

# Patent to Product Mapping

## Mapping patent portfolio of competitor/yours with products/business units

### Description

Companies now are more competitive and want to keep track of patent activity of small companies for merger and acquisition. Sometimes small companies have strong patent portfolio in respective technology area. Bigger companies can target these small companies to increase their patent portfolio without spending in R&D. Companies can keep track of their competitors by mapping their patents with products and business units. This helps in identifying strong and weak areas of the competitors.

### Useful for

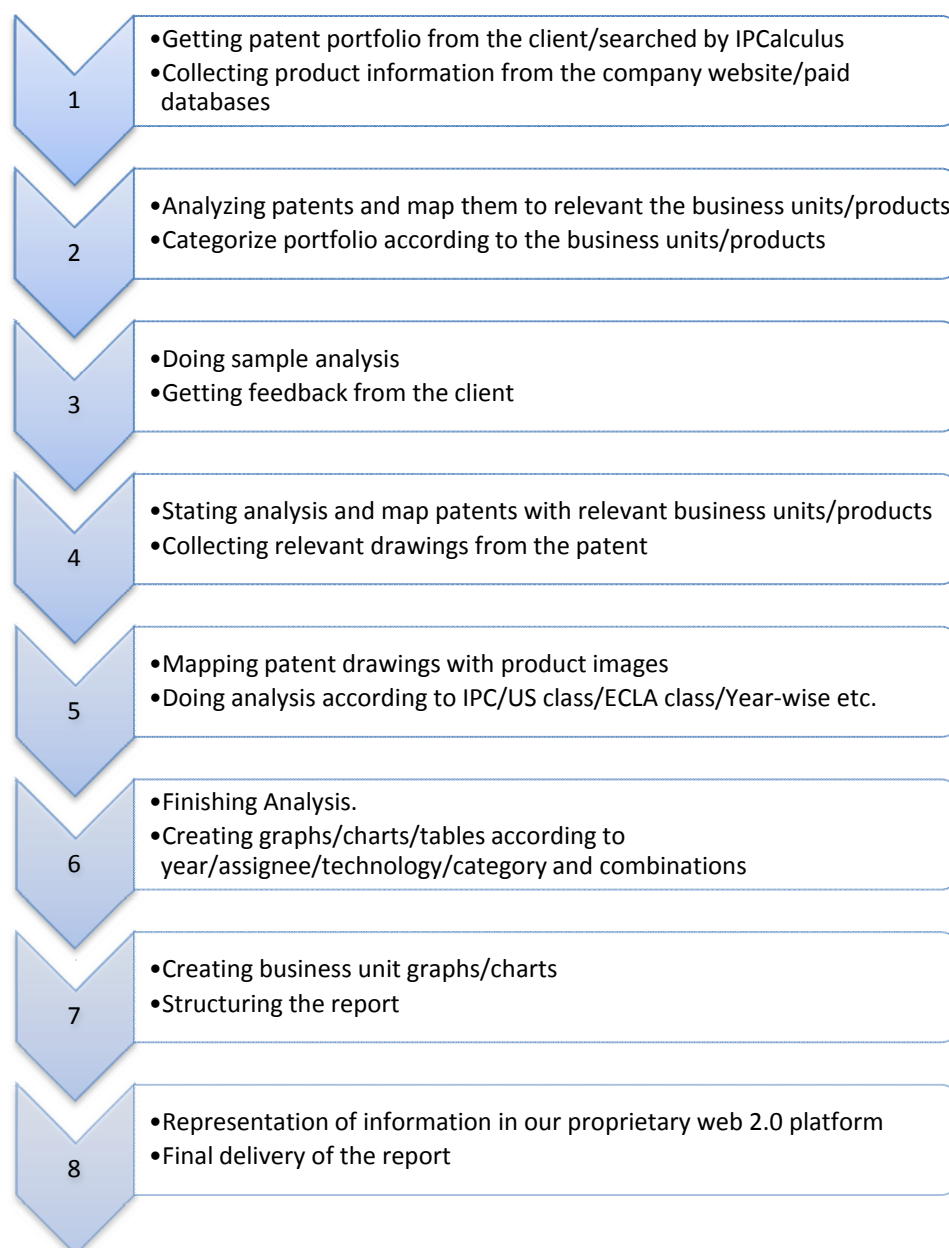
- \* Find out patent strength of small companies for M&A
- \* Keep track of competitors
- \* Cost saving in R&D investments
- \* Find strong products to make joint ventures
- \* Find weak and strong areas of competitor
- \* Track business areas activity of the competitor

### Search/Analysis

We collect product information of companies from their respective website/paid databases. We categorize these products according to the business areas of the company. We then identify patents mapping with products/business units by analyzing patents.

We also do updating reports monthly/quarterly/yearly as proposed by the client. In case of M&A we also figure out strong patents of companies and mark them according to their potential. We provide claim to product map which provides a textual as well as graphical comparison between the claims of a patent and a product which aids in easy and objective determination of extent of overlap between the two.

### Workflow



### Results

Reporting will be done on a collaborative platform. The results are summarized in a structured report which includes, usually a tabular presentation of the documents and references to important passages, grouped according to relevance. It is also possible to have copies of the original documents or relevant passages, in the case of very long documents. Individual needs can be taken into account when structuring the report.

### Format

All reports will be stored on our password protected proprietary web2.0 platform "IP Analytics Manager"; however it is possible to deliver report in other formats according to client requirements.

### About us:

An Intellectual Property research & analytical consulting firm based in India, providing customized services in the form of Patent landscape analysis, Patent portfolio analysis, Patent searches (Prior-art, Patentability, Invalidation, Infringement, and Freedom to Operate), Patent alert and monitoring, legal status updates, Trend analysis, Patent to Product mapping and patent licensing. Our expertise lies in generating valuable IP intelligence from patent, non-patent, product and other technical & competitive information. We provide consistent high quality IP research & analytical services in the field of electronics, telecommunications, medical devices, pharmaceutical, biotechnology, life sciences, chemistry, mechanical and many more. Our customized, interactive, dynamic & collaborative reporting system "IP Analytics Manager" integrate patent, non-patent, product and other technical & competitive information in a single platform.