



LexisNexis®

| PatentSight

~~Examining Intel's Blockbuster Patent Auction~~

Examining Apple's Blockbuster Purchase of Intel's Assets

July 30, 2019

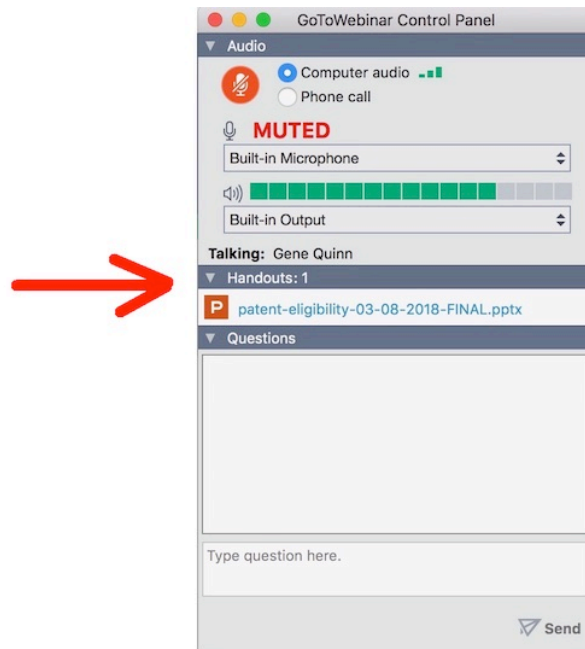
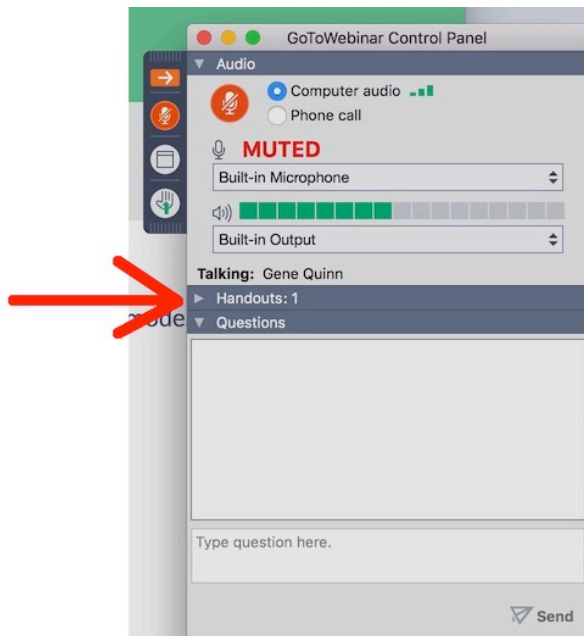


Accessing the Slides



LexisNexis

PatentSight



Presenters



Gene Quinn
*President & CEO
IPWatchdog, Inc.*



William Mansfield
*Head of Consulting & Customer
Success at PatentSight –
A LexisNexis Company*



Kim Chotkowski
*Vice President, Head of
Licensing Strategy and
Operations at InterDigital, Inc.*



Welcome



Start



Custom Analysis



Smart Reports



Similarity Search



Legal status

//CODiE//
2019 SIIA CODiE WINNER

AGENDA



LexisNexis

PatentSight

Earlier this summer, Intel announced that some 8,500 patent assets (i.e., issued patents and pending patent applications) would be auctioned. Approximately 6,000 assets related to 3G, 4G, and 5G cellular standards, while 1,700 assets relate to wireless implementation of cellular standards.

Shortly after the Intel patent assets being announced as available for sale, Intel abruptly took the assets off the market in favor of negotiating with a single interested suitor. Very quickly news broke that the negotiations with that unidentified suitor were quite advanced, suggesting that the Intel auction announcement was nothing more than a negotiating ploy.

It has recently come to light that the unidentified suitor for the Intel patent assets was none other than Apple, just as IAM has predicted in its initial reporting.

We now know that Apple will buy the majority of Intel's Modem business, including the patent assets, for \$1 billion.

Today, we will discuss the Intel patent assets, the strength of the Intel patent portfolio and what this deal will mean for the 5G landscape.

What Portfolio is Intel selling?



LexisNexis

PatentSight

<https://www.iam-media.com/frandseps/exclusive-intel-launches-blockbuster-auction-its-mobile-portfolio>



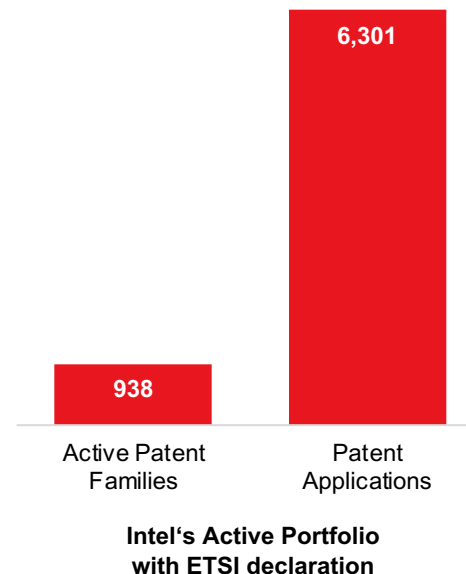
25 Jun
2019

Exclusive: Intel launches blockbuster auction for its mobile portfolio

In what looks set to become one of the highest profile patent sales in years, Intel has put its IP relating to cellular wireless connectivity on the auction block. The company is seeking to divest around 8,500 assets from its massive portfolio.

The news comes as the chip giant searches for a buyer for its 5G smartphone modem business having announced in April that it was pulling out of the market. That was after as it had become increasingly clear that the company, which has been the supplier of 4G modem chips to Apple for the last few years, was struggling to release a 5G product even though the rollout of the next generation of mobile technology is well underway.

The auction offering is comprised of two parts: the cellular portfolio and a connected device portfolio. The former includes approximately 6,000 patent assets related to 3G, 4G and 5G cellular standards and an additional 1,700 assets that read on wireless implementation technologies. The latter is made up of 500 patents with broad applicability across the semiconductor and electronics industries. Although that represents a large portion of Intel's cellular IP it is understood that it will retain significant wireless assets.

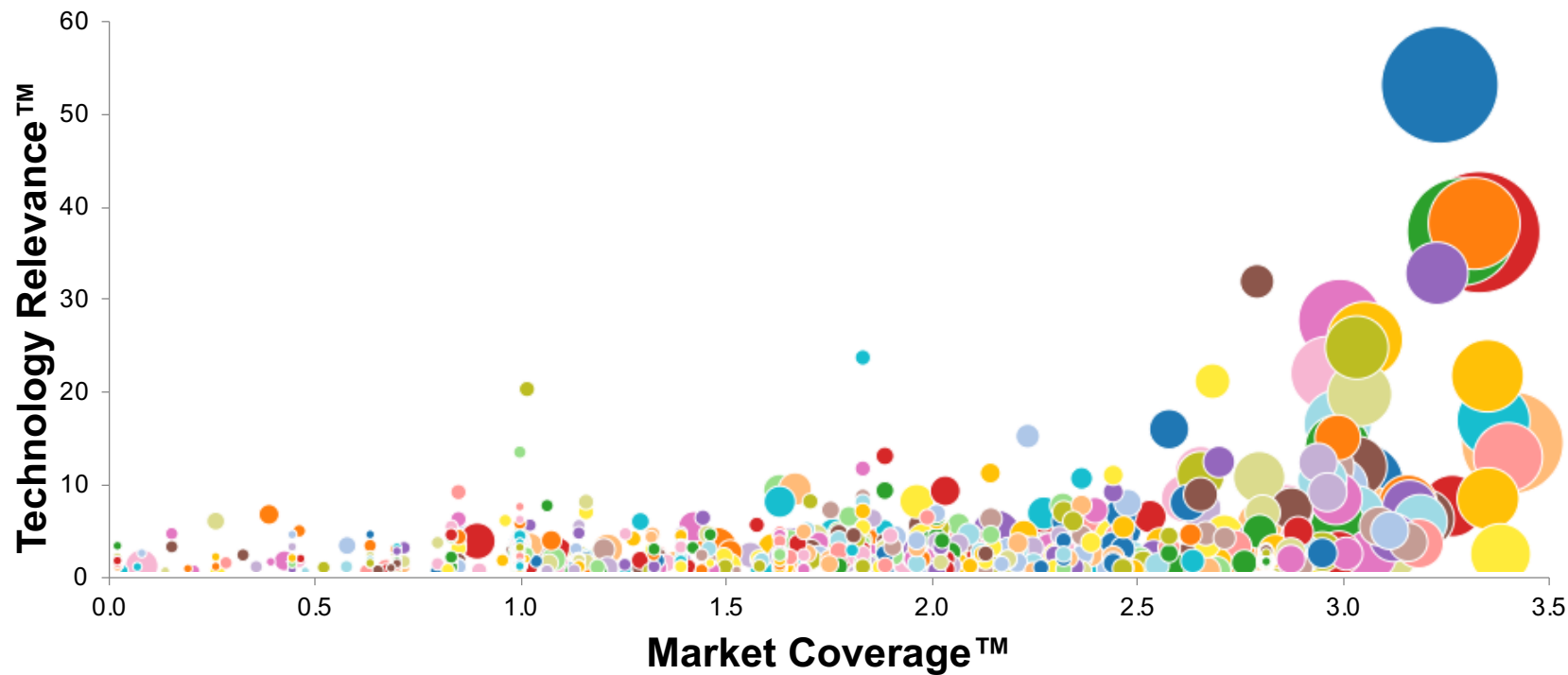


Inside the Intel ETSI standard portfolio



LexisNexis

PatentSight

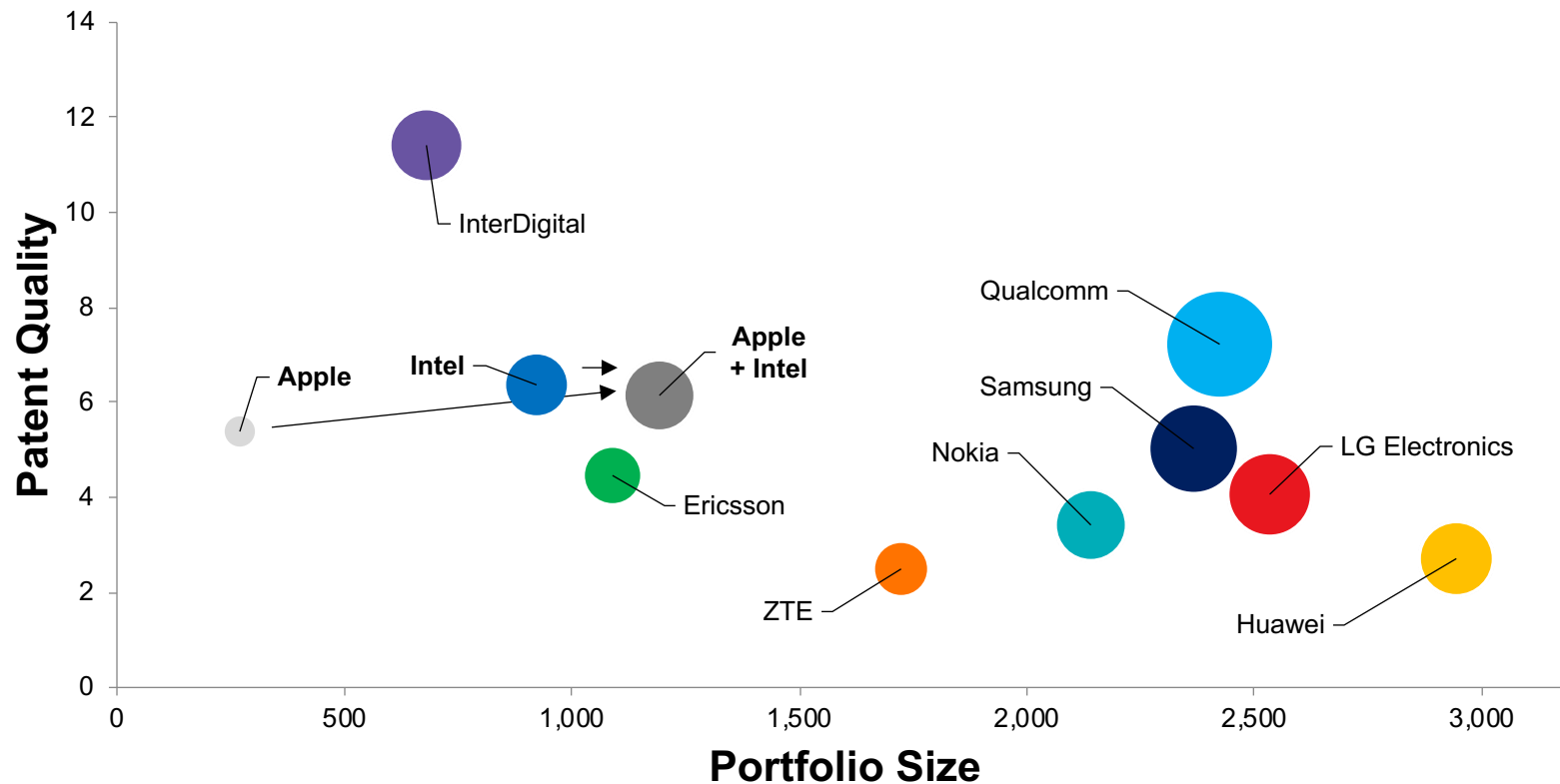


Competitive Position



LexisNexis

PatentSight

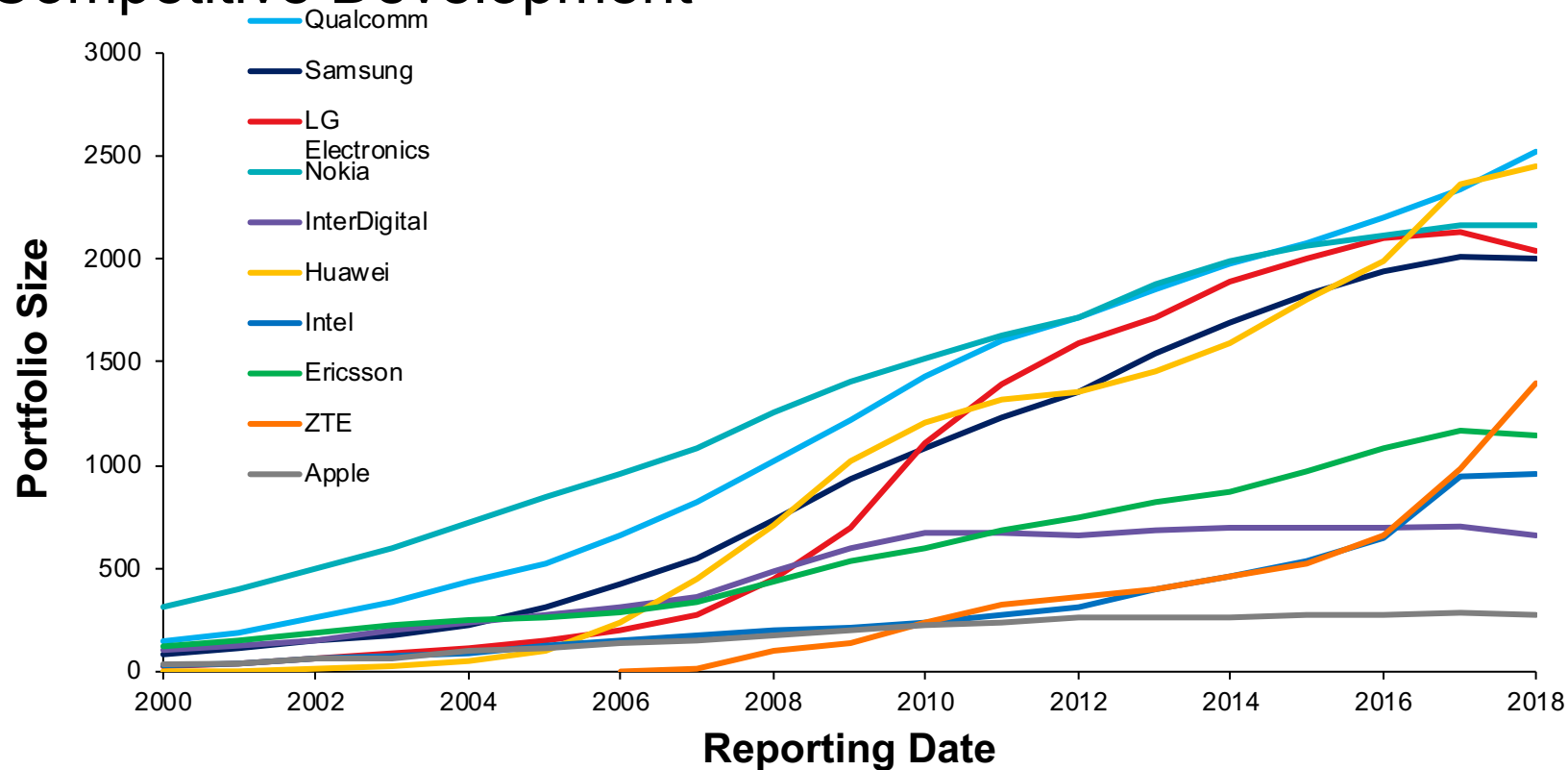


Competitive Development



LexisNexis

PatentSight

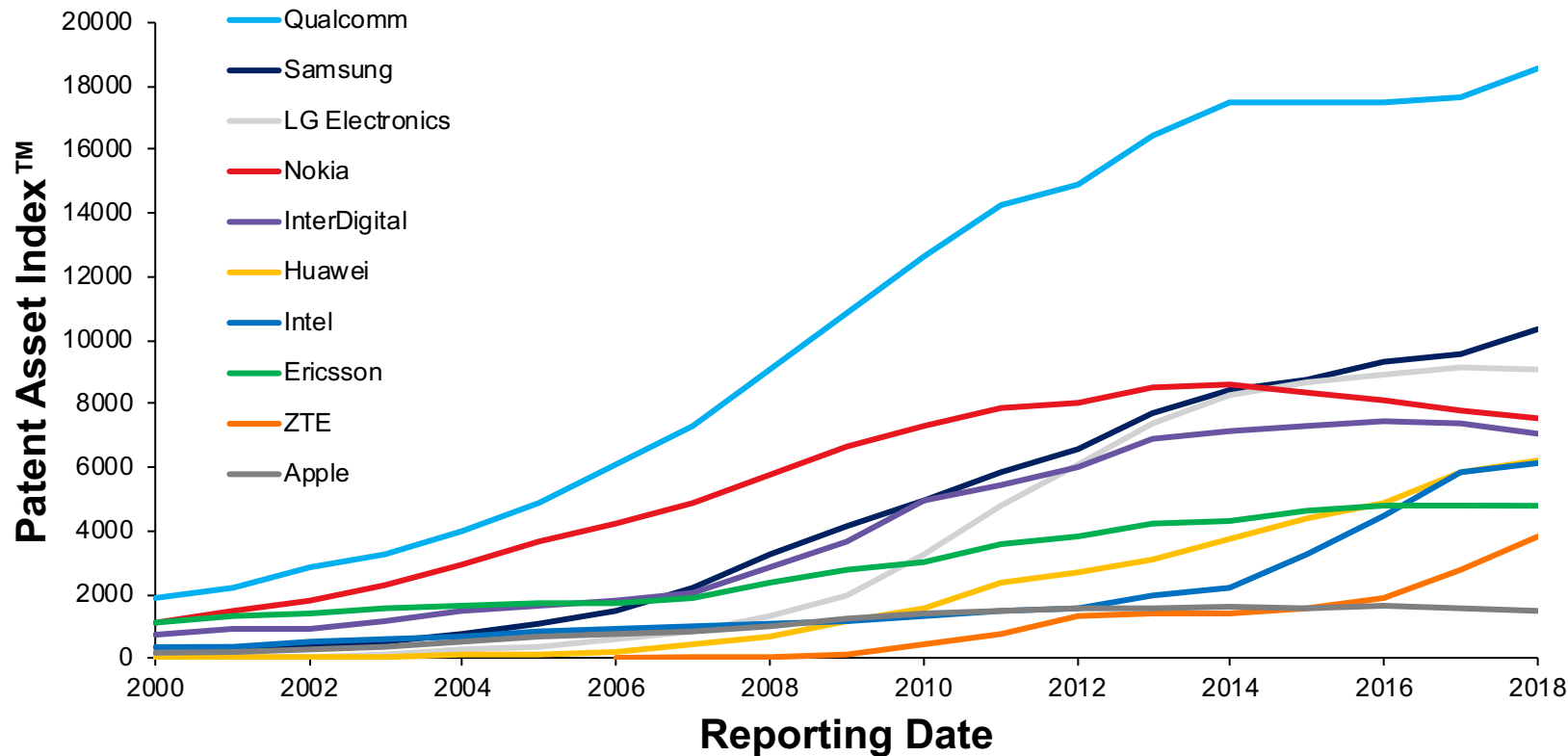


Competitive Development

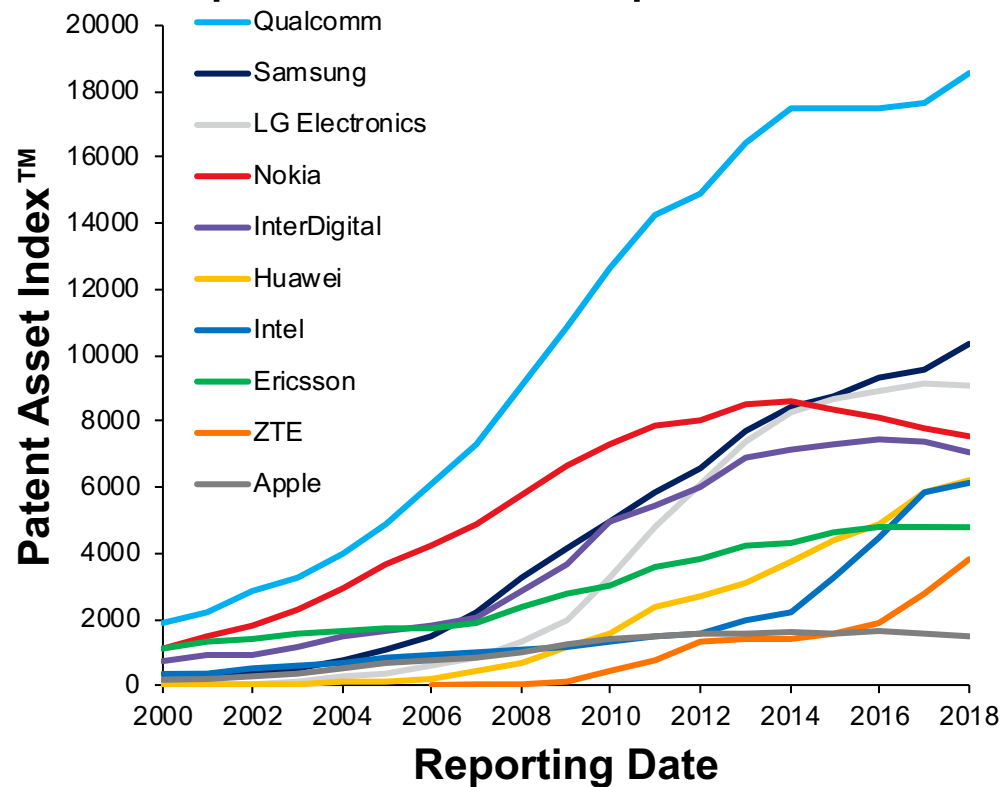


LexisNexis

PatentSight

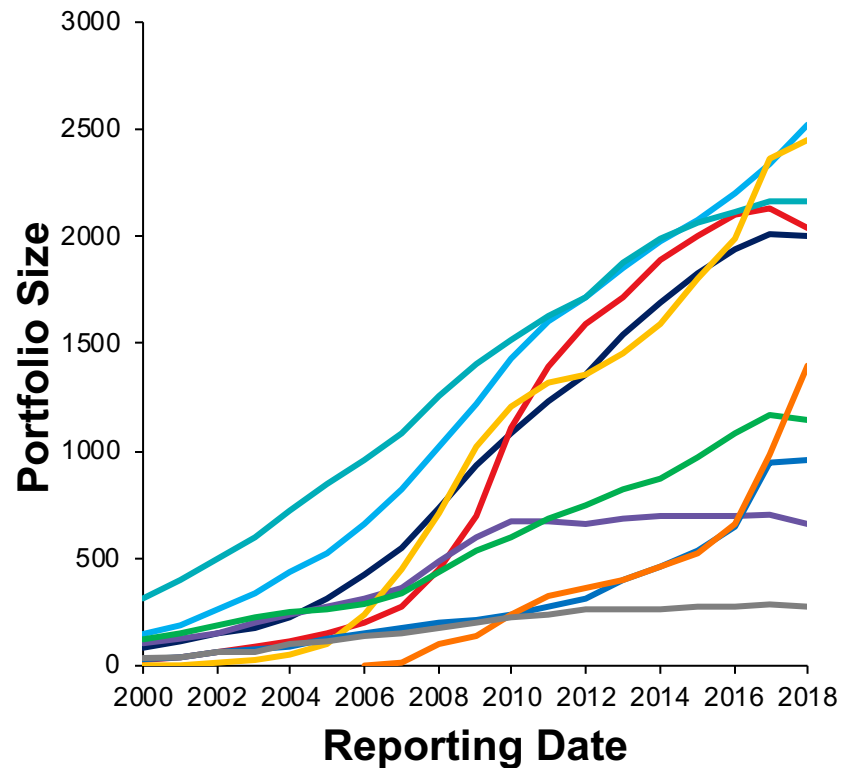


Competitive Development



LexisNexis®

PatentSight

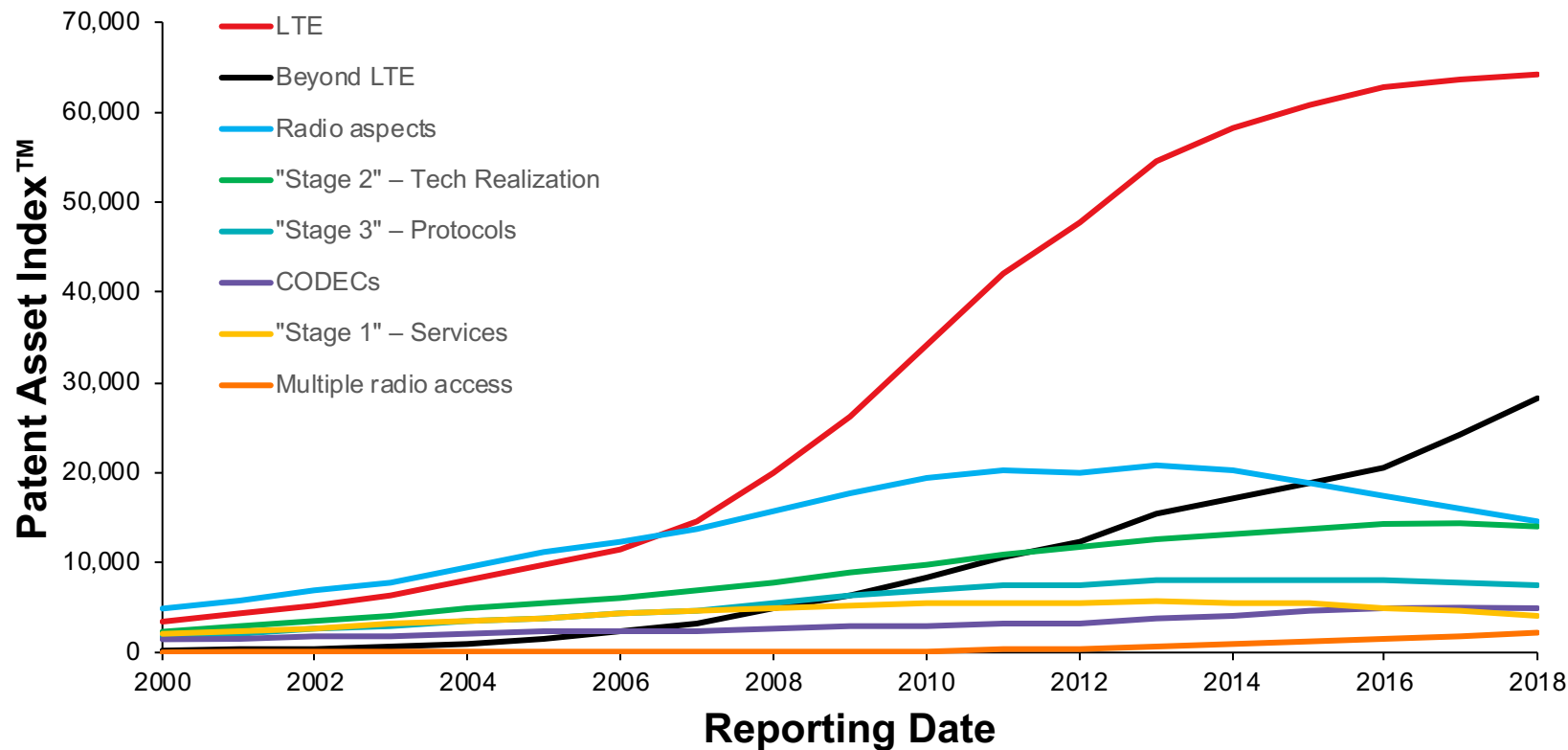


Technological Development

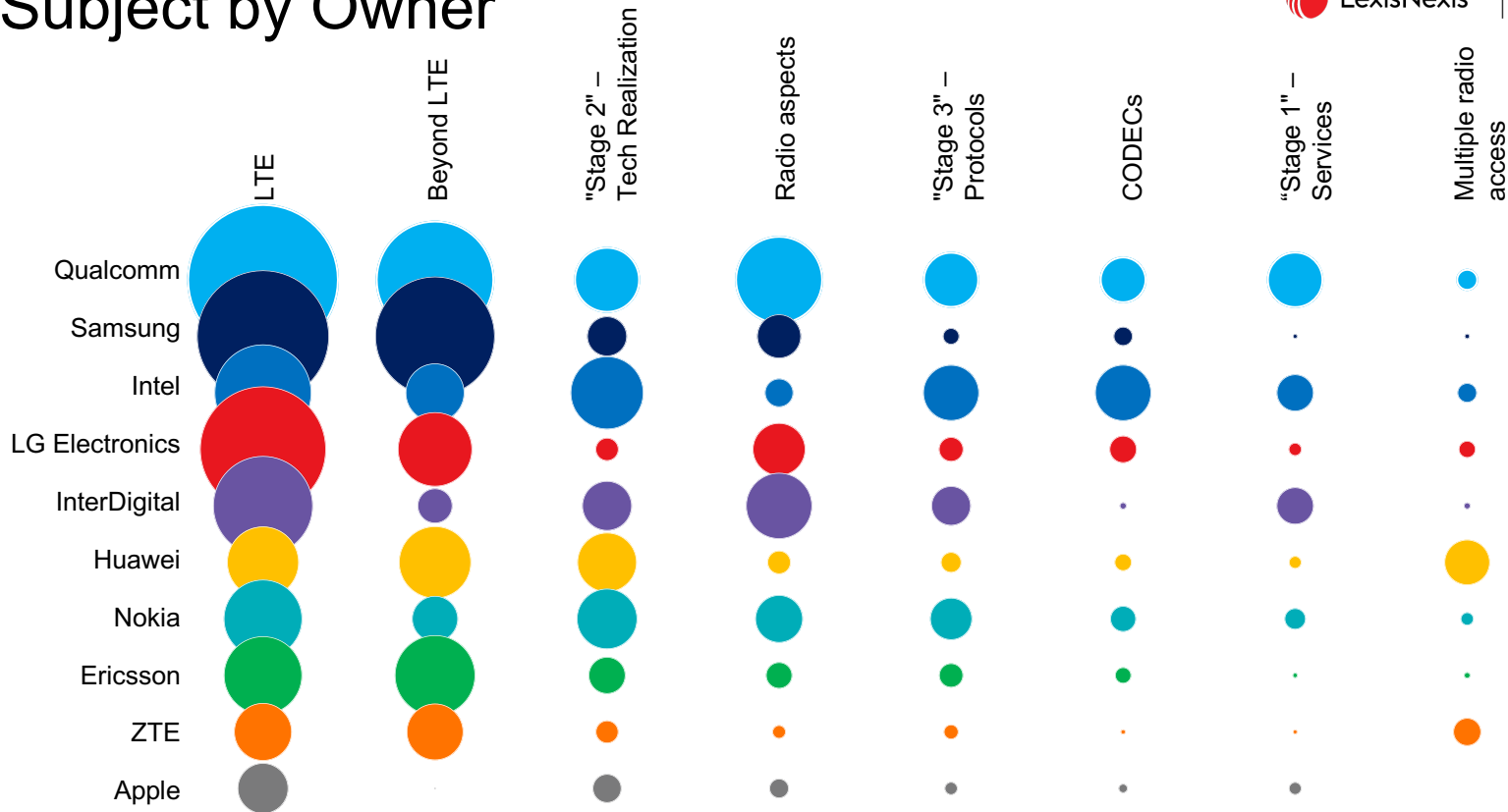


LexisNexis

PatentSight



Subject by Owner





Patent Analytics

Why patent analytics matter

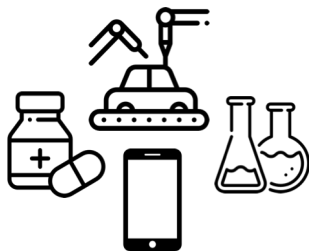
Challenge: how to identify key patents and the companies that are currently owning them?

**Key patent on
relevant technology**



A patent entitles its owner the right to exclude others from making, using or selling an invention for a limited period of time

**Commercially
successful product**



Patent-protected products can be sold exclusively for up to 20 years

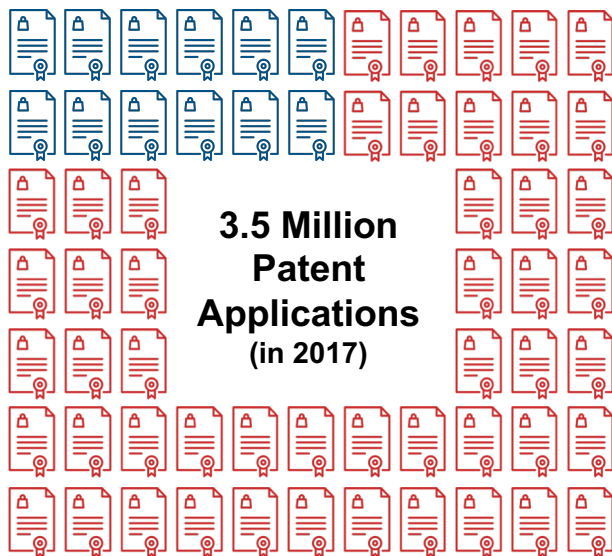
**High revenues and
increase in stock price**



Being able to sell relevant products exclusively maximizes revenues and can impact stock performance

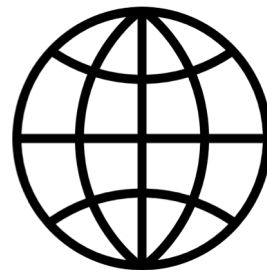
How PatentSight handles the sheer data masses

A new approach is required to efficiently identify key patents in the big data haystack



About 80% of all
patents have **no
commercial value**

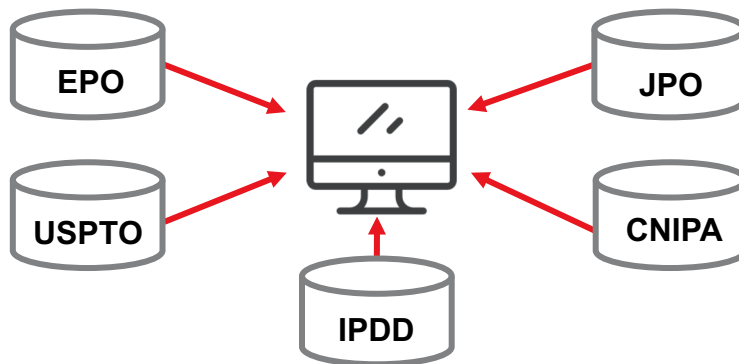
**Global R&D
Expenditures 2017**



2.2 Trillion USD

PatentSight overcomes problems of insufficient data quality

Patent data is public and can be sourced from various patent offices worldwide.



Incomplete ownership information

Patents are filed by applicants; in the US, this is usually a private person (inventor) -> no direct information which company is currently owning the patent

Ambiguous legal status information

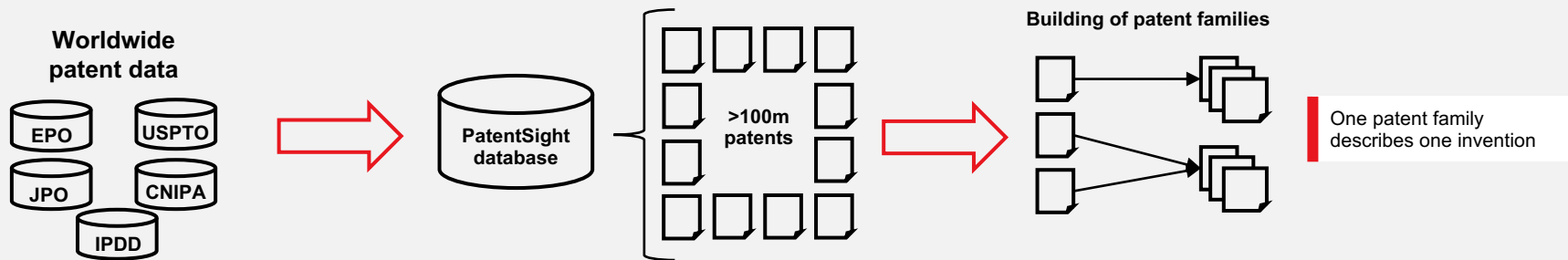
Patents have lifetime of 20 years; in this time, companies can sell business divisions or get acquired -> no complete tracking of assignments and information about remaining lifetime

Errors: Wrong translation & misspellings

Applicant names are often misspelled; especially in data from Asian patent offices -> matching of patent data without structured research is basically impossible

We collect, clean and...

Working process I

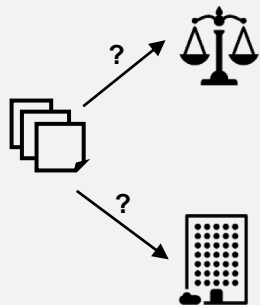


...enhance patent data

Working process II

Check for legal status & ownership

Check for validity and remaining lifetime



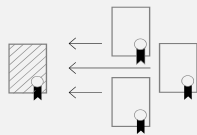
Ultimate owner concept:
See who has commercial power over the innovation!



Evaluation of patent families

by a unique algorithm based on two newly developed KPIs

Technology Relevance™



Market Coverage™



Objective, transparent and empirically validated!

Individual strength of a patent family



Competitive Impact™



Patent Asset Index™



Innovative strength of a company or portfolio
(ability to achieve competitive advantage)!

Thank you.

William Mansfield

Head of Consulting and Customer Success

wmansfield@patentsight.com