

Ocean Tomo Gold BookTM

PRODUCT SPECIFIC PATENT
PORTFOLIO OPTIMIZATION



OCEAN TOMO[®]
CHINA

Portfolio Optimization

Patent owners are encouraged to file or buy additional patents to turn **GREEN** to **GOLD**. Likewise, patent owners are encouraged to sell or trade patents to turn **RED** to **GOLD**. Patent owners may trade or transact patents directly. Ocean Tomo can also facilitate this activity through the Ocean Tomo Bid-Ask™ Market or through private brokerage. Ocean Tomo staff are available to assist in this process in both Mandarin and English. Patent teams will manage their portfolio to reach a solid gold performance.

Ocean Tomo ranks companies within each product category based on a points standard. The grids for a given product are ordered accordingly:

6 points for **GOLD** squares **3** points for **RED** squares **0** points **GREEN** squares

Patent transactions or trades made through the Ocean Tomo Bid-Ask Market™ will be automatically and immediately recorded. The grids affected by this activity will be shown in real time on the Gold Book online platform. Patent owners who transact directly may submit this activity to Ocean Tomo with a small reporting fee and the relevant grids will be updated. There is a fee based appeal process by which patent owners can send patents they think Ocean Tomo failed to count or include.

Product categories were identified based upon export value from China to the U.S. using data from the Observatory of Economic Complexity, created by the Macro Connections Group at the MIT Media Lab. Patent owner selection was based on a review of patent data. Patent owners (operating companies and non-practicing patent entities) can also submit an application to be included. Additional product categories and companies will be added over time.

The Ocean Tomo Gold Book is published and distributed as a series of Technology or Sector Annuals and is continuously updated at OceanTomoGoldBook.com.

Company Benefits

ASSESSMENT + MONETIZATION

The Gold Book allows companies to easily identify technologies requiring further protection as well as determine those patents which can be sold or otherwise monetized without undue risk. By actively optimizing patents to given products, patent managers can demonstrate the value of their portfolio strategy through what has become to be known as “solid gold performance”.

IP TRANSACTION PARTNERS

The Gold Book reduces information asymmetry of the IP market. It serves as a reference for patent buyers and sellers to easily identify Chinese partners.

SUPPLIER GUIDANCE

The Gold Book informs interested retailers and OEMs of the most desirable contract manufactures – those that show “solid gold performance” providing their customers with proprietary solutions and a robust portfolio for patent defense.

COMPETITIVE MAPPING

The Gold Book assists companies seeking to map competitor patent estates providing market intelligence and other mission critical information.

INVESTMENT REFERENCE

The Gold Book is required reading for capital managers considering investments in Chinese operating companies.

Contact



DR. N. DARIUS SANKEY
+86 040 0120 3480
Darius@OTI.com



LAYNA GUO
+86 040 0120 3490
Layna@OTI.com



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Market Benefits

PROMOTE COMMERCIAL USE

The Chinese government actively promotes the commercial use of intellectual property including patents. The Gold Book is an efficient measure to facilitate such use.

FACILITATE GOVERNMENT POLICY

The Gold Book is a valuable reference source to assist the government in facilitating supportive policies towards specific technology areas, such as AI, and new materials, etc. More specifically, the Gold Book can help China's industry parks identify and recruit leading technology companies.

ENGAGE ADVANCED FOREIGN MANUFACTURES

With evergrowing demand, foreign manufactures routinely seek to transfer technology to the Chinese marketplace. The Gold Book provides insight into what technology is not sufficiently addressed while at the same time focusing small and medium-sized companies on important acquisitions from more advanced manufacturers.

Register to Access the Gold Book Platform

Registered users of the Gold Book can access additional content not available to unregistered users. Registered users can:

- observe up to 12 technology areas (twice the technology areas available to non-registered users)
- drill down within each box to view and link to the patents reflected in the count
- compare companies by product

Pre-Order The Gold Book Today

To pre-order your copy of the Ocean Tomo Gold Book™ 2019 at a discounted price, please email GoldBook@OTI.com.

To view the 100+ product categories and for further information on the Ocean Tomo Gold Book™, please contact GoldBook@OTI.com.

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