



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning www.isis-innovation.com/... are automatically redirected to our new domain, www.innovation.ox.ac.uk/...

Phone numbers and email addresses for individual members of staff are unchanged

Email : enquiries@innovation.ox.ac.uk



Patent Landscaping Services

Shaping a proactive IP strategy

Enabling value-based judgements on technology assets via comparative mapping of various strategic and statistical indicators.

What We Offer

Various innovation teams need to make value-based judgements on patents. Patent landscaping helps inform robust strategies, providing sustainable competitive advantage to the following service users:

Out-licensing teams that need to develop their value proposition against competing opportunities

Inventors and attorneys seeking to understand the breadth of claims typically encountered in the technology sub-domain

An owner of an IP portfolio seeking to prioritise assets and make budgeting decisions

Technology scouts looking to build patent positions around a business opportunity



Get Answers To Questions Like

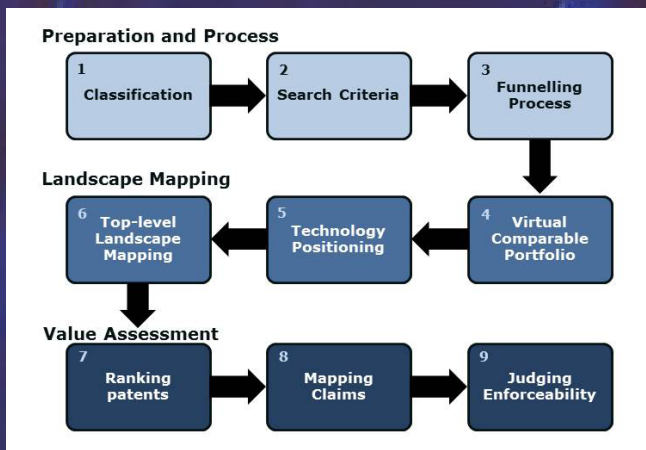
- Which patent has a higher comparative value?
- Can patents be linked to a product or a business opportunity?
- Which competitors are active in this space?
- How have patent claims evolved in the past 10 years?
- Do statistical indicators support a valuation hypothesis?

A Structured Method

Isis Enterprise uses a case-specific approach to patent landscaping that goes beyond purely statistical or qualitative methodologies.

Success of the process hinges on a clear understanding of the underlying technology, on maintaining a real-world strategic context, and utilising the best available expertise.

The recommendations are underpinned by Isis' experience of managing approximately 1,000 patented inventions in a cost-effective, impactful manner.



Delivery Options

Delivery of the patent landscaping service is designed to be adaptable to clients' needs.

- **Outsourced service**

Organisations with fewer resources dedicated to patent management may outsource their landscaping requirements directly to Isis Enterprise.

- **Bespoke, ad-hoc support**

For organisations with substantial internal resources, Isis can provide a second opinion on clients' internal reviews.

- **Training and workshops**

Landscaping exercises may be performed as part of a training session and workshop. This enables clients to develop internal capabilities.

NEXT STEPS

Contact us via the channels below to discuss how we may assist you in utilising patent landscaping to shape your IP strategy.

Patent landscaping may be used in many aspects of strategic Intellectual Property management



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