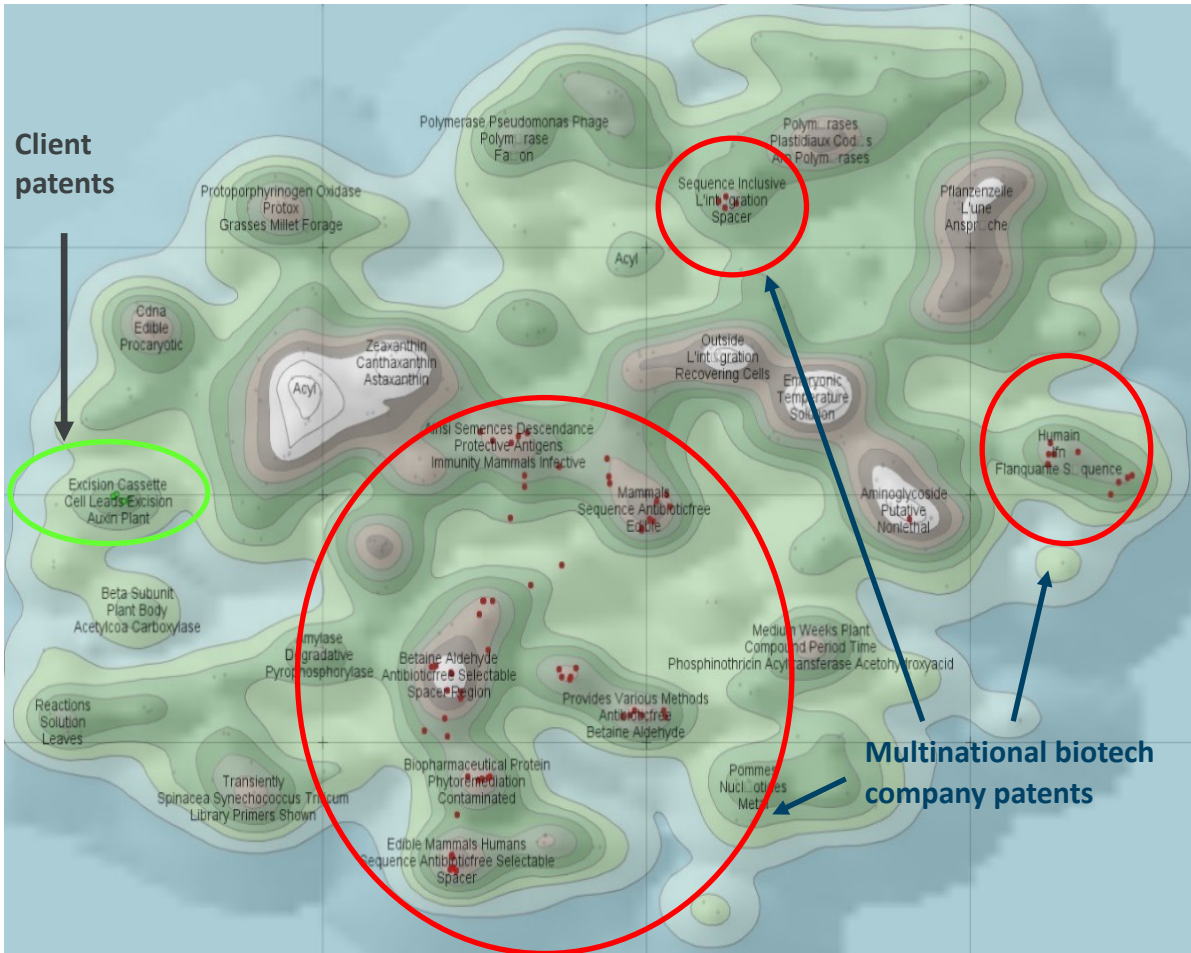
-  Searches & database collation
-  Finalize with client, trial approaches to partners
-  Licensing & acquisition discussions

Outcomes



Basic Freedom to Operate

Basic Freedom to Operate



- >25 key granted and pending patents
 - Likely patents the SME may need to licence
 - Focus on key territories
 - Others highlighted for work around strategies
- **Clear in-licensing and partnering strategy**

Is Patent Landscaping for You?

- If you want to plan an effective future patenting strategy
- If you need to understand your competitive patent position
- If you are looking for possible in-licensing or out-licensing partners
- If you want to explore potential Freedom to Operate and patentability issues
- If you have to convey complex patent information to non-specialists

...then talk to us about how we can use patent landscaping to give you the head start that you need

Thank you + Q&A

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