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Tips & Tricks for Bringing Actionable IP Intelligence into the Boardroom

January 19, 2021

Housekeeping

- This webinar is being recorded, you will receive a link to access it, in a follow-up e-mail.
- If you have questions during the presentation, please send us via the *Question Tab*
- You can download the slides from the system

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Todays presenters

Gene Quinn
IPWatchdog

Laura Gisler
Polestar

Brian Hinman
AON

Megan McLoughlin
LexisNexis

Today's presenters

Laura Gisler
Polestar

Laura Gisler is an American attorney, currently working as the Head of IP at Polestar. She is based in Gothenburg, Sweden, where she moved to join Volvo Car Group as IP counsel, focusing on tech IP issues including open source, software licensing, and strategic portfolio development in digital automotive and EVs. Previously, she was a Patent Attorney at IBM in the US.

Brian Hinman
AON

Brian Hinman is Chief Innovation Officer at AON. He holds a Master of Business Administration in Strategic Management. Before joining AON in 2018, Brian was Chief Intellectual Property Officer at Philips, and held the title of Vice President, Intellectual Property and Licensing at IBM, Verizon, Inter Digital and was served as CEO of Allied Security Trust. Brian was also Co-Founder and COO of Unified Patents.

Today's presenters

Gene Quinn
IPWatchdog

Gene is the founder of IPWatchdog.com, a patent attorney, law professor, and leading commentator on patent law and innovation policy. Gene has been named one of the world's leading IP Strategists by IAM Magazine.

Megan McLoughlin
LexisNexis

Megan McLoughlin is the Product Director for LexisNexis PatentAdvisor. After graduating from Harvard Law, she worked as a patent attorney at the law firm of Nutter, McClennen, & Fish. Her technical focus reached into a variety of industries, including medical devices, the food industry, software, printers and biotech.

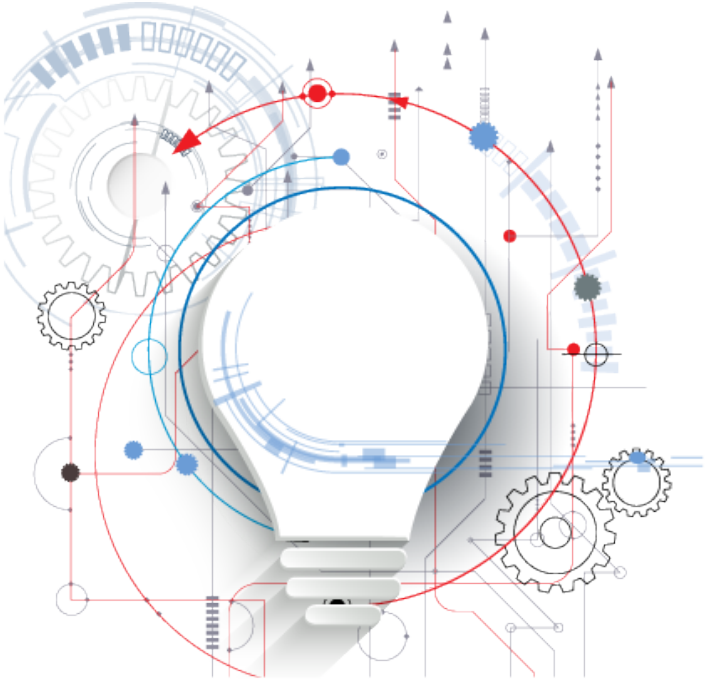
Discussion Agenda

Everyone wants to make decisions based on data and hard facts. But by some estimates, the sum total of data held in online storage just between Google, Amazon, Microsoft and Facebook is an astonishing 1.2 million terabytes. Other estimates place the amount of data on the Internet at 40 trillion gigabytes. With such staggering amounts of data, finding actionable information can become almost a hopeless search.

Translating data into practical, actionable, easily processed information for a wide range of C-Suite and Board executives – many who are not IP savvy – can be challenging to say the least. And as anyone who has spent time in a boardroom knows, the one commodity that is most precious is time itself.

How can you quickly / accurately convey the needed information to C-Suite / Board so they receive a clear picture sufficient to make informed decisions?

Tips & Tricks for Bringing Actionable IP Intelligence into the Boardroom



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Laura Gisler

Polestar

1. Humans are humans everywhere
2. Meet them where they are at (check your ego at the door)
3. Prepare prepare prepare

Brian Hinman

AON

1. Speak in terms the C-suite can understand; make it relevant
2. Culture can make a difference
3. Importance of finding a champion

1. What information does a Chief IP Counsel or Chief Patent Counsel or Chief Trademark Counsel need bring into a boardroom, or to the C-Suite? Why?

2. How can you quickly / accurately convey the needed information to C-Suite / Board so they receive a clear picture sufficient to make informed decisions?

3. How do you effectively use data to drive business decisions? When with the C-suite? With the Board?

4. When and how do you provide business counsel to ensure IP strategy matches business focus?

5. What can you do when you feel the C-Suite / Board is/are about to make a big mistake?

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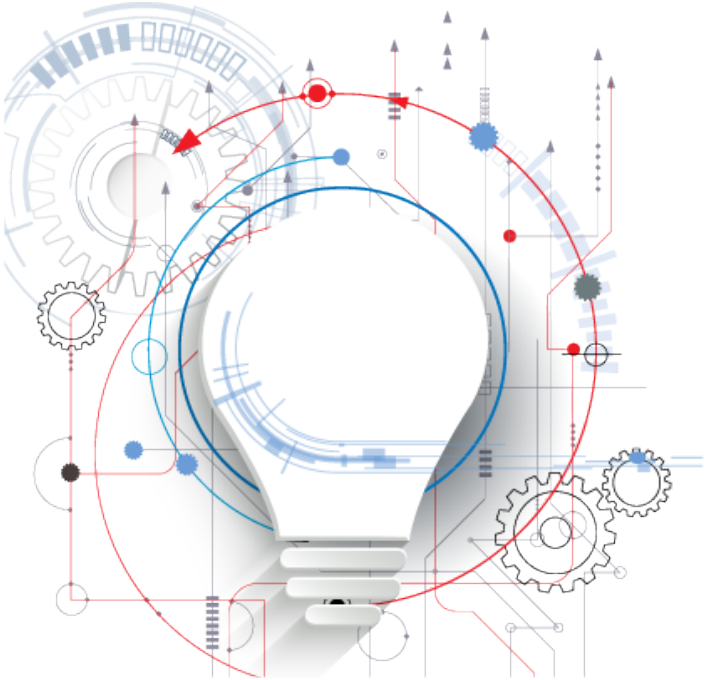
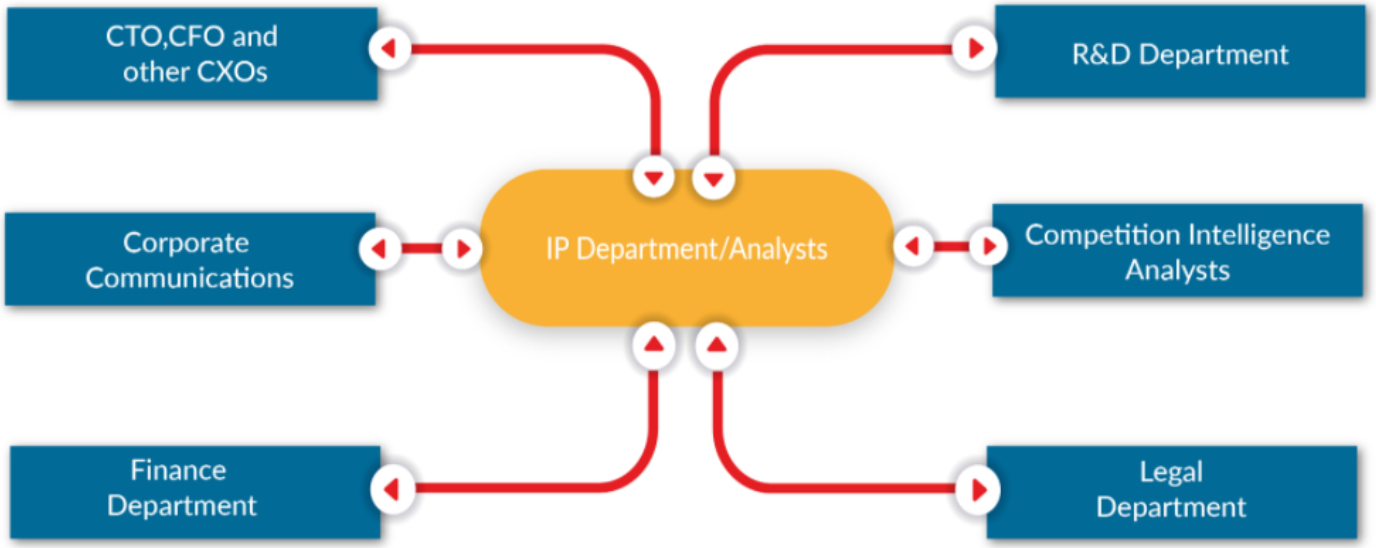
Involve Stakeholders in the Patent (Analytics) Process



IP Departments report to many “customers”



Patent Analytics Can Add Value in Diverse Areas

Portfolio Management

Technology Field Analysis

M&A Analysis
- Spotting Targets
- Analyzing Targets
- Due Diligence

Benchmarking

Trend Scouting

Spotting Innovators

Licensing

ESG Reporting

IPO Analysis

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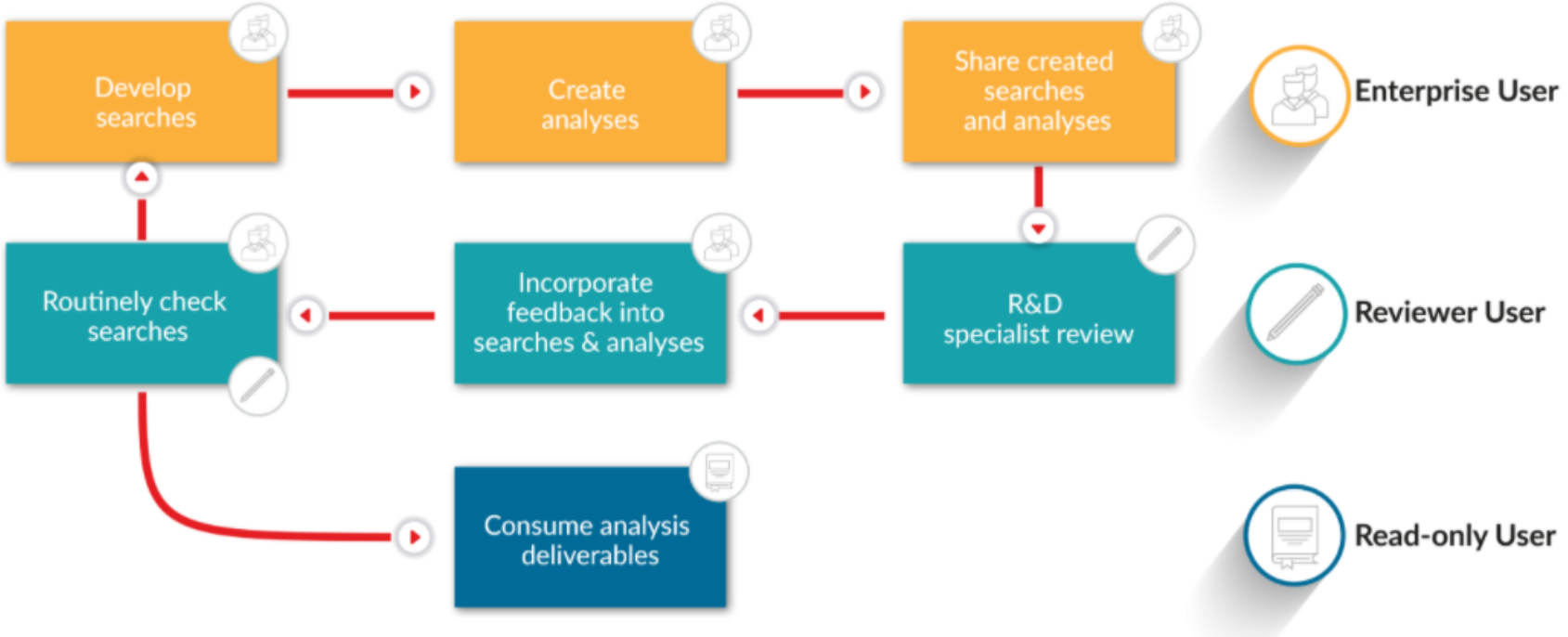
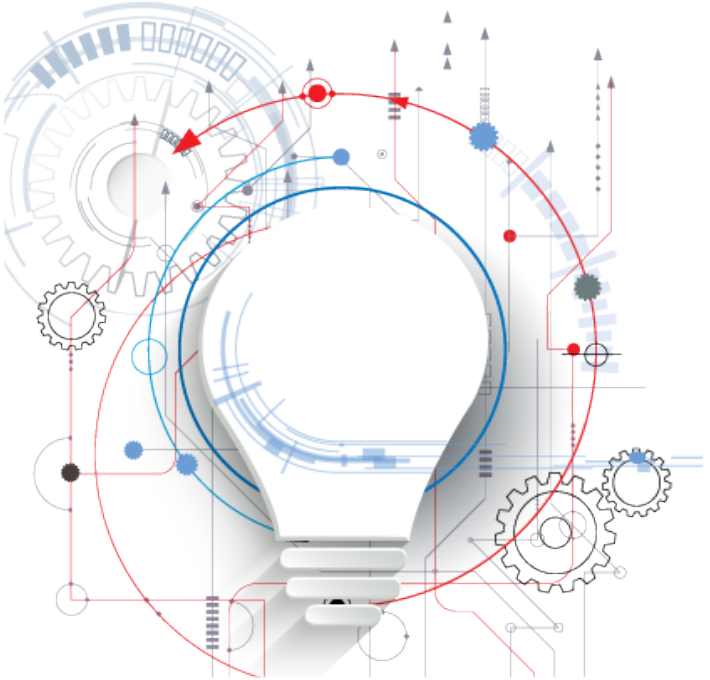
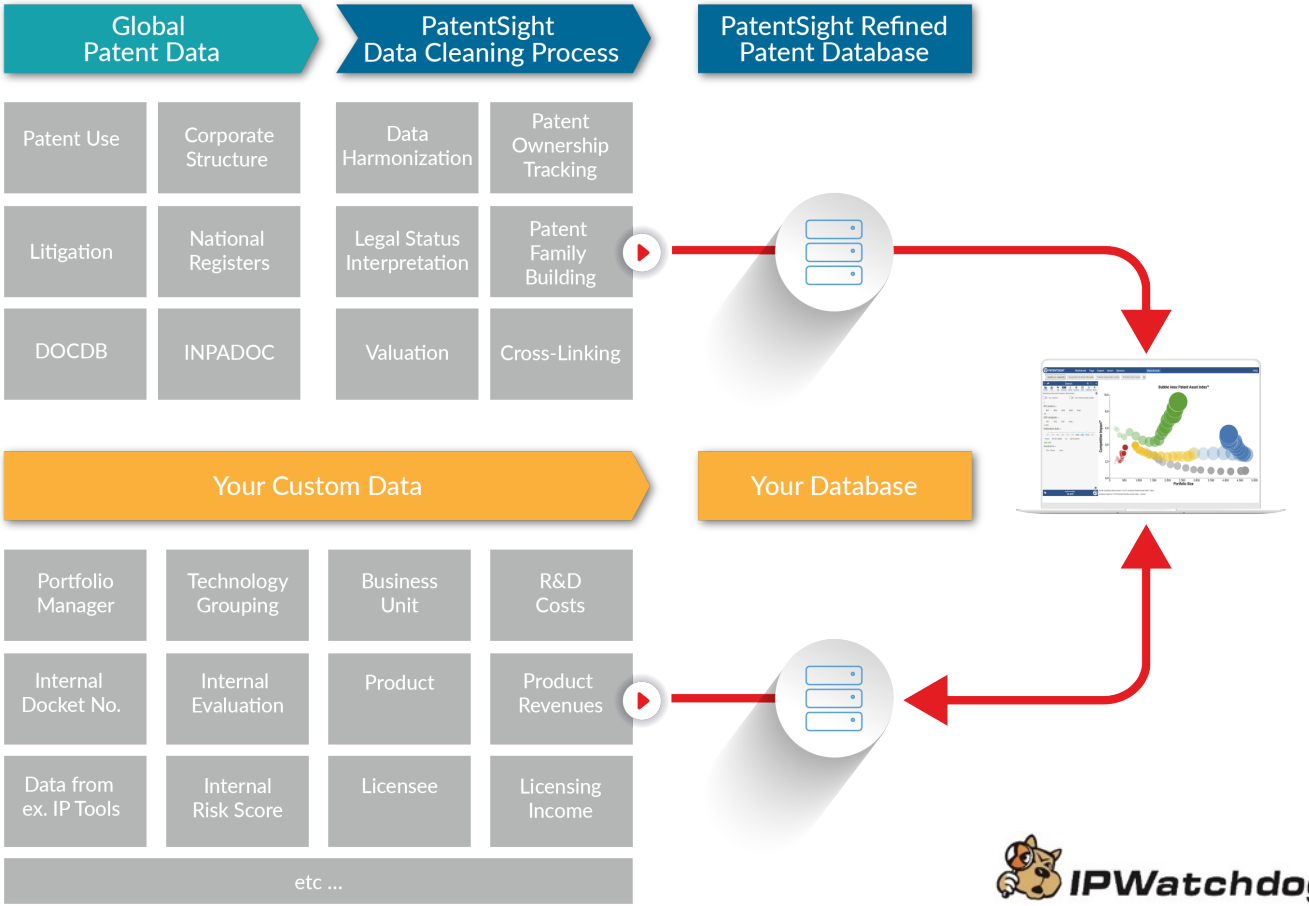
Create Analytics Workflows



Combining Business Data with Patent Data

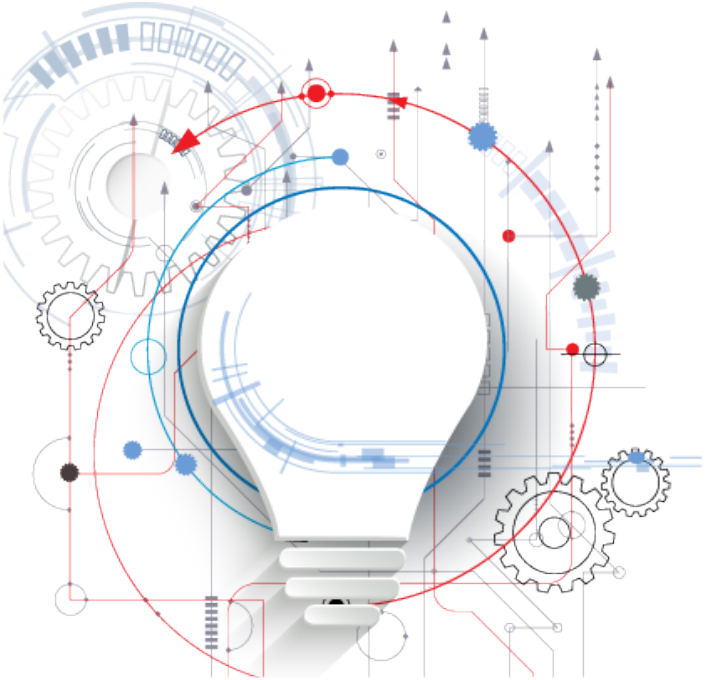


Add Your Data to Patent Analytics

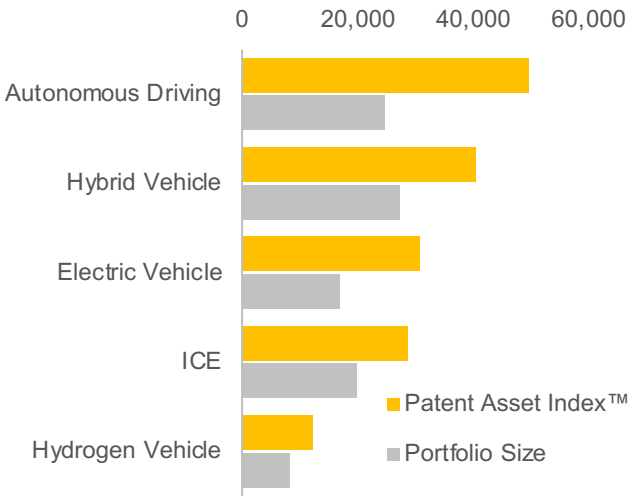


EXAMPLES:

Automotive Technologies



Selected Sub-Technologies in the Automotive Industry



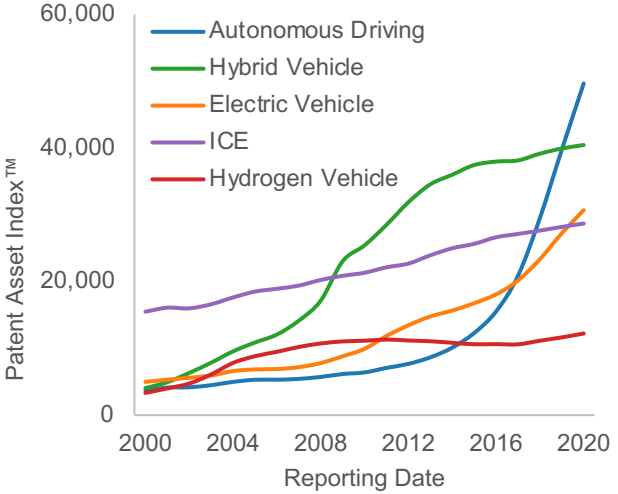


Figure 4: Ranking and Development overtime of the sub-technology fields, by Patent Asset Index, in the Automotive field

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry

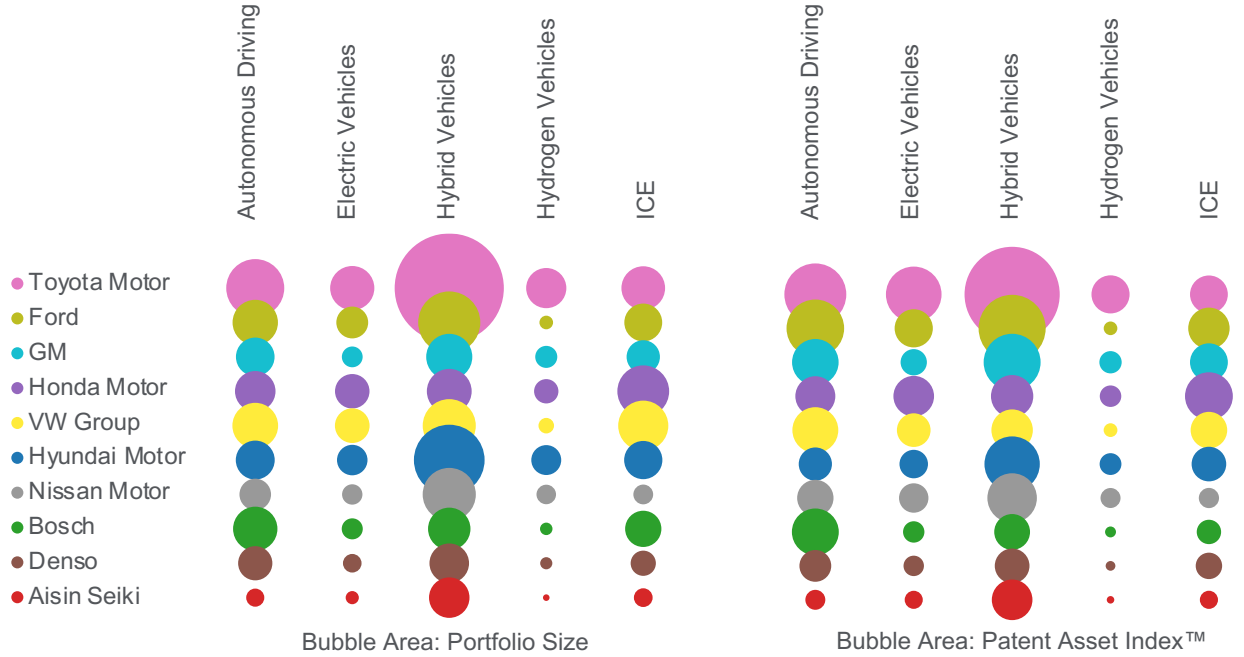


Figure 5: Ranking of the sub-technology fields and top 10 Owners, by Patent Asset Index, in the Automotive field

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry

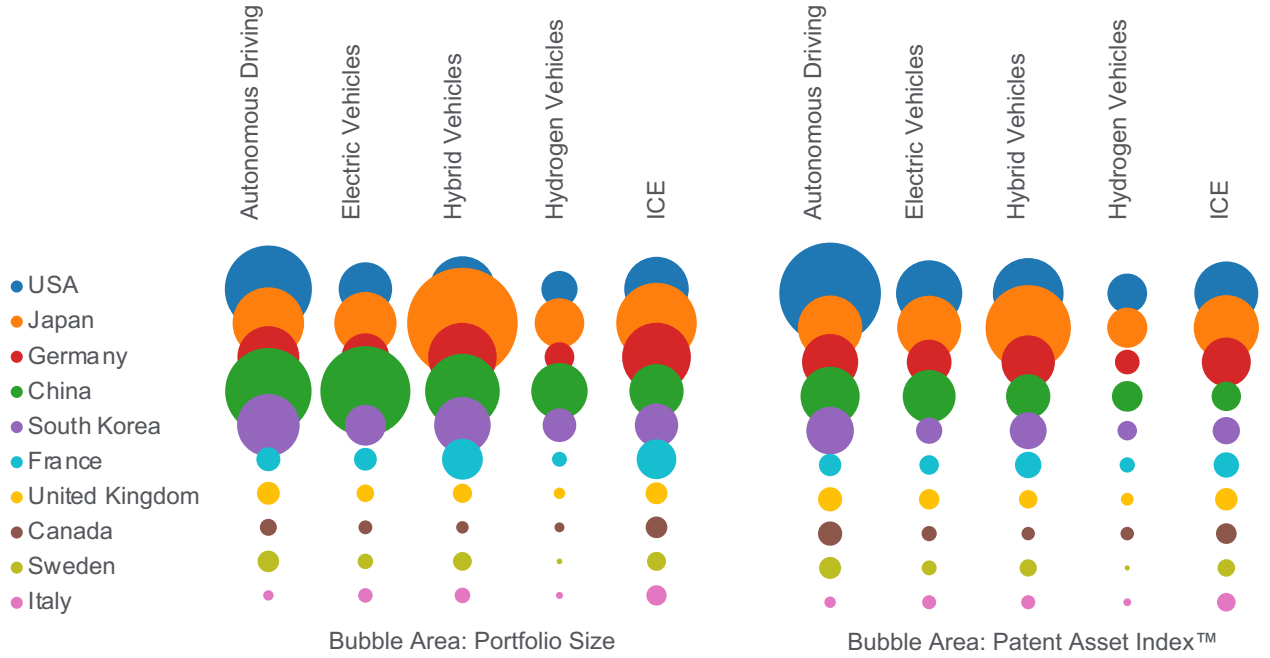


Figure 6: Ranking of the sub-technology fields and top 10 Countries, by Patent Asset Index, in the Automotive field

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry

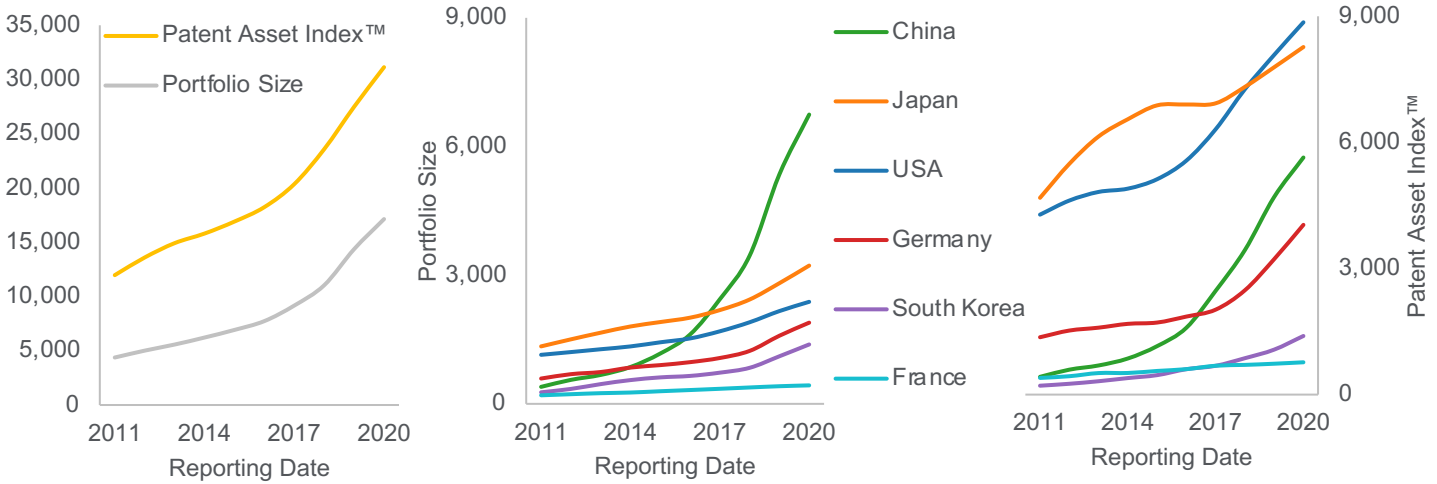
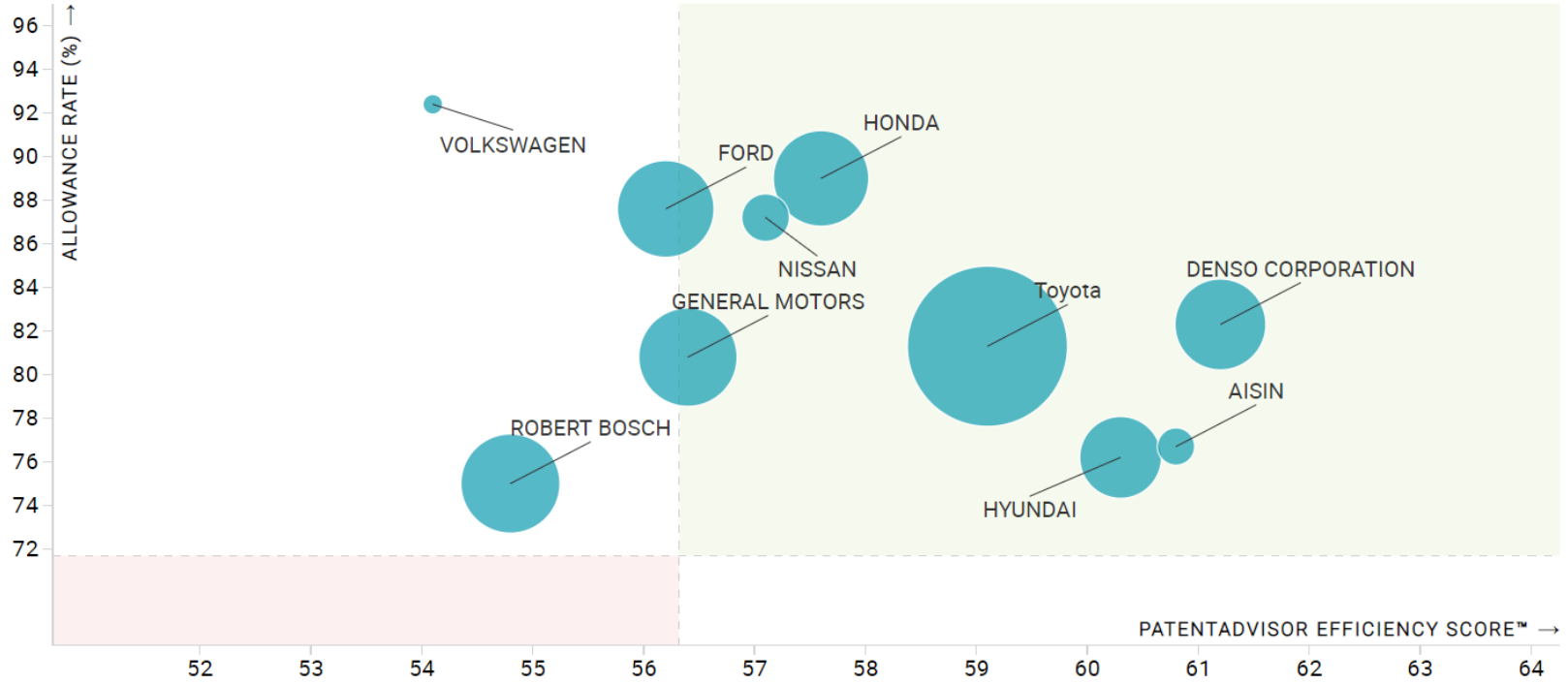


Figure 9: Development overtime of the field of Electric Vehciles, overall and by Country, by Patent Asset Index

Data/charts from LexisNexis PatentSight®

Selected Sub-Technologies in the Automotive Industry



Data/charts from LexisNexis PatentAdvisor®

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Thank you for joining us!

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