

Introduction to CambridgeIP



CONTACT CAMBRIDGEIP:

8A Kings Parade

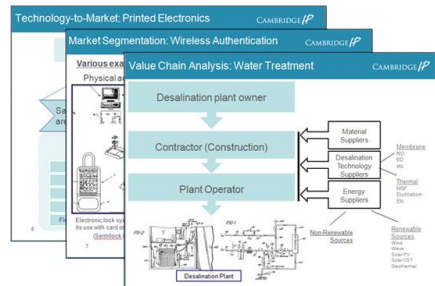
Cambridge, CB2 1SJ

United Kingdom

T: +44(0)1223 778846 | E: info@cambridgeip.com

About CambridgeIP

CambridgeIP (Cambridge Intellectual Property Ltd) is a provider of technology intelligence and innovation strategy products and services to companies, researchers and investors around the world.



CambridgeIP's rigorous methodology and supporting systems enable the gathering and analysis of highly complex science literature datasets with consistently superior quality and delivery times. Working with high-quality datasets allows us to provide high-grade analytics (some of which are an industry-first) in support of strategic decision-making by our clients in the IP policy, IP strategy and R&D strategy fields, and in business strategy more broadly.

CambridgeIP's work has been covered in leading media outlets and publications, including *Bloomberg*, *Financial Times*, *Harvard Business Review*, *Nature Publishing Group*, *Wall Street Journal*.



Examples of our products include: competitor mapping and analysis, technology mapping, technology market research, technology evaluation, industry-wide patent landscaping, patent expiry analysis, Boliven.com - a leading online information portal for the R&D community and training to private and public organisations in high-technology sectors.

Cambridge Intellectual Property Ltd

www.cambridgeip.com

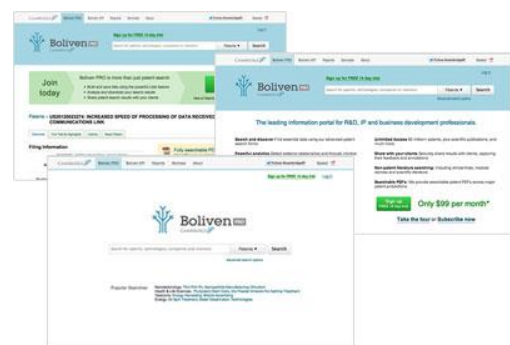
T: +44 (0) 1223 778 846 | E: info@cambridgeip.com

About Boliven PRO

Boliven PRO is CambridgeIP's leading patent search and analytics platform.

Boliven PRO offers subscribers access to one of the world's largest patent search engines, with over 60 million patent records from around the world.

- ✓ Our **analytics tools** help you detect patterns and relationships in the data through easy-to-understand visualizations, charts, and graphs.
- ✓ Our **exporting tools** help you take your analysis in-house, through Word, Excel and other productivity applications.
- ✓ Our **patent training options**, include tutorials on advanced patent searching and courses on corporate patent strategies.



Contact us at boliven@cambridgeip.com for more information or to request a free trial.

IP Strategy: Patent Box

The pending 'Patent Box' tax incentive scheme in the United Kingdom will have a significant impact on the patent strategies, patent portfolios and business structures of international businesses and UK based businesses alike. For many clients the impact of the Patent Box initiative is becoming a consideration in patent sale and out-licensing negotiations.



CambridgeIP has helped clients:

- ✓ Ensure they have the correct patent portfolio, with independent verification of patent portfolio relevance to key product and service lines
- ✓ Identify high value opportunities for patent sales and out-licenses, this can now be enhanced by a potential acquirer seeking qualifying patents ahead of the Patent Box roll-out.

FREE IP Strategy Consultation

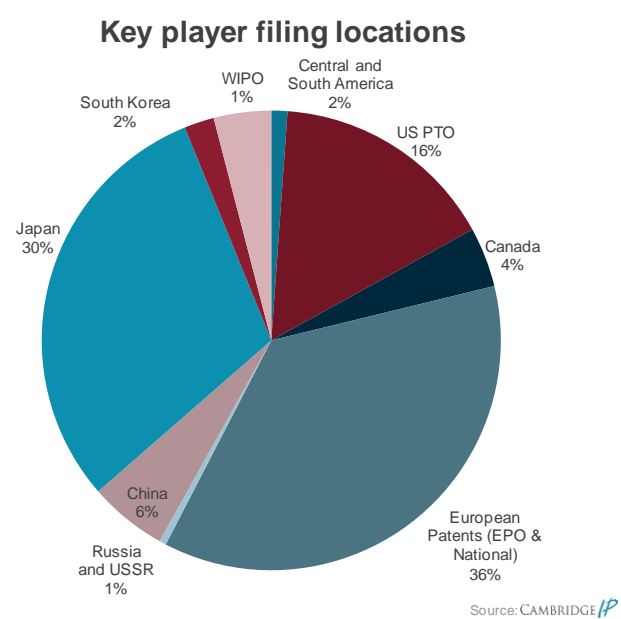
Our team of IP experts at CambridgeIP is on-hand to assist you in developing the appropriate IP Strategy for your business.

For a no obligation call with a CambridgeIP expert about how we can help your business, or for more information about how CambridgeIP can help in relation to the Patent Box or any other aspect of your IP strategy, please contact us at info@cambridgeip.com.

FREEDOM TO OPERATE

BENEFITS

Identify whether any patents held by third parties might block your product or technology development. Our Freedom to Operate searches help inform your assessments of infringement and litigation risks, and help you determine whether you require licenses to patented technologies held by others.



Overlap analysis of patents in selected technology fields			
White space analysis	Technology Space 1	Technology Space 2	Technology Space 3
Technology Space 1		141	2928
Technology Space 2	141		3
Technology Space 3	2928	3	

SERVICE IN PRACTICE

Freedom to Operate searches are typically conducted prior to launching operations, R&D programmes and investment strategies, including new product development, manufacturing, sales, importing and exporting.

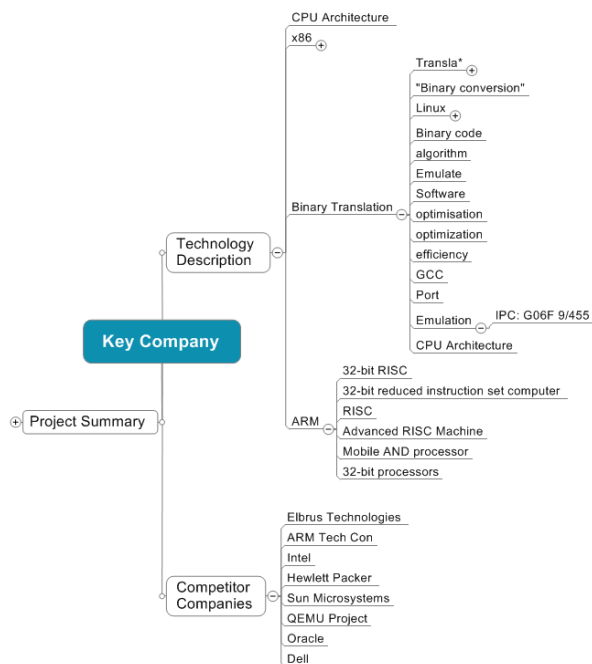
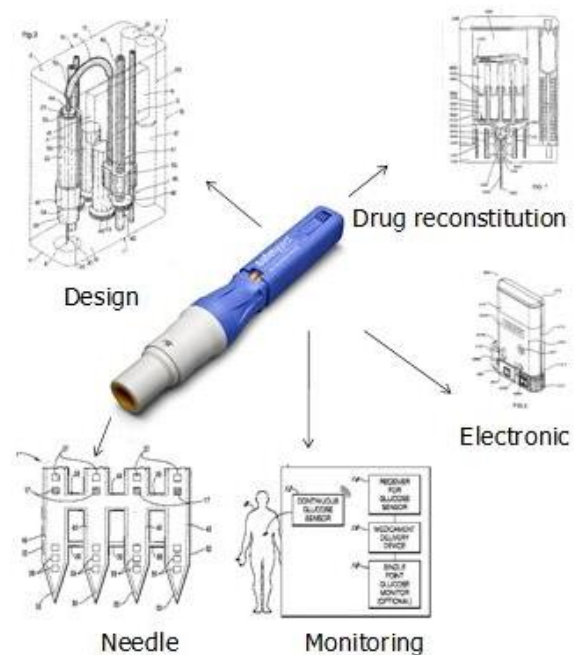
DELIVERABLES

Our outputs consist of a brief report and a comprehensive indexed and categorised dataset. Our dataset is provided in both spreadsheet and live and interactive patent datasets, enabling you to share the Freedom to Operate results with your colleagues, patent attorney, legal advisors, investors, clients and other stakeholders.

IP SURVEY

BENEFITS

Provide a review of key technology development areas as they correspond to current and future market niches. Our IP Survey identifies patent activities around a particular technology or application area, showcasing example patents, key players and other insights.



SERVICE IN PRACTICE

IP Survey's are typically conducted to inform corporate investment, M&A strategy in rapidly developing markets, inform in-house R&D strategy and assist companies prioritise key market segments.

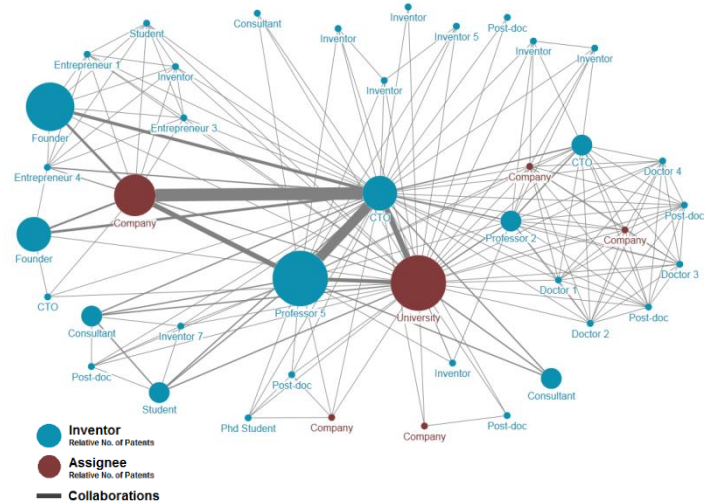
DELIVERABLES

Our outputs consist of a technology review, decomposing and visualizing key technology systems and technology approaches in a specific application area, selected patent examples for each application area, key corporate and research institutions, and technology foresight maps.

IP LANDSCAPE®

BENEFITS

An IP Landscape® meets a range of business intelligence needs, including technology scouting, competitor and collaborator mapping, R&D planning, fundraising. The IP Landscape® is CambridgeIP's flagship product, widely considered as the leading patent landscape offering in the industry.



	Product Concept	Feasibility Study	Develop	Evaluate	Market Release
	Technology concept formulated	Proof-of-concept validated	System prototype	System completed and tested	Marketing
Technology ideation	✓	✓	✓		
White Space	✓	✓	✓		
Investor due diligence	✓	✓	✓	✓	
Competitor monitoring	✓		✓	✓	✓
Collaboration opportunities	✓	✓	✓	✓	✓
FTO analysis	✓	✓	✓	✓	
Licensing in/out		✓	✓	✓	✓
Infringement monitoring			✓	✓	✓
IP portfolio quality			✓	✓	✓
M&A strategy				✓	✓
Identify new markets				✓	✓

SERVICE IN PRACTICE

An IP Landscape® is typically conducted prior to making decisions on intellectual property strategy and business strategies including patentability, freedom to operate and market entry decisions.

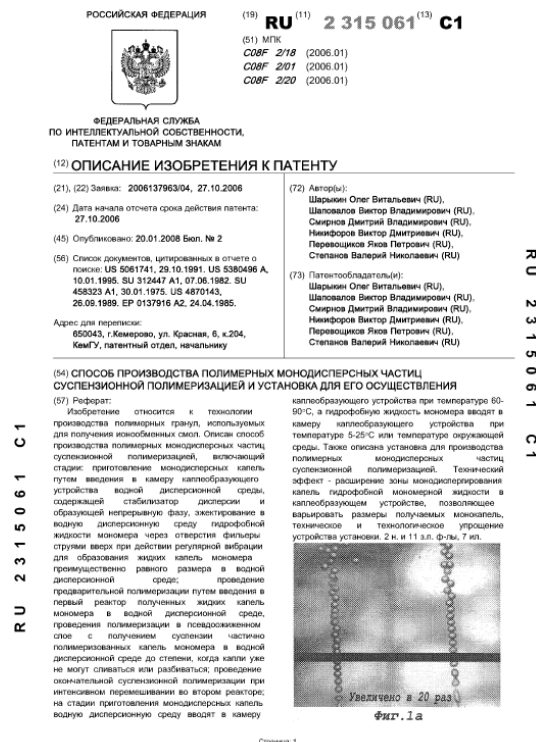
DELIVERABLES

IP Landscape® products include reports with mapping of technology systems and processes with analysis, recommendations and comprehensive datasets for your ongoing reference. Many clients use an IP Landscape® to support fundraising including investment due diligence and building an investment case for senior management.

PATENTABILITY

BENEFITS

Determine if your innovation is patentable and meets patentability requirements of novelty, usefulness and non-obviousness. Our patentability searches help you make informed decisions about your patenting strategy, prior to making further investments and before incurring additional costs in relation to your patent applications.



Key of technology components claimed in patent documents based on expert review

Technology Component x	Technology Component x	Technology Component x
1	1	0
Technology Component x	Technology Component x	Technology Component x
0	1	0

SERVICE IN PRACTICE

A patentability search is typically conducted prior to making a patent application, or prior to amendment of an existing patent application.

DELIVERABLES

Our Patentability searches result in indexed and searchable datasets of prior art for your ongoing use, our datasets include all key information fields in relation to identified prior art together with searchable patent PDFs and links to information online where available.

CambridgeIP Team Members

Our team has extensive experience in science and engineering disciplines, law and economics – enabling us effectively to interpret and communicate results of our research to the full spectrum of stakeholders in high-technology spaces. Here we introduce selected members of the CambridgeIP team with expertise in IT, Clean Technology, Water, Energy-efficiency, Energy and Utilities, Health and Life Sciences, Biomedical sciences, and Telecommunications

Directors



Quentin Tannock
(Chairman)



Ilian Iliev
(Director)



Dr Robert Brady
(Director)

Business Advisory Board – selected members



Dr David Cleevely
(Consulting services)



Peter Harverson
(Marketing & Sales)



Walter Herriot OBE
(Innovation)



Prof Nelson Phillips
(Corporate strategies)

Senior Associates – selected staff



Arthur Lallement
(Health &
Life Sciences)



Helena van der Vegt
(Water &
Telecommunications)



Sarah Helm
(Energy & Clean
Technology)

Scientific Advisory Board – selected advisors



Dr Daryl Boudreaux
(Advanced Materials)



Prof Robert Perrons
(Energy)



Christopher Lowe
(Biomedical sciences)



Dr Philippe Rogueda
(Industrial Chemistry)

Technical Team – selected staff



Ben Pellegrini
(Technical Lead)



Ben Tregenna
(Data architecture)



Frazer Fisher
(Systems analysis)



Chris Moores
(User experience)

CambridgeIP network

CambridgeIP has an extensive network of clients and collaborators, built and proven in over 200 major international projects. Our network includes world leading scientists, industry leaders and policy-makers from around the world.

CambridgeIP regularly conducts interviews and surveys of verified experts to augment our literature research and analysis. We have engaged with over 10,000 individuals through our interviews and surveys.

Our engagement with experts in our network, and our analysis of our interview and survey findings, is coupled with our extensive global science literature databases to give CambridgeIP a significant knowledge base and a unique perspective on many technology-market spaces.



Additional Services from CambridgeIP

CambridgeIP Patent Valuation

CambridgeIP deploys several patent valuation methods on behalf of investors and investees. Our methods include **Value Indicators, Discounted Cashflow, Replacement Cost** and **Market Benchmarks**. Many of our patent valuation offerings are unique to CambridgeIP and are enabled by our proprietary databases, tools and methods.

Delivering your IP related strategies

We regularly assist our clients to make more money more quickly from their IP assets. CambridgeIP has significant experience in negotiating **patent in-licenses** and **patent out-licenses**, negotiating **R&D and JV partnerships** and providing other support that accelerates a client's time to market.

Fact based market assessments for S&T businesses

Unlike many market assessment providers who use qualitative or 'classic' approaches, which are based on expert interviews and secondary literature, CambridgeIP additionally adopts a **quantitative and fact based approach to delivering market assessments** based on significant knowledge bases and analysis tools.

Our market assessments are designed for innovation, science & technology (S&T) based businesses. We take technology as the starting point for assessments of market potential, opportunities and challenges; we do not undertake market assessments for general businesses which do not have a core of innovation and which are not S&T based.

Investor services

CambridgeIP has significant experience in working with investors to develop fact-based **investment strategies**, identify and verify investment opportunities, undertake **due diligence** on investments and monitor **investment performance**.

One typical investor engagement sees CambridgeIP assess the investment attractiveness, key investment risks and investment risk management strategies. An **investment attractiveness dashboard** is presented, together with a recommended investment plan for investors.

IP training courses

CambridgeIP experts also provide a range of **patent training** options, including tutorials on **advanced patent searching** and courses on **corporate patent strategy**. Contact us at boliven@cambridgeip.com for more information.

Translation of patents and science literature

CambridgeIP is expert in **technical, scientific and 'patent legal' language translations**. Russian to English; and English to Russian translations can be provided using automated and human methods.

Contact CambridgeIP

For **more information** about our products and services please contact us at info@cambridgeip.com or visit us at www.cambridgeip.com.



TECHNOLOGY INTELLIGENCE. OPEN INNOVATION. IP STRATEGY

WWW.CAMBRIDGEIP.COM | WWW.BOLIVEN.COM

Contact Us

CambridgeIP
8A Kings Parade
Cambridge, CB2 1SJ
United Kingdom
T: +44(0)1223 778846 | E: info@cambridgeip.com

CambridgeIP®, IP Landscape® and Boliven® are registered trademarks of Cambridge Intellectual Property Limited.
Registered in England and Wales.

Company registration number 05713161.