

IP CONSULTING SERVICES

INTELLIGENT INFORMATION FOR BUSINESS-CRITICAL DECISIONS



LEVERAGE THE EXPERTISE OF OUR INTELLECTUAL PROPERTY ANALYSTS

IP information can be strategic or tactical, assertive or defensive, proactive or reactive. For your business-critical projects that are beyond the resources or scope of your team, leverage the expertise of our IP Consulting Services and sharpen your strategic thinking and decision making.

The Thomson Reuters consultants are an extension of your in-house team. Whatever the topical area of your project, we handle it with the utmost professionalism and confidentiality. Tell us the area in which you need assistance and we fully embrace it—to understand the situation and deliver information you need.

IP Consulting Services provides the following types of intelligence:

- Technical Intelligence
- Competitive Intelligence
- Industry Intelligence

TECHNICAL INTELLIGENCE

Monitoring technology shifts and staying abreast of emerging technologies can be time-consuming tasks. Our IP consultants take this work on for you, tracking changes in technical areas and reporting on them using high-impact graphics that are easy to understand and use for decision making.

Our technical intelligence reports uncover patents downstream from key technologies or identify future development, licensing and partnership opportunities that might sustain or expand your product lines. Similarly, text mining techniques shed light on the viability of in-licensing and out-licensing fit.

COMPETITIVE INTELLIGENCE

Need to know what's happening in your competitive marketplace? How you match up against your competitors? Where your biggest threats and opportunities lie?

The Competitive Intelligence work of our IP Consulting team brings clarity to these questions with depictive charts, visuals and supporting information. We start by assembling company data on who owns whom and unifying IP holdings under a single company name, so you have a clear picture of a company's true IP assets.

And, so you're sure to keep your knowledge green, we can start a monitoring program for you. You'll receive updates whenever there are changes to a competitor's IP holdings. This will help protect the market position of high revenue products and enable you to foresee enforcement opportunities as well as technical shifts that could threaten your current products.



WHEN TO USE US:

- Identify potential collaborations, threats or enforcement opportunities
- Get a big-picture view of a technology landscape
- Make rational decisions on R&D direction
- Identify key inventors to shorten your cycle time
- Determine when to buy versus build
- Determine value and synergy in a potential acquisition

WHO USES US:

- Competitive/Market Intelligence
- Legal
- Licensing
- R&D
- Strategic Planning & Executives



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INDUSTRY INTELLIGENCE

Let the IP Consulting team monitor intellectual property trends in more than 40 countries, so you can understand industrial shifts by region. By working with our group of industry experts, you gain this global perspective and minimize language barriers.

LEAN ON US & EMPOWER YOUR STAKEHOLDERS

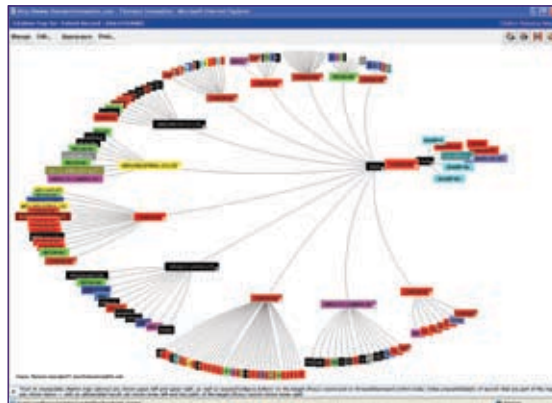
Give your business, legal or technical staff a jump-start on the review of large volumes of IP data by outsourcing the work to us. We have experience in industries as diverse as agriculture, automotive, consumer goods, electronics, energy, food, metallurgy, printing and textiles.

Let us do the research and analysis for you, focusing on your key questions or issues. Our IP Consulting team follows these steps when taking on your project:

1. Triangulate sources and use iterative searching
2. Test the results with independent indicators
3. Highlight key data and provide effective summaries
4. Report on the situation, providing supporting information in e-files

Your final report is available electronically and in hard copy. We meet to discuss our findings and share the support documentation with you.

You also have access to the content and tools we used, in the event you need to dig deeper during your internal review. Your stakeholders will be empowered with this new information so they can make accurate, confident decisions.



GET STARTED

Getting a consulting project started is easy.

1. Contact your area representative and explain your desire for this type of work
2. Email the IP Consulting Services team directly at: ts.ipconsulting@thomsonreuters.com
3. Go online to learn more at: thomsonreuters.com/products_services/scientific/TS_Consulting_Services

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