



## OCEAN TOMO RESEARCH

Ocean Tomo Research includes three advanced, web-based intellectual property-focused analysis tools:

- » PatentRatings® System – market validated software for objectively assessing patent quality, relative value and competition;
- » PatentMarking™ notification platform – aggregating all patent usage information for products or services; and
- » OTI.com – a repository of global IP market data, including a robust free patent search helping drive intelligent business decisions in a highly competitive global economy.

### PATENT RATINGS SYSTEM

The PatentRatings System (PatentRatings.com) is the most advanced web-based patent data, ratings and analysis platform. Created to support IP planning, licensing and prosecution, it is designed to objectively assess patent quality, relative value, relevant patents and technologies, competition, and competitive trends. It is the only equity-market validated system and is used by major global corporations among the top 100 IP holders. From individual patents and patent portfolios, to technology sectors and companies, the PatentRatings system provides unparalleled strategic insights and analysis.

Built upon proprietary methodologies (U.S. Patent No. 6,556,992 and 7,716,226) derived from assessing the entire universe of U.S. issued patents with over 50 discrete patent attributes validated by market participants, the PatentRatings system shows interrelationships among all U.S. patents with numerical relevance scores used to quickly identify related patents, technologies and competitors. The Relevance Engine™ module is based upon multi-generation citation analysis rather than latent semantic analysis or key word search. Citation-based relevance is superior, allowing clients to identify and quantify the contributory affect of citations, harnessing the wisdom of the crowd and eliminating the inconsistencies and erroneous output created by language and/or translation barriers.

No other analysis and research tool combines patent quality metrics with competitive portfolio assessment on a single platform. Offered as an annual subscription or through individual standard or customized reports, the PatentRatings system can uniquely:

- » Provide an objective and holistic platform with quality matrix
- » Present ratings on all, or relevant, U.S. patents issued after 1976
- » Offer a method of analyzing relevance that uses advanced statistical algorithms
- » Identify relevant patents to a reference patent or set of patents in a technology
- » Explore licensing or acquisition opportunities
- » Support IP transaction decisions
- » Support IP portfolio management decisions
- » Evaluate opportunities and threats within the IP marketplace
- » Benchmark competition and gather IP intelligence

## PATENTMARKING™ NOTIFICATION PLATFORM

Manufacturers of patented products can now uniformly stamp [www.PatentMarking.com/company](http://www.PatentMarking.com/company) on either the physical product or its brochure to inform the market its proprietary nature. Customers, potential competitors and the public generally can identify specific patents used in products by visiting the Ocean Tomo PatentMarking platform.


Major global commercial markets, including the United States, have enacted legislation requiring that patented products be “marked” with the relevant patent numbers in order to give constructive notice to the public of inventions. Such a requirement is beneficial to reduce the incidence of patent infringement. Failure to mark may prohibit the patentee from obtaining back damages prior to giving actual notice to the infringer (e.g., by way of letter or the filing of a complaint) and may even result in liability for under-management of corporate intellectual property assets.

Traditional marking of physical products and brochures is cumbersome and expensive. Proposed changes to 35 U.S.C. Section 287(a) introduce the ability to virtually mark products. Online marking allows for efficient updates and integrates the ability to search across patent numbers, licensees or products. Ocean Tomo PatentMarking notification supports the corporate management of patent marking data by providing companies with a single repository for storing their patent-to-product related information. The Ocean Tomo PatentMarking platform is the first and only system of its kind, acting as a searchable portal for all patent information actually offered for sale.

Ocean Tomo PatentMarking notification is free to the public providing three categories of data:

 **Observed**, provided generally by registered users;

 **Validated**, provided by Ocean Tomo or a trusted affiliate organization; and

 **Reported**, provided by the product manufacturer or service provider (the “Reporter”) under a subscription agreement with Ocean Tomo.

Reported data is considered to be a representation of the Reporter (subject to terms and conditions) and as such replaces all related Observed and Validated information.

## OTI.COM GLOBAL IP MARKET DATA

OTI.com is community-driven and the only comprehensive source of global intellectual property-based market information. OTI provides IP, finance, business and media professionals with an all-inclusive online platform containing the latest IP news and market pricing. OTI research tools and global patent and transaction data help drive intelligent business decisions in a highly competitive global economy.

OTI content is delivered in an easy-to-read, user-friendly format. The site’s homepage can be customized with widgets and alert functionality, allowing users to tailor the service to suit their individual needs. OTI is the only community-based platform that provides timely and actionable market intelligence integrating information from multiple sources including:

- » Patent data from 81 issuing jurisdictions
- » Analytical reports and research tools powered by the PatentRatings system
- » Transaction data
- » Royalty reporting by RoyaltySource
- » IP-based indexes from IPXI
- » Daily IP-related news aggregated from a number of established sources including IAM and IP Law360
- » Various IP based blogs and community comment



**OCEAN TOMO®**  
INTELLECTUAL CAPITAL EQUITY®



## CONTACT

**Jake Geleerd**  
President & COO  
p: 312 377 4846  
e: [jgeleerd@oceantomo.com](mailto:jgeleerd@oceantomo.com)