

PATENTS IN MOTION*

**Brevets en action*




■ Patents portfolio constitution and analysis

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CEA Valorisation

- ❑ Incorporated in 1999
 - ❑ 100% subsidiary of CEA
 - ❑ Grenoble, Saclay and Paris
 - ❑ 27 M€ of capital
 - ❑ 14 permanent employees
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- ❑ Business activities :
 - **Investing in start-up companies developing innovations originating from CEA**
 - **Licensing intellectual property owned by CEA, other research organizations and private companies**

Portfolio analysis concept

- ❑ IP is more and more decentralised (ex: mutualizing IP pool of resources)
- ❑ Need to have an overview of the existing IP landscape
- ❑ Underline complementarity aspects
- ❑ Select high-value projects
- ❑ Prepare middle-term monetizing actions - Maturation
- ❑ Spot low signals and build the future

Portfolio analysis – Key steps

- ❑ **Aggregate** patents in the same homogenous portfolio
- ❑ **Segment and organize** the portfolio according to technological clusters based on complementary technologies
- ❑ **Prioritizing** clusters and patents inside each cluster
- ❑ **Identify** clusters to be monetized

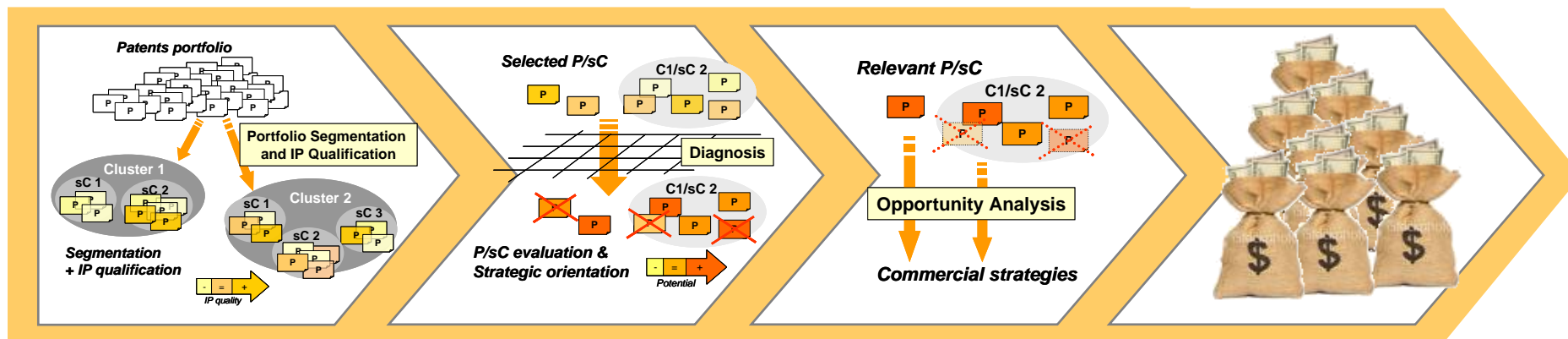
Portfolio Analysis - Services workflow

Portfolio Segmentation

Patents Diagnosis

Opportunity Analysis

Commercialization



- ▶ Organize patents portfolio in clusters & sub-clusters
- ▶ Extract clusters and sub-clusters answering appropriate IP criteria

- ▶ Confirm patents' relevance by listing critical factors: IP, technology and market.
- ▶ Extract most promising patents

- ▶ Assess the patents value
- ▶ Define the commercial strategy

- ▶ Promote
- ▶ Negotiate
- ▶ Conclude license agreements

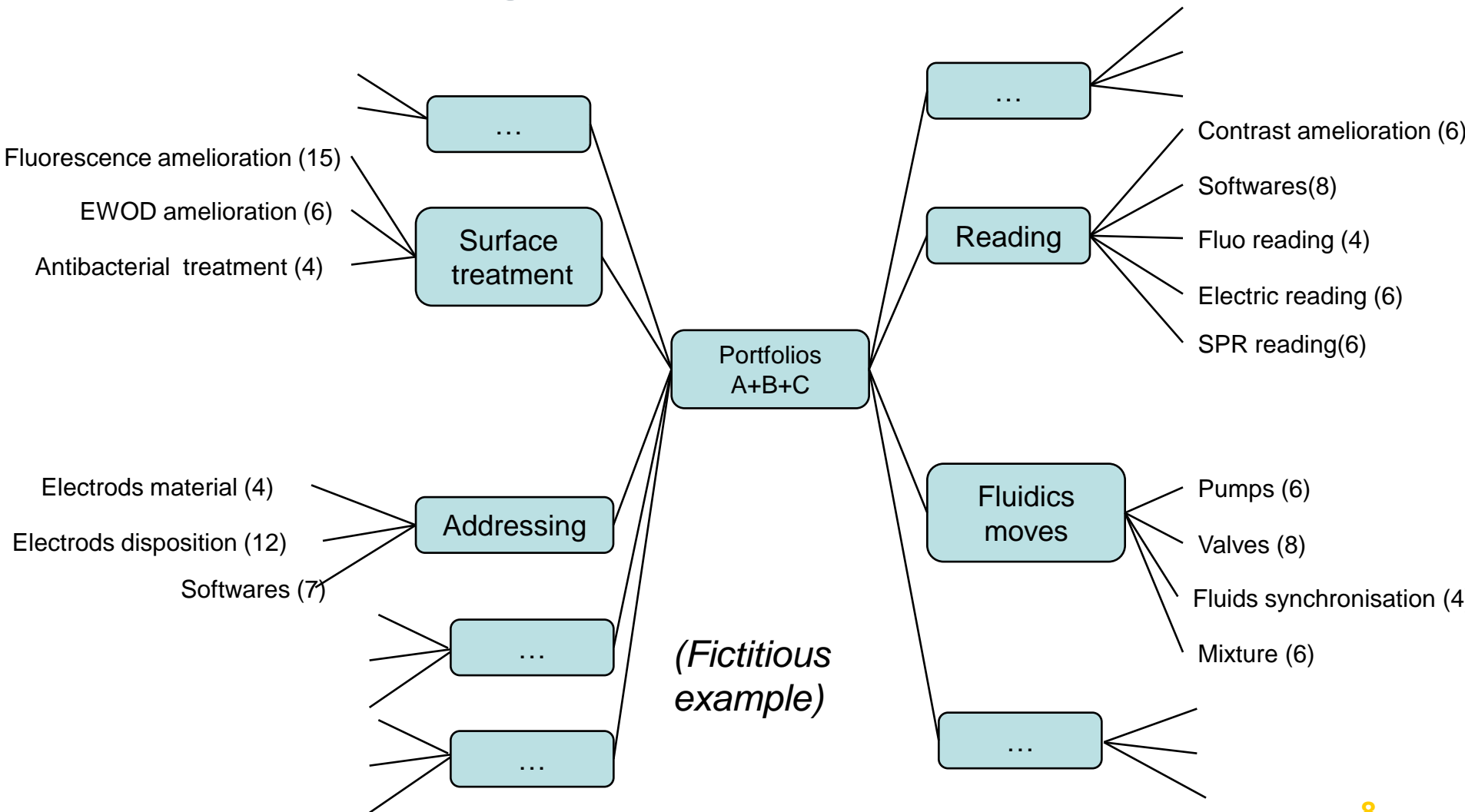
Portfolio Analysis – difficulties & challenges

- ❑ Availability and heterogeneity of data
- ❑ Quantity of information to be treated
- ❑ Absence of automated solutions
- ❑ Subtlety of segmentation
- ❑ Need to represent results graphically
- ❑ Prioritization and interpretation of clusters outside a pure quantitative framework – IP qualification
- ❑ Etc.

Portfolio Analysis – Developed tool

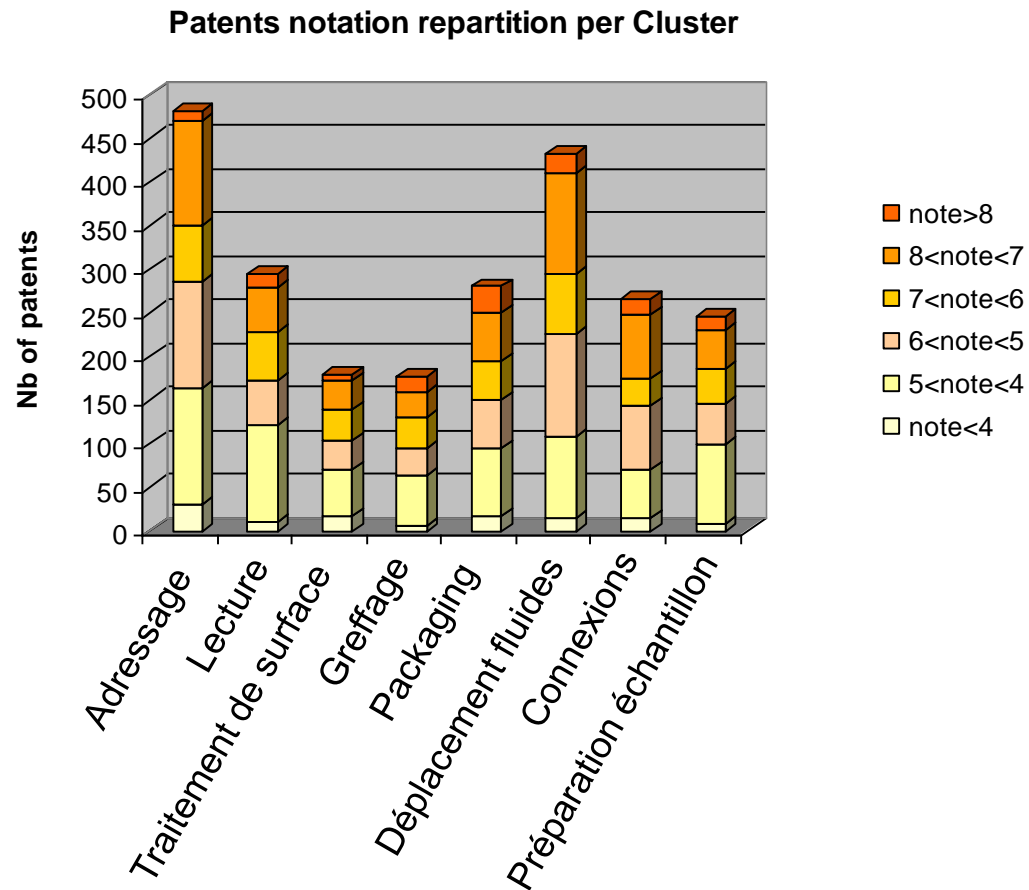
- ❑ An in-house well-tried method applicable to prominent patents portfolios (>1000)
- ❑ Professional patents databases
- ❑ Analysing platform based on semantic analysis
- ❑ Innovative algorithm developed internally to qualify IP (30 criteria estimated)
- ❑ Visualisation tools and web interface
- ❑ Licensing officer with a « monetizing » approach

Example of segmentation results



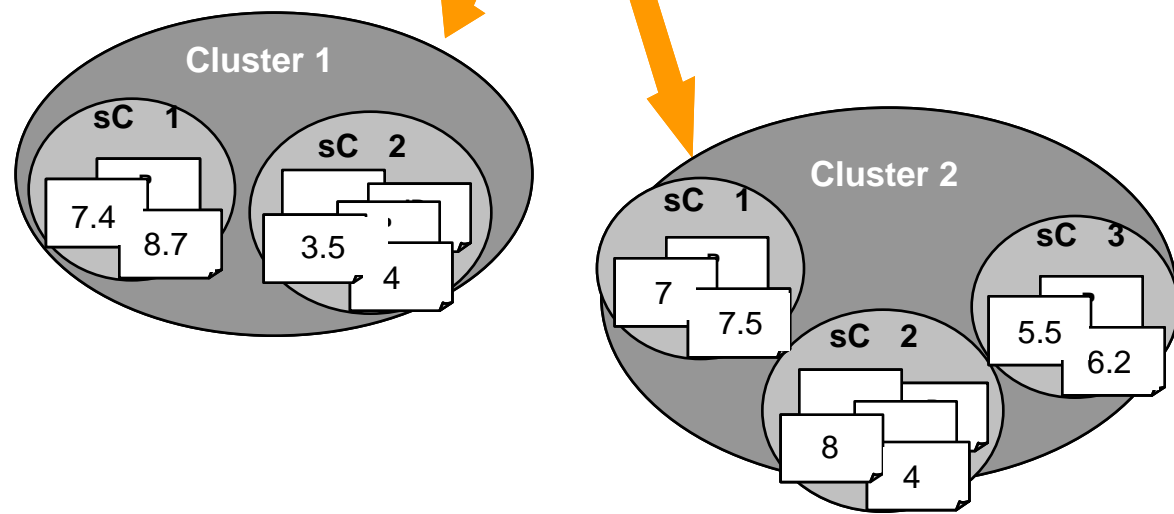
IP qualification results - example

- Technico-juridic notation of clusters compared to one another (1/2)



IP qualification results - example

- Juridic rating of patents in each cluster
- Objectives :
 - Identify high potential patents
 - Analyse patents distribution by cluster :
 - 1 dominant patent + complementary patents
 - Various essential patents
 - No essential patents



■ Thank you for your attention