



European
IPR Helpdesk

Research Exploitation

**Using patent information
for strategic intelligence**



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Dublin, 11 May 2016

Get your ticket to innovation.



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Strategic Intelligence from Patents

- State of the Art
- Freedom to use
- Potential new technology areas
- Key players – now and who is looking for the future!
- Market Intelligence
- Competitor Intelligence
- Technology Intelligence
- Finding research and/or commercialisation partners



Patent information for researchers

- Allows a rapid assessment of state of the art
- Avoids re-inventing the wheel
- Identify existing work on which to build
- Identify valuable research topics
- Identify potential research collaborators
- Identify potential industry partners
- Provides comfort & security to funders or for further investment



Patent information for Industry

- Provides comfort & security for further investment
- Can protect market for limited period to gain competitive advantage
- A source of new technologies/solutions/opportunities
- A platform on which to build new products or services
- Find research collaborators
- Find industry partners
- Competitor intelligence
- Identify non-competing licence opportunities



Why Patents

- The **largest** freely available technical publication resource
- Patents are often the **only** publication on a subject
- Patents are usually the **first** publication
- **Large** resource : 80+ million documents
- **Growing** Rapidly : 2 applications every minute



Patents

Not just IPR/legal information

- **Bibliographic** Information (who, where, when – companies and individuals)
- **Technical** Information (state of the art, background, research areas)
- **Legal** Status Information (freedom to use, regions protected in)
- **Commercial** Information (future markets and territories)



Patents

Highly structured and classified

- **Technical classification**
 - 60,000 IPC (International) classes
 - 120,000 ECLA (European) classes
 - 250,000 CPC (Cooperative – EPO and US) classes

- **Time and region classification**
 - reveal trends over time
 - geographical activity – past, present and future!



Free patent searching

- European Patent Office – Espacenet
 - www.espacenet.com

- World Intellectual Property Organisation – Patentscope
 - patentscope.wipo.int

- Google patent
 - www.google.com/patents

- National patent offices

The Exploitation of EU Project Results

Using patent information for strategic intelligence

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Searching for Prior Art

- *Don't reinvent the wheel*
- *Check for freedom to use*
- *Build on the work of others*

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European Patent Office
Office européen des brevets

Espacenet
Patent search

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Smart search

Advanced search Smart search:

Classification search

Maintenance news

Scheduled maintenance

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Mon-Sun 05:00-c 05:30
Possible outages on the 16th of April from 20:00 to 21:00
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GPI - Global Patent Index

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Espacenet: Intro

The Exploitation of EU Project Results

Using patent information for strategic intelligence

The screenshot shows the Espacenet Patent search interface. At the top, there is a blue header with the European Union flag and the text 'European IPR Helpdesk'. Below this, the Espacenet logo and 'Patent search' are visible, along with language options (Deutsch, English, Français) and a 'Change country' dropdown. The main navigation bar includes 'Search', 'Result list', 'My patents list (0)', 'Query history', 'Settings', and 'Help'. The 'Result list' section shows 7 results found in the Worldwide database for the search criteria '(txt = glycemic and txt = control) and txt = sensor using Smart search'. The results are sorted by 'Upload date' in 'Descending' order. Two results are highlighted:

Result ID	Inventor	Applicant	CPC	IPC	Publication info	Priority date
1. USE OF AN EQUILIBRIUM INTRAVASCULAR SENSOR TO ACHIEVE TIGHT GLYCEMIC CONTROL	MARKLE WILLIAM H [US] MARKLE DAVID R [US]	GLUMETRICS INC [US]	A61B5/14532 A61B5/14539 A61B5/1459 (+3)	A61B5/145	US2014018646 (A1) 2014-01-16	2007-11-21
2. SYSTEM AND METHOD FOR MAINTAINING GLYCEMIC CONTROL BASED ON GLUCOSE ACTIVITY MEASUREMENTS	FURNARY ANTHONY P [US] GAMSEY SOYA [US]	GLUMETRICS INC [US] FURNARY ANTHONY P [US] (+1)	A61B5/14503 A61B5/14532 A61B5/14539 (+10)	A61B5/00	WO2011075711 (A1) 2011-06-23	2009-12-17

This screenshot is identical to the one above, showing the same Espacenet Patent search interface with the same search results and highlighted entries.



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Europäisches Patentamt
European Patent Office
Office européen des brevets

Espacenet search results on 30-04-2014 13:39

7 results found in the Worldwide database for:
(txt = glycemic and txt = control) and txt = sensor using Smart search
Displaying selected publications

Publication	Title	Page
US2014018646 (A1)	USE OF AN EQUILIBRIUM INTRAVASCULAR S...	2
WO2011075711 (A1)	SYSTEM AND METHOD FOR MAINTAINING GLY...	3
US2010280499 (A1)	SYSTEM AND METHOD FOR GLYCEMIC CONTROL	4
US2010168535 (A1)	METHODS AND APPARATUSES RELATED TO BL...	5
US7727147 (B1)	Method and system for implantable glu...	6
US2009048503 (A1)	GLYCEMIC CONTROL MONITORING USING IMP...	7
US2003028089 (A1)	DIABETES MANAGEMENT SYSTEM	8



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Strategic Intelligence

- Who is doing what?
- What are key challenges?

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Refine search → Results

Smart search
Advanced search
Classification search

Quick help

- Can I subscribe to an RSS feed of the result list?
- What does the RSS reader do with the result list?
- Can I export my result list?
- What happens if I click on "Download covers"?
- Why is the number of results sometimes only approximate?
- Why is the list limited to 500 results?
- Can I deactivate the highlighting?
- Why is it that certain documents are sometimes not displayed in the result list?
- Can I sort the result list?
- What happens if I click on the star icon?
- What are XP documents?
- Can I save my query?

Result list

Select all (0/7) Compact Export (CSV | XLS) Download covers Print

7 results found in the Worldwide database for:
(txt = glycemic and txt = control) and txt = sensor using Smart search

Sort by: Upload date Sort order: Descending Sort

1. **USE OF AN EQUILIBRIUM INTRAVASCULAR SENSOR TO ACHIEVE TIGHT GLYCEMIC CONTROL**

★ Inventor: MARKLE WILLIAM H [US] Applicant: GLUMETRICS INC [US] CPC: A61B5/14532 IPC: A61B5/145 IPC: A61B5/14532 Publication info: US2014018646 (A1) Priority date: 2007-11-21
MARKLE DAVID R [US]

2. **SYSTEM AND METHOD FOR MAINTAINING GLYCEMIC CONTROL BASED ON GLUCOSE ACTIVITY MEASUREMENTS**

★ Inventor: FURNARY ANTHONY P [US] Applicant: GLUMETRICS INC [US] CPC: A61B5/14503 IPC: A61B5/00 Publication info: WO2011075711 (A1) Priority date: 2009-12-17
GAMSEY SOYA [US] FURNARY ANTHONY P [US] (+1) A61B5/14532 A61B5/14539 (+10)

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→ How many search terms can I enter per field?
→ How do I enter words from the title or abstract?
→ How do I enter words from the description or claims?
→ Can I use truncation/wildcards?
→ How do I enter publication, application, priority and IPC reference numbers?
→ How do I enter the names of persons and organisations?
→ What is the difference between the IPC and the CPC?
→ What formula can I use for the publication date?
→ How do I enter a date range for a publication date search?
→ Can I save my query?

Related links

Advanced search

Select the collection you want to search in: Worldwide - collection of published applications from 90+ countries

Enter your search terms - CTRL-ENTER expands the field you are in

Enter keywords in English

Title: plastic and bicycle
Title or abstract: hair

Enter numbers with or without country code

Publication number: WO2008014520
Application number: DE19971031698
Priority number: WO1995015925

Enter one or more dates or date ranges

Publication date: yyyy/mm/dd

Enter name of one or more persons/organisations

Applicant(s): Institut Pasteur
Inventor(s): Smith

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Classification search

Search for a keyword or a classification symbol Search View section Index A B C D E F G H Y

Quick help

→ What is the Cooperative Patent Classification system?
→ How do I enter classification symbols?
→ What do the different buttons mean?
→ Can I retrieve a classification using keywords?
→ Can I start a new search using the classifications listed?
→ Where can I view the description of a particular CPC class?
→ What is the meaning of the stars in front of the classifications found?
→ What does the text in brackets mean?

Symbol	Classification and description
<input type="checkbox"/> A	HUMAN NECESSITIES
<input type="checkbox"/> B	PERFORMING OPERATIONS; TRANSPORTING
<input type="checkbox"/> C	CHEMISTRY; METALLURGY
<input type="checkbox"/> D	TEXTILES; PAPER
<input type="checkbox"/> E	FIXED CONSTRUCTIONS
<input type="checkbox"/> F	MECHANICAL ENGINEERING; LIGHTING; HEATING; WEAPONS; BLASTING ENGINES OR PUMPS
<input type="checkbox"/> G	PHYSICS
<input type="checkbox"/> H	ELECTRICITY
<input type="checkbox"/> Y	GENERAL TAGGING OF NEW TECHNOLOGICAL DEVELOPMENTS; GENERAL TAGGING OF CROSS-SECTIONAL TECHNOLOGIES SPANNING OVER SEVERAL SECTIONS OF THE IPC; TECHNICAL SUBJECTS COVERED BY FORMER USPC CROSS-REFERENCE ART COLLECTIONS [XRACS] AND DIGESTS

Selected classifications

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→ What is the meaning of the stars in front of the classifications found?
→ What does the text in brackets mean?

Symbol	Classification and description
<input checked="" type="checkbox"/> C	CHEMISTRY; METALLURGY
Chemistry	
<input checked="" type="checkbox"/> C01	INORGANIC CHEMISTRY (processing powders of inorganic compounds preparatory to the manufacturing of ceramic products C04B 35/00; fermentation or enzyme-using processes for the preparation of elements or inorganic compounds except carbon dioxide C12P 3/00; obtaining metal compounds from mixtures, e.g. ores, which are intermediate compounds in a metallurgical process for obtaining a free metal C21B, C22B; production of non-metallic elements or inorganic compounds by electrolysis or electrophoresis C25B)
<input checked="" type="checkbox"/> C02	TREATMENT OF WATER, WASTE WATER, SEWAGE, OR SLUDGE (settling tanks, filtering, e.g. sand filters or screening devices, B01D)
<input checked="" type="checkbox"/> C03	GLASS; MINERAL OR SLAG WOOL ((organic glasses C08; metallic glasses, amorphous metals B22F, C22C))
<input checked="" type="checkbox"/> C04	CEMENTS; CONCRETE; ARTIFICIAL STONE; CERAMICS; REFRACTORIES (alloys based on refractory metals C22C)
<input checked="" type="checkbox"/> C05	FERTILISERS; MANUFACTURE THEREOF (processes or devices for granulating materials, in general B01J 2/00; soil-conditioning or soil-stabilising materials C08K 17/00)
<input checked="" type="checkbox"/> C06	EXPLOSIVES; MATCHES

Selected classifications

C flow
Clear Find patents
Come to search from

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Symbol	Classification and description
Ceramics	
<input type="checkbox"/> C04B 35/00	<p>Shaped ceramic products characterised by their composition ({ porous ceramic products C04B 38/00 ; ceramic articles characterised by particular shape, see the relevant classes, e.g. linings for casting ladles, tundishes, cups or the like B22D 41/02 ; ceramic substrates for microelectronic semi-conductors H01L 23/15 }) ; Ceramics compositions containing free metal bonded to carbides, diamond, oxides, borides, nitrides, silicides, e.g. cermets, or other metal compounds, e.g. oxynitrides or sulfides other than as macroscopic reinforcing agents C22C ; {shaping of ceramics B28B } ; Processing powders of inorganic compounds preparatory to the manufacturing of ceramic products ({ Chemical preparation of powders of inorganic compounds C01 ; infiltration of sintered ceramic preforms with molten metal C04B 41/51 })</p>
<input type="checkbox"/> C04B 35/01	<ul style="list-style-type: none"> • based on oxide ceramics
<input type="checkbox"/> C04B 35/013	<ul style="list-style-type: none"> •• {containing carbon} ({ C04B 35/103 takes precedence })
<input type="checkbox"/> C04B 35/016	<ul style="list-style-type: none"> •• {based on manganites}
<input type="checkbox"/> C04B 35/03	<ul style="list-style-type: none"> •• based on magnesium oxide, calcium oxide or oxide mixtures derived from dolomite
<input type="checkbox"/> C04B 35/04	<ul style="list-style-type: none"> ••• based on magnesium oxide
<input type="checkbox"/> C04B 35/043	<ul style="list-style-type: none"> •••• Refractories from grain sized mixtures
<input type="checkbox"/> C04B 35/0435	<ul style="list-style-type: none"> ••••• {containing refractory metal compounds other than chromium oxide or chrome ore}
<input type="checkbox"/> C04B 35/047	<ul style="list-style-type: none"> ••••• containing chromium oxide or chrome ore
<input type="checkbox"/> C04B 35/0473	<ul style="list-style-type: none"> ••••• {obtained from fused grains}
<input type="checkbox"/> C04B 35/0476	<ul style="list-style-type: none"> ••••• {obtained from prereacted sintered grains} (["simultaneous sinter"])
<input type="checkbox"/> C04B 35/05	<ul style="list-style-type: none"> •••• Refractories by fusion casting

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Result list

Select all (0/25)
 Compact
 Export (CSV | XLS)
 Download covers
 Print

Approximately **738** results found in the Worldwide database for: **C04B35/016** as the Cooperative Patent Classification. Only the first **500** results are displayed.

Results are sorted by date of upload in database

1. PROCESS FOR PREPARING ADVANCED CERAMIC POWDER USING ONIUM DICARBOXYLATES					
★ Inventor:	WILSON WILFRED WAYNE	Applicant:	SACHEM INC [US]	CPC:	C01B13/18 C01G23/002 C01G23/006 (+40)
IPC:	C01B C01G C04B	Publication info:	HK1158593 (A1) 2014-08-15	Priority date:	2008-04-03
2. METHOD OF FABRICATING AN LTM PEROVSKITE PRODUCT					
★ Inventor:	MARLIN SAMUEL [FR] LEVY CAROLINE [FR]	Applicant:	SAINT GOBAIN CT RECHERCHES [FR]	CPC:	C01G45/1264 C01P2002/34 C04B2235/3206 (+22)
IPC:	H01M4/90	Publication info:	US2014227633 (A1) 2014-08-14	Priority date:	2006-10-24
3. COMPOSITE OXYGEN TRANSPORT MEMBRANE					
★ Inventor:		Applicant:		CPC:	B01D2255/402 B01D2255/407 B01D2255/902 (+50)
IPC:	B01D53/22 B01D67/00 B01D69/02 (+5)	Publication info:	CN103987681 (A) 2014-08-13	Priority date:	2011-12-15

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- Claims
- Mosaics
- Original document
- Cited documents
- Citing documents
- INPADOC legal status
- INPADOC patent family

Quick help

- [What happens if I click on "In my patents list"?](#)
- [What happens if I click on the "Register" button?](#)
- [What happens if I click on the red "patent translate" button?](#)
- [Why is the description sometimes in French or German or another language altogether?](#)
- [How can I search in the text of the description?](#)
- [How can I view chemical structures in the full text?](#)

Enhanced identification system

Description of US6661336 (B1)

Translate this text into

i

Albanian

patenttranslate

powered by EPO and Google

The EPO does not accept any responsibility for the accuracy of data and information originating from other sources. The EPO does not guarantee that they are complete, up-to-date or fit for specific purposes.

[0002] This is a continuation of PCT/GB98/01385 filed May 14, 1998.

FIELD OF THE INVENTION

[0003] This invention relates to a method of identifying a plurality of transponders, each of which transmits data, and the invention also relates to an identification system comprising a plurality of transponders and a receiver, and to themselves. The invention further relates to method and apparatus for improving the identification systems comprising a plurality of transponders.

BACKGROUND OF THE INVENTION

[0004] Identification systems are known in which a plurality of transmitters, typically transponders, are activated by an interrogator (transmitting an "interrogation signal") and then transmit reply signals, usually containing identification data, to a receiver, which receives the signals and then transmits a reply signal. The signals may be transmitted in many ways, including electromagnetic energy, e.g. radio frequency, coherent light, and sound, e.g. ultrasound. For example, the transmission may be achieved by actual emission of energy or by the modulation of the reflectivity of an antenna of the transponder, resulting in varying amounts of RF energy being reflected or back-scattered from the transponder antenna.

[0005] GB 2,116,808 A discloses an identification system in which the individual transponders are programmed to transmit their identification signals in a random manner. Timing signals for the transponders in this identification system are derived from a crystal oscillator, which is expensive to manufacture.

[0006] EP 467,036 A describes another identification system which uses a pseudo-random delay between transmission of the identification signals. For example, a linear recursive sequence generator is seeded by the transponder identification address to make as long a sequence as possible.

[0007] EP 161799 A discloses an interrogator/transponder system in which an interrogator broadcasts an identification signal to a plurality of transponders present in the interrogation field. Each transponder transmits a reply signal consisting of a unique identification signal.

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Maintenance/outages

Espacenet outages - times are CET: Mon-Sun 05:00-05:30

Espacenet is accessed by an ever increasing number of automated processes - **please note that this is a breach of our terms of service** and may result in rejection messages since such usage can cause overload of our servers. If you need to download large amounts of data, please do so from [Open Patent Services \(OPS\)](#) → [read more...](#)

News flashes +

Latest updates +

Related links +

Free virtual online classroom sessions: "Introduction to Espacenet"

Registration is now open for our next virtual classroom session, which will take place on 4 September 2014 at 10.00-11.30 hrs. The topic will be an introduction to patent searches using Espacenet.

Register and find out more about our free webinars/virtual classroom sessions.

GPI - Global Patent Index

You've used Espacenet. Why not enhance your next patent search with a free trial of the EPO's Global Patent Index (GPI)?

Espacenet Assistant updated

In order to offer you the best possible learning experience we have launched an updated version of the [Espacenet assistant](#) online tutorial to include recent changes.

Espacenet: Intro

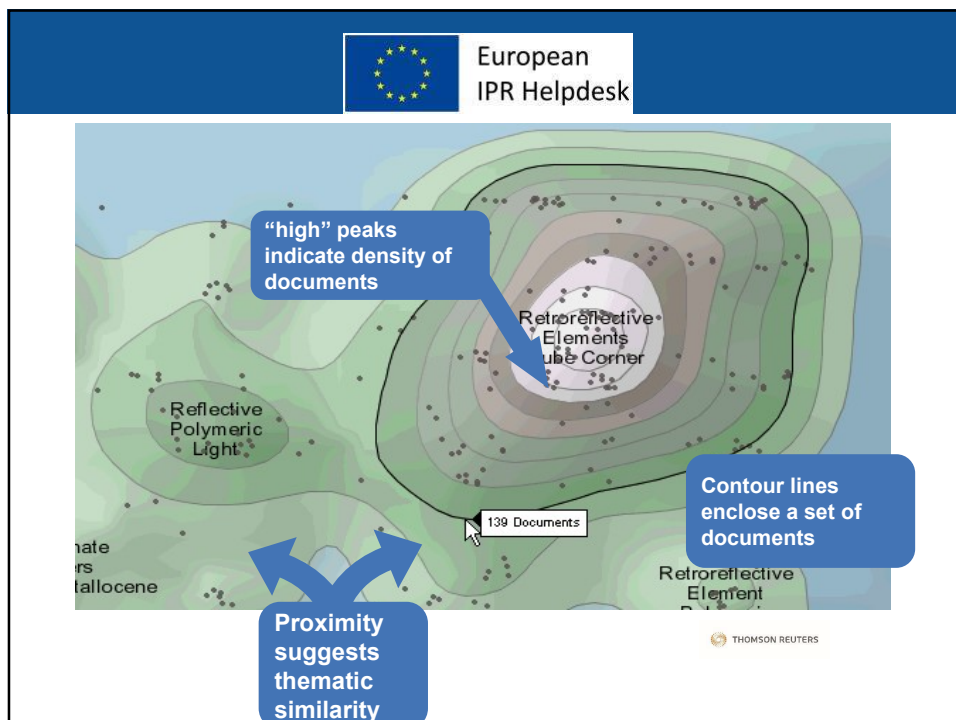
Click [here](#) to watch

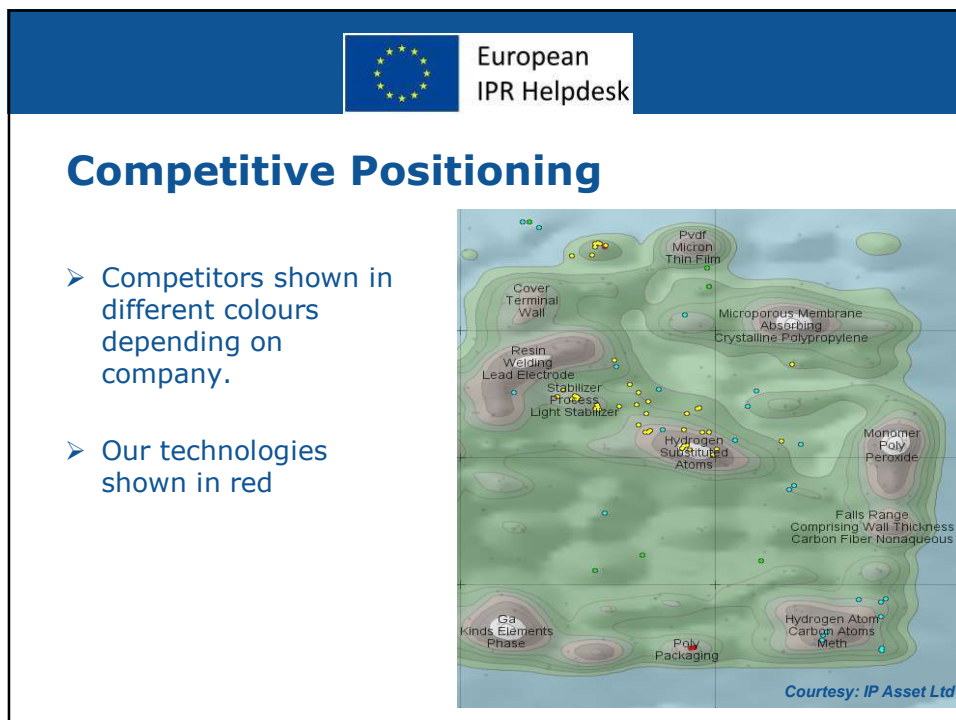
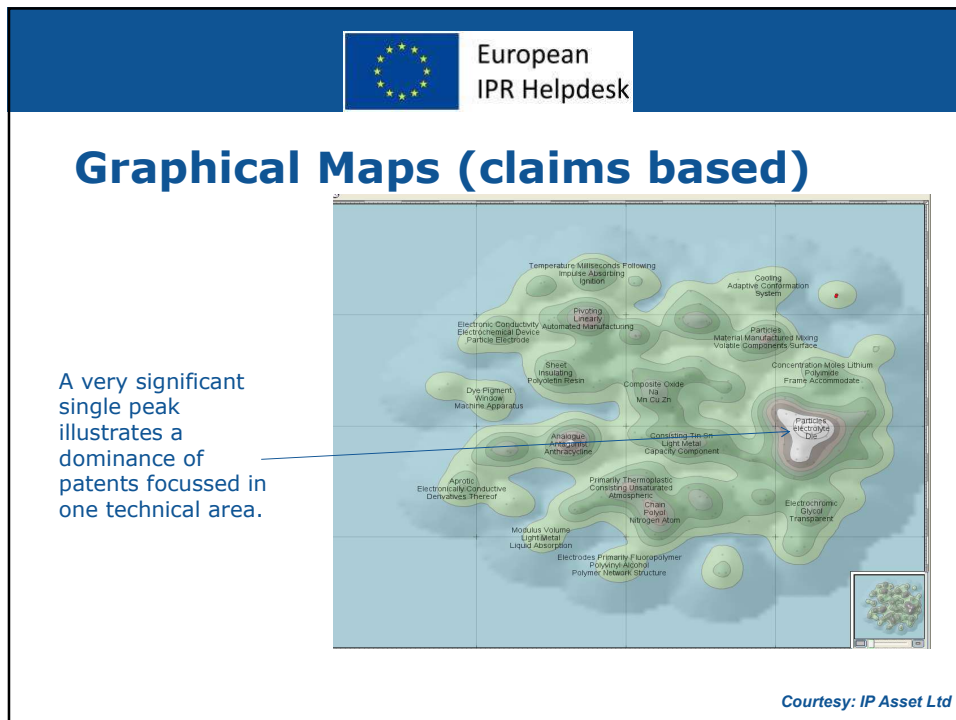
Cooperative Patent Classification: Intro


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80 million patents !!

- **Rigorously structured and classified**
- Analysis and Visualisation Tools can help

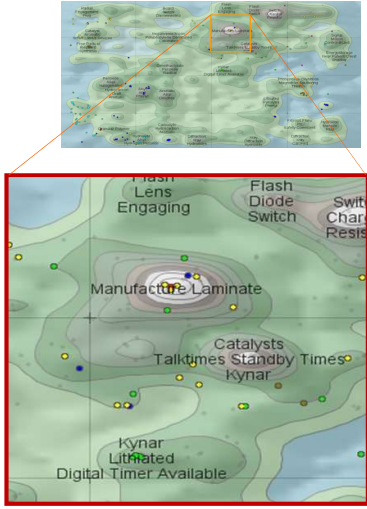






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Finding Prospects & Partners

- Our technology is in a heavily populated area surrounded by patents using similar terminology.
- Investigating these patents might reveal potential licensee, or partners.



Courtesy: IP Asset Ltd


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Technology Hotspots

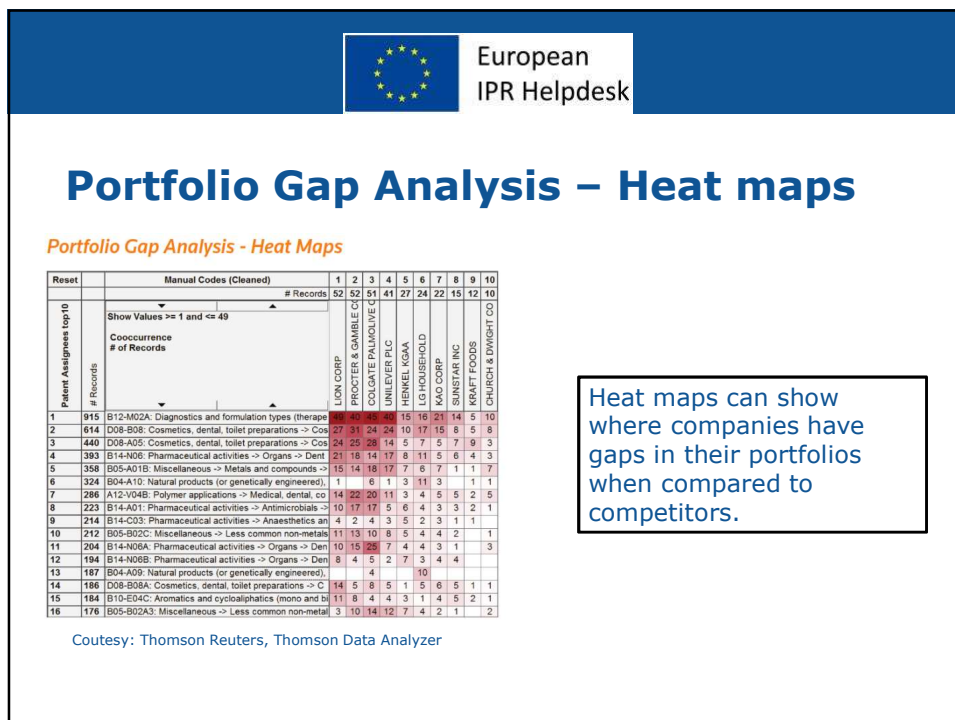
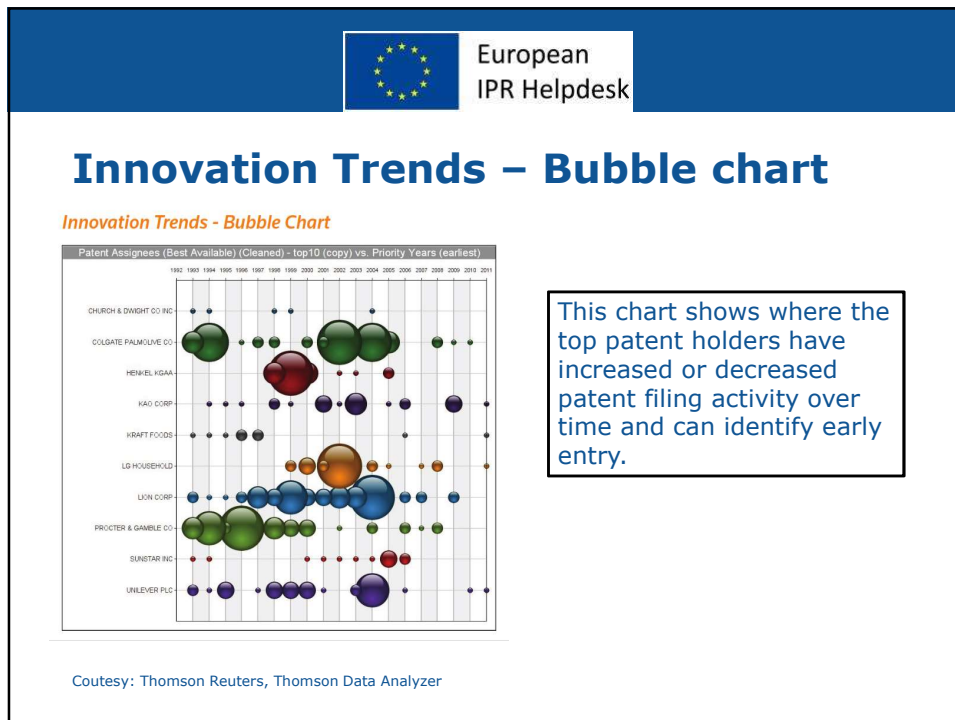
Assignee	Microprocessors	Semiconductors	Batteries	Cameras	Transceiver	LCD Displays
SIRF Tech.	Small Yellow	Large Yellow	Large Yellow	Small Yellow	Large Yellow	None
Siemens	Small Red	Small Red	Small Red	None	None	None
Qualcomm	Small Purple	Large Purple	Large Purple	Large Purple	Large Purple	Small Purple
Nortel Networks	None	Small Blue	Small Blue	Small Blue	Small Blue	None
Motorola	Large Black	Large Black	Large Black	Large Black	Large Black	Large Black
Lucent Tech.	Small Grey	Small Grey	Small Grey	Small Grey	Small Grey	Small Grey
Global Locate	Small Grey	Small Grey	Small Grey	Small Grey	Small Grey	Small Grey
Ericsson	Large Purple	Large Purple	Small Purple	Small Purple	Small Purple	Small Purple
CPS	None	None	Small Blue	Small Blue	Small Blue	Small Blue
Alcatel	Small Green	Small Green	Small Green	Large Green	Large Green	Small Green

- Indicates R&D focus and IP strategy of each assignee and relative comparisons
- Indicates potential new markets or technology domains

Smaller circles indicate fewer patents in this technology domain

Larger circles show greater numbers of patents

Courtesy: Evalueserve



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Patent Citations

Indicates:

- how much value other companies place on the IP.
- how visible the patent position is
- how often it is quoted as prior art.

- Over 70 patents cite this patent - many serious players
- IBM cites it 10 times; Motorola cites it 7 times; Microsoft cites it 6 times

Courtesy: IP Asset Ltd

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Help and Support

- EPO (European Patent Office)
PATLIB Centres
<http://www.epo.org/searching/patlib>

Directory of patent information centres (PATLIB)

Is there a centre near you? Patent information centres (PATLIB centres) are spread regionally throughout Europe to make patent information accessible and provide IP advice to companies in a given region. This directory will help you locate a centre near you. Use the filter to find out quickly which centres offer which types of services in your country.

Centres by country	Centres by IP rights covered
<ul style="list-style-type: none"> ➔ Albania (1) ➔ Austria (7) ➔ Belgium (11) ➔ Bulgaria (15) ➔ Croatia (1) ➔ Cyprus (1) ➔ Czech Republic (10) ➔ Denmark (4) ➔ Estonia (3) ➔ Finland (11) ➔ Former Yugoslav Republic of Macedonia (1) ➔ France (22) ➔ Germany (25) ➔ Greece (4) ➔ Hungary (7) ➔ Iceland (3) ➔ Ireland (1) ➔ Italy (15) ➔ Latvia (2) ➔ Liechtenstein (2) ➔ Lithuania (4) ➔ Luxembourg (2) ➔ Malta (1) ➔ Monaco (0) ➔ Netherlands (1) ➔ Norway (1) ➔ Poland (26) ➔ Portugal (24) ➔ Romania (17) ➔ San Marino (1) ➔ Serbia (1) ➔ Slovak Republic (5) ➔ Slovenia (2) ➔ Spain (2) ➔ Sweden (1) ➔ Switzerland (1) ➔ Turkey (49) ➔ United Kingdom (14) 	<ul style="list-style-type: none"> ➔ Copyright (68) ➔ Designs (188) ➔ Patents (243) ➔ Semiconductors (29) ➔ Supplementary protection certificates (SPC) (42) ➔ Trade marks (216) ➔ Utility models (145)
Centres by services	
<ul style="list-style-type: none"> ➔ Public reading room (197) ➔ Search services (152) ➔ Provision of intellectual property documentation (236) ➔ Helpdesk services (245) ➔ IP information services (69) ➔ Statistical analyses of patent data (75) ➔ User training (201) ➔ Lecturer services (152) ➔ Assessment of the economic potential of an invention (76) ➔ Commercialisation of IP rights (85) ➔ Patent clinics (114) ➔ IP strategy development (128) 	



Summary

- Patents are a valuable source of information and strategic intelligence – to help understand the landscape:
 - State of the Art
 - Freedom to use
 - Key players/companies, researchers
 - Market Intelligence
 - Competitor Intelligence
 - Technology Intelligence
 - Geographic Intelligence
 - Trends over time
- And can contribute to building strategies and plans for
 - Knowledge Management
 - Dissemination
 - Exploitation



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