

Network Patent Analysis (NPA)

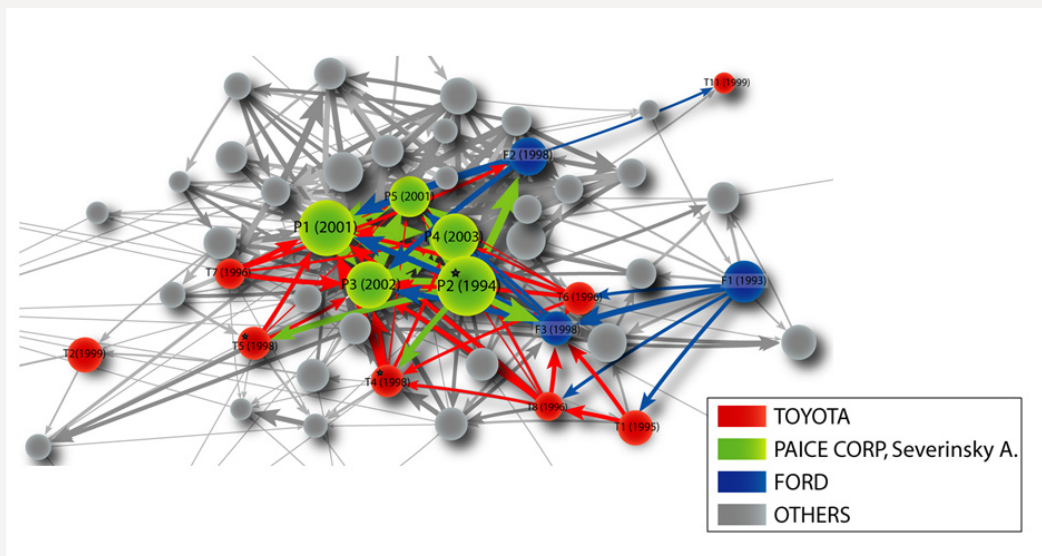
Griffith Hack is the exclusive Australian licensee and global partner for Network Patent Analysis (NPA) developed by Ampercite (www.ampercite.com.au).



The world's patent literature is increasingly recognised as the leading source of knowledge on technology developments. However the sheer quantity of available patent data (>60 million patents and growing at 1.9 million patents per year) can overwhelm traditional patent analysis methods. NPA uses patent citation data to form visual patent networks to highlight the leading patents and technology clusters in any targeted technology. Up to one million patent citations are combined to build a statistically robust patent map of a technology.

NPA both ranks and groups patents in a single and unique process, and is capable of distinguishing what appear to be very similar patented technologies. NPA produces both visually impressive graphics and data in spreadsheet form suitable for further analysis.

Figure: Example of NPA in practice. 58,000 patents in the hybrid car field were analysed. The leading patents in this field are highlighted below, along with their strongest citation linkages. The arrows show suggested technology flows between Ford, Toyota, and independent hybrid car technology developer Paice Corporation.



Applications of Network Patent Analysis

NPA can review up to 100,000 patents or more to identify the leading patents, technology clusters, patent owners and technology flows in any given area. As such, NPA has applications in:

- Mapping the technology landscape in an area of interest;
- Identifying key patents in a target area;
- Ranking target patents against their closest competitors;
- Ranking competing companies;
- Supporting litigation by predicting likely prior art and potential licensees;
- Internal review of patent portfolios;
- Strategic patent reviews;
- Identifying technology flows and technology evolution between competitors.



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Client and case studies

Client and case studies to date have included areas such as:

- Identifying emerging technologies in the food industry;
- Mapping technology developments in the area of stem cells;
- Identifying technologies to a key genetic analysis technology;
- Identifying parallel technologies in an area of consumer electronics;
- A strategic review of the IP portfolio of a global FMCG company;
- A benchmarking study of NPA in an area of heavy engineering, which subjectively correlated the results of an NPA study against the knowledge of a Griffith Hack patent attorney with 19 years direct experience in this field;
- A publicly available case study of the leading patents and patent owners in the hybrid car field. Among other things, this independently confirmed the need for Toyota and Ford to take out license agreements to use patents filed by early technology filer Paice Corporation (both of which Toyota and Ford have recently done).

NPA is technology neutral. As long as key developments are being protected by patent filings, NPA will find the leading patents and technology clusters.

Further information about NPA, including case studies, can be found at www.ambercite.com.

How Griffith Hack can assist your NPA study

Griffith Hack has been intimately involved in the development of NPA, and has strong knowledge about how it can be applied for the benefits of its clients. Griffith Hack can work with its clients to formulate the objectives of an NPA study, and then work closely with Ambercite to develop an outcome that meets the agreed objectives of the client.

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