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The PatentSight Methodology

**TECHNOLOGY RELEVANCE™**
Worldwide citations received from later patents, adjusted for age, patent office practices and technology field
Average value: 1

**MARKET COVERAGE™**
Market size protected by active patents and pending patent applications on a certain invention
Value of a granted US patent: 1

**COMPETITIVE IMPACT™**
(Individual patent strength)
The relative business value of a patent

**PATENT ASSET INDEX™**
(Sum of all Competitive Impacts of an entire portfolio)

Case Study by DSM

Goal:
Quick insight in the competitive IP landscape of biotechnology in the animal nutrition field.

Scope:
Very simple and quick search in PatentSight using IPC, CPC classes for biotech (C12N, C12P, C12Q & C12Y) and animal nutrition (A23K).
Selection on active patent families only.

Analysis:
5084 active patent families of 2084 owners
Biotechnology in Animal Nutrition has been continuously growing in the last years.
Overview of Top Players for Biotech Animal Nutrition ranked by PAI

All known players in the biotech animal nutrition area show up.

DSM has an excellent position
Main actors: Quality vs. Quantity - Live demo

Portfolio size

Owner
- DowDuPont
- Bayer
- Novozymes
- BASF
- DSM
- Nestle
- ChemChina
- P&G
- Corbion
- CSIRO

Owner (bubble) shows items 1-10 of 3324, sorted by Patent Asset Index™ as of today.

Analysis based on 5,684 patent families active today. Some 'Owner' items are hidden.

Filter legend: (IPC (smart) • (C12N 1, C12N 9, C12N 13, C12N 15, C12D, C12Q, C12R) OR CPC (smart) • (C12N 1, C12N 9, C12N 13, C12N 15, C12D, C12Q, C12R) AND (IPC (smart) • A23K OR CPC (smart) • A23K)
Patent Asset Index Trend

Dow DuPont growth driver since 2007

Novozymes and Bayer followed in 2011

This triggers further analysis
New players emerged after acquisitions in the biotech animal nutrition field

Example: Bayer acquisition of Monsanto (2016)
Portfolio interrelations Cited

Owner of cited active patents:
- DowDuPont
- Bayer
- Novozymes
- BASF
- DSM
- Nestle
- ChemChina
- P&G

Owners of cited patents:
- DowDuPont
- Bayer
- Novozymes
- BASF
- DSM
- Nestle
- ChemChina
- P&G
International Protection

DowDuPont

Bayer

Novozymes

DSM

Geography: Active in (ISO code)  Shading: Patent Asset Index™

CEPIUG 10th YAC, 9-11 September 2018
Enzymes overview: company vs cpc (C12Y)

Glucosidase is the most used enzyme in this field
- 5 top players are active in the most used microorganisms in this field.
- DSM active with fungi/algae
Quick insight in the competitive landscape of biotechnology in the animal nutrition field.

INSIGHTS

- **Patentsight** useful tool for retrieving quick and valuable insights in a technology field.
  - Features: Active families /Ownership /Patent Asset Index
  - Visualizations appreciated, and initiate deeper discussions.
- Continuous growth in this IP field.
- Known competitors show up in this overview.
- New big players emerged after acquisitions.
- Small players with large impact can be identified.
- Citations useful for identifying players in different areas.
- Microorganisms and Enzymes are good example of different activities of these companies
- Fruitful hints for further analysis
Thank you for your attention!

Questions?

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