



IPO Patent Landscape Survey Report

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This paper was created by the authors for the Intellectual Property Owners Association Patent Search Committee's "Best Practices on Patent Landscaping" Subcommittee to provide background to IPO members. It should not be construed as providing legal advice or as representing the views of IPO.

IPO Patent Landscape Survey Report

Contents

Introduction	5
Executive Summary	5
Survey Response Summary	9
Demographic Related Responses	9
Patent Landscape Related Responses	10
Statistically Relevant Respondent Groupings.....	22
Measures of Central Tendency.....	25
Question 1_1: What industry or type of business entity do you represent?.....	25
Question 1_2: If you selected “other” to answer question 1, please identify and describe the industry or type of business entity.	26
Question 2: What is the size of the business entity you represent?	27
Question 3_1: What is your current job role?	28
Question 3_2: If you selected “other” to answer question 3, please identify and describe your intellectual property function.	29
Question 4: How many years of experience do you have in your current role?	30
Question 5: What specific patent search tools does your organization use?	31
Question 6a: Are you familiar with patent landscaping?.....	33
Question 6b: If you selected “No” with respect to question 6a, would you like to learn more about patent landscaping (yes or no)?	34
Question 6c: If you selected “Yes” to answer question 6a, do you agree with the definition of patent landscaping as it was provided?.....	35
Question 7: Does your company set aside a specific annual budget for patent landscape studies?	36
Question 8_1: What types of landscaping analysis tools does your organization use?	37
Question 8_2: If selected “other” to answer question 8, what types landscaping analysis tools does your organization use?.....	38
Question 9: How many patent landscape studies has your organization conducted or contracted in the past two (2) years?	39
Question 10: How many patent landscape studies have you conducted or contracted in the past two (2) years?	40
Question 11: How many persons in your organization perform patent landscape studies?	41
Questions 12: Please provide your feedback with respect to the following statement: The reason my organization conducts / commissions patent landscape studies is <i>fill in the blank</i>	42
Question 12_1: to help make informed IP strategy decisions.....	42
Question 12_2: to monitor patent filing trends of competitors.....	43
Question 12_3: to assist R&D groups with potential research initiatives	43
Question 12_4: to identify potential license-in / acquisition targets	44
Question 12_5: to identify license-out opportunities	44
Question 12_6: to help identify needed talent or expert witnesses.....	45
Question 12_7: to identify JV or research partners, customers, or suppliers	45

IPO Patent Landscape Survey Report

Question 12_8: Please describe any reason for conducting / commissioning a patent landscape study not listed in question 12 that you feel is important.	46
Question 13: Which of the following resource categories accurately describe the source of patent landscape studies for your organization?	47
Question 14_1: If you chose "internal resource" to answer question 13, who in your organization is tasked with conducting landscape work.	48
Question 14_2: If you selected "other" to answer question 14, please describe the internal resource not listed in question 14.	49
Question 15: If you chose "External vendor" in question 14, please rank the type of vendors who provide your organization with this service based on a 1 to 6 scale with 1 representing the most important benefit and 6 the least important benefit.	50
Question 15_2: If you chose "External vendor" in question 14, please rank the type of vendors who provide your organization with this service based on a 1 to 6 scale with 1 representing the most important benefit and 6 the least important benefit.	51
Question 16: With respect to question 15, if you chose any answer type EXCEPT "Internal resource" please provide your organization's level of agreement or disagreement with the following statements:	51
Question 16_1: The work product associated with external resources is superior to that of internal resources.	52
Question 16_2: External resources are more cost-effective than internal resources.	52
Question 16_3: My organization has no internal resources to support patent landscape work.	53
Question 16_4: Internal resources are too busy with other work and do not conduct patent landscape studies.	53
Question 16_5: Internal resources do not have patent landscaping expertise.	54
Question 16_6: Patent landscaping/analysis tools are too expensive for internal use.	54
Question 16_7: Patent landscaping/analysis tools require too much training for internal use.	55
Question 16_8: Please describe any reason your organization uses external resources to conduct patent landscape studies, not listed in question 16, that you feel is important.	55
Question 17: Patent landscape reports typically group patent documents by <i>fill in the blank</i> to communicate patent filing trends.	56
Question 17_1: Assignee	56
Question 17_2: Assignee (Cleaned)	57
Question 17_3: Patent classification (IPC/ECLA/USPC/...)	57
Question 17_4: Geography (country code)	58
Question 17_5: Patent family information	58
Question 17_6: Legal status information	59
Question 17_7: Statistical based grouping (text cluster, ...)	59
Question 17_8: Algorithm based grouping (other than statistical)	60
Question 17_9: Manual based grouping (user defined taxonomy)	60
Question 18: Third party patent document ranking systems provide a useful means for grouping patent documents for patent landscape purposes.	61
Question 19: If your organization uses a patent document ranking system to group patent documents for patent landscape purposes, please identify and/or describe the ranking system.	62

IPO Patent Landscape Survey Report

Question 20: The <i>fill in the blank</i> claims is a useful means of grouping patent documents for patent landscape purposes.....	63
Question 20_1: number of claims	63
Question 20_2: number of independent versus dependent claims.....	64
Question 20_3: length of independent claim.....	64
Question 20_4: Please describe any patent claim metric, not listed in question 20, that you consider important.	64
Question 21: With respect to patent landscape presentations, please rank the frequency of presentations by audience using a 1 to 6 scale with 1 representing the largest number of presentations and 6 representing the smallest number of presentations.	65
Question 21_7: If you ranked “other” in question 21 at any level less than 6, please describe the presentation audience.....	66
Question 22: Patent classification systems can be part of a patent search strategy with respect filtering patent information as input to a patent landscape study. The <i>fill in the blank</i> classification system is a common patent search strategy element associated with a patent landscape study.	66
Question 22_1: USPC classification search strategy.....	67
Question 22_2: ECLA or CPC classification search strategy	67
Question 22_3: IPC classification search strategy.....	68
Question 22_4: JP FI Codes classification search strategy.....	68
Question 22_5: JP F Terms classification search strategy	69
Question 22_6: Locarno classification search strategy.....	69
Question 23: Patent classification systems can be part of a patent categorization strategy with respect a patent landscape study. The fill in the blank classification system is a common categorization strategy associated with a patent landscape study.	70
Question 23_1: USPC categorization strategy	70
Question 23_2: ECLA or CPC categorization strategy	71
Question 23_3: IPC categorization strategy	71
Question 23_4: JP FI Codes categorization strategy.....	72
Question 23_5: JP F Terms categorization strategy.....	72
Question 23_6: Locarno categorization strategy	73
Question 24: Please provide your feedback regarding a typical patent landscape report based on the type of information included in the final document(s) by indicating your level of agreement with the following statements. Patent landscape reports typically include fill in the blank to document and communicate patent landscape results.....	73
Question 24_1: Bar Charts	74
Question 24_2: Pie charts (one grouping)	74
Question 24_3: 3D Map (e.g. topographical map).....	75
Question 24_4: List of patent documents for review (those of potential interest)	75
Question 24_5: List of action items (for management or stakeholder groups)	76
Question 24_6: Please describe any report information, not listed in question 24, found in a typical patent landscape report for your organization.	76
Question 25_1: With respect to previously completed patent landscape studies, how often are past patent landscape studies typically updated for your organization or clients?	77

IPO Patent Landscape Survey Report

Question 25_2: If you selected "other" to answer question 25, please explain the typical update frequency for your organization's patent landscapes.	78
Question 26_1: If your organization has differing patent landscape audiences (ex. researchers vs business managers) do you change the format/style of your final presentation based on the audience?	79
Question 26_2: If you selected "yes" to answer question 26, please describe the range of your organization's final patent landscape presentations, based on the audience, from a format/style perspective.	80
Question 27: The individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology used to compile the data and/or prepare the graphical illustrations found in the presentation and or report	81
Question 28: Please indicate your level of agreement or disagreement with the following statement. Patent landscape presentations and/or reports typically include non-patent literature along with patent document information.	82
Question 29_1: If your patent landscape presentations and/or reports include any non-patent literature, along with patent document information, how do you incorporate the non-patent literature (NPL)?	83
Question 29_2: If you selected "other" to answer question 29, please describe the method used to include non-patent literature in patent landscape presentations and/or reports.	84
Question 30: Are you interested in sharing information with the IPO patent search committee, beyond the answers submitted with this questionnaire?	84
Question 30: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent families in the final deliverable?	85
Question 31: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent documents in the final deliverable?	86
Data Integrity of Survey Responses	87
Difference of Means Analysis - Example	88
Question 10 and US PTO Registration Demographic Groups.....	88
Patent Landscape Questionnaire	89

IPO Patent Landscape Survey Report

Introduction

The patent search committee identified best practices associated with patent mapping/landscaping as a subject of committee interest during 2011. The committee delayed preparation of a patent landscape best practices white paper to determine the current perception of patent professionals, across a diverse set of scientific/technical disciplines, with respect to patent mapping/landscaping. During 2012 to 2013, the committee surveyed members of IPO and the Patent Information Users Group (PIUG). This report combines the questionnaire responses of both IPO and PIUG members, which establishes the industry perception baseline for the forthcoming patent landscape best practices white paper.

Executive Summary

The executive summary represents the high level observations and conclusions of the IPO Patent Search Committee based on the survey responses. The summary is presented in a numbered paragraph format as a courtesy to the reader. The most significant observations are summarized in paragraphs 10 through 14 where the relationship between job role and patent landscape experience is discussed. The most surprising observations are summarized in paragraphs 25 and 26 where patent landscape budgets and the frequency of patent landscape updates are discussed. IPO and PIUG members may find the collective feedback of intellectual property professional peers useful when making patent landscape decisions.

1. Of the 126 persons who answered at least the patent landscape definition question, 111 (or 88%) agreed with the IPO Patent Search Committee's definition of a patent landscape study.

("A patent landscape study is the end product of a patent search and analysis investigation involving a large number of patent documents where the selected prior art is analyzed and organized by one or more categorization methods and presented both numerically and graphically. Conclusions may be drawn with respect to past patent filing activity based on empirical evidence.")

2. Approximately 69 respondents (or 55%) answered a majority of patent landscape related questions which is considered adequate for basic statistical analysis purposes especially given the fact that a wide range of industries and respondent roles is represented.
3. The industry most represented by survey respondents, other than those respondents who identified their industry as "other", was the pharmaceutical industry. It is important to note that the pharmaceutical industry has a deep appreciation for the insight IP information can provide.
4. Respondents selecting the "other" category appear to represent prior art search and legal services consultants, based on written comments.
5. The written comments of Question 1_2 also identified patent landscape work covering a wide range of technical subjects.
6. Business entity size was skewed toward businesses with less than or equal to 500 employees, which is not surprising given the number of respondents who selected "Business/Marketing/Strategy Professional", "Information Professional/Library Sciences", and "Other" as their job role. These "less than or equal to 500 employees" business entities may include respondents who work as independent searchers / consultants as well as patent search and analysis service providers and law firms.

IPO Patent Landscape Survey Report

7. With respect to job roles, the majority of respondents (~37%) identified their role as “Information Professional/Library Sciences Professional”, which was much larger percentage than respondents who identified their role as “Other” (14%). The large number of information professional / library sciences professionals was not surprising given the number of respondents representing the pharmaceutical, chemical, and material science industries as these industries rely heavily on the patent search and analysis expertise of scientific and information database experts.
8. Over 95% of survey respondents who identified themselves as information professional / library sciences professionals also have 5 or more years of experience in their current role. This feedback was expected given the subject matter expertise necessary for patent landscape work. That being said, the level of experience of a majority of survey respondents, regardless of job role, was 5 or more years in their current role.
9. A more insightful demographic relates to patent landscape experience. Patent attorneys and agents have far less experience conducting or contracting patent landscapes than patent professionals who are not registered to practice before the US PTO.
10. The mean number of patent landscapes performed over the most recent 2 year period, based on the Likert scale of question 10, was 2.25 for patent attorneys and agents and 3.86 for non-registered patent professionals. A difference of means T test indicated with 99.9% confidence that the difference of means was not a random occurrence.
11. Of the 68 respondents who answered the “source of patent landscape studies” question, 49 (72%) identified internal or a mixture of internal and external resources as the source of patent landscape studies.
12. It is interesting to note that of the 26 survey respondents who identified “internal” resources as the source of patent landscape studies for their organization, over 40% indicated that two (2) or fewer persons in their organization conduct patent landscape studies.
13. The majority (over 70%), of previously mentioned survey respondents, indicated that 4 or fewer persons in their organization are responsible for patent landscape studies.
14. One can conclude that patent landscape expertise represents a niche skill set within many organizations. Even though a relatively small number of patent professionals may be responsible for patent landscape work within a particular organization, it is important to remember that buy-in from many levels of that organization may be needed to make patent landscaping activities successful and of value. The associated assistance and buy-in for patent landscape work may come from, but may not be limited to, technical experts, R&D management, and strategy management.
15. With respect to survey respondents who identified external resources as the source of patent landscape studies for their organization, traditional patent search analysis firms and search platform providers have greater perceived importance than the patent landscape contributions of industry specific consultants, which is not surprising given the not uncommon complexity of third party patent search and analysis tools and the skills required to filter and categorize patent data. Please note that an organization’s technical experts can be leveraged on an as-needed basis to help with data interpretation and to keep projects on-point but these experts are not as critical to the overall patent landscape process as one who has a deep understanding of landscaping tools and methods.

IPO Patent Landscape Survey Report

16. The patent landscape questionnaire included a question regarding the purpose of conducting a patent landscape study. The highest level of mean agreement, in order of agreement, was “to help make informed IP strategy decisions”, “to monitor patent filing trends of competitors”, and “to assist R&D groups with potential research initiatives”. Both the patent attorney and agent group and the non-registered patent professional group provided agreement levels (mean) above the midpoint, but the level of agreement was stronger with the non-registered patent professional group.
17. When asked why external resources are used for patent landscape work, the non-registered patent professional group provided agreement levels (mean) below the midpoint for each and every reason listed in the questionnaire. In other words, as a group, non-registered patent professionals did not agree with any listed reason for outsourcing patent landscape work; however, the written comments of Question 16_8 did provide some insight as to why entities use external resources for patent landscape work.
18. In contrast, the patent attorney and agent group provided agreement levels (mean) above the midpoint for three (3) listed reasons. The highest levels of mean agreement, in order of agreement, included “Internal resources are too busy with other work and do not conduct patent landscape studies”, “External resources are more cost-effective than internal resources”, and “My organization has no internal resources to support patent landscape work.” A difference of means T test for the first and last reason indicated with over 98% confidence that the difference of means was not a random occurrence.
19. The patent landscape questionnaire included a question regarding the patent information used to group patent documents. The highest levels of mean agreement, in order of agreement, was “Assignee (cleaned)”, “Manual based grouping (user defined taxonomy)”, and “Patent family info”.
20. The non-registered patent professional group showed a higher level of agreement (mean) than the patent attorney and agent group for all three categories of information where a difference of means T test for the “Manual based grouping (user defined taxonomy)” category indicated, with well over 98% confidence, that the difference of means was not a random occurrence.
21. The fact that non-registered patent professionals, as a group, have strong opinions regarding the patent information used to group patent documents is not surprising because non-registered patent professionals have much more experience conducting or contracting patent landscape work than patent attorneys and agents based responses to corresponding questions.
22. Survey respondents were asked to rank the frequency of patent landscape presentations by audience, which indicates a significant difference between the patent attorney and agent group and the non-registered patent professional group. Patent attorneys and agents ranked in house counsel and executive management as the audiences most frequently receiving patent landscape presentations while non-registered patent professionals ranked R& D personnel and technical managers as the audiences most frequently receiving patent landscape presentations.
23. Survey respondents were also asked if the persons receiving patent landscape information understand the fundamental methodology used to compile the data. Patent attorneys and agents provided an agreement level (mean) below the midpoint (2.78), which means the group as a whole disagrees, while non-registered patent professionals indicated an agreement level (mean) slightly above the midpoint (3.29). . A difference of means T test indicated, with above 95% confidence, that the difference of means was not a random occurrence.

IPO Patent Landscape Survey Report

24. The fact that patent attorneys and agents typically present to a different audience category than non-registered patent professionals supports the feedback difference with respect to the client understanding question. R&D personnel and technical managers are typically closer to the technical details supporting a patent landscape study than executive management, which may be the reason for a higher level of agreement from non-registered patent professionals with respect to their perception of the audience's level of understanding.
25. Two questions were included in the questionnaires that relate to patent landscape work frequency and budget. The first asked the survey respondent if their organization (entity) sets aside a specific annual budget for patent landscape studies and the second asked how often past patent landscape studies are typically updated. Approximately 82% of survey respondents indicated that their organization does not set aside an annual budget for patent landscape work.
26. By comparison, the mean response for update frequency was every two years; however, one third of respondents indicated that patent landscape studies are never updated. In other words, the responses are skewed toward infrequent updates of previous patent landscape studies. The infrequent, if ever, update of patent landscape studies correlates well with organizations that do not set aside an annual budget for patent landscape work. If an organization has no plans to update past patent landscape studies, it is unlikely that organization would include a patent landscape related line item in the annual budget.
27. One of the more interesting survey questions asked respondents their opinion regarding the use of third party ranking systems (relevance, value, ...) as a means of grouping patent documents for patent landscape purposes. The responses were almost perfectly distributed about a mean response of neither agree nor disagree indicating that many respondents are undecided with respect to the role of patent ranking algorithms in patent landscape work.
28. Lastly, the average size of a typical patent landscape study is between 2,000 and 4,000 patent families based on the mean value of all responses to a related question. Please be aware that the two questions related to the patent landscape study size were only present in the PIUG questionnaire.

IPO Patent Landscape Survey Report

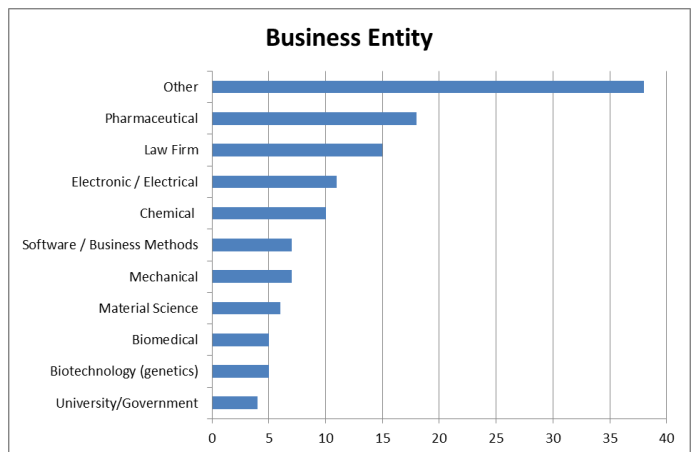
Survey Response Summary

Important observations regarding the responses to each survey question are discussed in this section. Frequency tables and histograms for each question may be found in the “Measures of Central Tendency” section of this report. All questionnaire data was processed using IBM SPSS software.

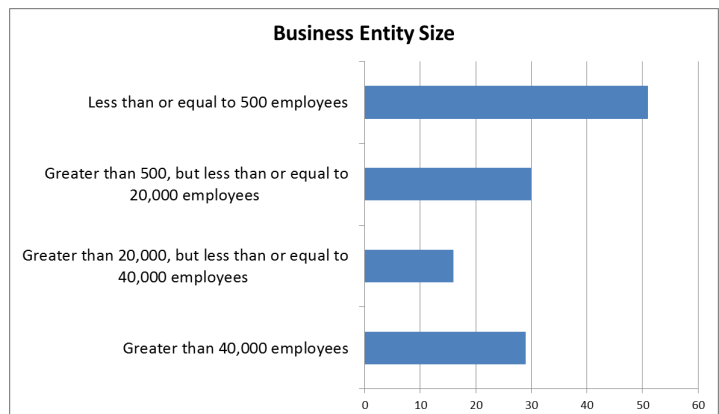
Demographic Related Responses

- 126 persons completed at least part of either the **IPO or PIUG** questionnaire.
 - 38 (30%) IPO members responded
 - 88 (70%) PIUG members responded

- The respondents represent a wide range of **business entity types**. Additional details regarding the “other” business entity type may be found in the “Measures of Central Tendency” section (Question 1_2).

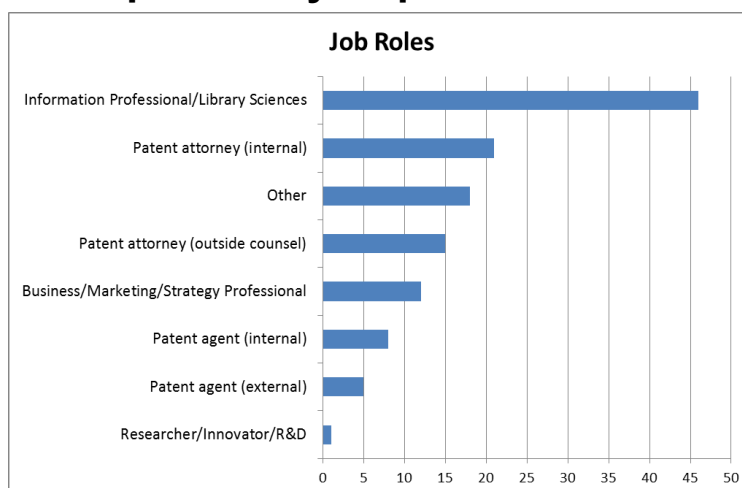


- The respondents represent a wide range of **business entity sizes** with approximately 40% being business entities with less or equal to 500 employees.

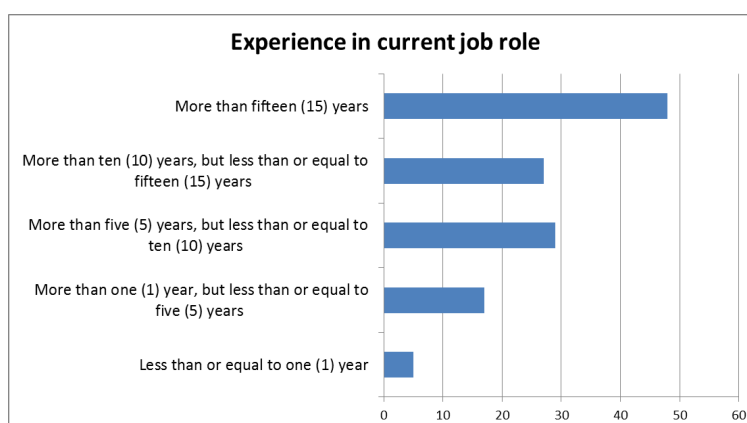


IPO Patent Landscape Survey Report

- The **job role** of many respondents (36.5%) falls under the information / library science professional category; however, a reasonable number of patent attorneys, patent agents, and other patent information job roles are represented. Additional details regarding the “other” business entity type may be found in the “Measures of Central Tendency” section (Question 3_2)



- The **year of experience** of most respondents (82.5%), in their current role, is more than 5 years.



Patent Landscape Related Responses

- Approximately 69 persons (55%) responded to a majority of patent landscape related questions.
- One hundred eleven (111) respondents (88%) said they are **familiar with** patent “landscaping”.
- Of the 72 persons who elected to answer the patent landscape definition question, 63 (87.5%) **agree with the IPO Patent Search Committee definition**.
- Of the 59 persons who answered yes or no to the budget question, 47 (80%) said their organization **does not** set aside any **budget** specifically for patent landscape work.

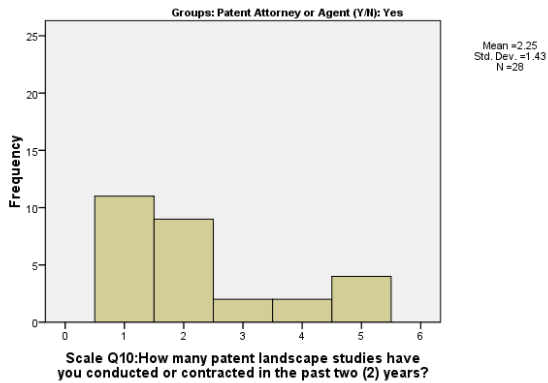
IPO Patent Landscape Survey Report

- **Patent attorneys and patent agents**, on average, have **significantly less experience** conducting or contracting patent landscape studies than patent professionals not registered to practice before the US PTO. The confidence level for the related independent samples T (difference of means) test is 99.9%.

Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

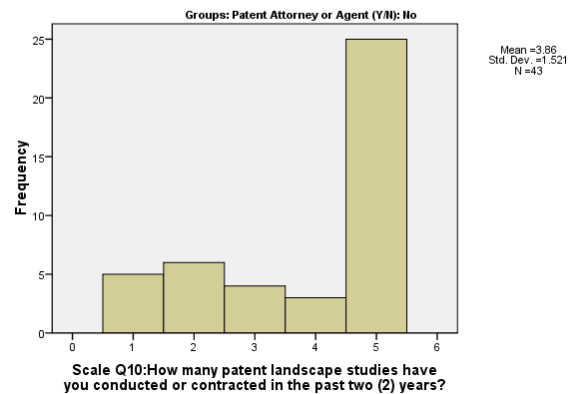
Attorney or Agent = Yes

Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?



Attorney or Agent = No

Histogram

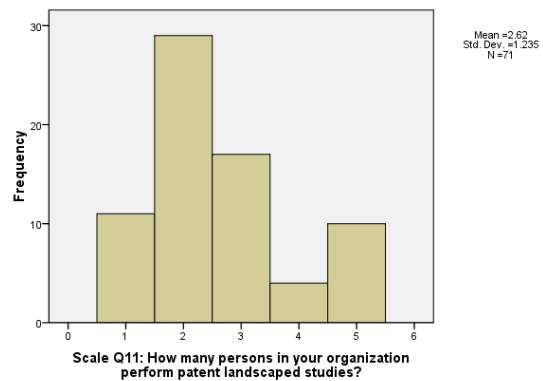


- 1 = None
- 2 = More than zero (0), but less than or equal to five (5)
- 3 = More than five (5), but less than or equal to ten (10)
- 4 = More than ten (10), but less than or equal to fifteen (15)
- 5 = More than fifteen (15)

- Of the 71 respondents who answered the question (Q11) regarding the **number of persons** in their organization who **perform patent landscape studies**, 56% represent organizations that have two (2) or less persons who perform patent landscape studies.

Another observation was made with respect to the question related to the number of persons within an organization that perform patent landscape studies. Patent attorneys and patent agents on average represent organizations that have fewer people performing patent landscape studies than the organizations represented by persons not registered to practice before the US PTO. The confidence level for the related independent samples T test is 98.6%. Comparison histograms are shown on the following page.

Histogram



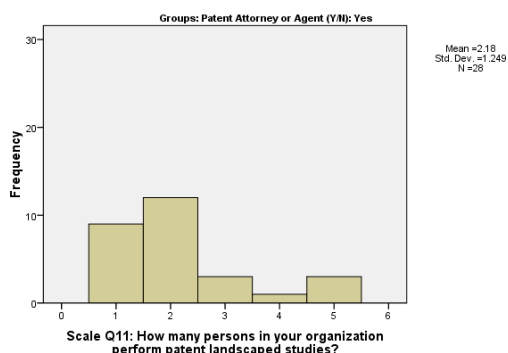
- 1 = None
- 2 = More than zero (0), but less than or equal to two (2)
- 3 = More than two (2), but less than or equal to four (4)
- 4 = More than four (4), but less than or equal to six (6)
- 5 = More than six (6)

IPO Patent Landscape Survey Report

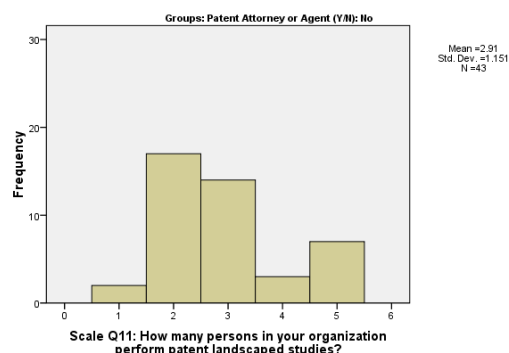
Patent Attorney or Patent Agent = Yes

Patent Attorney or Patent Agent = No

Scale Q11: How many persons in your organization perform patent landscaped studies?



Scale Q11: How many persons in your organization perform patent landscaped studies?



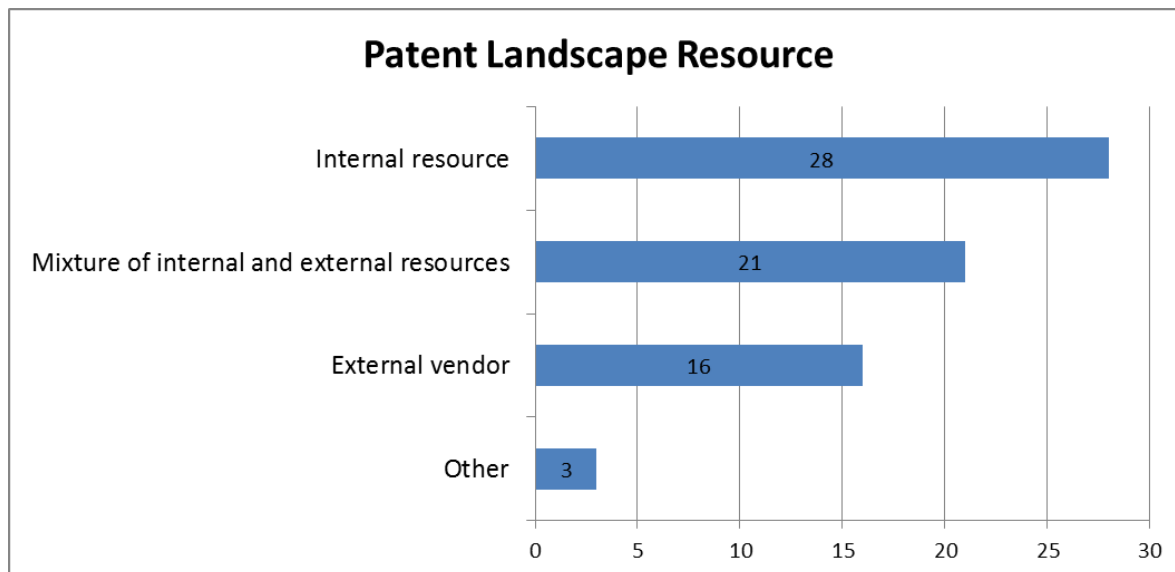
- With respect to the **purpose of patent landscape studies**, the following table illustrates the mean value of all responses to question 12. The purpose definitions are listed in the order of priority based on the mean of the Likert agreement scale. Making informed IP strategy decisions received that highest mean level of agreement while identifying needed talent or expert witnesses received the highest level of disagreement. Patent attorneys and patent agents responded with less agreement for each purpose than persons not registered to practice before the US PTO.

Mean Response Value			Purpose of patent landscape study	Difference of Means T test Confidence
Patent attorney or patent agent?				
All	Yes	No		
4.21	4.04	4.31	to help make informed IP strategy decisions	(little difference)
4.06	3.73	4.26	to monitor patent filing trends of competitors	96.9%
4.03	3.54	4.33	to assist R&D groups with potential research initiatives	99.6%
3.51	2.88	3.9	to identify potential license-in / acquisition targets	99.9%
3.37	2.69	3.79	to identify JV or research partners, customers, or suppliers	99.9%
3.24	2.73	3.55	to identify license-out opportunities	99.8%
2.6	2.15	2.88	to help identify needed talent or expert witnesses	98.8%

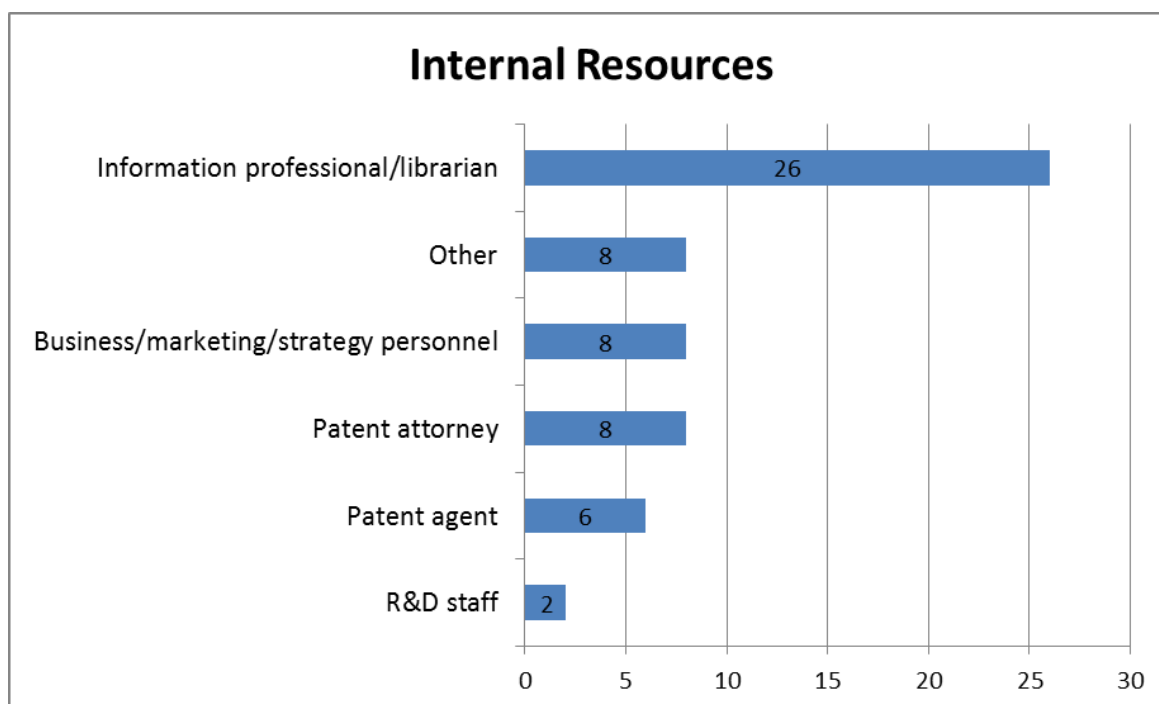
- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neither Agree nor Disagree
- 4 = Agree
- 5 = Strongly Agree

IPO Patent Landscape Survey Report

- With respect to the **resources performing patent landscape studies**, 28 (41%) respondents indicated that their organization uses internal resources and 21 (23.5%) respondents indicated that a combination of internal and external resources are the source of patent landscape studies.

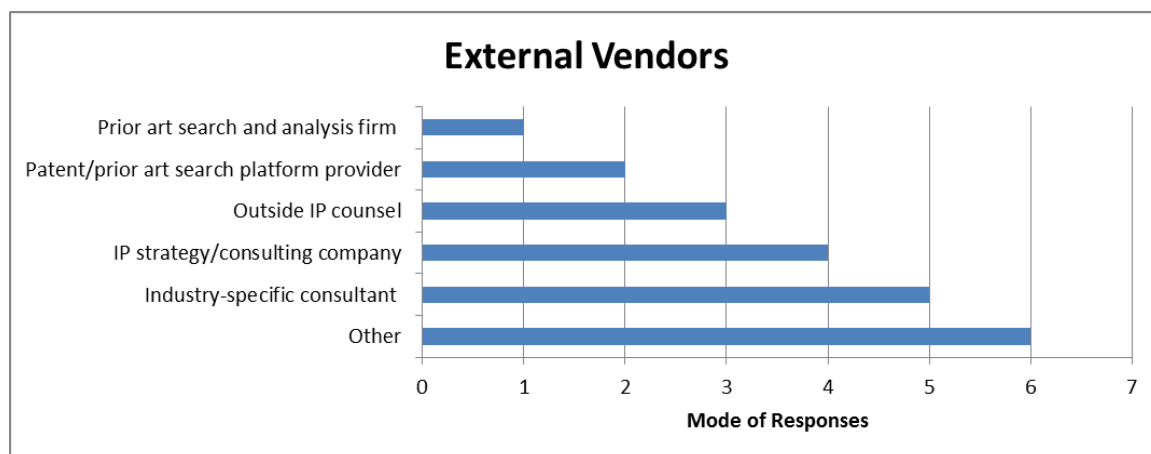


- Of the **internal resources** tasked with conducting performing patent landscape studies, 26 (45%) respondents indicated that information professionals / librarians conduct patent landscape studies. The patent attorney or patent agent group was selected by 14 (24%) of respondents.



IPO Patent Landscape Survey Report

- Respondents were asked to **rank external vendor types** in order of importance. Ranking questions are considered ordinal scale questions where the only effective means of comparison is according to mode. The ranking scale for question 15 was based on 1 being the most important and 6 being the least important. The vendor types are listed below in order of importance with the **most important** vendor being a **prior art search and analysis firm**. This question made reference to question 14 and should have referenced question 13 in explaining the purpose of the question. This error, as well as the wording of the question, may have caused some confusion for the respondent.



- The **reasons an organization utilizes external versus internal resources**, for patent landscape studies, is listed in the following table according to the mean of responses to question 16. The reasons are listed in the order of priority based on the mean of the Likert agreement scale. When comparing the mean for all patent professionals not registered to practice before the US PTO, the mean for each reason is less than 3, which indicates a certain level of disagreement. By comparison, patent attorneys and patent agents indicated some level of agreement with the first 3 reasons.

Mean Response Value			Reason external resources are used for patent landscape work.	Difference of Means T test Confidence
Patent attorney or patent agent?				
All	Yes	No		
3.10	3.58	2.70	Internal resources are too busy with other work and do not conduct patent landscape studies	98.2%
3.02	3.21	2.87	External resources are more cost-effective than internal resources.	Not significant
2.98	3.53	2.52	My organization has no internal resources to support patent landscape work.	98.8%
2.79	2.84	2.74	The work product associated with external resources is superior to that of internal resources.	Not significant
2.60	2.74	2.48	Patent landscaping/analysis tools are too expensive for internal use.	Not significant
2.60	2.74	2.48	Patent landscaping/analysis tools require too much training for internal use.	Not significant
2.50	2.74	2.30	Internal resources do not have patent landscaping expertise.	Not significant

1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

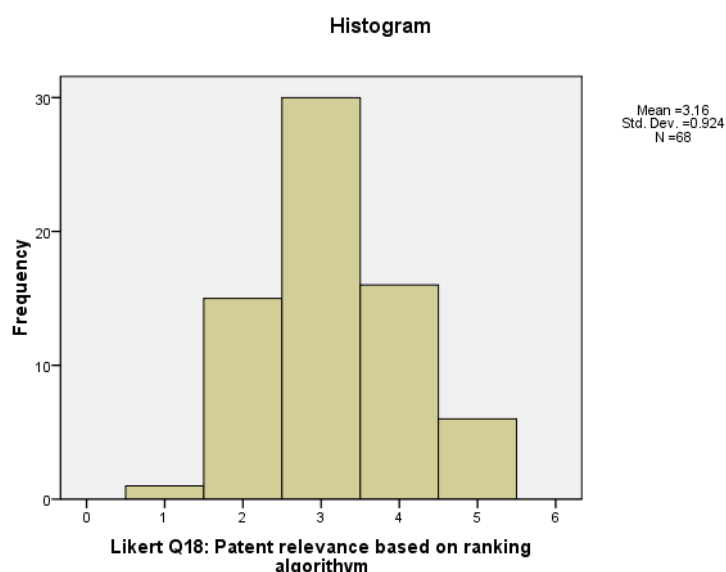
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- The **patent information used to group patent documents** is listed in the following table according to the mean value of responses to question 17. The reasons are listed in the order of priority based on the mean of the Likert agreement scale. Some level of agreement was indicated for all types of information listed. Cleaned assignee information, manually based groupings, and patent family based grouping received the highest overall levels of agreement. With respect to the difference of means test for patent attorneys and agents versus those not registered to practice before the US PTO, manual based grouping and use of patent classifications received a higher level of agreement among persons not registered to practice before the US PTO.

Mean Response Value			Information used to group patent documents	Difference of Means T test Confidence
Patent attorney or patent agent?				
All	Yes	No		
4.10	3.85	4.26	Assignee (cleaned)	Not significant
3.83	3.48	4.05	Manual based grouping (user defined taxonomy)	98.7%
3.81	3.67	3.90	Patent family info	Not significant
3.64	3.44	3.76	Geo. (country code)	Not significant
3.62	3.93	3.43	Assignee	Not significant
3.45	3.44	3.45	Stat. based grouping (text cluster, ...)	Not significant
3.43	3.11	3.64	Patent class (IPC / ECLA / USPC/...)	96.4%
3.35	3.11	3.50	Legal status info	Not significant
3.20	3.22	3.19	Algorithm based grouping (other than statistical)	Not significant

1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

- Responses to the application of **patent relevance based ranking algorithms** question (Q18) plotted as a nearly perfect normal distribution about the neither agree nor disagree (3) Likert scale point. Patent attorneys and patent agents provided a mean response of 3.04 while patent professionals not registered to practice before the US PTO provided a mean response of 3.24. The difference was not found to be statistically significant.



1=Strongly Disagree
2=Disagree
3=Neither Agree nor Disagree
4=Agree
5=Strongly Agree

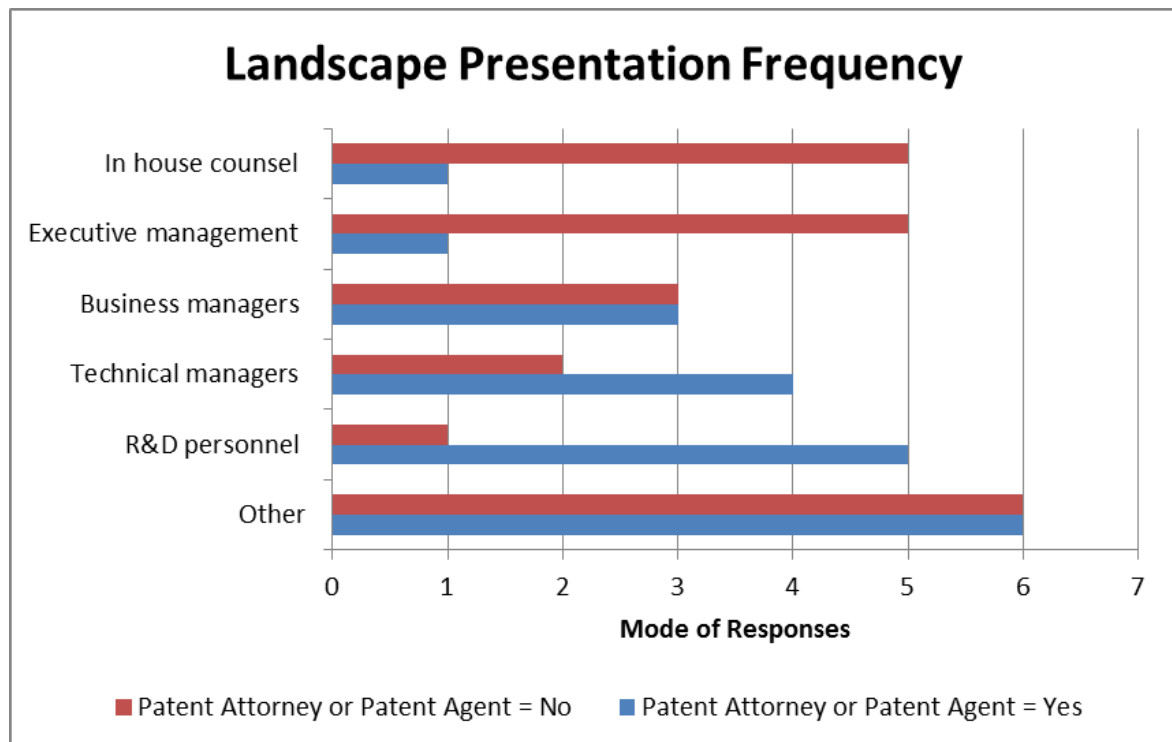
IPO Patent Landscape Survey Report

- Question 20 asked three (3) **patent claim specific** sub questions regarding the **grouping** of patent documents. Neither the number of claims, number of independent versus dependent claims, nor the length of independent claims was considered, on average, to be useful when grouping patent documents. No significant difference in mean agreement was identified with respect to the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO.

Mean	Using claim information to group patent documents.
2.32	number of claims
2.55	number of independent versus dependent claims
2.62	length of independent claim

1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

- Respondents were asked to **rank the frequency** of patent landscape **presentations** by **audience**. Ranking questions are considered ordinal scale questions where the only effective means of comparison is according to mode. The ranking scale for question 21 was based on 1 being the largest number of presentations and 6 being the smallest number of presentations. The overall data set for question 21 is reasonably bimodal and as a result, the modes for patent attorneys and patent agents are being reported separately from patent professionals not registered to practice before the US PTO. As the graphs indicates, the “In house counsel”, “Executive management”, and “R&D personnel” audiences are polar opposites when comparing the frequency of patent landscape presentations between patent attorneys and patent agents versus patent professionals not registered to practice before the US PTO.



IPO Patent Landscape Survey Report

- The **patent classes** potentially used in a **patent search strategy** supporting a patent landscape study are listed in the following table according to the mean of responses to question 22. The patent classes are listed in the order of priority based on the mean of the Likert agreement scale. IPC and CPC, formerly ECLA, classifications received the highest level of agreement. Patent professionals not registered to practice before the US PTO indicated a higher level of statistically significant agreement regarding CPC / ECLA classes than patent attorneys and patent agents.

Mean Response Value			Patent classes used to filter patent documents for a patent landscape.	Difference of Means T test Confidence
Patent attorney or patent agent?				
All	Yes	No		
4.03	3.77	4.20	IPC classification search strategy	Not significant
3.82	3.42	4.07	ECLA or CPC classification search strategy	99.30%
3.48	3.58	3.41	USPC classification search strategy	Not significant
2.90	2.69	3.02	JP F Terms classification search strategy	Not significant
2.87	2.69	2.98	JP FI Codes classification search strategy	Not significant
2.72	2.77	2.68	Locarno classification search strategy	Not significant

1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

- The **patent classes** potentially used as patent landscape **categorization strategies** are listed in the following table according to the mean of responses to question 23. The patent classes are listed in the order of priority based on the mean of the Likert agreement scale. As with the search strategy question (22), IPC and CPC (formerly ECLA) classifications received the highest level of agreement. No significant difference in mean value was identified between patent professionals not registered to practice and patent attorneys and patent agents.

Mean Response Value			Patent classes used to categorize patent documents for a patent landscape.	Difference of Means T test Confidence
Patent attorney or patent agent?				
All	Yes	No		
3.80	3.63	3.90	IPC categorization strategy	Not significant
3.59	3.30	3.79	ECLA or CPC categorization strategy	Not significant
3.32	3.48	3.21	USPC categorization strategy	Not significant
2.75	2.63	2.83	JP FI Codes categorization strategy	Not significant
2.75	2.59	2.86	JP F Terms categorization strategy	Not significant
2.71	2.74	2.69	Locarno categorization strategy	Not significant

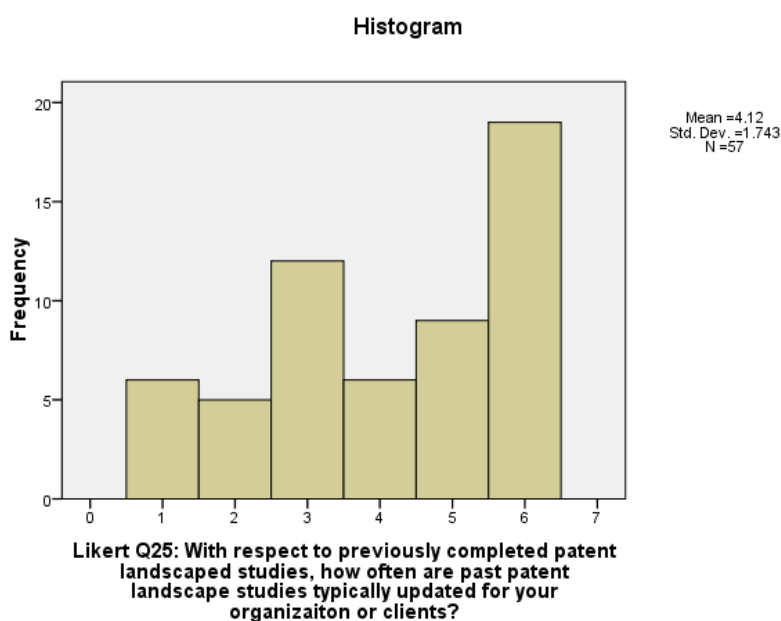
1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

IPO Patent Landscape Survey Report

- The **types of information or methods of illustration** used in a patent landscape **presentation** are listed in the following table according to the mean of responses to question 24. The responses are listed in the order of priority based on the mean of the Likert agreement scale. Respondents provided the highest level of agreement with respect to bar charts and lists of patent documents for review. No significant difference in mean value was identified between patent professionals not registered to practice before the US PTO and patent attorneys and patent agents for the first four (4) items. Patent professionals not registered to practice before the US PTO indicated some level of agreement with the “list of action items” as compared to patent attorneys and patent agents.

Mean Response Value			Types of information or methods of illustration included in a patent landscape presentation.	Difference of Means T test Confidence
Patent attorney or patent agent?				
All	Yes	No		
4.16	3.96	4.29	Bar charts	Not significant
4.06	3.93	4.14	List of patent documents for review (those of potential interest)	Not significant
3.87	3.7	3.98	Pie charts (one grouping)	Not significant
3.41	3.44	3.38	3D Map (e.g. topographical map)	Not significant
3.35	3.04	3.55	List of action items (for management or stakeholder groups)	95.60%

- Question 25 inquired as to the **frequency** of patent landscape **updates**. The **mean value** of the frequency updates equals **4.12**, which is approximately equal to **biennially or every 2 years**. There is essentially no difference between the mean value with the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO. *Even though this interval (Likert) scale is not perfectly even, the mean value is based on an even scale assumption.*



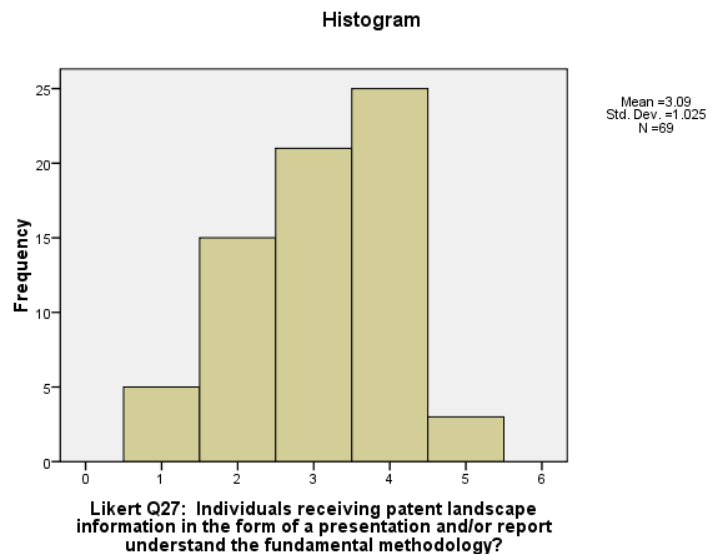
1=Quarterly (or more frequently), 2=Semiannually, 3=Annually, **4=Biennially (every 2 years)**, 5=Less often than biennially, and 6=Never

IPO Patent Landscape Survey Report

- Survey participants were asked if they changed the **format / style** of their **presentation** based on the patent landscape **audience**. Of the 66 respondents to question 26, slightly more than 50% change the format / style of their presentation based on the audience. There was no significant difference in responses between the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO.

	Frequency	Percent
Yes	37	56.1
No	29	43.9
Total	66	100.0

- When asked if the **persons receiving** patent landscape information **understand the fundamental methodology** used to compile the data, the mean of the Likert agreement scale is 3.09 indicating neither agreement nor disagreement. An independent sample difference of means T test indicates a difference between the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO. The **difference of means** is significant with **95.6% confidence**. The mean for patent attorneys and agents (**2.78**) shows more disagreement that the recipients of patent landscapes understand the fundamental methodology used to compile the data as compared to patent professionals not registered to practice before the US PTO (mean = **3.29**).



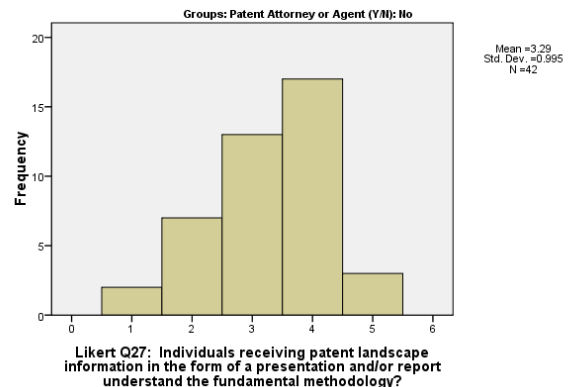
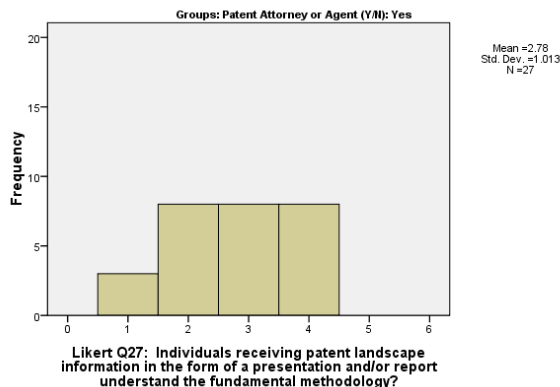
1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

Patent Attorney or Patent Agent = Yes

Patent Attorney or Patent Agent = No

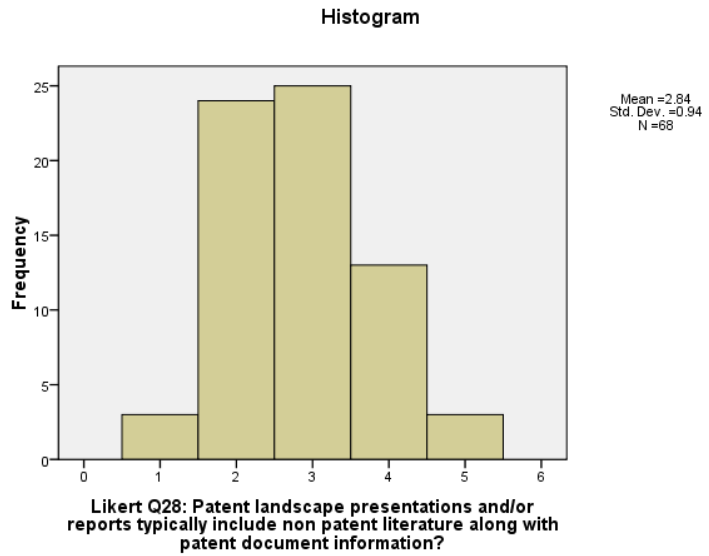
Likert Q27: Individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology?

Likert Q27: Individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology?



IPO Patent Landscape Survey Report

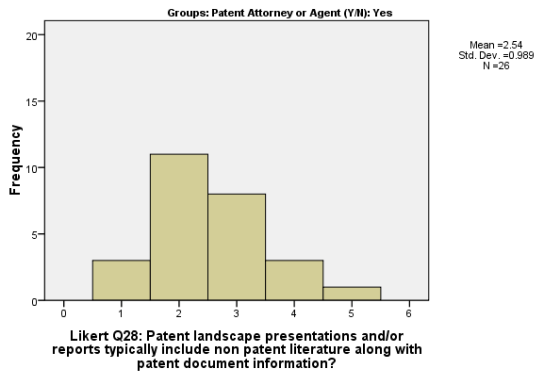
- When asked if the **non-patent literature** is typically included in patent landscape presentations, the mean of the Likert agreement scale is 2.84 indicating a slight level of disagreement. An independent sample difference of means T test indicates a difference between the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO. The **difference of means is significant with 96.2% confidence**. The mean for patent attorneys and agents (**2.54**) shows more disagreement that non-patent literature is typically included in a patent landscape presentation material as compared to patent professionals not registered to practice before the US PTO (mean = **3.02**).



1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree

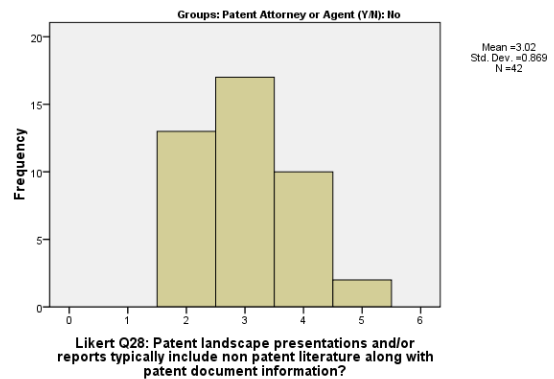
Patent Attorney or Patent Agent = Yes

Likert Q28: Patent landscape presentations and/or reports typically include non patent literature along with patent document information?



Patent Attorney or Patent Agent = No

Likert Q28: Patent landscape presentations and/or reports typically include non patent literature along with patent document information?

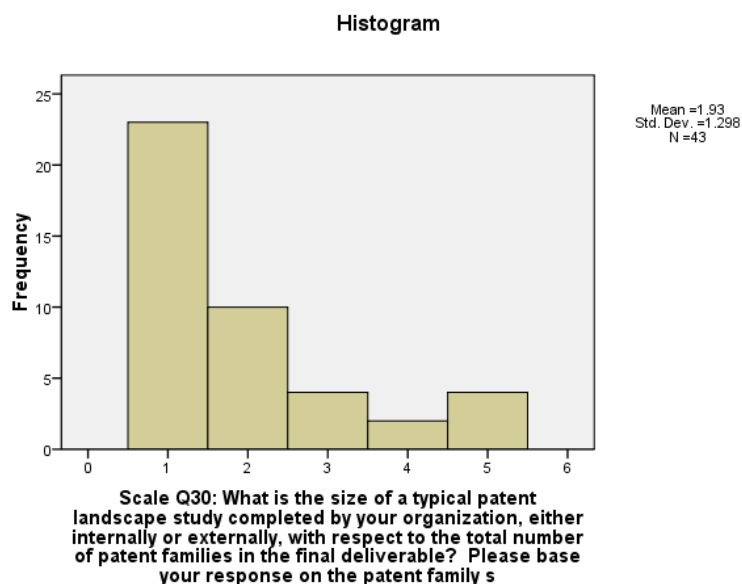


- When asked how **non-patent literature** is incorporated in patent landscape presentations (Q29), over 50% of respondents indicated that NPL is reported separately. There was no significant difference in responses between the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO.

Incorporation of NPL	Frequency	Percent	Cumulative Percent
1 = NPL is reported separately	26	55.3	55.3
2 = NPL and patent literature are reported together	18	38.3	93.6
3 = Other	3	6.4	100.0
Total	47	100.0	

IPO Patent Landscape Survey Report

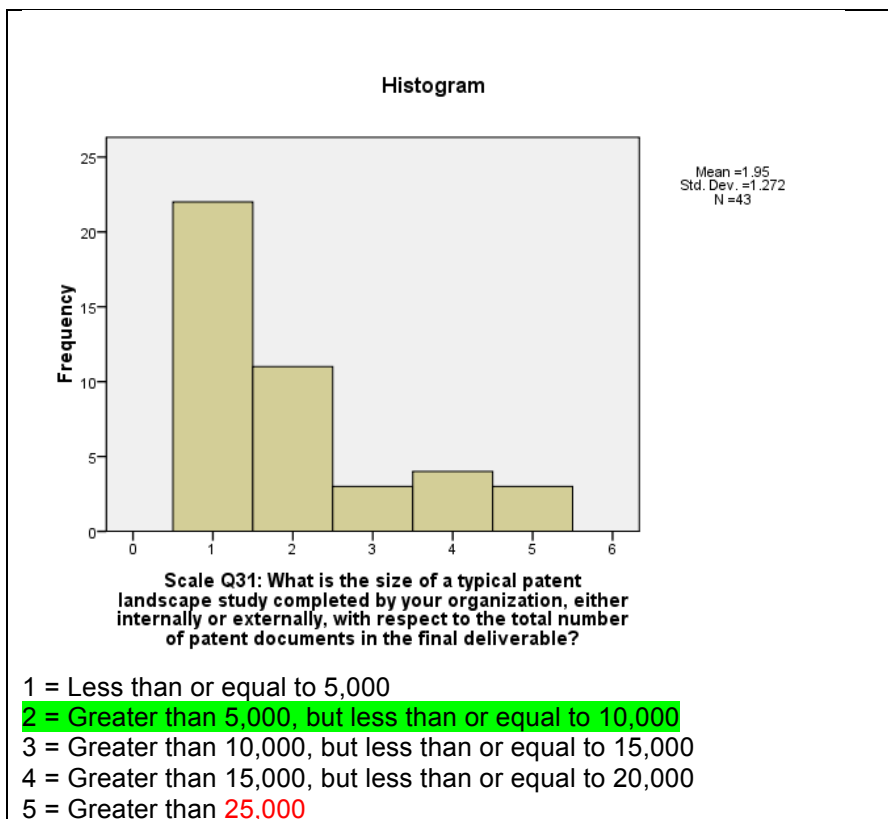
- Survey participants were asked to identify the **size of a typical patent landscape study** according to the maximum number of **patent families** included in the study. The **mean** of the Likert agreement scale is **1.93** indicating a total number of families greater than 2,000, but less than or equal to 4,000. There was no significant difference in Likert agreement scale mean between the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO.



- 1 = Less than or equal to 2,000
- 2 = Greater than 2,000, but less than or equal to 4,000
- 3 = Greater than 4,000, but less than or equal to 6,000
- 4 = Greater than 6,000, but less than or equal to 8,000
- 5 = Greater than 8,000

Only PIUG members were asked this question.

- Survey participants were asked to identify the size of a typical patent landscape study according to the total number of patent documents included in the study. The mean of the Likert agreement scale is **1.95** indicating a total number of patent documents greater than 5,000, but less than or equal to 10,000. A **typographical error was identified in interval 5, which should have read 20,000**. There was no significant difference in the mean Likert agreement scale value between the patent attorney and patent agent group versus patent professionals not registered to practice before the US PTO.



- 1 = Less than or equal to 5,000
- 2 = Greater than 5,000, but less than or equal to 10,000
- 3 = Greater than 10,000, but less than or equal to 15,000
- 4 = Greater than 15,000, but less than or equal to 20,000
- 5 = Greater than 25,000

The impact of the typographical error is believed to be minimal based on the data. Only PIUG members were asked this question.

IPO Patent Landscape Survey Report

Statistically Relevant Respondent Groupings

Questionnaire responses were initially evaluated based on measures of central tendency. Please note that Likert scale questions are processed as interval scale data, as opposed to ordinal scale. This is a widely accepted practice among many marketing research professionals, although the practice is somewhat controversial amongst statisticians. That being said, this report is not intended as an academic exercise for statistical purists and IPO Patent Search Committee is comfortable using the interval scale assumption with respect to the Likert scale patent landscape survey data.

Responses indicating bimodal characteristics were further analyzed to identify any demographic groupings that would help explain the bimodal characteristic. The responses associated with questions 9 and 10, both of which relate to landscape experience, displayed a certain level bimodality, even though neither data set was perfectly bimodal. (Please refer to the Measures of Central Tendency section for details.) Based on the responses received with respect to question 3 (job role), two demographic groups were created in an attempt to explain the bimodal characteristic associated with question 10 (respondent landscape experience). Respondents were grouped, based on the response to question 3, as patent attorneys/agents or those who did not identify themselves as either a patent attorney or agent. An independent samples T test was conducted, using a significance criterion of 0.05, to evaluate the hypothesis that non-registered patent professionals have a higher mean value with respect to patent landscape experience. The null hypothesis was rejected as the relationship between US PTO registration and patent landscape experience is highly significant.

Group Statistics

Groups: Patent Attorney or Agent? (Y/N)	N	Mean	Std. Deviation	Std. Error Mean
Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years? Yes	28	2.25	1.430	.270
No	43	3.86	1.521	.232

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Question 10	Equal variances assumed	1.249	.268	-4.462	69	.000	-1.610	.361	-2.330	-.890

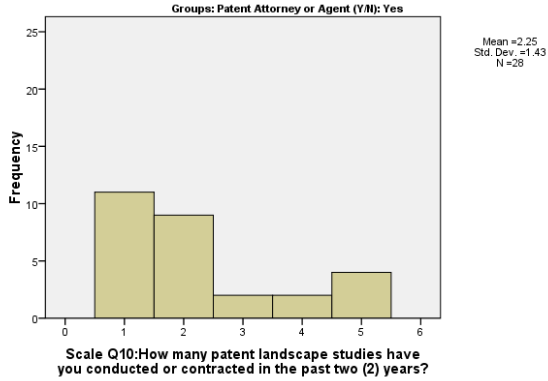
The following histograms illustrate the difference in mean value (Q10) between the attorney/agent group and the non-attorney / non-agent group. The questionnaire responses imply that in general patent attorneys and patent agents have less experience conducting or contracting patent landscape work than those patent professionals who are not registered to practice before the US PTO.

IPO Patent Landscape Survey Report

Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

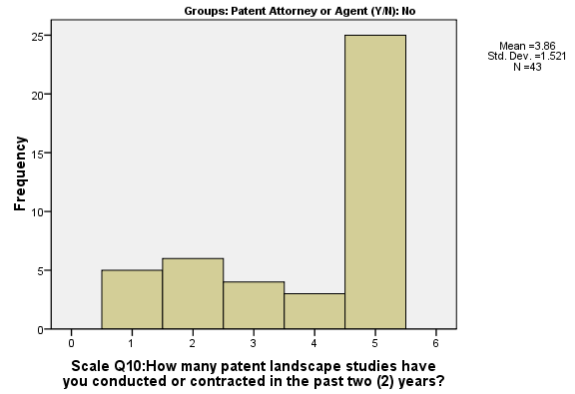
Attorney or Agent = Yes

Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

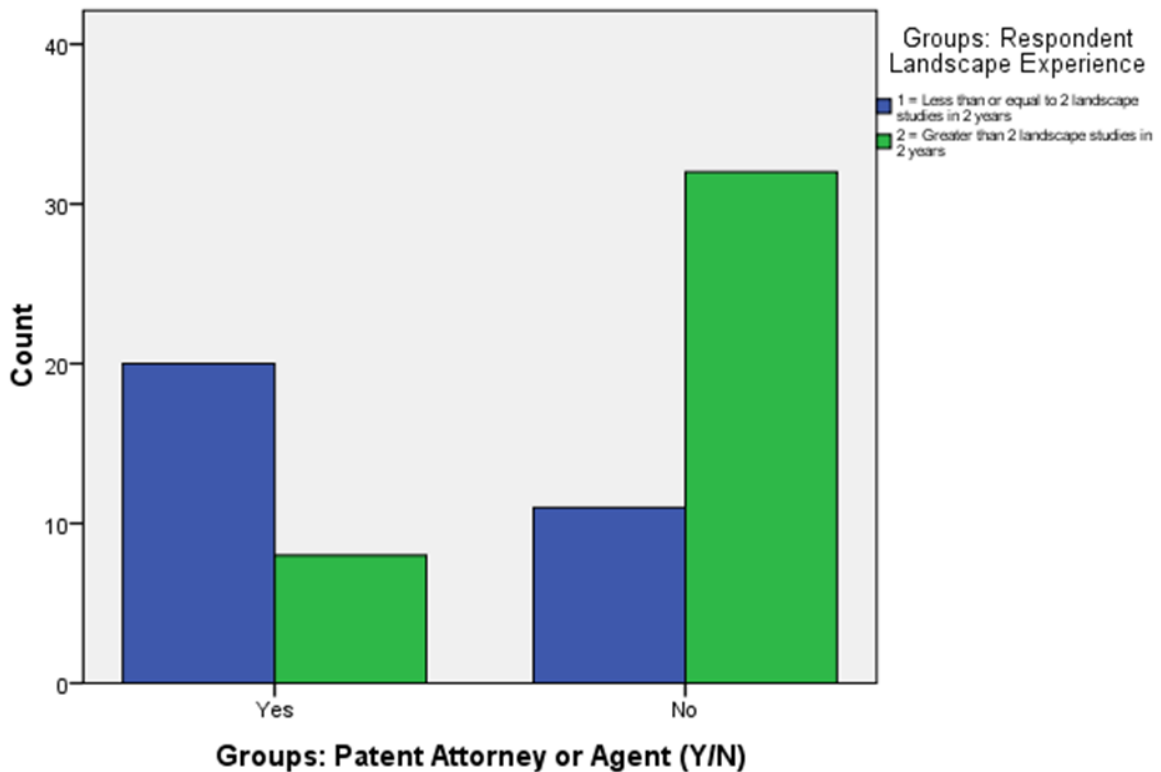


Attorney or Agent = No

Histogram



Bar Chart



IPO Patent Landscape Survey Report

As with responses to question 10, the independent samples T test was conducted with respect to question 9 and the same high level of statistical significance was again identified.

Group Statistics

Groups: Patent Attorney or Agent (Y/N)		N	Mean	Std. Deviation	Std. Error Mean
Q9: How many patent landscape studies has your organization conducted or contracted in the past two (2) years?	Yes	25	2.76	1.363	.273
	No	37	4.05	1.290	.212

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Question 9 Equal variances assumed	.082	.775	-3.788	60	.000	-1.294	.342	-1.977	-.611

IPO Patent Landscape Survey Report

Measures of Central Tendency

Question 1_1: What industry or type of business entity do you represent?

Statistics

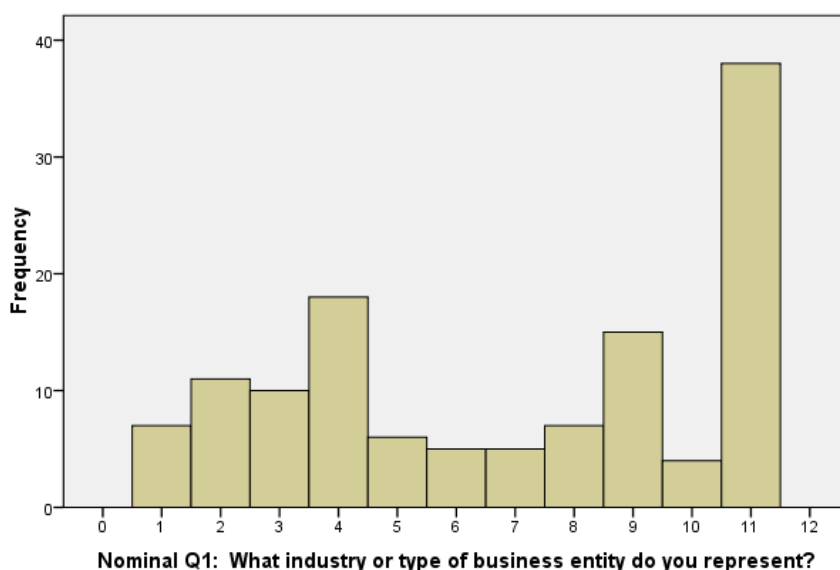
Nominal Q1: What industry or type of business entity do you represent?

N	Valid	126
	Missing	0

Nominal Q1: What industry or type of business entity do you represent?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Mechanical	7	5.6	5.6	5.6
2 = Electronic / Electrical	11	8.7	8.7	14.3
3 = Chemical (Not Pharmaceutical or Material Science)	10	7.9	7.9	22.2
4 = Pharmaceutical	18	14.3	14.3	36.5
5 = Material Science	6	4.8	4.8	41.3
6 = Biomedical	5	4.0	4.0	45.2
7 = Biotechnology (genetics)	5	4.0	4.0	49.2
8 = Software / Business Methods	7	5.6	5.6	54.8
9 = Law Firm	15	11.9	11.9	66.7
10 = University/Government	4	3.2	3.2	69.8
11 = Other	38	30.2	30.2	100.0
Total	126	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Question 1_2: If you selected “other” to answer question 1, please identify and describe the industry or type of business entity.

The following verbatim text strings were submitted by some respondents who selected “Other” in response to question 1.

1. Consulting
2. I work with companies from several industries
3. International IP database and analysis toll vendor
4. Publishing
5. Patent Office
6. Mechanical, Electrical and Electronics
7. independent patent information professional
8. Independent patent search professional
9. Small consultancy that does work for companies in the chemical, pharmaceutical, biomedical, legal fields
10. Food Industry
11. Intellectual Property Consulting
12. Broad spectrum of technologies focused on cleaning, hygiene and food safety applications, packaging technologies involving materials and equipment in all cases.
13. Agricultural
14. Consumer products
15. Consultancy working for Chemical, Biomedical, Chemical, and legal .
16. Petroleum
17. Philanthropy
18. Food industry
19. Legal Research
20. Private non-profit venture investing
21. Steel/metal
22. Information broker
23. Food Manufacturing
24. Intellectual property firm
25. Energy
26. All technologies except biotech and heavy chemical
27. Consumer
28. Landscaping
29. Medical Technology
30. Consumer goods
31. Service
32. All listed industries
33. software, CCM, electro-mechanical
34. Insurance
35. Legal Services Consulting

IPO Patent Landscape Survey Report

Question 2: What is the size of the business entity you represent?

Statistics

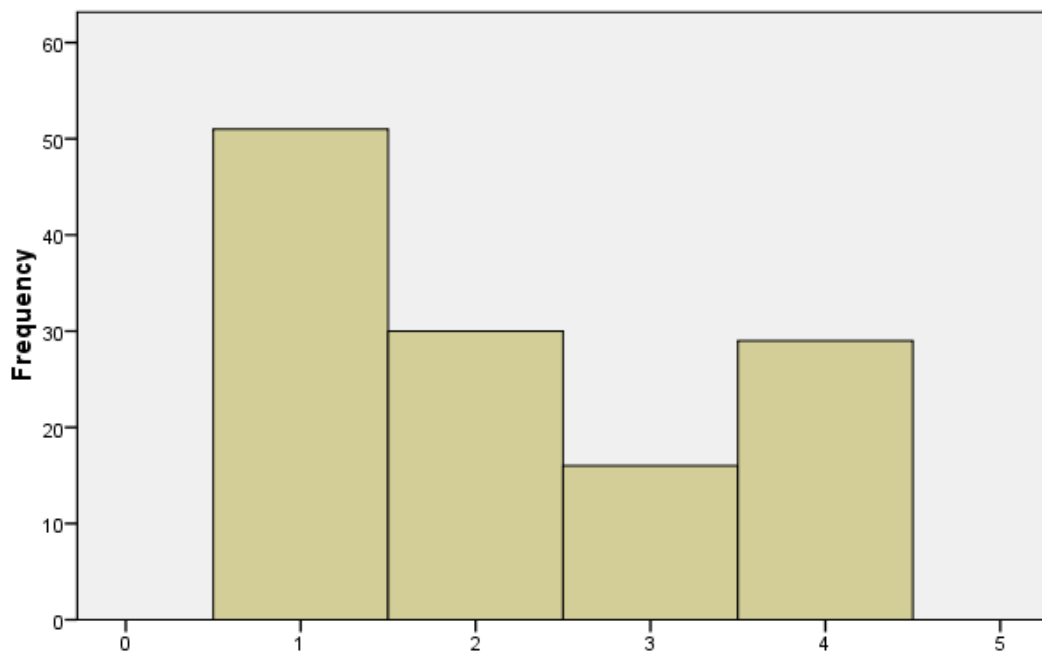
Scale Q2: What is the size of the business entity you represent?

N	Valid	126
	Missing	0
	Mean	2
	Median	2
	Mode	1

Scale Q2: What is the size of the business entity you represent?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Less than or equal to 500 employees	51	40.5	40.5	40.5
2 = Greater than 500, but less than or equal to 20,000 employees	30	23.8	23.8	64.3
3 = Greater than 20,000, but less than or equal to 40,000 employees	16	12.7	12.7	77.0
4 = Greater than 40,000 employees	29	23.0	23.0	100.0
Total	126	100.0	100.0	

Histogram



Scale Q2: What is the size of the business entity you represent?

IPO Patent Landscape Survey Report

Question 3_1: What is your current job role?

Statistics

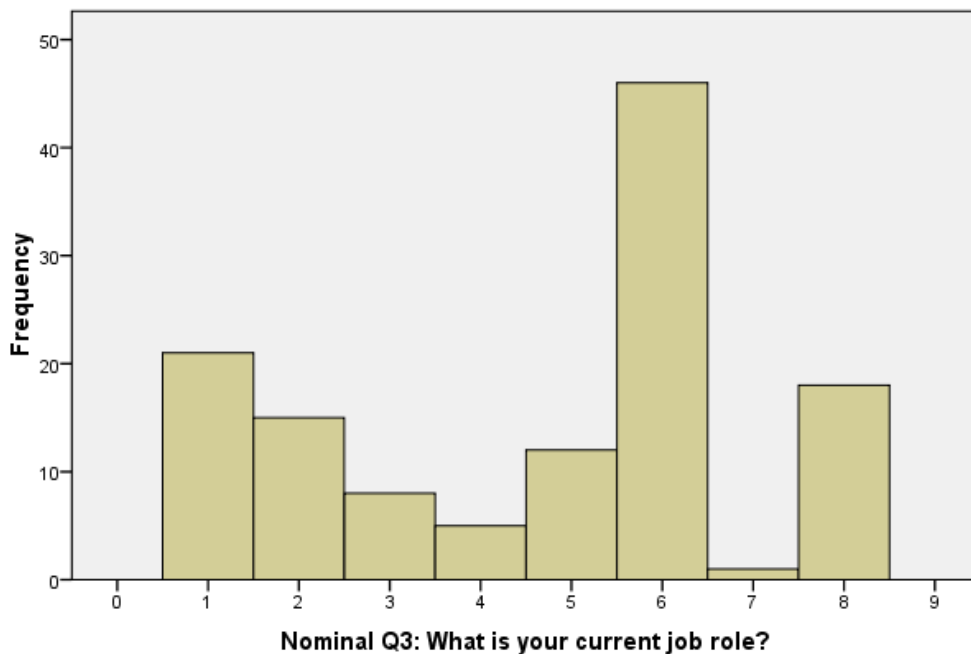
Nominal Q3: What is your current job role?

N	Valid	126
	Missing	0

Nominal Q3: What is your current job role?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Patent attorney (internal)	21	16.7	16.7	16.7
2 = Patent attorney (outside counsel)	15	11.9	11.9	28.6
3 = Patent agent (internal)	8	6.3	6.3	34.9
4 = Patent agent (external)	5	4.0	4.0	38.9
5 = Business/Marketing/Strategy Professional	12	9.5	9.5	48.4
6 = Information Professional/Library Sciences	46	36.5	36.5	84.9
7 = Researcher/Innovator/R&D	1	.8	.8	85.7
8 = Other	18	14.3	14.3	100.0
Total	126	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Question 3_2: If you selected “other” to answer question 3, please identify and describe your intellectual property function.

The following verbatim text strings were submitted by some respondents who selected “Other” in response to question 3.

1. Product Director
2. Project Manager for Patent Information
3. IP Specialist (internal)
4. Chemical patent and literature searcher
5. Science Expert
6. Knowledge Manager
7. Chemical Patent Searcher
8. IT
9. Competitive intelligence
10. I am a Pharmaceutical Consultant with IP responsibilities for my company which involves patent analysis through patent expiration determination
11. Managing Director
12. Regional representative
13. Director of Intellectual Property
14. Patent Search Business
15. President
16. patent strategies consultant

Even though the Patent Search Committee believes one or more of these respondents could have selected one of the predefined intellectual property function categories, as opposed to selecting “other”, the Patent Search Committee respected the opinion of the respondents and did not attempt reclassification based on these comments.

IPO Patent Landscape Survey Report

Question 4: How many years of experience do you have in your current role?

Statistics

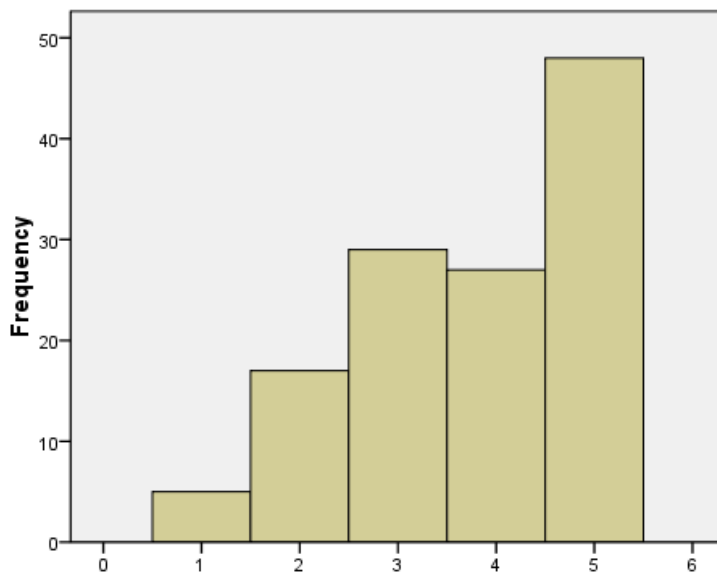
Scale Q4: How many years of experience do you have in your current role?

N	Valid	126
	Missing	0
	Mean	4
	Median	4
	Mode	5

Scale Q4: How many years of experience do you have in your current role?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Less than or equal to one (1) year	5	4.0	4.0	4.0
2 = More than one (1) year, but less than or equal to five (5) years	17	13.5	13.5	17.5
3 = More than five (5) years, but less than or equal to ten (10) years	29	23.0	23.0	40.5
4 = More than ten (10) years, but less than or equal to fifteen (15) years	27	21.4	21.4	61.9
5 = More than fifteen (15) years	48	38.1	38.1	100.0
Total	126	100.0	100.0	

Histogram



Mean = 3.76
Std. Dev. = 1.209
N = 126

Scale Q4: How many years of experience do you have in your current role?

IPO Patent Landscape Survey Report

Question 5: What specific patent search tools does your organization use?

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$SearchTool ^a	124	98.4%	2	1.6%	126	100.0%

a. Dichotomy group tabulated at value 1.

\$SearchTool Frequencies

		Responses		
		N	Percent	Percent of Cases
SearchTool	AcclaimIP	1	.2%	.8%
	Amberscope	1	.2%	.8%
	Anavist	1	.2%	.8%
	Aureka	1	.2%	.8%
	CollectiveIP	1	.2%	.8%
	Delphion	24	5.0%	19.4%
	DialogPRO	23	4.8%	18.5%
	DWPI	3	.6%	2.4%
	Espacenet	82	17.0%	66.1%
	FreePatentsOnline	21	4.4%	16.9%
	Genome Quest	2	.4%	1.6%
	Google Patent Search	61	12.7%	49.2%
	Innography	4	.8%	3.2%
	Intellixir	1	.2%	.8%
	IPVision	1	.2%	.8%
	IPStreet	1	.2%	.8%
	JP-NETe	3	.6%	2.4%
	MicroPatent PatentWeb	14	2.9%	11.3%
	None	3	.6%	2.4%
	Questel Orbit	19	3.9%	15.3%
	Pantros	1	.2%	.8%
	PatBase	38	7.9%	30.6%
	PatBase Express	11	2.3%	8.9%

IPO Patent Landscape Survey Report

PatentCafe'	1	.2%	.8%
Patent Lens	11	2.3%	8.9%
PatentWeb	6	1.2%	4.8%
Patentscope	7	1.5%	5.6%
Patseer	2	.4%	1.6%
Patstat	1	.2%	.8%
Petapator	1	.2%	.8%
ProQuest	2	.4%	1.6%
ProSearchTM	2	.4%	1.6%
QPat	12	2.5%	9.7%
Qweb	6	1.2%	4.8%
Relecura	2	.4%	1.6%
SciFinder	1	.2%	.8%
STN	28	5.8%	22.6%
SumoBrain	1	.2%	.8%
SureChem	4	.8%	3.2%
Surf-IP	5	1.0%	4.0%
The Lens	1	.2%	.8%
Thomson Innovation	37	7.7%	29.8%
Lexis Nexus TotalPatent	9	1.9%	7.3%
USPTO East	25	5.2%	20.2%
VantagePoint	1	.2%	.8%
Total	482	100.0%	388.7%

IPO Patent Landscape Survey Report

Question 6a: Are you familiar with patent landscaping?

Statistics

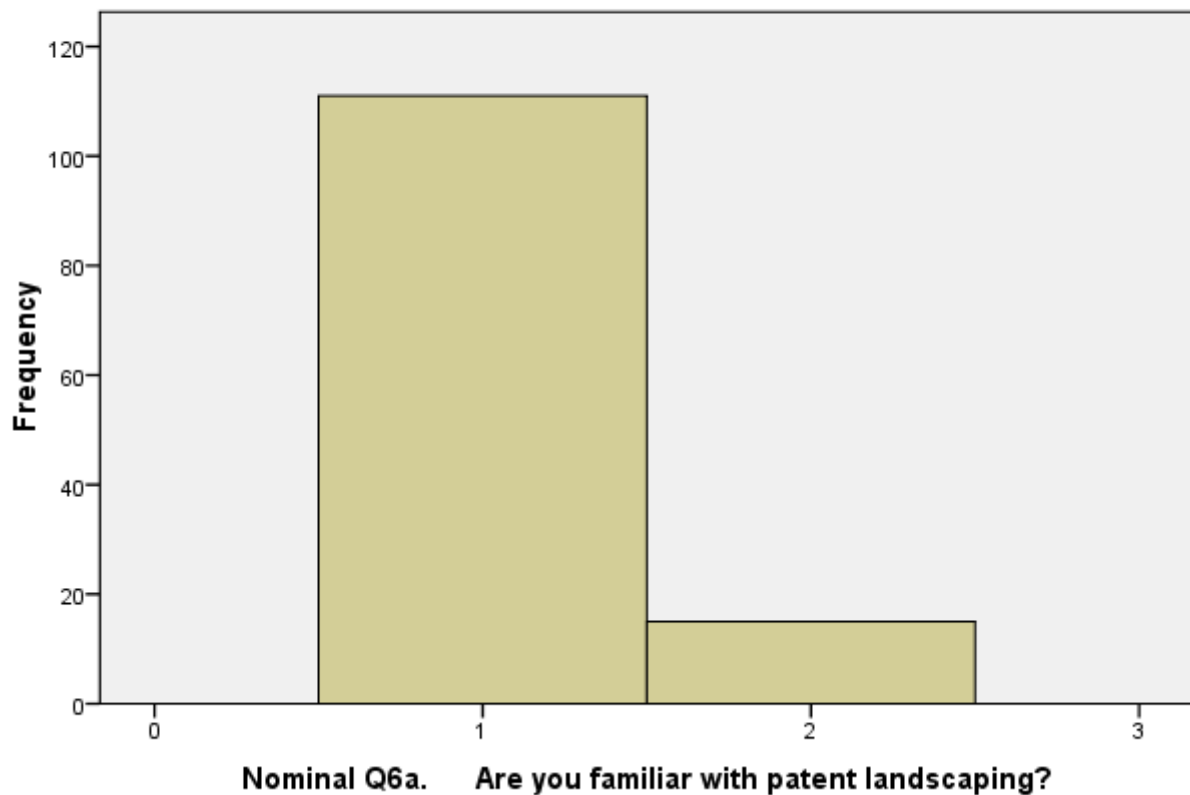
Nominal Q6a. Are you familiar with patent landscaping?

N	Valid	126
	Missing	0

Nominal Q6a. Are you familiar with patent landscaping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 = Yes	111	88.1	88.1	88.1
	2 = No	15	11.9	11.9	100.0
Total		126	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Question 6b: If you selected “No” with respect to question 6a, would you like to learn more about patent landscaping (yes or no)?

Even though only 15 respondents answered question 6a in the negative (no), 43 respondents elected to answer question 6b. This inconsistency is assumed to be a misunderstanding on the behalf of many respondents.

Statistics

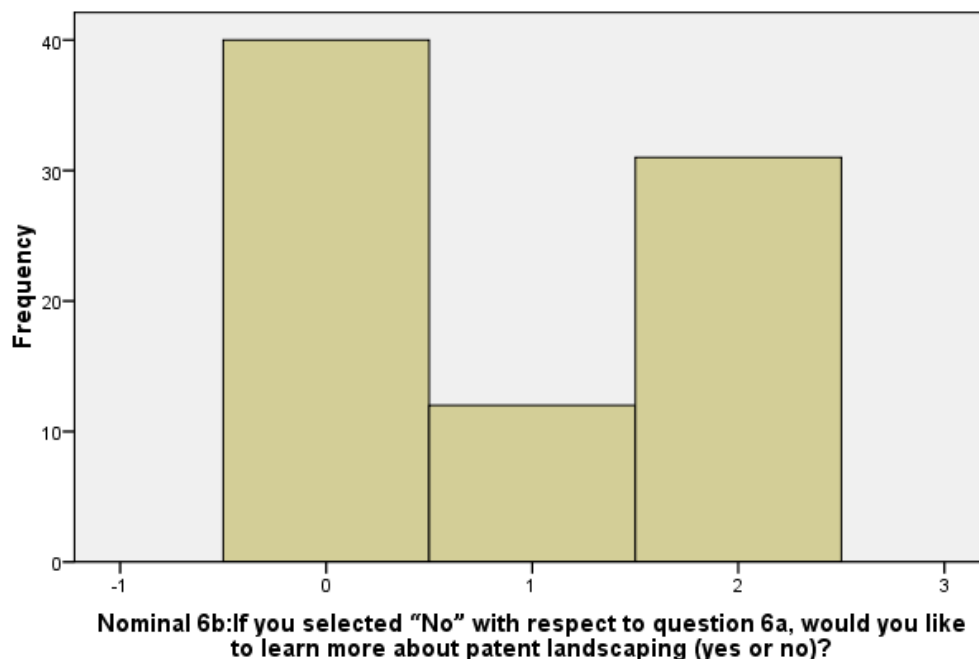
Nominal 6b: If you selected “No” with respect to question 6a, would you like to learn more about patent landscaping (yes or no)?

N	Valid	83
	Missing	43

Nominal 6b: If you selected “No” with respect to question 6a, would you like to learn more about patent landscaping (yes or no)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 = Not Answered	40	31.7	48.2	48.2
	1 = Yes	12	9.5	14.5	62.7
	2 = No	31	24.6	37.3	100.0
	Total	83	65.9	100.0	
Missing	System	43	34.1		
Total		126	100.0		

Histogram



IPO Patent Landscape Survey Report

Question 6c: If you selected “Yes” to answer question 6a, do you agree with the definition of patent landscaping as it was provided?

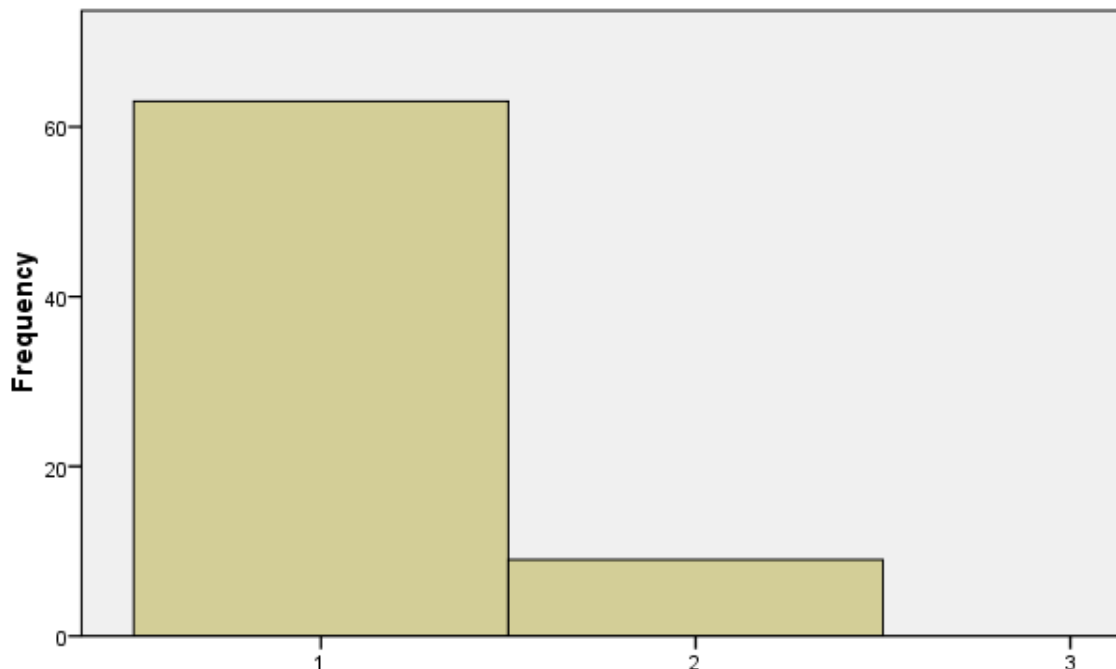
Missing records, where question 6c was not answered, have been filtered out. Also, despite the fact that 111 respondents answered question 6 in the affirmative (yes), 39 respondents elected not to answer question 6c.

Statistics

Nominal Q6c. If you selected “Yes” to answer question 6a, do you agree with the definition of patent landscaping as it was provided? The definition was provided just before question 6a as follows: "A patent landscape study is the end product of a patent search and analysis investigation involving a large number of patent documents where the selected prior art is analyzed and organized by one or more categorization methods and presented both numerically and graphically. Conclusions may be drawn with respect to past patent filing activity based on empirical evidence."

N		Valid	72	
		Missing	0	
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 = Yes	63	87.5	87.5
	2 = No	9	12.5	100.0
	Total	72	100.0	100.0

Histogram



Nominal Q6c. If you selected “Yes” to answer question 6a, do you agree with the definition of patent landscaping as it was provided?

IPO Patent Landscape Survey Report

Question 7: Does your company set aside a specific annual budget for patent landscape studies?

Statistics

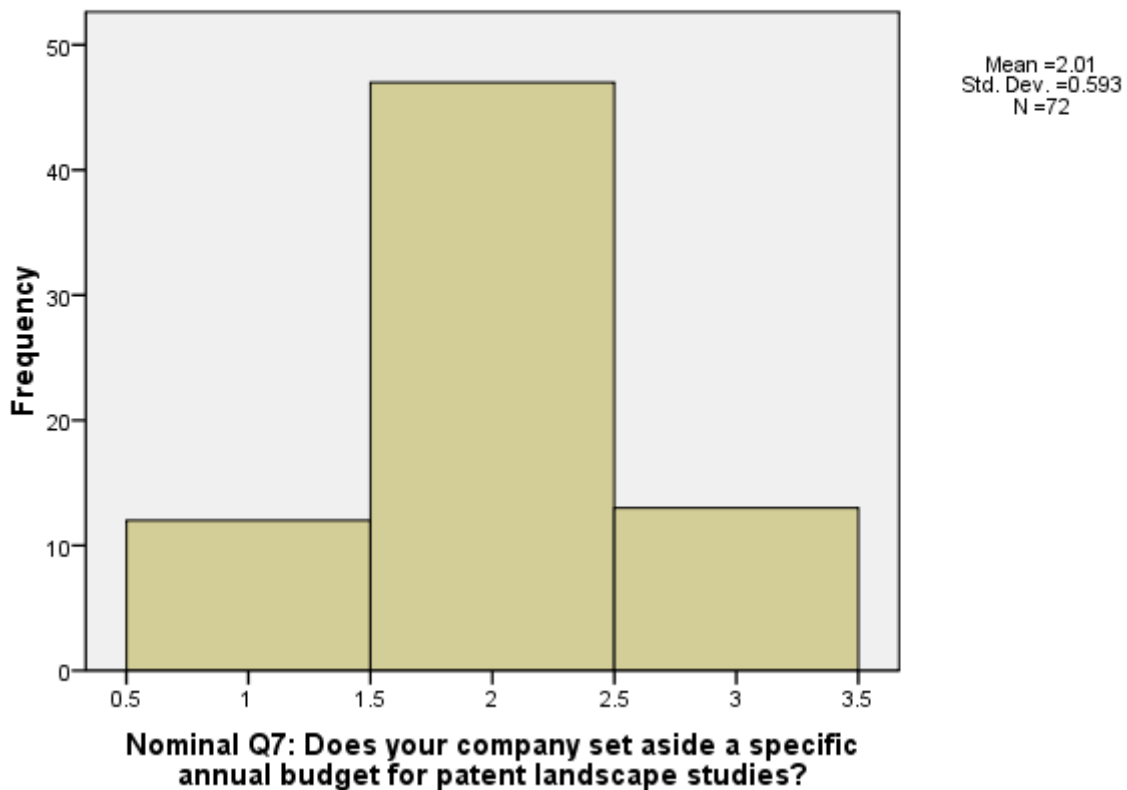
Nominal Q7: Does your company set aside a specific annual budget for patent landscape studies?

N	Valid	72
	Missing	0

Nominal Q7: Does your company set aside a specific annual budget for patent landscape studies?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Yes	12	16.7	16.7	16.7
2 = No	47	65.3	65.3	81.9
3 = Not applicable	13	18.1	18.1	100.0
Total	72	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Question 8_1: What types of landscaping analysis tools does your organization use?

Response records were filtered out UNLESS at least one of the Q8 question was answered. This is why the number of missing cases equals zero.

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$AnalysisTools ^a	69	100.0%	0	.0%	69	100.0%

a. Dichotomy group tabulated at value 1.

\$AnalysisTools Frequencies

		Responses		
		N	Percent	Percent of Cases
AnalysisTools	Nominal Q8: Patent search engines	52	28.4%	75.4%
	Nominal Q8: Cluster analysis of patent text	36	19.7%	52.2%
	Nominal Q8: Factor analysis of patent text	15	8.2%	21.7%
	Nominal Q8: Patent analysis using correlation matrices	17	9.3%	24.6%
	Nominal Q8: Patent analysis using co-occurrence matrices	18	9.8%	26.1%
	Nominal Q8: Natural Language Processing (NLP)	17	9.3%	24.6%
	Nominal Q8: Unknown (outside vendors perform analysis)	14	7.7%	20.3%
	Nominal Q8: Other	14	7.7%	20.3%
	Total	183	100.0%	265.2%

IPO Patent Landscape Survey Report

Question 8_2: If selected "other" to answer question 8, what types landscaping analysis tools does your organization use?

1. Network Patent Analysis
2. Manual methods
3. Manual reading for technical analysis
4. Visualization
5. Network, geospatial, classification
6. Proprietary. We have our own in situ.
7. Excel
8. Network analysis, trend analysis
9. Semantic
10. Patent valuation using weighted patent indicators
11. Generally don't do landscaping
12. Visualization and mapping; semantic and linguistic analysis; heuristic and rules-based analysis; Lots of Excel
13. Statistical valuation
14. Human input/analysis of assignee/claims/legal status
15. Internal Subject-matter expert reviews & classification

IPO Patent Landscape Survey Report

Question 9: How many patent landscape studies has your organization conducted or contracted in the past two (2) years?

Response records were filtered out if Q9 was not answered or answered as "unknown".

Statistics

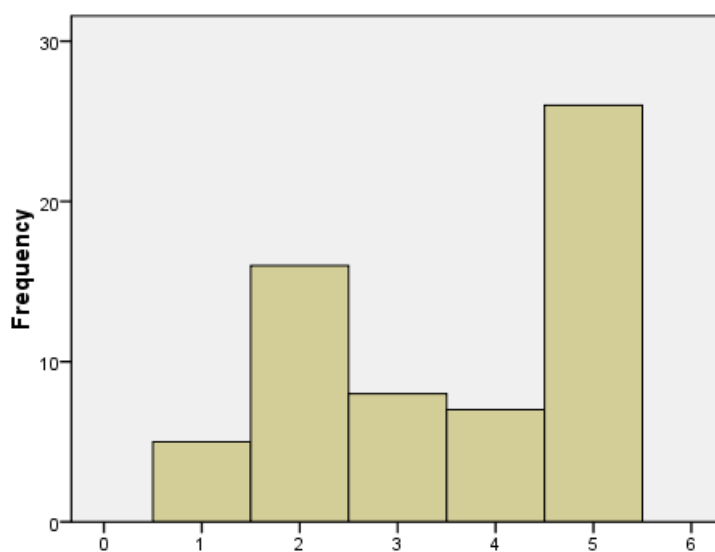
Scale Q9: How many patent landscape studies has your organization conducted or contracted in the past two (2) years?

N	Valid	62
	Missing	0
	Mean	4
	Median	4
	Mode	5

Scale Q9: How many patent landscape studies has your organization conducted or contracted in the past two (2) years?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = None	5	8.1	8.1	8.1
2 = More than zero (0), but less than or equal to five (5)	16	25.8	25.8	33.9
3 = More than five (5), but less than or equal to ten (10)	8	12.9	12.9	46.8
4 = More than ten (10), but less than or equal to fifteen (15)	7	11.3	11.3	58.1
5 = More than fifteen (15)	26	41.9	41.9	100.0
Total	62	100.0	100.0	

Histogram



Mean =3.53
Std. Dev. =1.457
N =62

Scale Q9: How many patent landscape studies has your organization conducted or contracted in the past two (2) years?

IPO Patent Landscape Survey Report

Question 10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

Response records were filtered out if Q9 was not answered.

Statistics

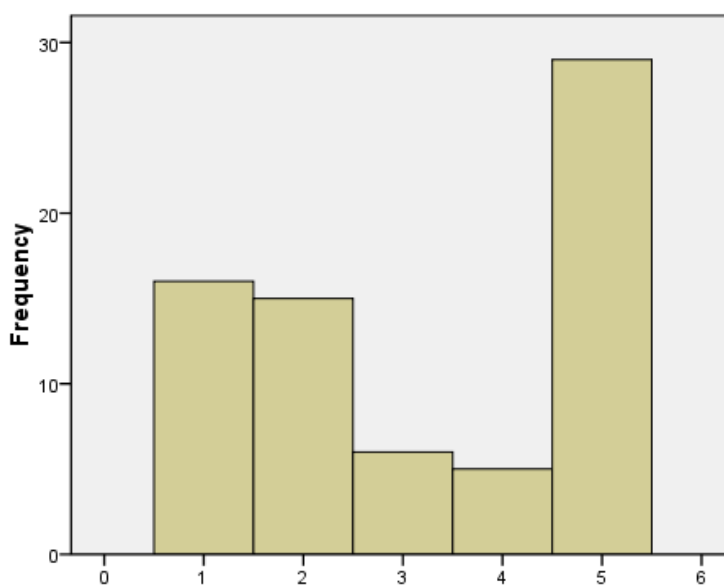
Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

N	Valid	71
	Missing	0
	Mean	3
	Median	3
	Mode	5

Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = None	16	22.5	22.5	22.5
2 = More than zero (0), but less than or equal to two (2)	15	21.1	21.1	43.7
3 = More than two (2), but less than or equal to four (4)	6	8.5	8.5	52.1
4 = More than four (4), but less than or equal to six (6)	5	7.0	7.0	59.2
5 = More than six (6)	29	40.8	40.8	100.0
Total	71	100.0	100.0	

Histogram



Mean = 3.23
Std. Dev. = 1.675
N = 71

Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?

IPO Patent Landscape Survey Report

Question 11: How many persons in your organization perform patent landscape studies?

Response records were filtered out if Q11 was not answered.

Statistics

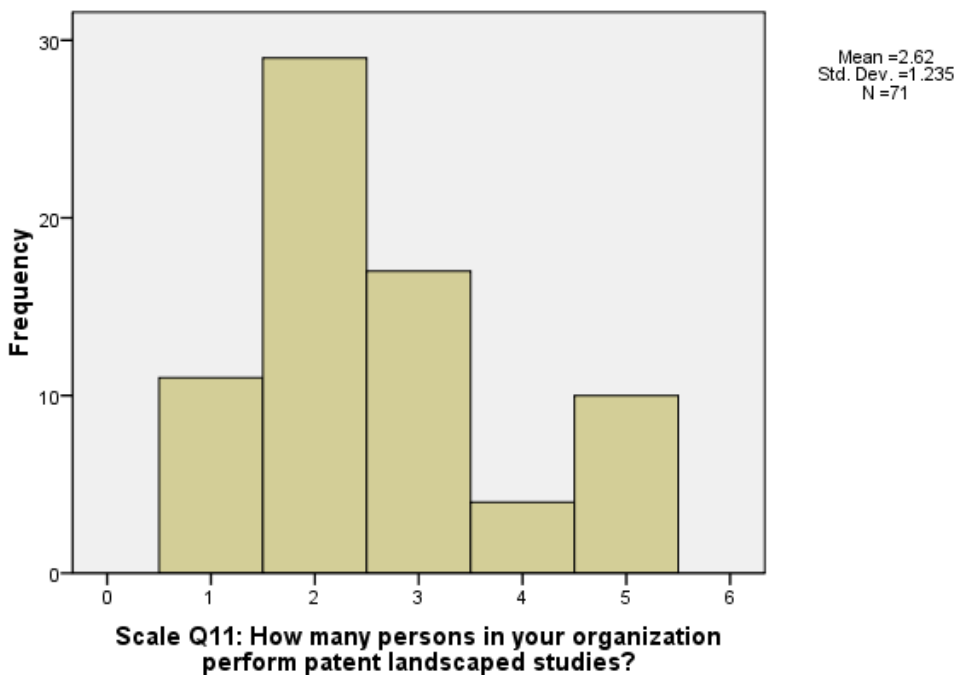
Scale Q11: How many persons in your organization perform patent landscape studies?

N	Valid	71
	Missing	0
	Mean	3
	Median	2
	Mode	2

Scale Q11: How many persons in your organization perform patent landscape studies?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = None	11	15.5	15.5	15.5
2 = More than zero (0), but less than or equal to two (2)	29	40.8	40.8	56.3
3 = More than two (2), but less than or equal to four (4)	17	23.9	23.9	80.3
4 = More than four (4), but less than or equal to six (6)	4	5.6	5.6	85.9
5 = More than six (6)	10	14.1	14.1	100.0
Total	71	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Questions 12: Please provide your feedback with respect to the following statement: The reason my organization conducts / commissions patent landscape studies is *fill in the blank*.

Response records were filtered out if ANY Q12 was not answered.

Statistics

	Likert Q12: to help make informed IP strategy decisions	Likert Q12: to monitor patent filing trends of competitors	Likert Q12: to assist R&D groups with potential research initiatives	Likert Q12: to identify potential license-in / acquisition targets	Likert Q12: to identify license-out opportunities	Likert Q12: to help identify needed talent or expert witnesses	Likert Q12: to identify JV or research partners, customers, or suppliers
N Valid	68	68	68	68	68	68	68
Missing	0	0	0	0	0	0	0
Mean	4.21	4.06	4.03	3.51	3.24	2.60	3.37
Median	4.00	4.00	4.00	4.00	3.00	3.00	3.00
Mode	5	4	5	4	3	2 ^a	4

a. Multiple modes exist. The smallest value is shown

Question 12_1: to help make informed IP strategy decisions

Likert Q12: to help make informed IP strategy decisions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	1	1.5	1.5	1.5
2 = Disagree	2	2.9	2.9	4.4
3 = Neither Agree nor Disagree	10	14.7	14.7	19.1
4 = Agree	24	35.3	35.3	54.4
5 = Strongly Agree	31	45.6	45.6	100.0
Total	68	100.0	100.0	

Likert Q12: to help make informed IP strategy decisions

Mean = 4.21
Std. Dev. = 0.907
N = 68

IPO Patent Landscape Survey Report

Question 12_2: to monitor patent filing trends of competitors

Likert Q12: to monitor patent filing trends of competitors

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	2	2.9	2.9	2.9
2 = Disagree	4	5.9	5.9	8.8
3 = Neither Agree nor Disagree	7	10.3	10.3	19.1
4 = Agree	30	44.1	44.1	63.2
5 = Strongly Agree	25	36.8	36.8	100.0
Total	68	100.0	100.0	

Question12_3: to assist R&D groups with potential research initiatives

Likert Q12: to assist R&D groups with potential research initiatives

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	2	2.9	2.9	2.9
2 = Disagree	2	2.9	2.9	5.9
3 = Neither Agree nor Disagree	14	20.6	20.6	26.5
4 = Agree	24	35.3	35.3	61.8
5 = Strongly Agree	26	38.2	38.2	100.0
Total	68	100.0	100.0	

IPO Patent Landscape Survey Report

Question 12_4: to identify potential license-in / acquisition targets

Likert Q12: to identify potential license-in / acquisition targets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	4	5.9	5.9	5.9
2 = Disagree	8	11.8	11.8	17.6
3 = Neither Agree nor Disagree	17	25.0	25.0	42.6
4 = Agree	27	39.7	39.7	82.4
5 = Strongly Agree	12	17.6	17.6	100.0
Total	68	100.0	100.0	

Question 12_5: to identify license-out opportunities

Likert Q12: to identify license-out opportunities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	5	7.4	7.4	7.4
2 = Disagree	10	14.7	14.7	22.1
3 = Neither Agree nor Disagree	25	36.8	36.8	58.8
4 = Agree	20	29.4	29.4	88.2
5 = Strongly Agree	8	11.8	11.8	100.0
Total	68	100.0	100.0	

IPO Patent Landscape Survey Report

Question 12_6: to help identify needed talent or expert witnesses

Likert Q12: to help identify needed talent or expert witnesses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	14	20.6	20.6	20.6
2 = Disagree	19	27.9	27.9	48.5
3 = Neither Agree nor Disagree	19	27.9	27.9	76.5
4 = Agree	12	17.6	17.6	94.1
5 = Strongly Agree	4	5.9	5.9	100.0
Total	68	100.0	100.0	

Question 12_7: to identify JV or research partners, customers, or suppliers

Likert Q12: to identify JV or research partners, customers, or suppliers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	5	7.4	7.4	7.4
2 = Disagree	7	10.3	10.3	17.6
3 = Neither Agree nor Disagree	23	33.8	33.8	51.5
4 = Agree	24	35.3	35.3	86.8
5 = Strongly Agree	9	13.2	13.2	100.0
Total	68	100.0	100.0	

IPO Patent Landscape Survey Report

Question 12_8: Please describe any reason for conducting / commissioning a patent landscape study not listed in question 12 that you feel is important.

The following represent verbatim comments, except for correction of misspelled words. One comment was eliminated because it was risked loss of anonymity for the respondent.

1. To identify the leading patents in an area
2. We are commissioned by our clients - their reason is our reason
3. At least three metrics are missing from the list: (1.) To monitor the abandonment rates of granted U.S. patents in a field of interest. (2.) To track the collaborations and types of collaborations in a field of interest. (3.) To track litigation rates in a field of interest
4. Part of IP strategy includes renewal/abandonment decisions in portfolio maintenance
Investigate utility - concluded not useful at present
5. White space analysis; improve valuation assumptions; depict competitive positions
6. To better understand the patents in our portfolio in preparation to use them in defensive counter-assertions or invalidation efforts of asserted patents
7. We do not conduct patent landscaping

IPO Patent Landscape Survey Report

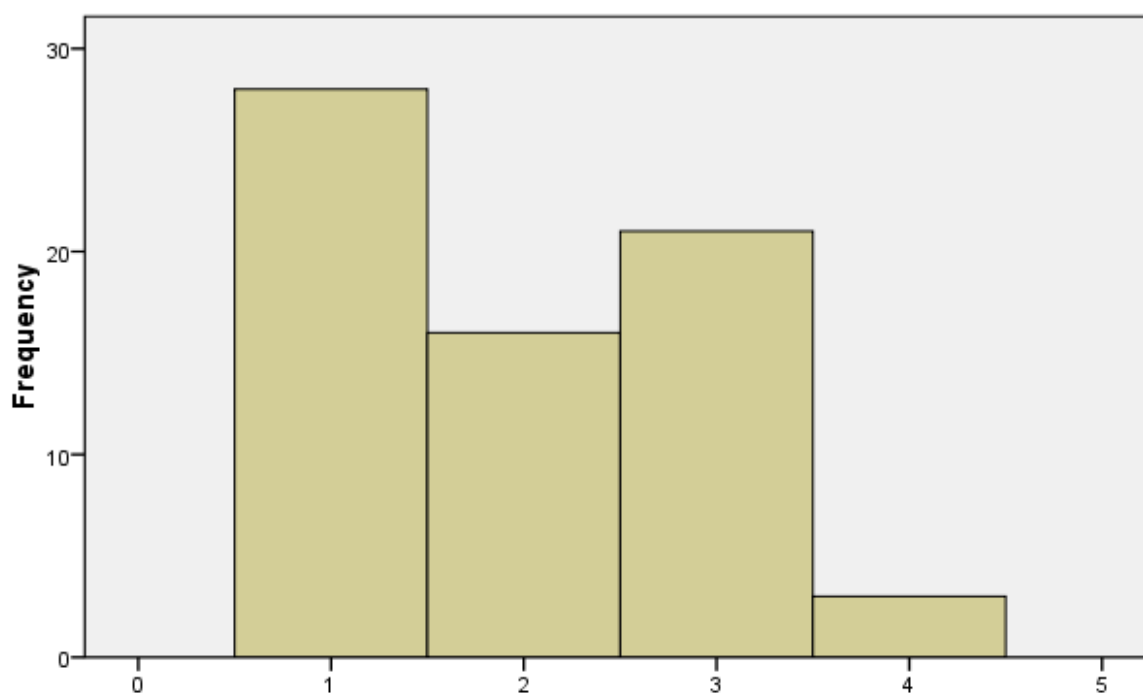
Question 13: Which of the following resource categories accurately describe the source of patent landscape studies for your organization?

Response records were filtered out if Q13 was not answered.

Nominal Q13: Which of the following resource categories accurately describe the source of patent landscape studies for your organization?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Internal resource	28	41.2	41.2	41.2
2 = External vendor	16	23.5	23.5	64.7
3 = Mixture of internal and external resources	21	30.9	30.9	95.6
4 = Other	3	4.4	4.4	100.0
Total	68	100.0	100.0	

Histogram



Nominal Q13: Which of the following resource categories accurately describe the source of patent landscape studies for your organization?

IPO Patent Landscape Survey Report

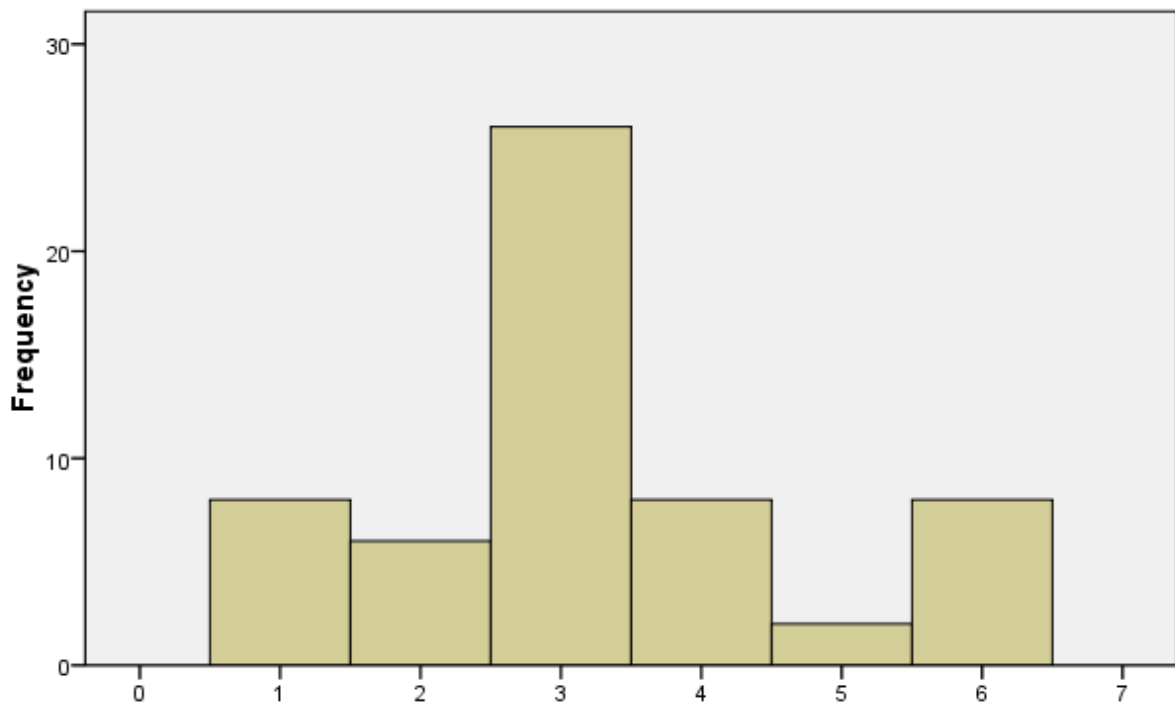
Question 14_1: If you chose "internal resource" to answer question 13, who in your organization is tasked with conducting landscape work.

Response records were filtered out if Q14 was not answered.

Nominal Q14: If you chose "internal resource" to answer question 13, who in your organization is tasked with conducting landscape work.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Patent attorney	8	13.8	13.8	13.8
2 = Patent agent	6	10.3	10.3	24.1
3 = Information professional/librarian	26	44.8	44.8	69.0
4 = Business/marketing/strategy personnel	8	13.8	13.8	82.8
5 = R&D staff	2	3.4	3.4	86.2
6 = Other	8	13.8	13.8	100.0
Total	58	100.0	100.0	

Histogram



Nominal Q14: If you chose "internal resource" to answer question 13, who in your organization is tasked with conducting landscape work.

IPO Patent Landscape Survey Report

Question 14_2: If you selected "other" to answer question 14, please describe the internal resource not listed in question 14.

The following represent verbatim comments, except for correction of misspelled words.

1. IP Specialist
2. We are still trying to figure out the answer to this question - they want it done, but don't want to give anyone time to train, yet don't want to pay a vendor
3. All science experts at our firm
4. Knowledge Manager
5. Both patent agents and info professionals
6. Both information professional and Business analysts
7. Patent agents and Information Professionals
8. Retired R&D director
9. Information professional/librarian; patent

IPO Patent Landscape Survey Report

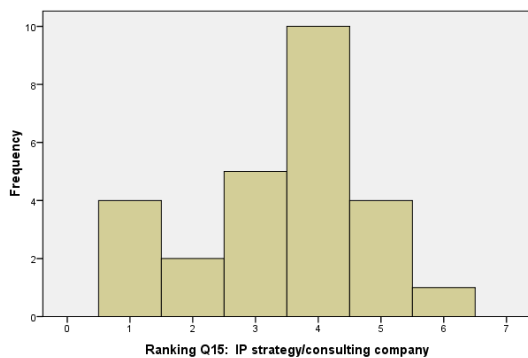
Question 15: If you chose "External vendor" in question 14, please rank the type of vendors who provide your organization with this service based on a 1 to 6 scale with 1 representing the most important benefit and 6 the least important benefit.

Response records were filtered out if ANY Q15 was not answered.

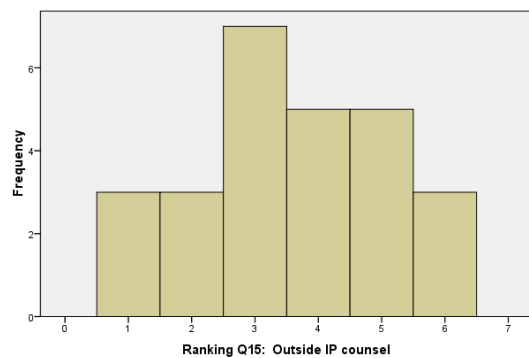
Statistics

	Ranking Q15: IP strategy/consulting company	Ranking Q15: Outside IP counsel	Ranking Q15: Prior art search and analysis firm	Ranking Q15: Industry-specific consultant	Ranking Q15: Patent/prior art search platform provider	Ranking Q15: Other
N Valid	26	26	26	26	26	26
Missing	0	0	0	0	0	0
Mode	3	4	1	5	2	6

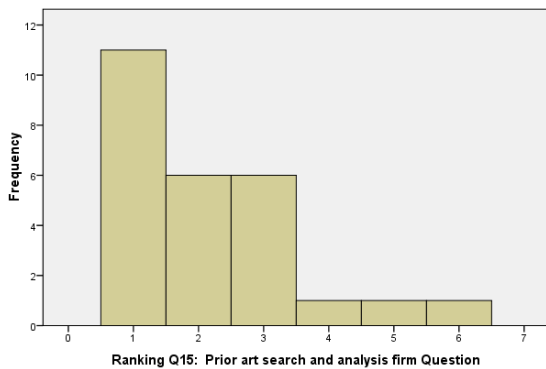
Ranking Q15: IP strategy/consulting company



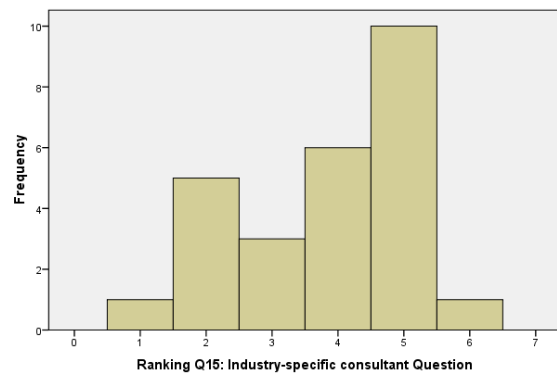
Ranking Q15: Outside IP counsel



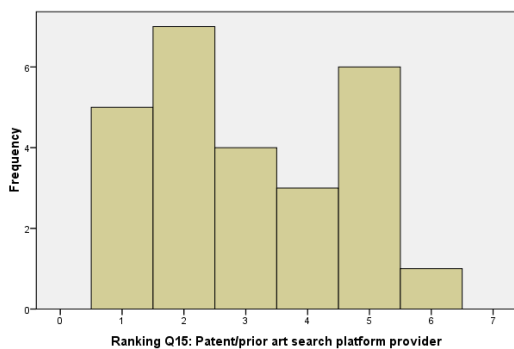
Ranking Q15: Prior art search and analysis firm Question



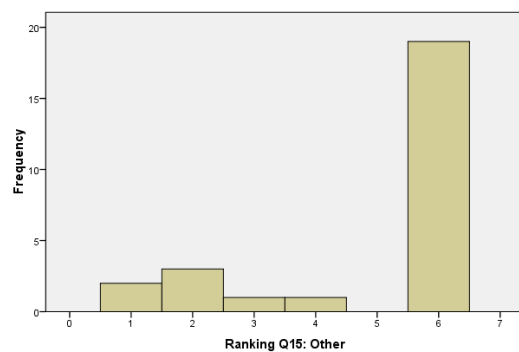
Ranking Q15: Industry-specific consultant Question



Ranking Q15: Patent/prior art search platform provider



Ranking Q15: Other



IPO Patent Landscape Survey Report

Question 15_2: If you chose "External vendor" in question 14, please rank the **type of vendors** who provide your organization with this service based on a 1 to 6 scale with 1 representing the most important benefit and 6 the least important benefit.

1. This was a very hard question for me to answer: I provide, or can provide, all of those services in some degree to my clients.
2. Ambercite
3. I don't have enough experience with this to answer the question.
4. **If you chose External vendor" in question 14" Hopefully you meant Q 13.**
5. In question 15 don't make me assign a different rank to each vendor. Multiple vendors have the same low rank

Question 16: With respect to question 15, if you chose any answer type EXCEPT "Internal resource" please provide your organization's level of agreement or disagreement with the following statements:

Response records were filtered out if ANY Q16 was not answered.

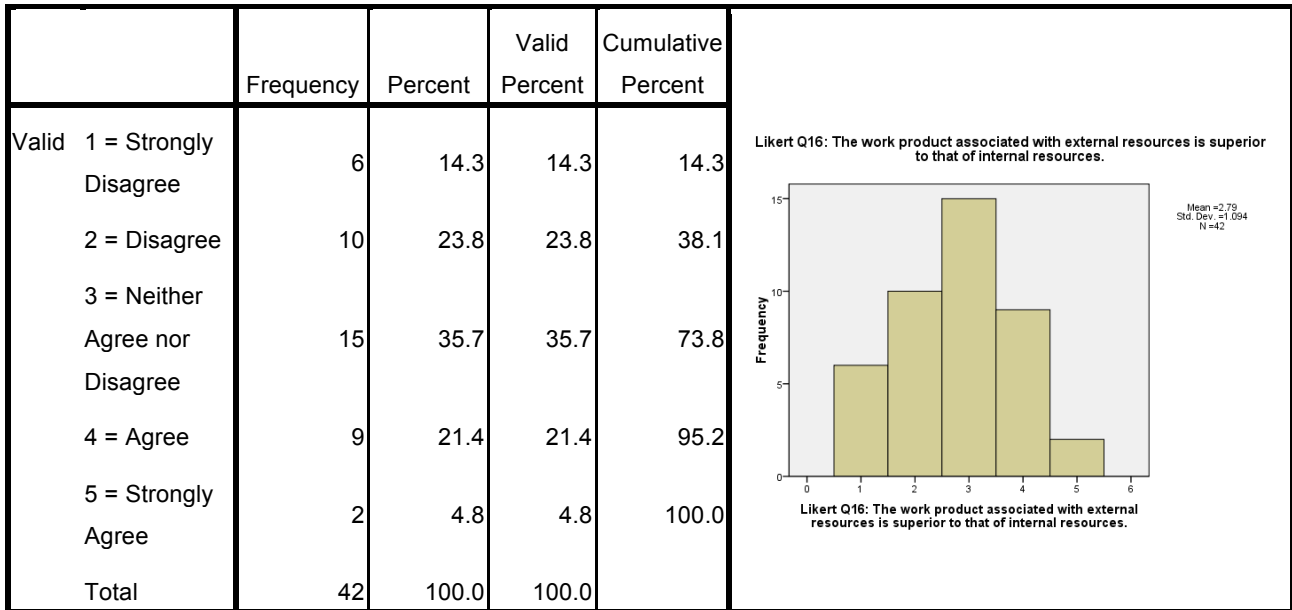
Statistics

	Likert Q16: The work product associated with external resources is superior to that of internal resources.	Likert Q16: External resources are more cost-effective than internal resources.	Likert Q16: My organization has no internal resources to support patent landscape work.	Likert Q16: Internal resources are too busy with other work and do not conduct patent landscape studies.	Likert Q16: Internal resources do not have patent landscaping expertise.	Likert Q16: Patent landscaping/analysis tools are too expensive for internal use.	Likert Q16: Patent landscaping/analysis tools require too much training for internal use.
N Valid	42	42	42	42	42	42	42
Missing	0	0	0	0	0	0	0
Mean	2.79	3.02	2.98	3.10	2.50	2.60	2.60
Median	3.00	3.00	3.00	3.00	2.00	3.00	3.00
Mode	3	3	4	4	2	3	3

IPO Patent Landscape Survey Report

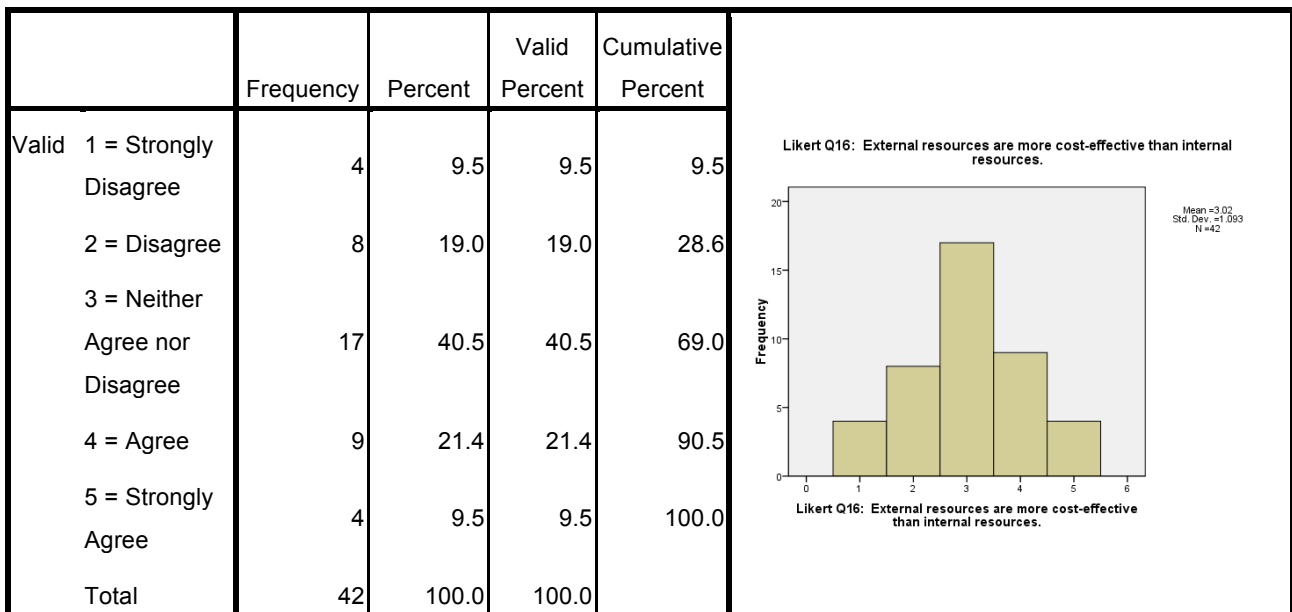
Question 16_1: The work product associated with external resources is superior to that of internal resources.

Likert Q16: The work product associated with external resources is superior to that of internal resources.



Question 16_2: External resources are more cost-effective than internal resources.

Likert Q16: External resources are more cost-effective than internal resources.



IPO Patent Landscape Survey Report

Question 16_3: My organization has no internal resources to support patent landscape work.

Likert Q16: My organization has no internal resources to support patent landscape work.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	8	19.0	19.0	19.0
2 = Disagree	7	16.7	16.7	35.7
3 = Neither Agree nor Disagree	10	23.8	23.8	59.5
4 = Agree	12	28.6	28.6	88.1
5 = Strongly Agree	5	11.9	11.9	100.0
Total	42	100.0	100.0	

Likert Q16: My organization has no internal resources to support patent landscape work.

Mean = 2.98
Std. Dev. = 1.316
N = 42

Likert Q16: My organization has no internal resources to support patent landscape work.

Question 16_4: Internal resources are too busy with other work and do not conduct patent landscape studies.

Likert Q16: Internal resources are too busy with other work and do not conduct patent landscape studies.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 = Not Answered	2	4.8	4.8	4.8
1 = Strongly Disagree	3	7.1	7.1	11.9
2 = Disagree	6	14.3	14.3	26.2
3 = Neither Agree nor Disagree	11	26.2	26.2	52.4
4 = Agree	18	42.9	42.9	95.2
5 = Strongly Agree	2	4.8	4.8	100.0
Total	42	100.0	100.0	

Likert Q16: Internal resources are too busy with other work and do not conduct patent landscape studies.

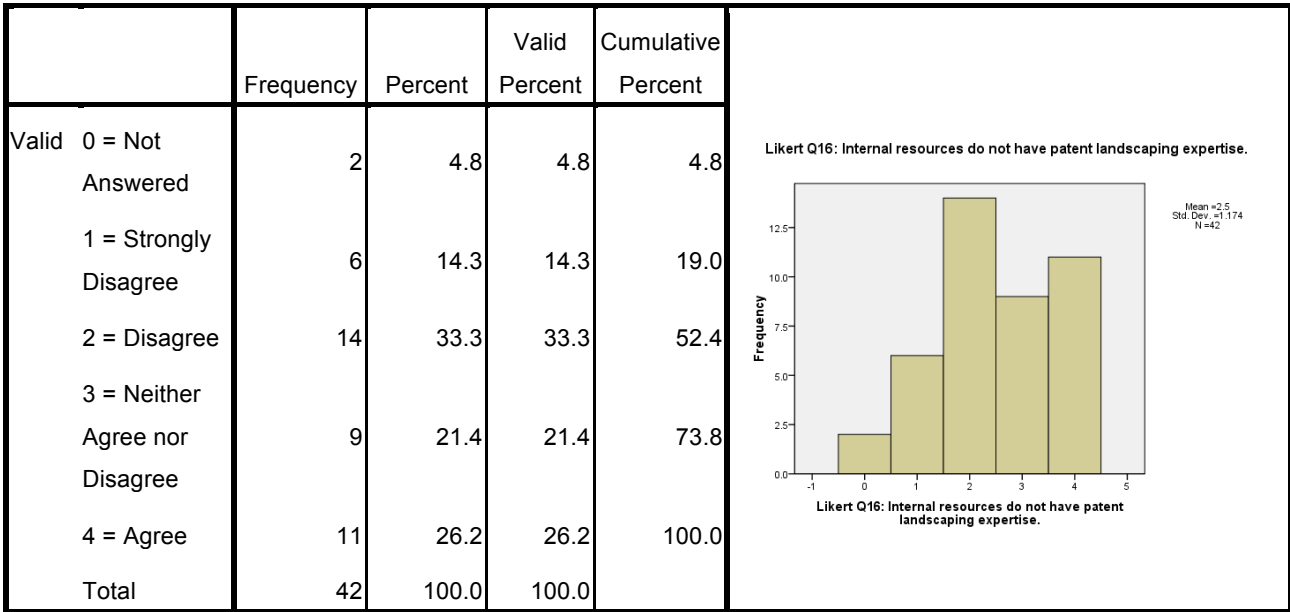
Mean = 3.1
Std. Dev. = 1.226
N = 42

Likert Q16: Internal resources are too busy with other work and do not conduct patent landscape studies.

IPO Patent Landscape Survey Report

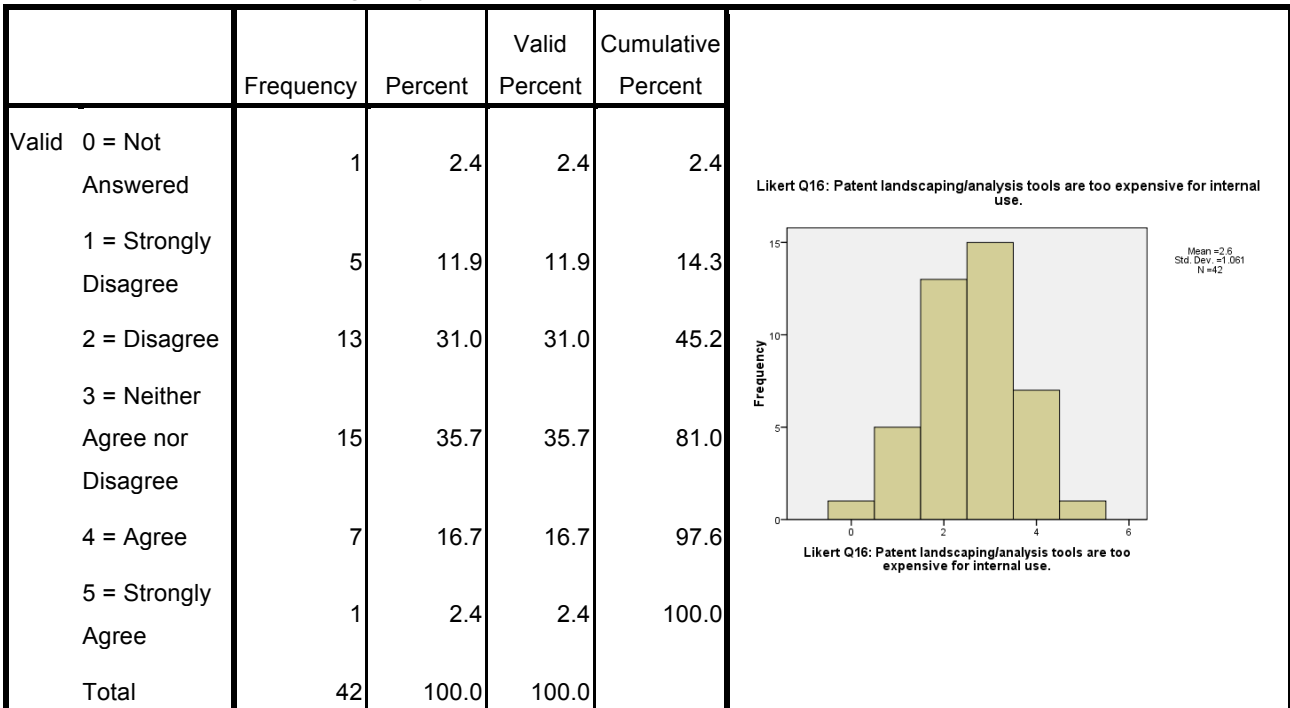
Question 16_5: Internal resources do not have patent landscaping expertise.

Likert Q16: Internal resources do not have patent landscaping expertise.



Question16_6: Patent landscaping/analysis tools are too expensive for internal use.

Likert Q16: Patent landscaping/analysis tools are too expensive for internal use.



IPO Patent Landscape Survey Report

Question 16_7: Patent landscaping/analysis tools require too much training for internal use.

Likert Q16: Patent landscaping/analysis tools require too much training for internal use.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 = Not Answered	1	2.4	2.4	2.4
1 = Strongly Disagree	5	11.9	11.9	14.3
2 = Disagree	13	31.0	31.0	45.2
3 = Neither Agree nor Disagree	15	35.7	35.7	81.0
4 = Agree	7	16.7	16.7	97.6
5 = Strongly Agree	1	2.4	2.4	100.0
Total	42	100.0	100.0	

Likert Q16: Patent landscaping/analysis tools require too much training for internal use.

Mean = 2.6
Std. Dev. = 1.061
N = 42

Question 16_8: Please describe any reason your organization uses external resources to conduct patent landscape studies, not listed in question 16, that you feel is important.

The following represent verbatim comments, except for correction of misspelled words. One incomplete comment was omitted as it appeared to be an inadvertent text entry.

- Money
- I support individual inventors, start-ups, and SMEs that are just too small to support an internal patent landscaping function.
- It's not that they require too much training to use; it's that management doesn't understand the level of training period. They don't work with patents so they don't get it.
- very difficult to find devoted business, technical, legal expertise to focus on same project at same time - yet all views are needed for landscaping

IPO Patent Landscape Survey Report

Question 17: Patent landscape reports typically group patent documents by *fill in the blank* to communicate patent filing trends.

Response records were filtered out if ANY Q17 was not answered.

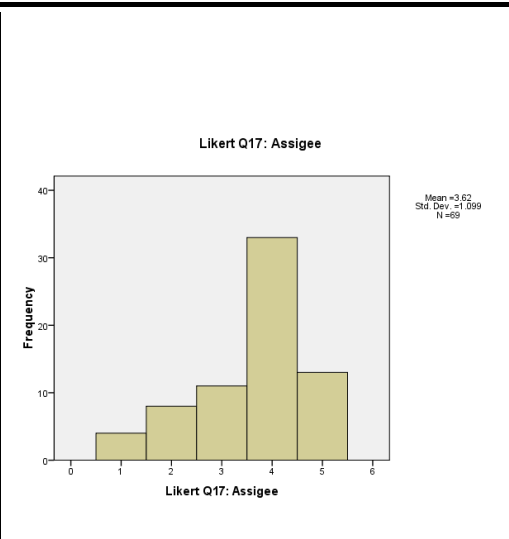
Statistics

	Likert Q17: Assignee	Likert Q17: Assignee (cleaned)	Likert Q17: Patent class (IPC / ECLA / USPC/...)	Likert Q17: Geo. (country code)	Likert Q17: Patent family info	Likert Q17: Legal status info	Likert Q17: Stat. based grouping (text cluster, ...)	Likert Q17: Algorithm based grouping (other than statistical)	Likert Q17: Manual based grouping (user defined taxonomy)
N Valid	69	69	69	69	69	69	69	69	69
Missing	0	0	0	0	0	0	0	0	0
Mean	3.62	4.10	3.43	3.64	3.81	3.35	3.45	3.20	3.83
Median	4.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00
Mode	4	5	4	4	4	3	4	3	4

Question 17_1: Assignee

Likert Q17: Assignee

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	4	5.8	5.8	5.8
2 = Disagree	8	11.6	11.6	17.4
3 = Neither Agree nor Disagree	11	15.9	15.9	33.3
4 = Agree	33	47.8	47.8	81.2
5 = Strongly Agree	13	18.8	18.8	100.0
Total	69	100.0	100.0	

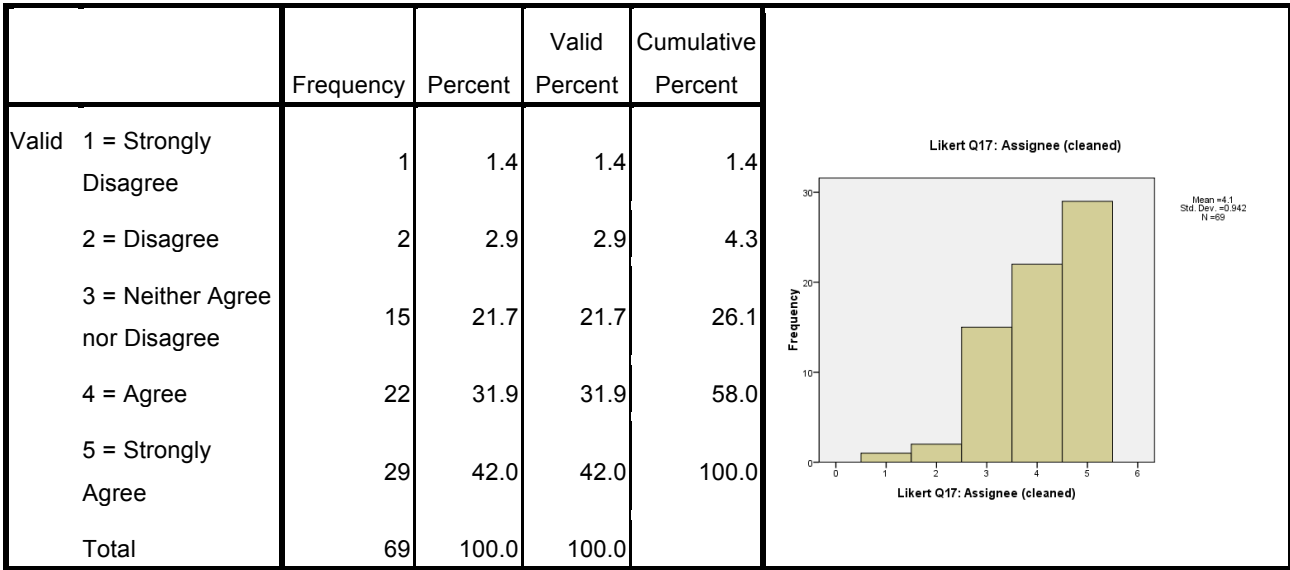


Mean = 3.62
Std. Dev. = 1.099
N = 69

IPO Patent Landscape Survey Report

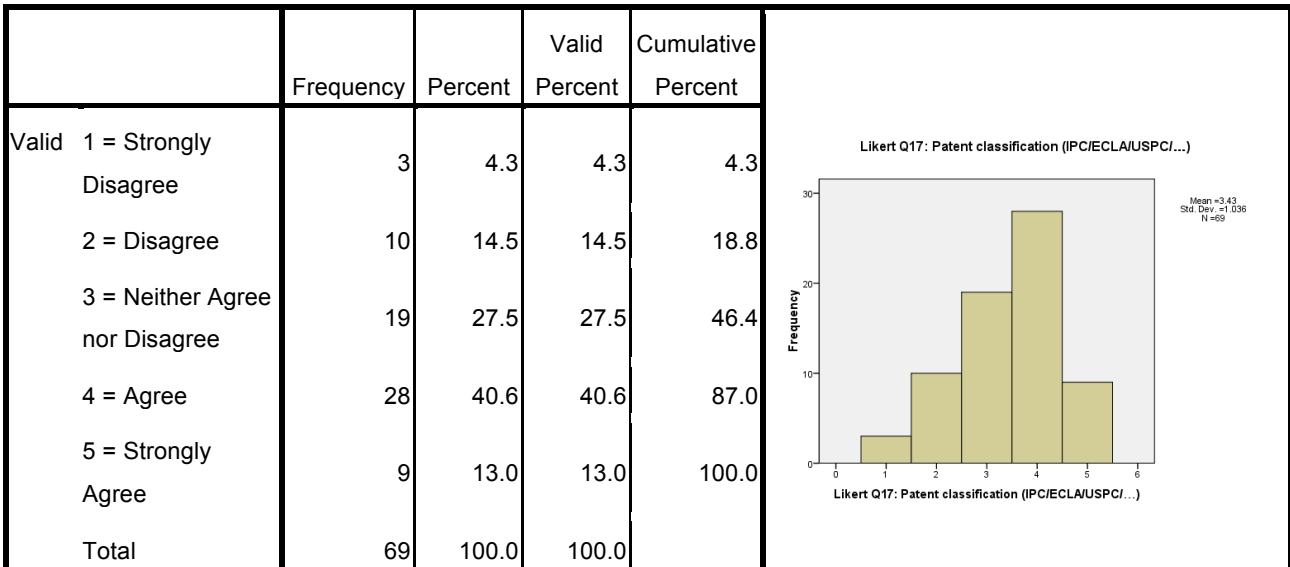
Question 17_2: Assignee (Cleaned)

Likert Q17: Assignee (cleaned)



Question 17_3: Patent classification (IPC/ECLA/USPC/...)

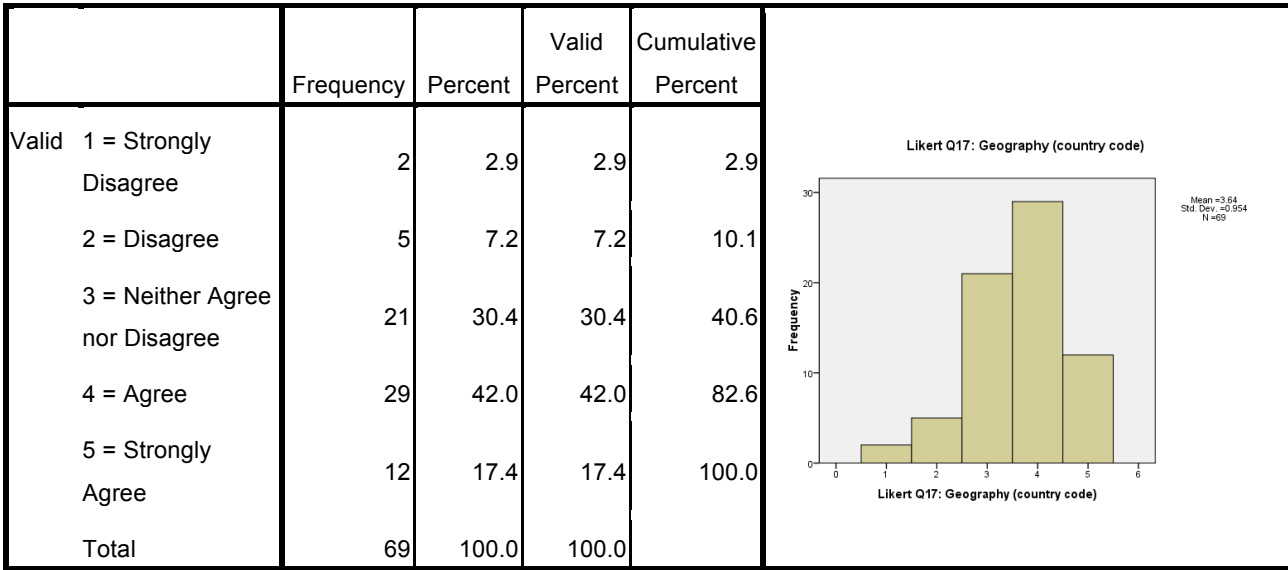
Likert Q17: Patent classification (IPC/ECLA/USPC/...)



IPO Patent Landscape Survey Report

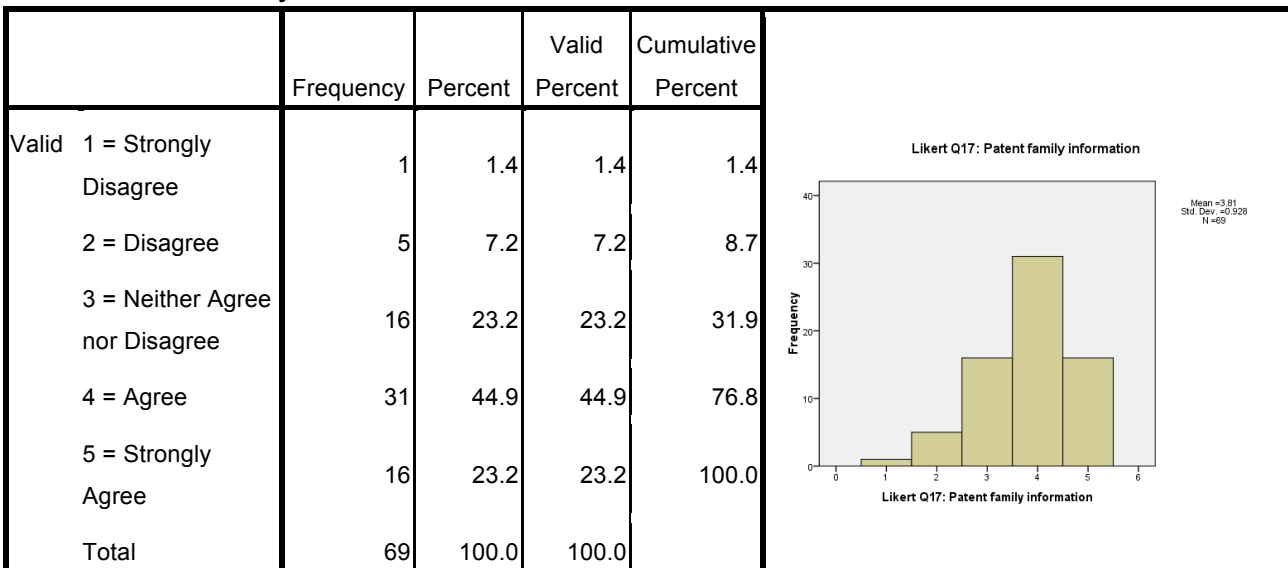
Question 17_4: Geography (country code)

Likert Q17: Geography (country code)



Question 17_5: Patent family information

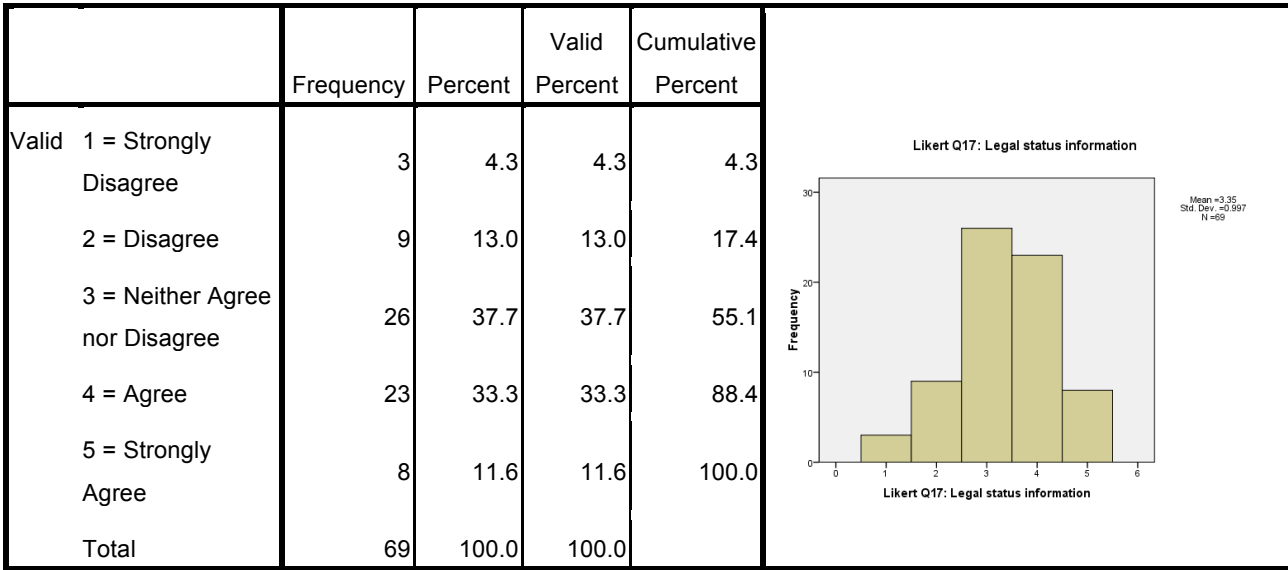
Likert Q17: Patent family information



IPO Patent Landscape Survey Report

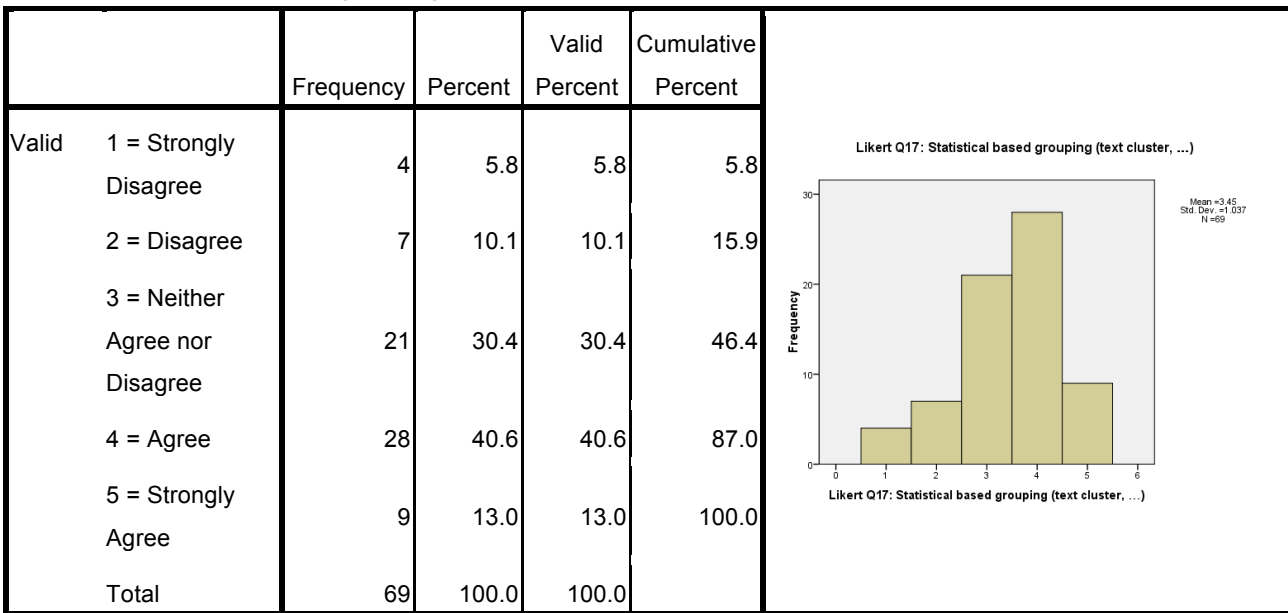
Question 17_6: Legal status information

Likert Q17: Legal status information



Question 17_7: Statistical based grouping (text cluster, ...)

Likert Q17: Statistical based grouping (text cluster, ...)



IPO Patent Landscape Survey Report

Question 17_8: Algorithm based grouping (other than statistical)

Likert Q17: Algorithm based grouping (other than statistical)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	6	8.7	8.7	8.7
2 = Disagree	10	14.5	14.5	23.2
3 = Neither Agree nor Disagree	27	39.1	39.1	62.3
4 = Agree	16	23.2	23.2	85.5
5 = Strongly Agree	10	14.5	14.5	100.0
Total	69	100.0	100.0	

Question 17_9: Manual based grouping (user defined taxonomy)

Likert Q17: Manual based grouping (user defined taxonomy)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	2	2.9	2.9	2.9
2 = Disagree	2	2.9	2.9	5.8
3 = Neither Agree nor Disagree	19	27.5	27.5	33.3
4 = Agree	29	42.0	42.0	75.4
5 = Strongly Agree	17	24.6	24.6	100.0
Total	69	100.0	100.0	

IPO Patent Landscape Survey Report

Question 18: Third party patent document ranking systems provide a useful means for grouping patent documents for patent landscape purposes.

Response records were filtered out if Q18 was not answered.

Statistics

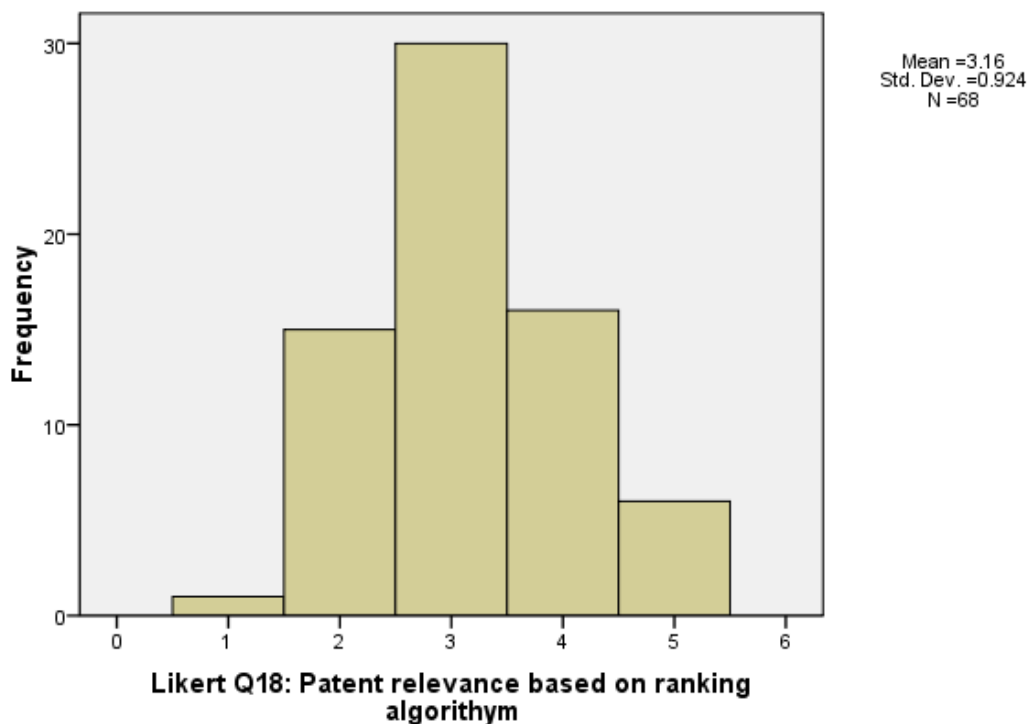
Likert Q18: Patent relevance based on ranking algorithm

N	Valid	68
	Missing	0
	Mean	3
	Median	3
	Mode	3

Likert Q18: Patent relevance based on ranking algorithm

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	1.5	1.5	1.5
Disagree	15	22.1	22.1	23.5
Neither Agree nor Disagree	30	44.1	44.1	67.6
Agree	16	23.5	23.5	91.2
Strongly Agree	6	8.8	8.8	100.0
Total	68	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Question 19: If your organization uses a patent document ranking system to group patent documents for patent landscape purposes, please identify and/or describe the ranking system.

The following represent verbatim comments, except for correction of misspelled words.

1. STN, Anavist, VantagePoint
2. Claim language clusters
3. Network Patent Analysis
4. proprietary..
5. PatentSight ranks patents based on weighted indicators referring to citations, number of active countries and the legal status.
6. can be any of the above (question 17), entirely depends on the purpose of the tasks at hand
7. Thomson Innovation, DWPI
8. Intellixir
9. internal algorithms - wouldn't you like to know!
10. In house developed algorithm.

IPO Patent Landscape Survey Report

Question 20: The *fill in the blank* claims is a useful means of grouping patent documents for patent landscape purposes.

Response records were filtered out if Q20 was not answered.

Statistics

		Likert Q20: number of claims	Likert Q20: number of independent versus dependent claims	Likert Q20: length of independent claim
N	Valid	69	69	68
	Missing	0	0	0
	Mean	2.32	2.55	2.62
	Median	2	3	3
	Mode	3	3	3

Question 20_1: number of claims

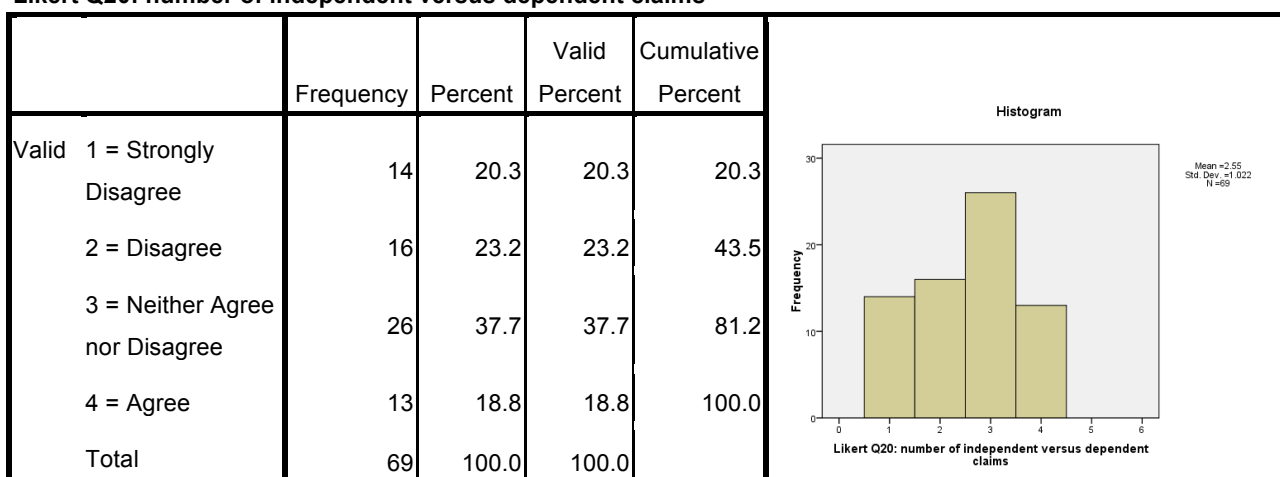
Likert Q20: number of claims

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid 1 = Strongly Disagree	16	23.2	23.2	23.2	
2 = Disagree	22	31.9	31.9	55.1	
3 = Neither Agree nor Disagree	25	36.2	36.2	91.3	
4 = Agree	5	7.2	7.2	98.6	
5 = Strongly Agree	1	1.4	1.4	100.0	
Total	69	100.0	100.0		

IPO Patent Landscape Survey Report

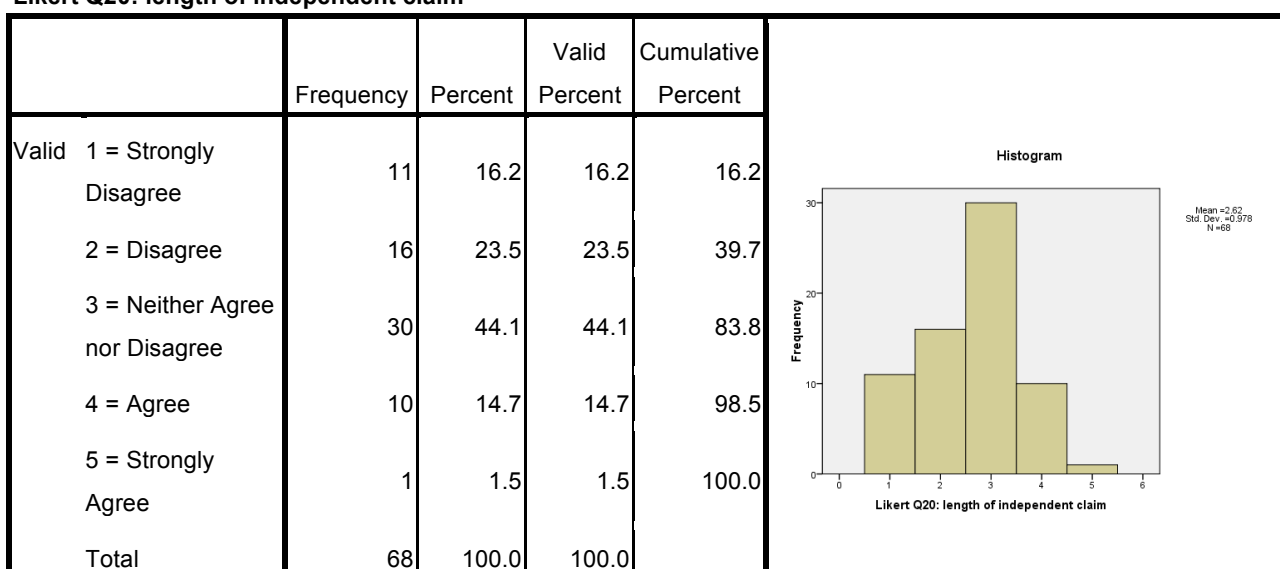
Question 20_2: number of independent versus dependent claims

Likert Q20: number of independent versus dependent claims



Question 20_3: length of independent claim

Likert Q20: length of independent claim



Question 20_4: Please describe any patent claim metric, not listed in question 20, that you consider important.

The following represent verbatim comments, except for correction of misspelled words.

1. For biotech, whether or not a claim refers to one or more SEQ ID NOs.
2. Key term clusters
3. Occurrence in claims (yes or no), or in first claim, of relevant keywords
4. disclosed in claims versus disclosed in teachings only
5. Claim metrics are not useful for grouping or evaluating patents. Some of the strongest patents have very few claims that are short yet impactful.
6. Claim type (apparatus, method, Beauregard)
7. Claimed subject matter
8. detectable; hard to work around
9. Detectability, Ability to design around, scope

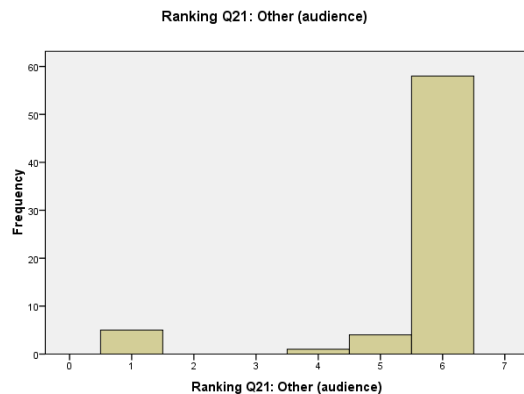
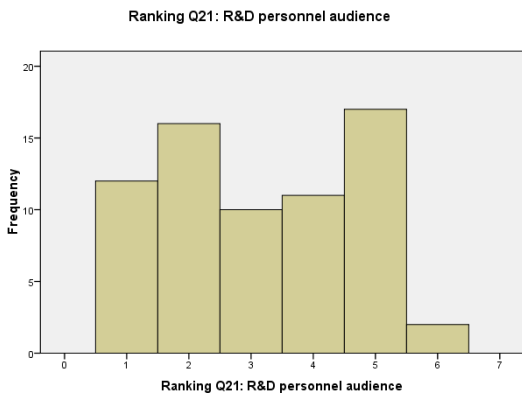
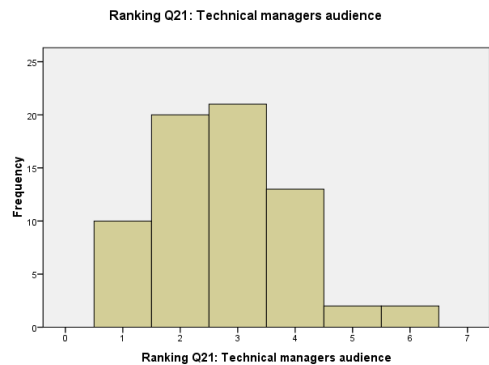
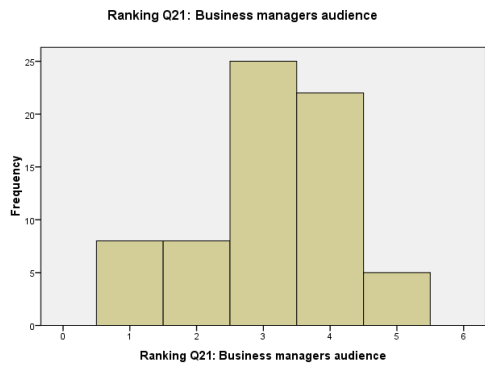
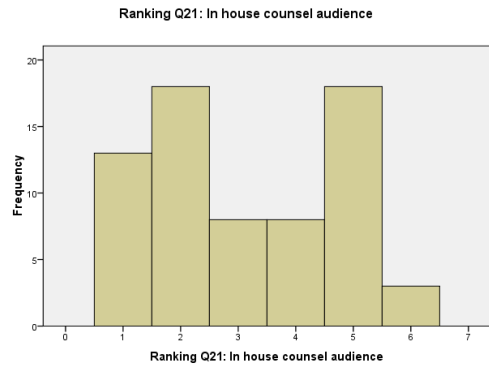
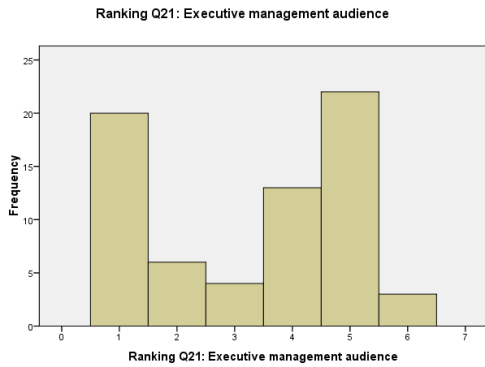
IPO Patent Landscape Survey Report

Question 21: With respect to patent landscape presentations, please rank the frequency of presentations by audience using a 1 to 6 scale with 1 representing the largest number of presentations and 6 representing the smallest number of presentations.

Statistics

	Ranking Q21: Executive management audience	Ranking Q21: In house counsel audience	Ranking Q21: Business managers audience	Ranking Q21: Technical managers audience	Ranking Q21: R&D personnel audience	Ranking Q21: Other (audience)
N Valid	68	68	68	68	68	68
Missing	0	0	0	0	0	0
Mode	5	2 ^a	3	3	5	6

a. Multiple modes exist. The smallest value is shown



IPO Patent Landscape Survey Report

Question 21_7: If you ranked "other" in question 21 at any level less than 6, please describe the presentation audience.

The following represent verbatim comments, except for correction of misspelled words.

1. 'Other' might be potential or current collaborators: other companies, or scientists at academic institutions.
2. N/A - I've never given a presentation, but I had to answer this question, I wasn't allowed to skip
3. anything below the level of other isn't really my audience
4. Competitors in negotiations
5. Technology Development department managers
6. This is misleading- only the attorneys receive my presentations,
7. consultants
8. R&D management.

Question 22: Patent classification systems can be part of a patent search strategy with respect filtering patent information as input to a patent landscape study. The *fill in the blank* classification system is a common patent search strategy element associated with a patent landscape study.

Response records were filtered out if ANY Q22 was not answered.

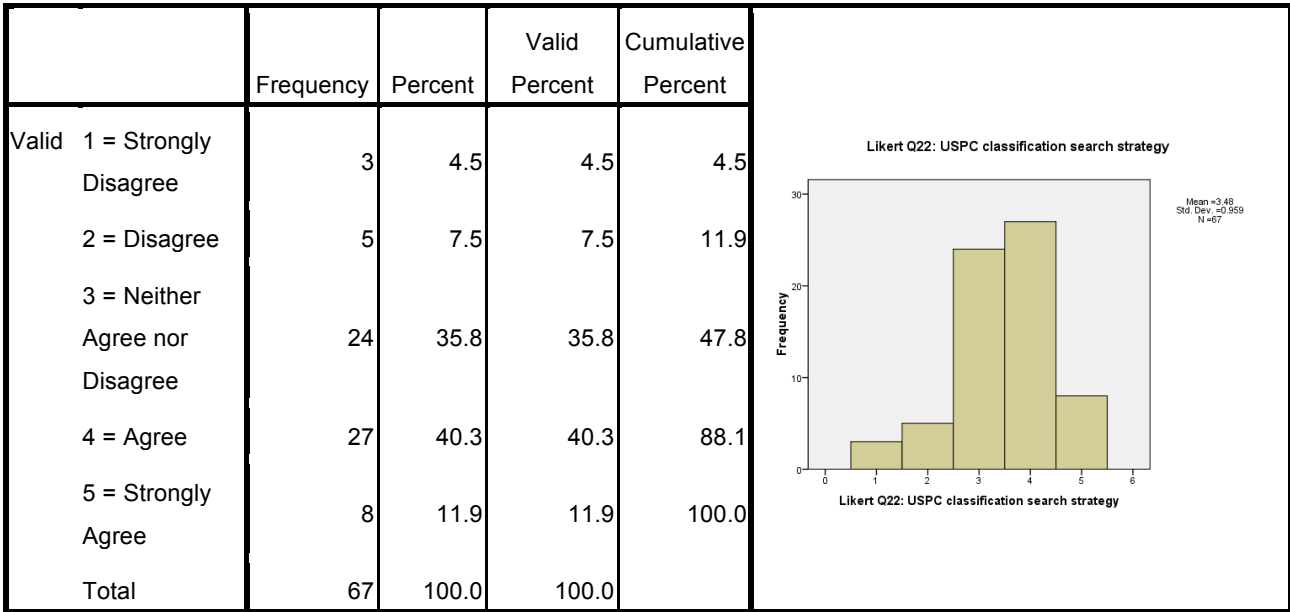
Statistics

		Likert Q22: USPC classification search strategy	Likert Q22: ECLA or CPC classification search strategy	Likert Q22: IPC classification search strategy	Likert Q22: JP FI Codes classification search strategy	Likert Q22: JP F Terms classification search strategy	Likert Q22: Locarno classification search strategy
N	Valid	67	67	67	67	67	67
	Missing	0	0	0	0	0	0
	Mean	3.48	3.82	4.03	2.87	2.90	2.72
	Median	4.00	4.00	4.00	3.00	3.00	3.00
	Mode	4	4	4	3	3	3

IPO Patent Landscape Survey Report

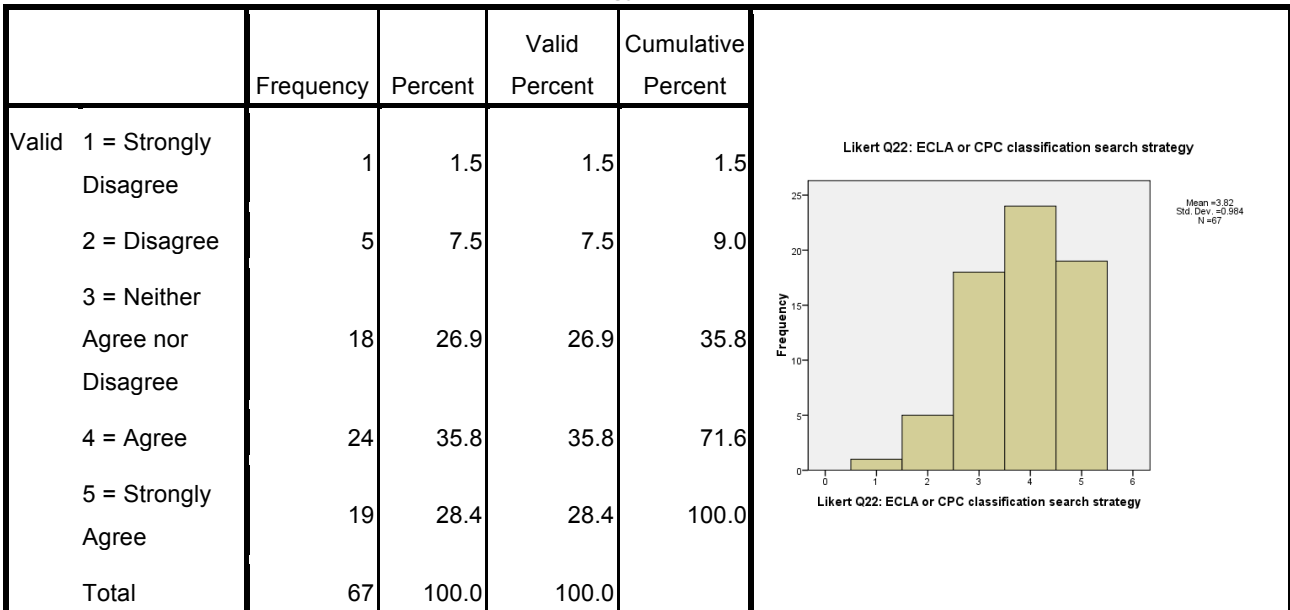
Question 22_1: USPC classification search strategy

Likert Q22: USPC classification search strategy



Question 22_2: ECLA or CPC classification search strategy

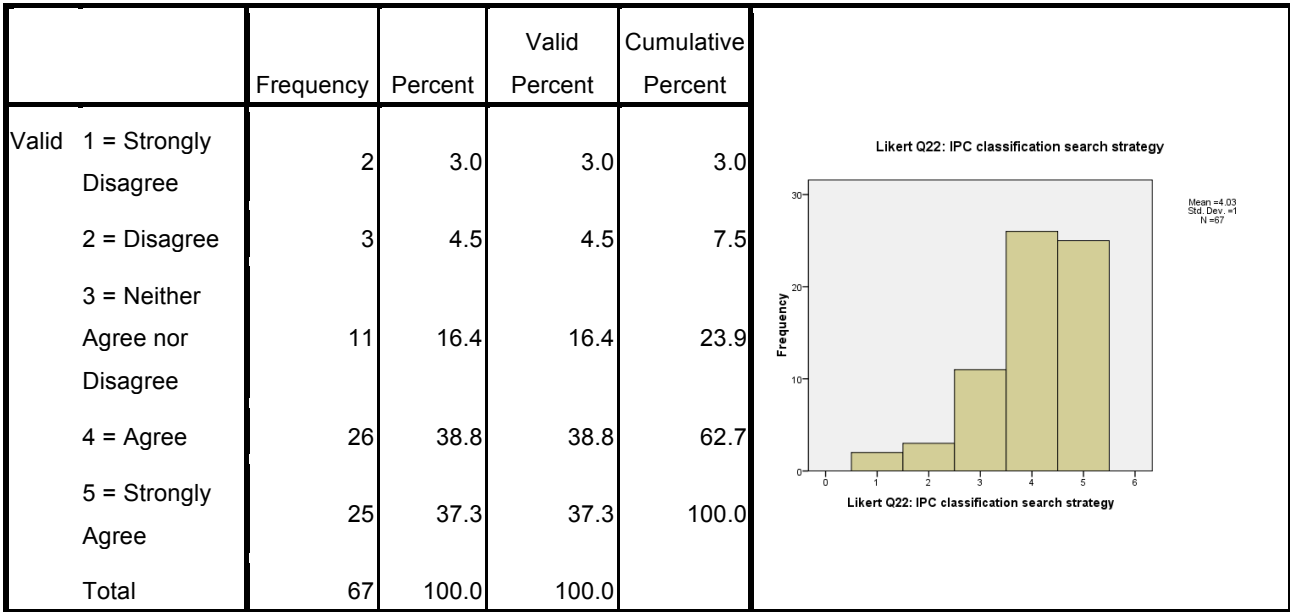
Likert Q22: ECLA or CPC classification search strategy



IPO Patent Landscape Survey Report

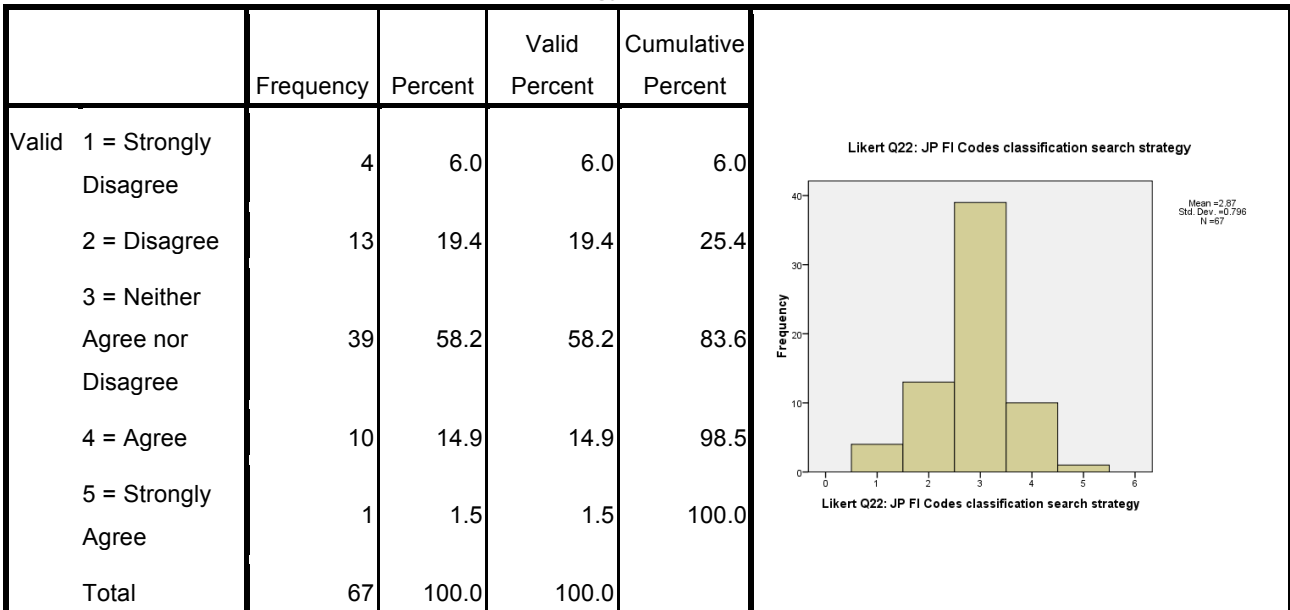
Question 22_3: IPC classification search strategy

Likert Q22: IPC classification search strategy



Question 22_4: JP FI Codes classification search strategy

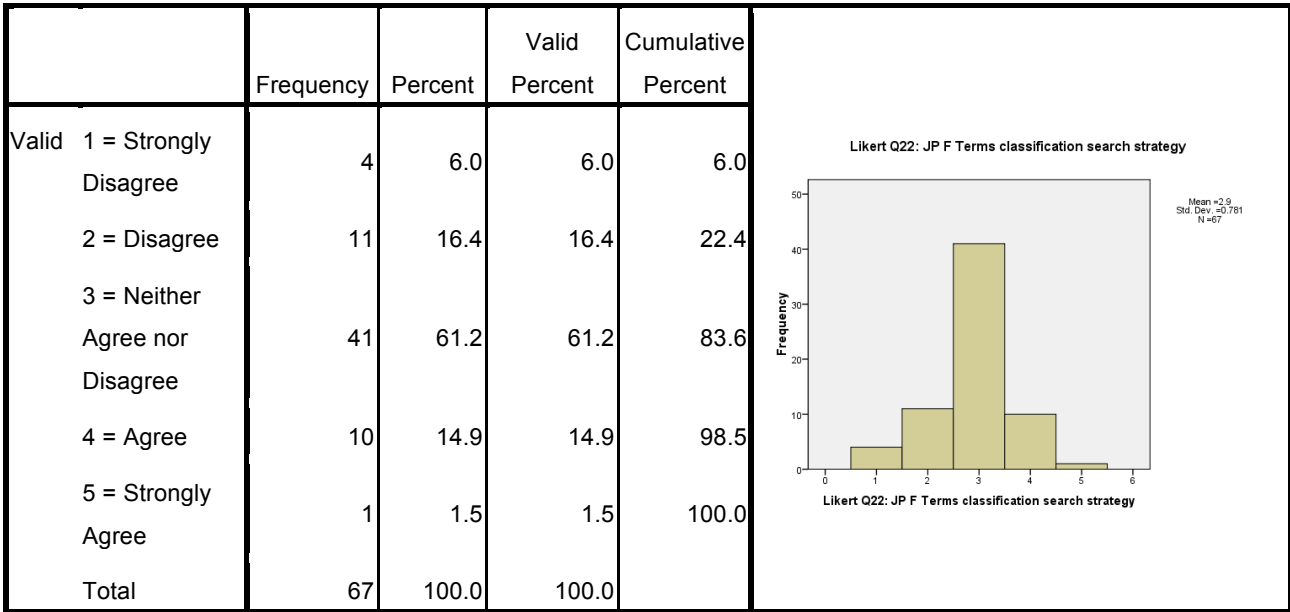
Likert Q22: JP FI Codes classification search strategy



IPO Patent Landscape Survey Report

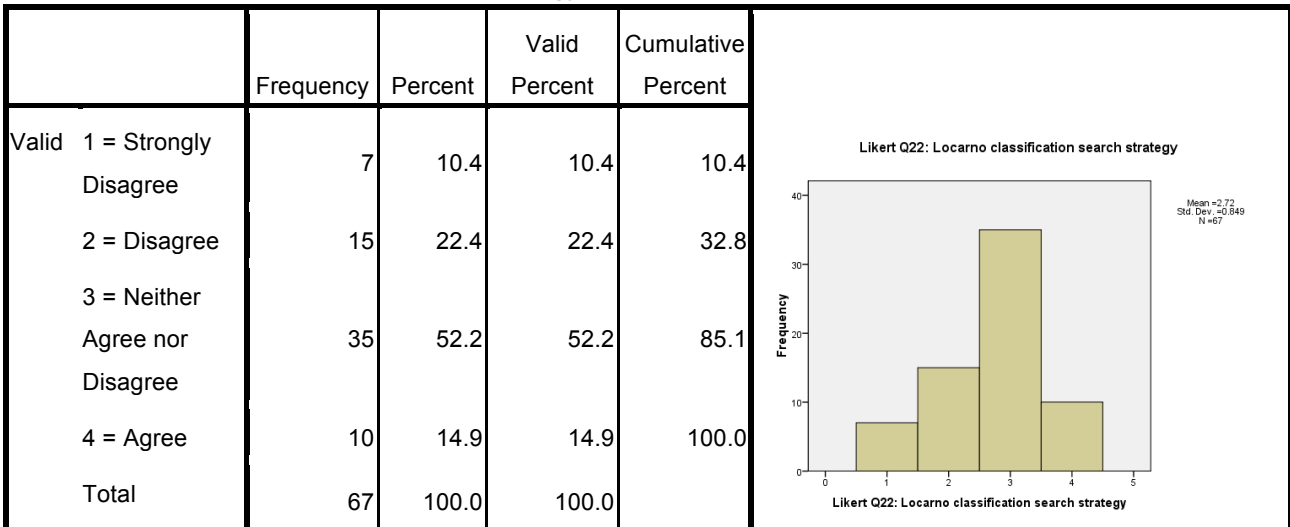
Question 22_5: JP F Terms classification search strategy

Likert Q22: JP F Terms classification search strategy



Question 22_6: Locarno classification search strategy

Likert Q22: Locarno classification search strategy



IPO Patent Landscape Survey Report

Question 23: Patent classification systems can be part of a patent categorization strategy with respect a patent landscape study. The fill in the blank classification system is a common categorization strategy associated with a patent landscape study.

Response records were filtered out if ANY Q23 was not answered.

Statistics

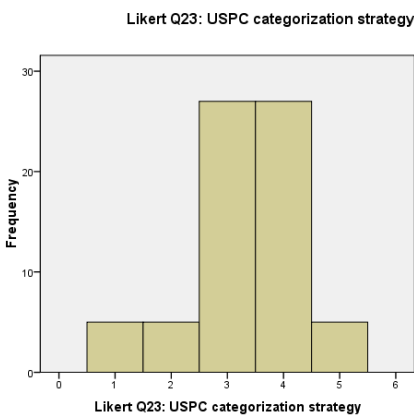
	Likert Q23: USPC categorization strategy	Likert Q23: ECLA or CPC categorization strategy	Likert Q23: IPC categorization strategy	Likert Q23: JP FI Codes categorization strategy	Likert Q23: JP F Terms categorization strategy	Likert Q23: Locarno categorization strategy
N Valid	69	69	69	69	69	69
Missing	0	0	0	0	0	0
Mean	3.32	3.59	3.80	2.75	2.75	2.71
Median	3.00	4.00	4.00	3.00	3.00	3.00
Mode	3 ^a	4	4	3	3	3

a. Multiple modes exist. The smallest value is shown

Question 23_1: USPC categorization strategy

Likert Q23: USPC categorization strategy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	5	7.2	7.2	7.2
2 = Disagree	5	7.2	7.2	14.5
3 = Neither Agree nor Disagree	27	39.1	39.1	53.6
4 = Agree	27	39.1	39.1	92.8
5 = Strongly Agree	5	7.2	7.2	100.0
Total	69	100.0	100.0	

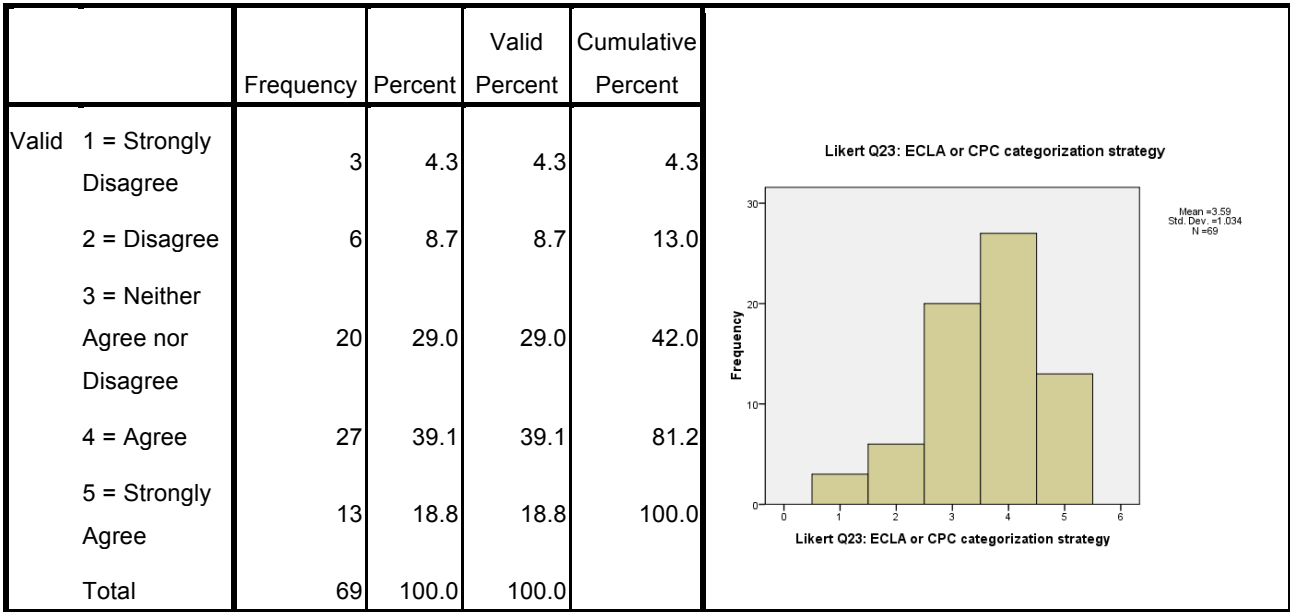


Mean = 3.32
Std. Dev. = 0.978
N = 69

IPO Patent Landscape Survey Report

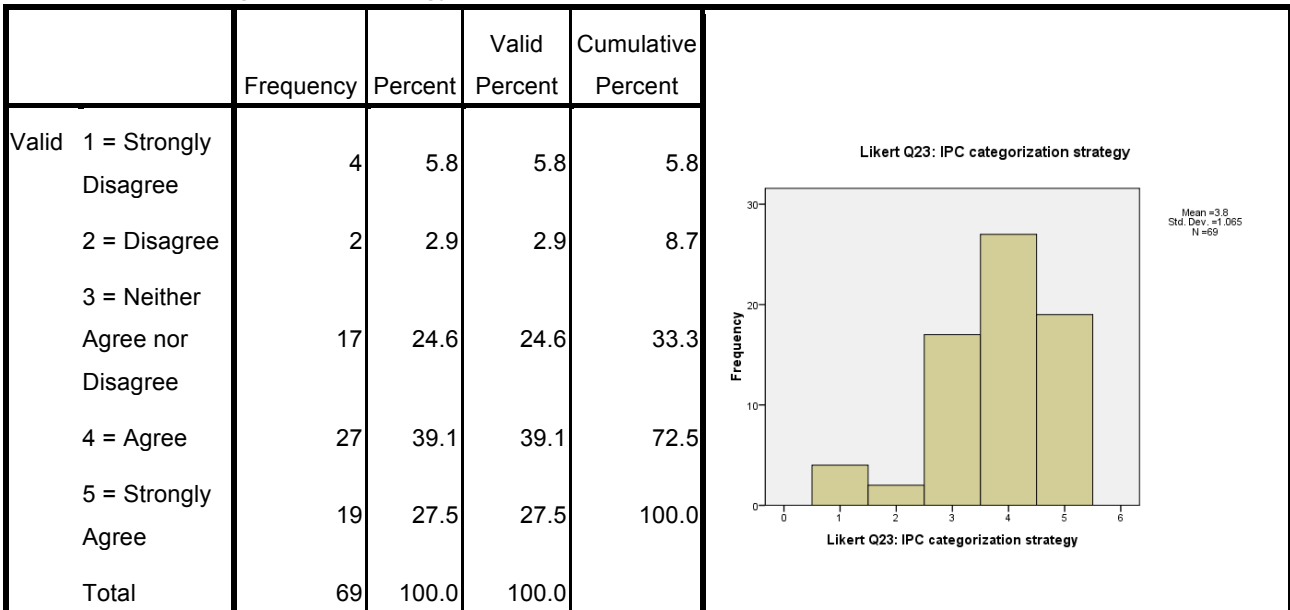
Question 23_2: ECLA or CPC categorization strategy

Likert Q23: ECLA or CPC categorization strategy



Question 23_3: IPC categorization strategy

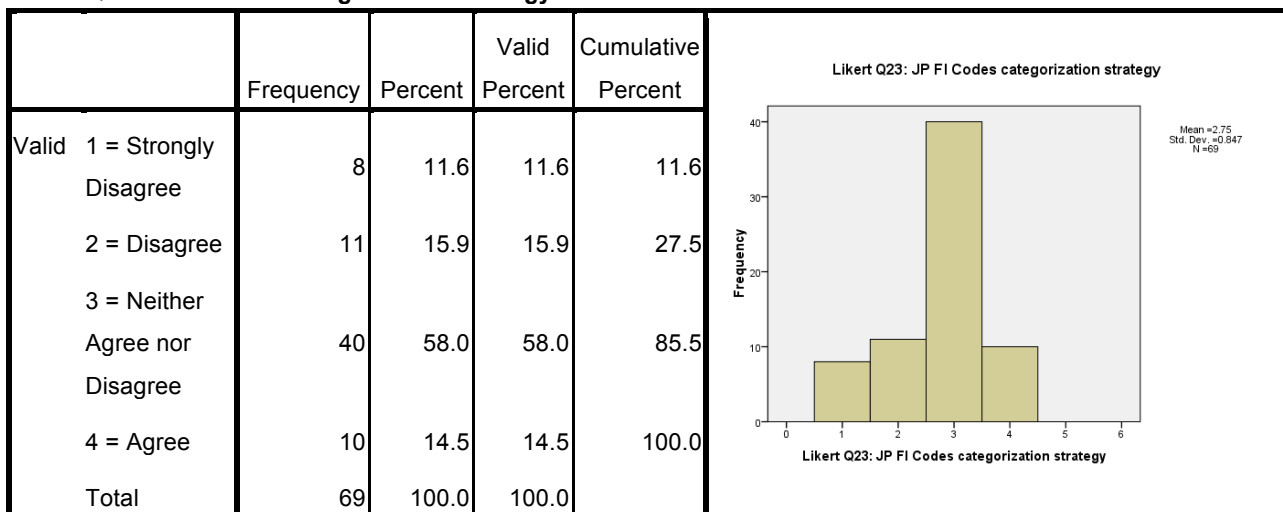
Likert Q23: IPC categorization strategy



IPO Patent Landscape Survey Report

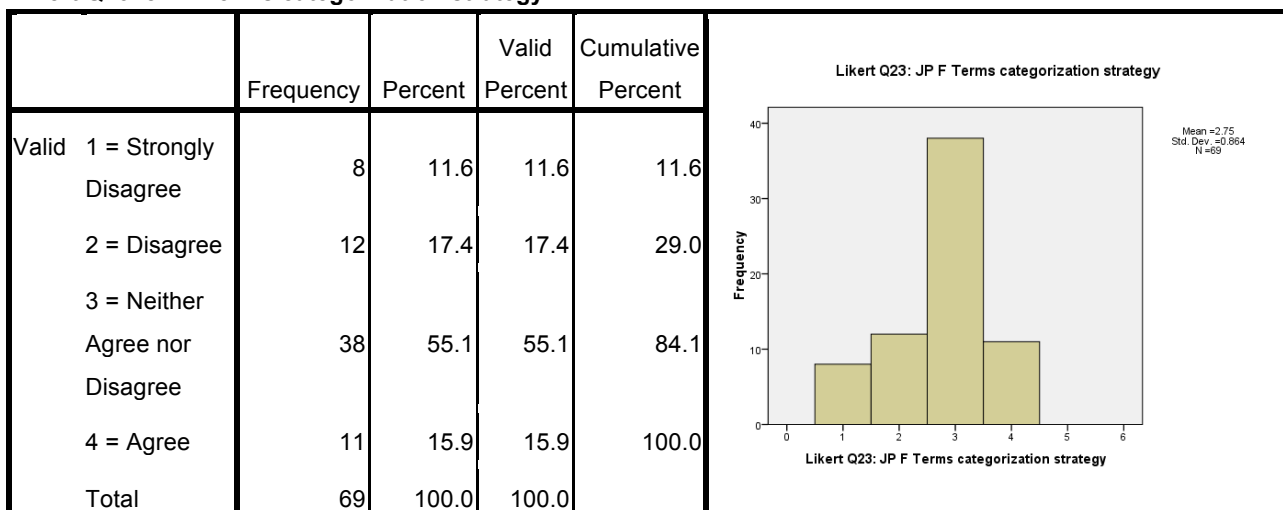
Question 23_4: JP FI Codes categorization strategy

Likert Q23: JP FI Codes categorization strategy



Question 23_5: JP F Terms categorization strategy

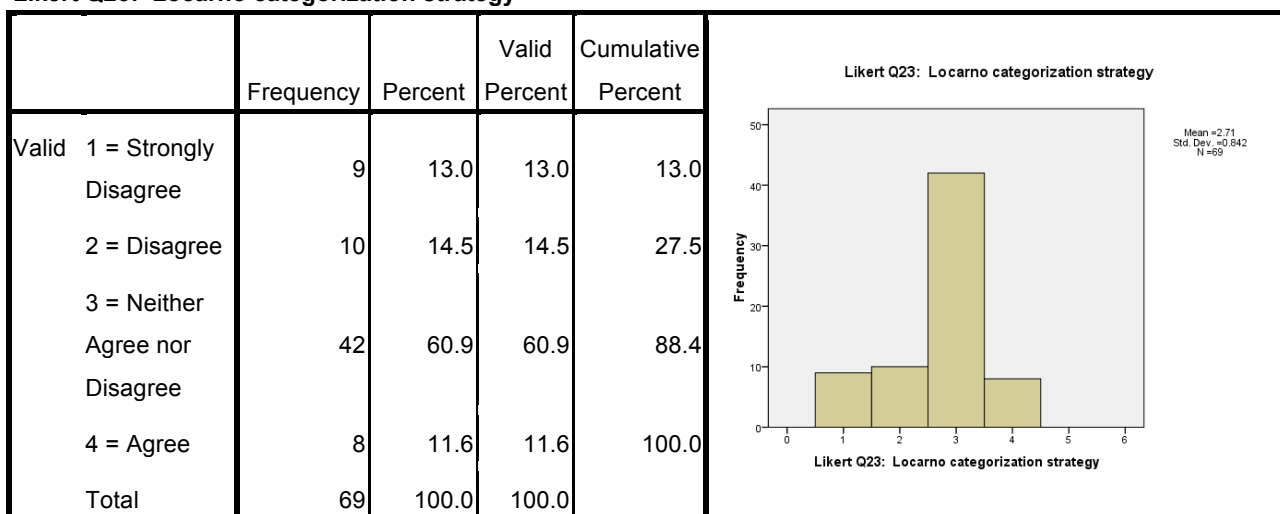
Likert Q23: JP F Terms categorization strategy



IPO Patent Landscape Survey Report

Question 23_6: Locarno categorization strategy

Likert Q23: Locarno categorization strategy



Question 24: Please provide your feedback regarding a typical patent landscape report based on the type of information included in the final document(s) by indicating your level of agreement with the following statements. Patent landscape reports typically include fill in the blank to document and communicate patent landscape results.

Response records were filtered out if ANY Q24 was not answered.

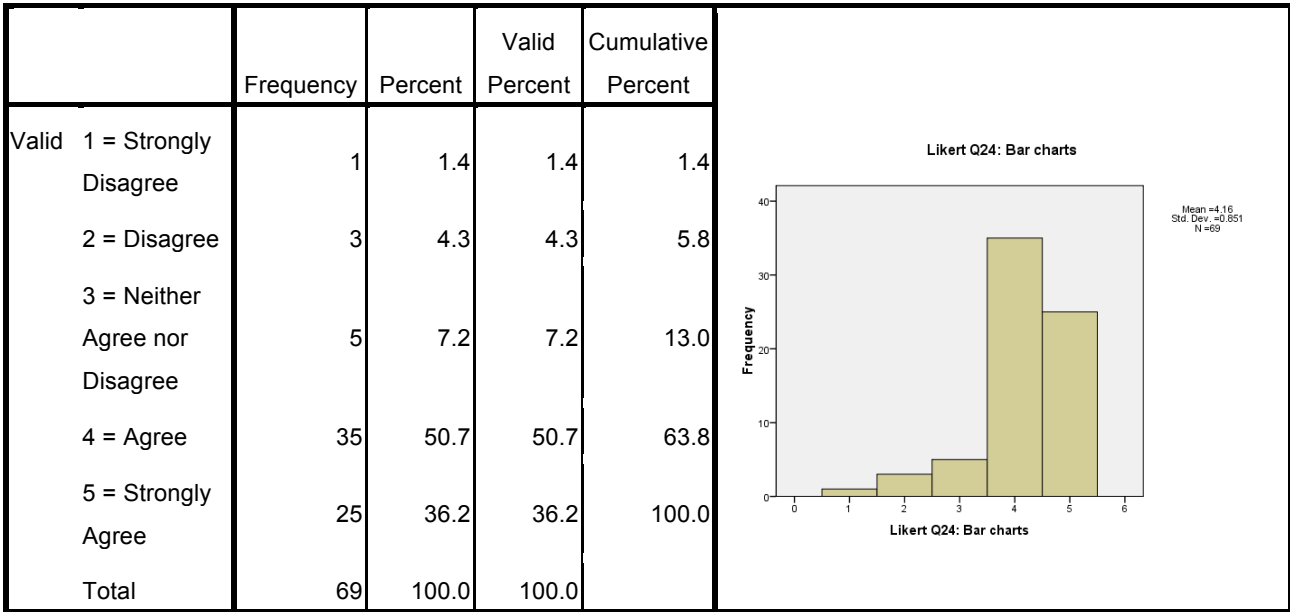
Statistics

	Likert Q24: Bar charts	Likert Q24: Pie charts (one grouping)	Likert Q24: 3D Map (e.g. topographical map)	Likert Q24: List of patent documents for review (those of potential interest)	Likert Q24: List of action items (for management or stakeholder groups)
N Valid	69	69	69	69	69
Missing	0	0	0	0	0
Mean	4.16	3.87	3.41	4.06	3.35
Median	4.00	4.00	4.00	4.00	3.00
Mode	4	4	4	4	3

IPO Patent Landscape Survey Report

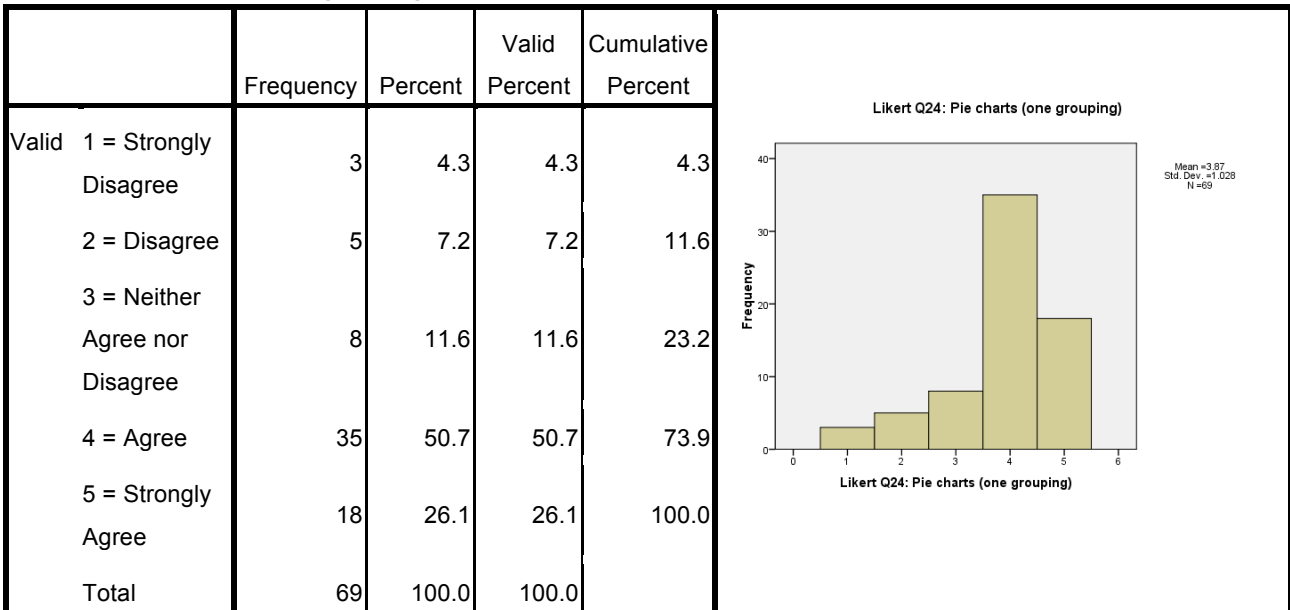
Question 24_1: Bar Charts

Likert Q24: Bar charts



Question 24_2: Pie charts (one grouping)

Likert Q24: Pie charts (one grouping)



IPO Patent Landscape Survey Report

Question 24_3: 3D Map (e.g. topographical map)

Likert Q24: 3D Map (e.g. topographical map)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	4	5.8	5.8	5.8
2 = Disagree	11	15.9	15.9	21.7
3 = Neither Agree nor Disagree	15	21.7	21.7	43.5
4 = Agree	31	44.9	44.9	88.4
5 = Strongly Agree	8	11.6	11.6	100.0
Total	69	100.0	100.0	

Question 24_4: List of patent documents for review (those of potential interest)

Likert Q24: List of patent documents for review (those of potential interest)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	1	1.4	1.4	1.4
2 = Disagree	2	2.9	2.9	4.3
3 = Neither Agree nor Disagree	9	13.0	13.0	17.4
4 = Agree	37	53.6	53.6	71.0
5 = Strongly Agree	20	29.0	29.0	100.0
Total	69	100.0	100.0	

IPO Patent Landscape Survey Report

Question 24_5: List of action items (for management or stakeholder groups)

Likert Q24: List of action items (for management or stakeholder groups)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	2	2.9	2.9	2.9
2 = Disagree	12	17.4	17.4	20.3
3 = Neither Agree nor Disagree	25	36.2	36.2	56.5
4 = Agree	20	29.0	29.0	85.5
5 = Strongly Agree	10	14.5	14.5	100.0
Total	69	100.0	100.0	

Mean = 3.35
Std. Dev. = 1.027
N = 69

Question 24_6: Please describe any report information, not listed in question 24, found in a typical patent landscape report for your organization.

The following represent verbatim comments, except for correction of misspelled words.

1. GANTT or timeline chart
2. Claim charts, sequences, sequence alignments, gene/sequence maps
3. (Probable) assignee and ownership distribution
4. Table of relevant assignees covering size, fit, and classification
5. Cross-tabs of categorization (by subject, or extracted from text) vs. assignee or time often represented as bubble charts.
6. heat maps
7. forward patent citations
8. observations & insights
9. Conclusions, recommendations, answers.
10. Patent Life Cycle
11. Legal Status
12. Patent Family Information
13. Key Features of Independent Claim(s)
14. Assessment of each patent against predetermined technical criteria

IPO Patent Landscape Survey Report

Question 25_1: With respect to previously completed patent landscape studies, how often are past patent landscape studies typically updated for your organization or clients?

Response records were filtered out if Q25 was not answered or answered as "other".

Statistics

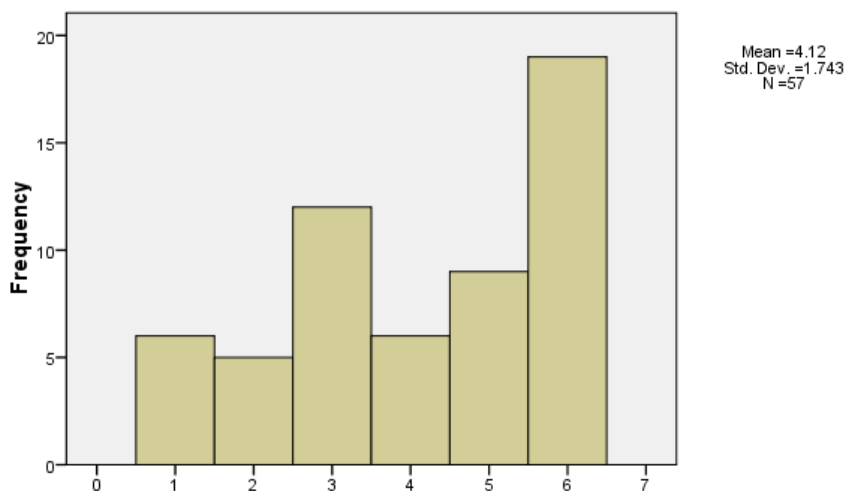
Likert Q25: With respect to previously completed patent landscape studies, how often are past patent landscape studies typically updated for your organization or clients?

N	Valid	57
	Missing	0
	Mean	4
	Median	4
	Mode	6

Likert Q25: With respect to previously completed patent landscape studies, how often are past patent landscape studies typically updated for your organization or clients?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Quarterly (or more frequently)	6	10.5	10.5	10.5
2 = Semiannually	5	8.8	8.8	19.3
3 = Annually	12	21.1	21.1	40.4
4 = Biennially (every 2 years)	6	10.5	10.5	50.9
5 = Less often than biennially	9	15.8	15.8	66.7
6 = Never	19	33.3	33.3	100.0
Total	57	100.0	100.0	

Histogram



Likert Q25: With respect to previously completed patent landscaped studies, how often are past patent landscape studies typically updated for your organization or clients?

IPO Patent Landscape Survey Report

Question 25_2: If you selected "other" to answer question 25, please explain the typical update frequency for your organization's patent landscapes.

The following represent verbatim comments, except for correction of misspelled words.

1. It depends
2. For the small organizations I represent, there is no budget (and typically no interest) in updating on any recurring basis. I take it on myself to check on key patent families periodically, and to update reports if and when needed.
3. I'm not aware of any updating and because I'm not the only searcher performing landscapes, it is possible there are updates.
4. N/A
5. More frequent than never, less frequent than less often than biennially
6. They are created as templates for the receiving organization to re-create as often as they wish.
7. Based upon need
8. Quarterly (or more frequently)

IPO Patent Landscape Survey Report

Question 26_1: If your organization has differing patent landscape audiences (ex. researchers vs business managers) do you change the format/style of your final presentation based on the audience?

Response records were filtered out if Q26 was not answered.

Statistics

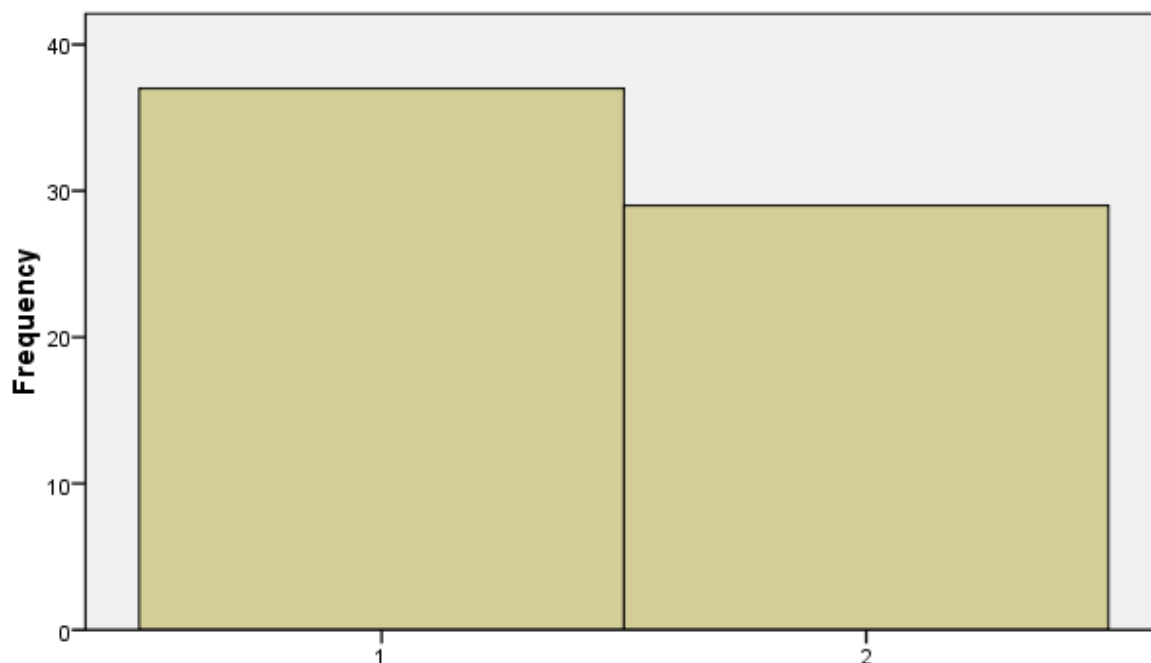
Nominal Q26: If your organization has differing patent landscape audiences (ex. researchers vs business managers) do you change the format/style of your final presentation based on the audience?

N	Valid	66
	Missing	0

Nominal Q26: If your organization has differing patent landscape audiences (ex. researchers vs business managers) do you change the format/style of your final presentation based on the audience?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Yes	37	56.1	56.1	56.1
2 = No	29	43.9	43.9	100.0
Total	66	100.0	100.0	

Histogram



Nominal Q26: If your organization has differing patent landscape audiences (ex. researchers vs business managers) do you change the format/style of your final presentation based on the audience?

IPO Patent Landscape Survey Report

Question 26_2: If you selected “yes” to answer question 26, please describe the range of your organization’s final patent landscape presentations, based on the audience, from a format/style perspective.

The following represent verbatim comments, except for correction of misspelled words.

1. Currently I have two report document formats: summary (for myself and individual inventor/CEO only), and 'narrative' (for general audience, but it includes all the summary tables in appendices). If I need a PowerPoint format, I'll develop each one for its specific intended audience.
2. more emphasis on legal aspects for lawyers, more on technical aspects for technical managers, more on business aspects for business managers
3. language may be tweaked for better understanding
4. Less detail more high-level conclusions for the business manager.
5. N/A
6. For business focused users - we provide more graphics and less details For researchers we provide both graphics and a spreadsheet of all the individual results for reference.
7. more technical detail for scientists and more high-level overview for executives
8. Business managers receive more graphics
9. Our reports differ when presented to Business Development/ Executive Groups where we focus on business impact. When presenting to R&D, we concentrate on the science.
10. Cleaned and categorized printouts of publications for researchers -Complex dashboards of information for managers -Marked up network diagram or trend forecast to display in the background during executive presentation
11. Researchers: raw landscape data Business Managers: PowerPoint summary
12. Context means so much in these studies, that each one is custom-built for technology and audience.
13. Business manager: charts researchers: list of documents
14. The type of information extracted from the patents is different for each audience. Researchers are more interested in the technical aspects of patents while business managers look for economics and scope of patent information.
15. Much higher level details provided to a business audience than to a technical audience. the technical audience gets nitty-gritty details about the technology/company.
16. Prepare an executive summary for business managers
17. Simpler for management
18. brief; extended
19. A few ppt slides for executives. A written report for attorneys and managers. An excel file for researchers.
20. Summary Pie Charts for Executive Review, Detailed Map for Attorneys, R&D, Business
21. comprehensive technical report for in-house counsel, with more generalized overview and summary for management
22. Granularity. Document listing.

IPO Patent Landscape Survey Report

Question 27: The individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology used to compile the data and/or prepare the graphical illustrations found in the presentation and or report.

Response records were filtered out if Q27 was not answered.

Statistics

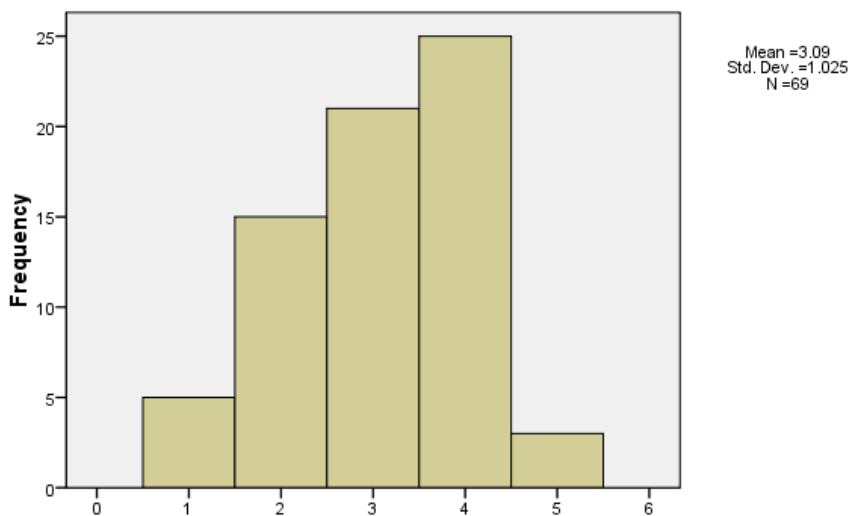
Likert Q27: Individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology?

N	Valid	69
	Missing	0
	Mean	3
	Median	3
	Mode	4

Likert Q27: Individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	5	7.2	7.2	7.2
2 = Disagree	15	21.7	21.7	29.0
3 = Neither Agree nor Disagree	21	30.4	30.4	59.4
4 = Agree	25	36.2	36.2	95.7
5 = Strongly Agree	3	4.3	4.3	100.0
Total	69	100.0	100.0	

Histogram



Likert Q27: Individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology?

IPO Patent Landscape Survey Report

Question 28: Please indicate your level of agreement or disagreement with the following statement. Patent landscape presentations and/or reports typically include non-patent literature along with patent document information.

Response records were filtered out if Q28 was not answered.

Statistics

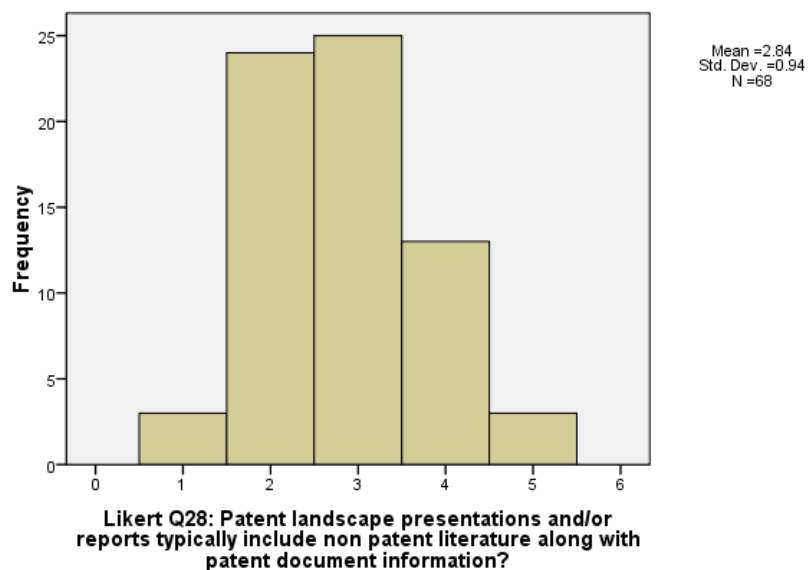
Likert Q28: Patent landscape presentations and/or reports typically include non-patent literature along with patent document information?

N	Valid	68
	Missing	0
	Mean	3
	Median	3
	Mode	3

Likert Q28: Patent landscape presentations and/or reports typically include non-patent literature along with patent document information?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Strongly Disagree	3	4.4	4.4	4.4
2 = Disagree	24	35.3	35.3	39.7
3 = Neither Agree nor Disagree	25	36.8	36.8	76.5
4 = Agree	13	19.1	19.1	95.6
5 = Strongly Agree	3	4.4	4.4	100.0
Total	68	100.0	100.0	

Histogram



IPO Patent Landscape Survey Report

Question 29_1: If your patent landscape presentations and/or reports include any non-patent literature, along with patent document information, how do you incorporate the non-patent literature (NPL)?

Response records were filtered out if Q29 was not answered.

Statistics

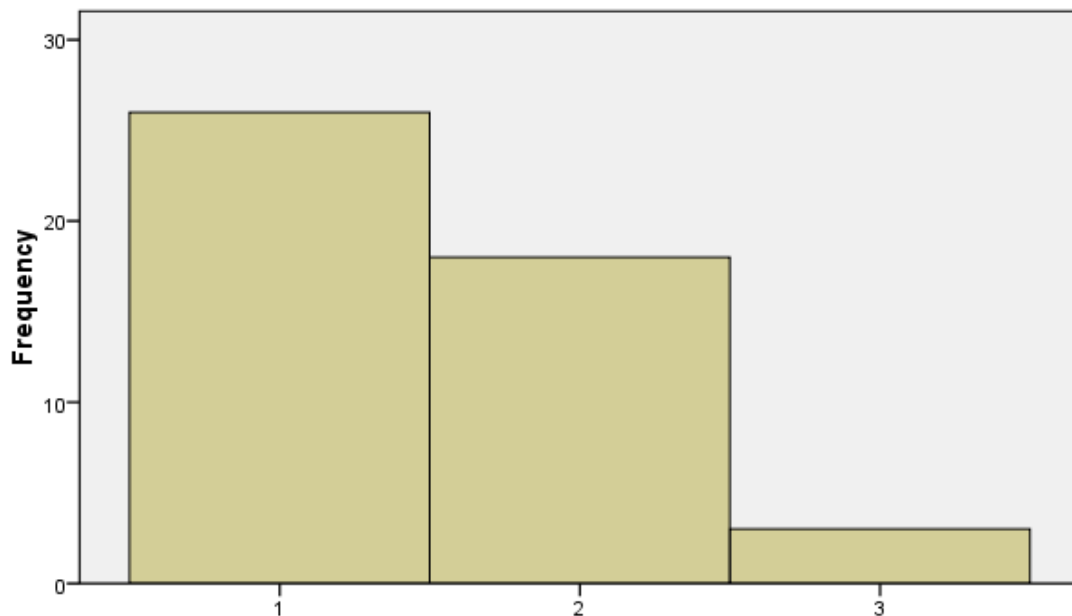
Nominal Q29: If your patent landscape presentations and/or reports include any non-patent literature, along with patent document information, how do you incorporate the non-patent literature (NPL)?

N	Valid	47
	Missing	0

Nominal Q29: If your patent landscape presentations and/or reports include any non-patent literature, along with patent document information, how do you incorporate the non-patent literature (NPL)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = NPL is reported separately	26	55.3	55.3	55.3
2 = NPL and patent literature are reported together	18	38.3	38.3	93.6
3 = Other	3	6.4	6.4	100.0
Total	47	100.0	100.0	

Histogram



Nominal Q29: If your patent landscape presentations and/or reports include any non patent literature, along with patent document information, how do you incorporate the non patent literature (NPL)?

IPO Patent Landscape Survey Report

Question 29_2: If you selected "other" to answer question 29, please describe the method used to include non-patent literature in patent landscape presentations and/or reports.

The following represent verbatim comments, except for correction of misspelled words.

1. NPL is generally not used neither included in reports
2. Not typically included
3. either is appropriate

Question 30: Are you interested in sharing information with the IPO patent search committee, beyond the answers submitted with this questionnaire?

Response records were filtered out if Q30 was not answered.

Statistics

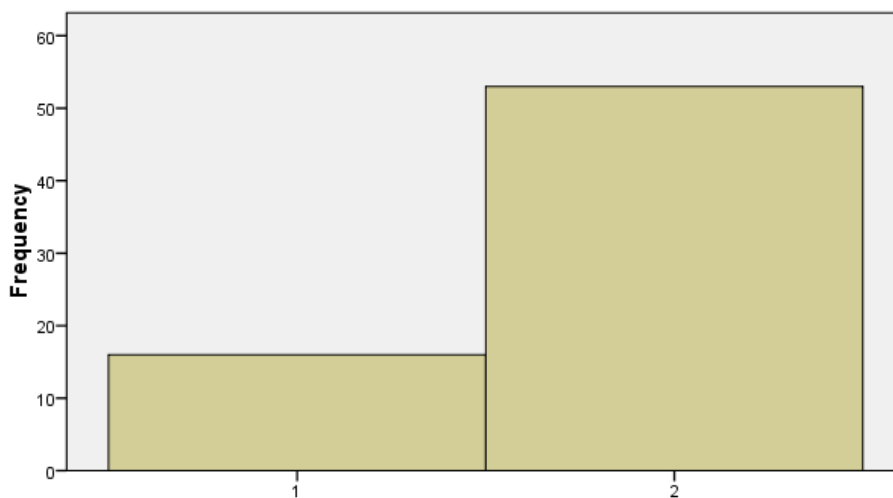
Nominal Q30: Are you interested in sharing information with the IPO patent search committee, beyond the answers submitted with this questionnaire?

N	Valid	69
	Missing	0

Nominal Q30: Are you interested in sharing information with the IPO patent search committee, beyond the answers submitted with this questionnaire?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Yes	16	23.2	23.2	23.2
2 = No	53	76.8	76.8	100.0
Total	69	100.0	100.0	

Histogram



Nominal Q30: Are you interested in sharing information with the IPO patent search committee, beyond the answers submitted with this questionnaire? Please note that if you answer "Yes" you are not giving up your anonymity with respect to this or any other

IPO Patent Landscape Survey Report

Question 30: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent families in the final deliverable?

Response records were filtered out if Q30 was not answered. Question 30 was only included in the questionnaire distributed to PIUG members.

Statistics

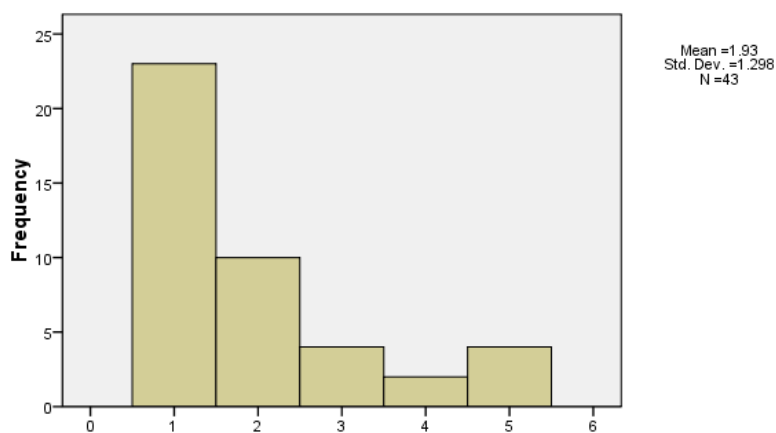
Scale Q30: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent families in the final deliverable?

N	Valid	43
	Missing	0
	Mean	2
	Median	1
	Mode	1

Scale Q30: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent families in the final deliverable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Less than or equal to 2,000	23	53.5	53.5	53.5
2 = Greater than 2,000, but less than or equal to 4,000	10	23.3	23.3	76.7
3 = Greater than 4,000, but less than or equal to 6,000	4	9.3	9.3	86.0
4 = Greater than 6,000, but less than or equal to 8,000	2	4.7	4.7	90.7
5 = Greater than 8,000	4	9.3	9.3	100.0
Total	43	100.0	100.0	

Histogram



Scale Q30: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent families in the final deliverable? Please base your response on the patent family s

IPO Patent Landscape Survey Report

Question 31: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent documents in the final deliverable?

Response records were filtered out if Q31 was not answered. Question 31 was only included in the questionnaire distributed to PIUG members.

Statistics

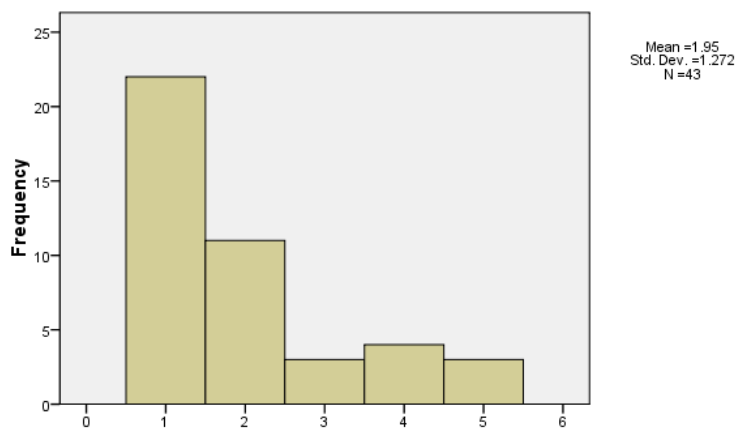
Scale Q31: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent documents in the final deliverable?

N	Valid	43
	Missing	0
	Mean	2
	Median	1
	Mode	1

Scale Q31: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent documents in the final deliverable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 = Less than or equal to 5,000	22	51.2	51.2	51.2
2 = Greater than 5,000, but less than or equal to 10,000	11	25.6	25.6	76.7
3 = Greater than 10,000, but less than or equal to 15,000	3	7.0	7.0	83.7
4 = Greater than 15,000, but less than or equal to 20,000	4	9.3	9.3	93.0
5 = Greater than 25,000	3	7.0	7.0	100.0
Total	43	100.0	100.0	

Histogram



Scale Q31: What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent documents in the final deliverable?

IPO Patent Landscape Survey Report

Data Integrity of Survey Responses

The systems used to distribute survey questionnaires were different between the IPO and PIUG versions of the questionnaires. IPO circulated the questionnaire to IPO members and presented the survey results to the IPO Patent Search Committee using an MS Excel spreadsheet. The PIUG version of the questionnaire was circulated to PIUG members using the Verint system, formerly Vovici. The open distribution of the Verint (PIUG) questionnaire did not prevent the possibility of multiple submissions by the same person. That being said, every effort was made to eliminate duplicate questionnaire submissions and especially partially complete submissions followed by complete submissions from the same respondent. As an example, three (3) PIUG responses were eliminated as they appeared to be duplicates of later responses. If two responses were identical, and especially if sequential with respect to submission time and date, the later response was used.

Several new “Industry” categories were identified based on respondents who selected “other” as a response; however, the survey results are presented based on the questionnaire defined alternatives and any “other” industry category is reported based on comments supporting an “other” response. The following industry definitions were included in the collective “other” comments.

1. Agriculture
2. Food Industry
3. Legal Research and Analytics
4. Multiple Industries
5. Patent Office
6. Petroleum
7. Philanthropy
8. Venture Capital
9. Publishing
10. Steel / Metal

The integrity of the respondent’s answers and comments is consistently maintained. As an example two respondents indicated that their industry was “other” and responded to the follow-up question with “patent office”; however, the industry selection was NOT changed to “University / Government” even though a patent office is arguably a government related entity. In addition, many respondents who identified their industry as “other” included comments in the follow-up question that could arguably support selection of the “Legal Research and Analytics” industry group. Once again, the respondent’s answers are reported as is. The same policy was used when processing responses to the “role” question. Twelve (12) respondents listed “other” as their “role” even though the “Information Professional / Library Sciences” category could arguably represent their role based on the comments provided to the follow-up question. Once again, the respondent’s answers are reported as is.

The one exception regarding the reporting of comments with respect to a follow-up question, where the survey recipient selected “other”, relates to Question 10 (What specific patent search tools does your organization use?). Search tools not present in Question 10 were combined with the Question 10 response options based on the comments included in the follow-up question.

IPO Patent Landscape Survey Report

Difference of Means Analysis - Example

Question 10 and US PTO Registration Demographic Groups

Group Statistics

Groups: Patent Attorney or Agent (Y/N)		N	Mean	Std. Deviation	Std. Error Mean
Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?	Yes	28	2.25	1.430	.270
	No	43	3.86	1.521	.232

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Scale Q10: How many patent landscape studies have you conducted or contracted in the past two (2) years?	1.249	.268	Equal variances assumed	-4.462	69	.000	-1.610	.361	-2.330	-.890
			Equal variances not assumed	-4.521	60.357	.000	-1.610	.356	-2.323	-.898

Is there a difference in the mean of patent landscape experience and US PTO registration to practice status?

$$\alpha = 0.05$$

Hypothesis

$H_0 = \mu_1 = \mu_2$ There is **no difference** in the patent landscape experience and US PTO registration to practice status?

$H_a = \mu_1 \neq \mu_2$ There is **a difference** in the patent landscape experience and US PTO registration to practice status?

Levene's test for Equality of Variances $\alpha = 0.057$

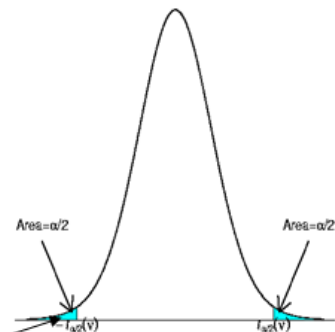
Retain H_0 Equal variances assumed

d.f. = 27

$t_{0.05} = 1.995$ $\alpha = 0.05$

$t_{test} = -4.462$ $\alpha = 0$

0.76



Reject Null

Reject Null A non registered patent professional has a higher mean value with respect to patent landscape experience.

IPO Patent Landscape Survey Report

Patent Landscape Questionnaire

Purpose

The purpose of this questionnaire is to obtain feedback regarding patent landscaping. The Intellectual Property Owners (IPO) Patent Search Committee is requesting your feedback to gain a better understanding of how patent practitioners and clients use patent landscaping to achieve business objectives. The results of the survey will be used to identify the state of the art with respect to patent landscaping methods and how patent landscaping results are used. This information will be shared with PIUG including a future IPO white paper. The following questionnaire includes 32 questions, some with multiple parts, and requires approximately 35 minutes to complete. Please note that if you are not familiar with patent landscape studies you will only answer 6 questions. Throughout this questionnaire you will be asked to provide your opinion regarding a series of statements. Many of these statements use a fill in the blank approach where fill in the blank words or phrases are provided. For these questions please indicate your level of agreement or disagreement based on the provided Likert scale. Please be aware that this is an anonymous questionnaire meaning that respondents cannot be identified. Thank you for taking time from your busy schedule to complete this questionnaire.

Questionnaire

1. What industry or type of business entity do you represent?

- Mechanical
- Electronic / Electrical
- Chemical (Not Pharmaceutical or Material Science)
- Pharmaceutical
- Material Science
- Biomedical
- Biotechnology (genetics)
- Software / Business Methods
- Law Firm
- University/Government
- Other

If you selected "other" to answer question 1, please identify and describe the industry or type of business entity.

2. What is the size of the business entity you represent?

- Less than or equal to 500 employees
- Greater than 500, but less than or equal to 20,000 employees
- Greater than 20,000, but less than or equal to 40,000 employees
- Greater than 40,000 employees

IPO Patent Landscape Survey Report

3. What is your current job role?
- Patent attorney (internal)
 - Patent attorney (outside counsel)
 - Patent agent (internal)
 - Patent agent (external)
 - Business/Marketing/Strategy Professional
 - Information Professional/Library Sciences
 - Researcher/Innovator/R&D
 - Other

If you selected "other" to answer question 3, please identify and describe your intellectual property function.

4. How many years of experience do you have in your current role?
- Less than or equal to one (1) year
 - More than one (1) year, but less than or equal to five (5) years
 - More than five (5) years, but less than or equal to ten (10) years
 - More than ten (10) years, but less than or equal to fifteen (15) years
 - More than fifteen (15) years

5. What specific patent **search** tools does your organization use (check all that apply)?

- Delphion
- DialogPRO
- USPTO EAST
- Espacenet
- FreePatentsOnline
- Google Patent Search
- JP-NETe
- MicroPatent PatentWeb
- PatBase
- PatBase Express
- Patent Lens
- ProSearch™
- QPat
- Qweb
- SumoBrain
- SureChem
- Surf-IP
- Other
- None

If you selected "other" to answer question 5, what **search** tools does your organization use?

In general, a Patent Landscape is defined as follows:

IPO Patent Landscape Survey Report

A patent landscape study is the end product of a patent search and analysis investigation involving a large number of patent documents where the selected prior art is analyzed and organized by one or more categorization methods and presented both numerically and graphically. Conclusions may be drawn with respect to past patent filing activity based on empirical evidence.

Please apply this definition when answering questions discussing patent landscapes.

6a. Are you familiar with patent landscaping?

Yes

No

Destination: **Page 2** (Set in 11 (Yes))

Destination: **Page 3** (Set in 11 (No))

(End of Page 1)

IPO Patent Landscape Survey Report

6c. If you selected "Yes" to answer question 6a, do you agree with the definition of patent landscaping as it was provided? The definition was provided just before question 6a as follows: "A patent landscape study is the end product of a patent search and analysis investigation involving a large number of patent documents where the selected prior art is analyzed and organized by one or more categorization methods and presented both numerically and graphically. Conclusions may be drawn with respect to past patent filing activity based on empirical evidence."

- Yes
- No

6d. If you selected "No" to answer question 6b, how would you define patent landscaping?

7. Does your company set aside a specific annual budget for patent landscape studies?

- Yes
- No
- Not applicable

8. What types of landscaping analysis tools does your organization use (check all that apply)?

- Patent search engines
- Cluster analysis of patent text
- Factor analysis of patent text
- Patent analysis using correlation matrices
- Patent analysis using co-occurrence matrices
- Natural Language Processing (NLP)
- Unknown (outside vendors perform analysis)
- Other

If selected "other" to answer question 8, what types landscaping **analysis** tools does your organization use?

IPO Patent Landscape Survey Report

9. How many patent landscape studies has **your organization** conducted or contracted in the past two (2) years?

- None
- More than zero (0), but less than or equal to five (5)
- More than five (5), but less than or equal to ten (10)
- More than ten (10), but less than or equal to fifteen (15)
- More than fifteen (15)
- Unknown

10. How many patent landscape studies have **you** conducted or contracted in the past two (2) years?

- None
- More than zero (0), but less than or equal to two (2)
- More than two (2), but less than or equal to four (4)
- More than four (4), but less than or equal to six (6)
- More than six (6)

11. How many persons **in your organization** perform patent landscape studies?

- None
- More than zero (0), but less than or equal to two (2)
- More than two (2), but less than or equal to four (4)
- More than four (4), but less than or equal to six (6)
- More than six (6)

IPO Patent Landscape Survey Report

12. Please provide your feedback with respect to the following statement: The reason my organization conducts / commissions patent landscape studies is *fill in the blank*.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
to help make informed IP strategy decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to monitor patent filing trends of competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to assist R&D groups with potential research initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to identify potential license-in / acquisition targets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to identify license-out opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to help identify needed talent or expert witnesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to identify JV or research partners, customers, or suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe any reason for conducting / commissioning a patent landscape study not listed in question 12 that you feel is important.

IPO Patent Landscape Survey Report

13. Which of the following resource categories accurately describe the source of patent landscape studies for your organization?

- Internal resource
- External vendor
- Mixture of internal and external resources
- Other

If selected "other" to answer question 13, please describe the resource used to conduct patent landscape studies.

14. If you chose "internal resource" to answer question 13, who in your organization is tasked with conducting landscape work.

- Patent attorney
- Patent agent
- Information professional/librarian
- Business/marketing/strategy personnel
- R&D staff
- Other

If you selected "other" to answer question 14, please describe the internal resource not listed in question 14.

IPO Patent Landscape Survey Report

15. If you chose "External vendor" in question 14, please rank the **type of vendors** who provide your organization with this service based on a 1 to 6 scale with 1 representing the most important benefit and 6 the least important benefit.

	1	2	3	4	5	6
IP strategy/consulting company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside IP counsel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prior art search and analysis firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry-specific consultant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patent/prior art search platform provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you ranked "other" in question 15 at any level less than 6, please describe the external resource.

IPO Patent Landscape Survey Report

16. With respect to question 15, if you chose any answer type EXCEPT "Internal resource" please provide your organization's level of agreement or disagreement with the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The work product associated with external resources is superior to that of internal resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
External resources are more cost-effective than internal resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My organization has no internal resources to support patent landscape work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal resources are too busy with other work and do not conduct patent landscape studies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal resources do not have patent landscaping expertise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patent landscaping/analysis tools are too expensive for internal use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patent landscaping/analysis tools require too much training for internal use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe any reason your organization uses external resources to conduct patent landscape studies, not listed in question 16, that you feel is important.

IPO Patent Landscape Survey Report

17. Patent landscape reports typically group patent documents by fill in the blank to communicate patent filing trends.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Assignee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assignee (cleaned)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patent classification (IPC/ECLA/USPC/...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geography (country code)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patent family information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal status information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statistical based grouping (text cluster, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Algorithm based grouping (other than statistical)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manual based grouping (user defined taxonomy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Some patent search and / or analysis systems rank patent documents based on relevance, commercial value, technical importance, and/or quality metrics where each ranking philosophy depends on one or more proprietary algorithms. Please indicate your level of agreement with the following statement. Third party **patent document ranking systems** provide a useful means for grouping patent documents for patent landscape purposes.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Select one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. If your organization uses a **patent document ranking system** to group patent documents for patent landscape purposes, please identify and/or describe the ranking system.

IPO Patent Landscape Survey Report

20. Patent **claim metrics** are sometimes used to compare patent documents. Please indicate your level of agreement with the following statement. The *fill in the blank* claims is a useful means of grouping patent documents for patent landscape purposes.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
number of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
number of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
independent					
versus					
dependent					
length of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
independent					

Please describe any patent claim metric, not listed in question 20, that you consider important.

21. With respect to patent landscape presentations, please rank the frequency of presentations **by audience** using a 1 to 6 scale with 1 representing the largest number of presentations and 6 representing the smallest number of presentations.

	1	2	3	4	5	6
Executive management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In house counsel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
R&D personnel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you ranked "other" in question 21 at any level less than 6, please describe the presentation audience.

IPO Patent Landscape Survey Report

22. Patent classification systems can be part of a patent **search strategy** with respect filtering patent information as input to a patent landscape study. The *fill in the blank* classification system is a common patent **search strategy** element associated with a patent landscape study.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
USPC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ECLA or CPC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IPC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JP FI Codes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JP F Terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locarno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Patent classification systems can be part of a patent **categorization strategy** with respect a patent landscape study. The *fill in the blank* classification system is a common **categorization strategy** associated with a patent landscape study.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
USPC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ECLA or CPC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IPC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JP FI Codes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JP F Terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locarno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IPO Patent Landscape Survey Report

24. Please provide your feedback regarding a typical patent landscape report based on the type of information included in the final document(s) by indicating your level of agreement with the following statements. Patent landscape reports typically include *fill in the blank* to document and communicate patent landscape results.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Bar charts (e.g. date vs. one or more groupings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pie charts (one grouping)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3D Map (e.g. topographical map)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
List of patent documents for review (those of potential interest)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
List of action items (for management or stakeholder groups)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe any report information, not listed in question 24, found in a typical patent landscape report for your organization.

IPO Patent Landscape Survey Report

25. With respect to previously completed patent landscape studies, ***how often are past patent landscape studies typically updated*** for your organization or clients?

- Quarterly (or more frequently)
- Semiannually
- Annually
- Biennially (every 2 years)
- Less often than biennially
- Never
- Other

If you selected “other” to answer question 25, please explain the typical update frequency for your organization’s patent landscapes.

26. If your organization has differing patent landscape audiences (ex. researchers vs business managers) do you change the format/style of your final presentation based on the audience?

- Yes
- No

If you selected “yes” to answer question 26, please describe the range of your organization’s final patent landscape presentations, based on the audience, from a format/style perspective.

IPO Patent Landscape Survey Report

27. Please indicate your level of agreement or disagreement with the following statement. The individuals receiving patent landscape information in the form of a presentation and/or report understand the fundamental methodology used to compile the data and/or prepare the graphical illustrations found in the presentation and or report.

- | | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| Select one | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

28. Please indicate your level of agreement or disagreement with the following statement. Patent landscape presentations and/or reports typically include non-patent literature along with patent document information.

- | | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| Select one | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

29. If your patent landscape presentations and/or reports include any non-patent literature, along with patent document information, how do you incorporate the non-patent literature (NPL)?

- NPL is reported separately
- NPL and patent literature are reported together
- Other

If you selected "other" to answer question 29, please describe the method used to include non-patent literature in patent landscape presentations and/or reports.

30. Are you interested in sharing information with the IPO patent search committee, beyond the answers submitted with this questionnaire? Please note that if you answer "Yes" **you are not giving up your anonymity** with respect to this or any other questions.

- Yes
- No

IPO Patent Landscape Survey Report

31. What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent **families** in the final deliverable? Please base your response on the patent family system typically used by your organization.

- Less than or equal to 2,000
- Greater than 2,000, but less than or equal to 4,000
- Greater than 4,000, but less than or equal to 6,000
- Greater than 6,000, but less than or equal to 8,000
- Greater than 8,000

32. What is the size of a typical patent landscape study completed by your organization, either internally or externally, with respect to the total number of patent **documents** in the final deliverable?

- Less than or equal to 5,000
- Greater than 5,000, but less than or equal to 10,000
- Greater than 10,000, but less than or equal to 15,000
- Greater than 15,000, but less than or equal to 20,000
- Greater than 25,000

(End of Page 2)

IPO Patent Landscape Survey Report

6b. If you selected "No" with respect to question 6a, would you like to learn more about patent landscaping (yes or no)?

Yes

No

If you are interested in learning more about patent landscaping or sharing information regarding patent landscaping, please contact Samantha Garner (sgarner@ipo.org) at the Intellectual Property Owners Association. Please state "patent landscape survey" in the subject line of your e-mail.

(End of Page 3)
