

Answers to Your Questions about Innography



Innography® delivers an online, intellectual property business intelligence application that enables companies of all sizes to better manage, protect and exploit their patent portfolios. By correlating patent data with financial, litigation and other key business information, Innography instantly generates a variety of unique visualizations so users can find new in licensing opportunities to accelerate product development and delivery, generate additional revenue streams by identifying ideal out licensing candidates, conduct strategic market trending, preempt potential litigation claims, respond effectively to infringement letters, engage in comprehensive due diligence and perform other IP-related activities.

To learn more or to request an online product discovery session, visit www.innography.com or call 512.306.8688.

1) What is unique about your tool?

Rather than simply acquiring data, Innography normalizes and correlates data and then visually represents it in a way that enables you to interpret it more quickly with greater meaning. For example, IBM is spelled approximately 200 different ways. Instead of searching all those different spellings, we've normalized them into a single IBM reference. We then correlate IBM financial, legal, market and other data from IBM and display it in an intuitive way.

Innography also uses very fast, sophisticated search algorithms that enable unique, one-click searches. With Innography, you aren't required to use them, and Innography presents the resulting data-set much faster than similar tools. The result is an integrated experience which enables you to make decisions from a single set of information instead of cutting and pasting from several different information sources. This approach leads to better and faster decisions.

2) What are your data sources? (15 public, 8 proprietary)

<u>Patents:</u>	US Grants, US Applications, EU Grants, EU Applications, World Patent Office Applications, Japan Patent Office (transplanted abstracts), and INPADOC bibliographic data from 40 jurisdictions and 70 countries
<u>Patent Related Data:</u>	Assignment database (USPTO), Maintenance database (USPTO)
<u>Other Correlated Data:</u>	Dunn & Bradstreet financials, Litigation (PACER), Stock Market, Industry (NAICS, SIC), and US Census data
<u>Proprietary Data:</u>	Company database, people database, geographic database, industry/classification database (Concordance among IPC, USPC, SIC and NAICS) and litigation statistics (by company, patent, industry)

3) How frequently is the data refreshed?

Most information is updated every week as new information is published. Some information is less frequent, given the nature of the data, like year-end company data. If you have a question about a specific database, we can provide more details.

4) Can you import and export a list of patents?

Yes, we enable you to import patents into a project workspace in which you can label patents or groups according to your own custom labels. You can then visualize and analyze your imported set of patents, or ask Innography algorithms to suggest a similar set of patents. We also enable you to export patents and their different fields and to export group counts.

5) Can you perform analysis on my own patents?

Yes, you can import any patent and perform analytics on all of them or a subset of them.

6) How do you track and update changes to patents?

Patents are living documents and Innography constantly tracks related information. We track and update assignment and re-assignment information, expiration, maintenance, references and other data. Similarly, we track and correlate associated corporate, litigation and financial information.

7) Do you cover European companies and do you have information on small companies?

We have information regarding finance, size, etc. on 13 million small U.S. companies through Dunn and Bradstreet (D&B). For large European companies, we have data on the world's 40,000 largest companies from stock market and other data sources. However, small companies in Europe, Asia and elsewhere are not covered in D&B data. While we don't have financial information for smaller foreign companies, we can provide a significant amount of information for them based on patent, litigation and other activities.

8) How do you assist in the licensing process?

Using our competitive intelligence analysis tools such as citation and classification mining, we can help you identify who is investing in technologies like yours. We'll help you understand who is filing patents similar to yours and who is litigating patents similar to yours. We have invested significantly in a comprehensive analysis on how patent factors are related to litigation statistics.

Basing our approach on several academic papers, we have developed patent strength indicators that are combined to help you find relatively better opportunities. Finally, by correlating multiple data sources together and creating a single view of a company, we can help you better qualify opportunity leads and fits with technologies.

9) How would you find a particular patent or other entity, and how would you perform a search for it? How is your product different in the way those kinds of searches are performed?

Our philosophy is to search broadly to find all the possible patents. For example, rather than searching for "breast cancer treatment therapies," search for "cancer". Doing so will uncover significantly more relevant information. Innography then enables you to filter and drill down *without* keywords. Non-keyword searches are possible because Innography provides algorithms that use techniques such as citation and classification analysis. That capability enables Innography to analyze the patent landscape and determine what is most relevant to your search with a single click.

10) How do you acquire litigation data?

We subscribe to US court litigation data (PACER) and update the data at regular intervals, which yields current information on the plaintiff, defendant, court, dates, etc. We also mine information (such as judgments) from other data sources to get judgment action (win/loss) and financial information (when available) for the case. Innography also scans relevant court documents to correlate the patents and the litigation cases with which they are associated.

11) How do you identify patents that come into a portfolio as a result of mergers and acquisitions?

We track the assignment records to find those companies that change ownership, and we therefore know the current owner of record with the patent office and the original owner simultaneously.

12) Is there a way to view what a company's portfolio will look like if they acquire another company?

Innography users also have the ability to create virtual entities into which they can group multiple companies together enabling the analysis of multiple portfolios as a single pool.

13) Can you work with other analytic engines?

While you can perform the entire search in Innography, we realize that some users will be skilled at using other search engines to gather results. We therefore allow you to import and export information in CSV formats compatible with other systems as well as data from many of the other top search tools in their native formats. We are constantly working to improve analytics for clients, so we are open to working on new systems you might want us to support as well.

14) How do you enable *Freedom to Operate*?

Freedom to Operate is traditionally defined as searching patents, companies and litigation analysis to ensure you can defend yourself against potential infringement claims. We correlate patent and business data with litigation data to help you understand who is most litigious.

With Innography, you can perform the necessary research to determine whether an infringement claim is likely to prevail *before* you bring a technology to market. For example, Innography provides an invalidation search algorithm that can quickly produce prior art likely to invalidate a particular patent with a single click.

You can then prepare for an infringement notification from companies and individuals before you go to market and often dissuade an infringement claim, avoiding costly litigation altogether, or take other action such as preparing in licensing or cross licensing strategies.

15) How do you identify competitive and unknown companies?

Innography can compare entire company portfolios to determine how similar they are. We offer this feature for over six million companies, analyzing all their classifications, and finding those that are most closely related. We also offer revenue filters to smaller or mid-market companies that probably would go unnoticed in your result set. The result is that we can find both obvious and non-obvious competitors—a helpful feature for analyzing the competition and conduct strategic market analysis.

16) What is in your proprietary database?

Our database contains:

- 65 million unique patents with proprietary statistics
- 13 million companies with full financial, credit, contact, employment and other data
- 12 million people with employment, expertise, location, etc.
- 150,000 markets – technology areas and industries with information on buyers, suppliers, salaries, etc.
- 60,000 patent lawsuit data and statistics for the last 40 years

17) How is your product licensed?

We deliver our product as a yearly subscription. Pricing is dependent on the number of users and the length of the subscription.

18) Do you store my information? Is it discoverable?

Your query and analysis information is stored only at your request by instantly capturing it to a virtual project workspace. If you request the project or analysis to be deleted, we purge it from your history record and it no longer exists. We therefore only store query and analysis you want us to store.

19) What security do you provide?

We provide physical and virtual security for our data centers. This includes firewalls, password encryption, SSL sessions and other features you would expect from an enterprise-class solution.

20) Can you work behind my firewall or within my company?

Innography is a hosted solution that allows you to avoid the costs of IT overhead and maintenance. You can therefore access your information securely from anywhere in the world, especially from behind your corporate firewall. Because Innography has terabytes of data updated constantly, hosting it behind your firewall is unnecessary.

With the release of Spring '09, however, we can enable you to host your project data. As you accumulate both external and internal data in your Innography projects, we can arrange for it to be saved behind your firewall.

21) What is the user learning curve and what kind of training do you provide?

It takes approximately an hour to gain familiarity with the system. To assist you, we provide online tutorials that give you specific application lessons (e.g. perform an invalidation search) with step-by-step examples, as well as weekly live workshops on various topics.

22) How do you deliver the tool?

We provide a *software as a service*, or SaaS, model that allows you to turn on the system without the need for any kind of installation. We offer a Web-based subscription with an online account that is accessible anywhere in the world and protected by our secure system.

23) How can I get support should I need it?

Support is available by e-mail, online or phone. You can e-mail us at support@innography.com, visit <http://support.innography.com> or call 512.306.8688, Option 2.



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