

# Willis PatentWize™

## UNDERSTAND THE RISK AND MANAGE THE OUTCOME

**Intellectual property risk management is one of the toughest challenges our clients face. Willis PatentWize, powered by Innography software, is a Willis solution that facilitates the management, mitigation and control of the rising costs associated with intellectual property. With Willis PatentWize, IP-related tasks that once took weeks can now be completed in a matter of minutes. The functionality and benefits of this technology are extensive. Get the answers you need, when you need them.**

### **THE NEW STANDARD OF DUE DILIGENCE**

Willis PatentWize delivers the analytics risk managers require to determine, not only risk, but other key factors they need to understand and manage. Willis PatentWize enables you to:

- Make fast decisions using data no one else can find
- Provide exposure and vulnerability identification
- Collaborate with legal department to preempt litigation claims
- Track geographic IP issues as they relate to your business
- Understand merger and acquisition (M&A) value and risk
- Examine brands, trademarks and logos to ensure you are free to operate without infringement risk

This risk management platform offers a complete view and analytic capability for soft assets, including patents and trademarks.

### **ENABLE EARLY WARNING SYSTEMS TO UNDERSTAND RISK FACTORS**

Enforcing and defending a company's soft assets is often challenging, and having access to essential tools and information to generate reliable results is paramount. Willis PatentWize provides customized, automatic alerts, highlighting potential risk areas relating to patents, trademarks and competitors.

This risk management platform instantly prioritizes and displays results so you can determine risk factors you might have overlooked. With Willis PatentWize you have immediate access to clear, concise views of litigious companies, including statistics of their most litigated patents. You can gain new insights into possible infringements on patents associated with your valuable product and brand identities.



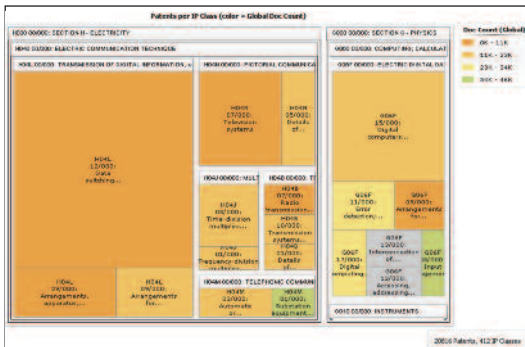
Powered By  
**INNOGRAPHY®**

**Willis**

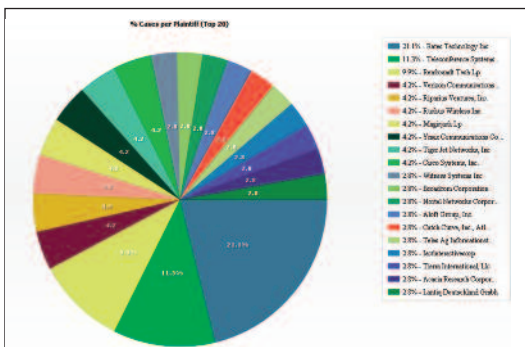
# UNDERSTAND LITIGATION VULNERABILITY FROM THE OUTSET

## AVOID STRATEGIC HAZARDS

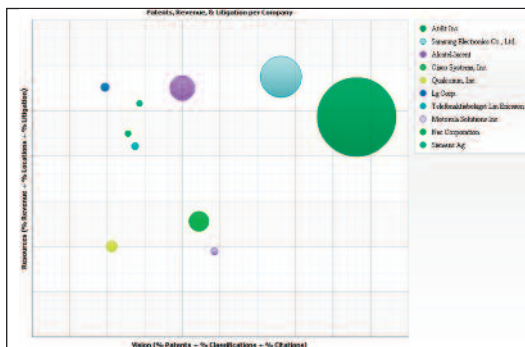
Using Willis PatentWize, you can determine threats and direct R&D to avoid infringement pitfalls with future products. For existing patents, it can help you prepare a response to potential infringement claims before they occur. Willis PatentWize also enables the discovery of declaratory judgment opportunities to preempt potential litigation or to seek out and acquire other IP as a bargaining chip.



Reveal Critical Details about M&A Candidates



Ascertain the Most Prolific Litigants



Assess Risk and Potential in New Markets

In cases where you haven't prepared ahead of time, you can find invalidating prior art and submit an interference filing with the USPTO. You can also determine whether to litigate or settle using decision tree analysis.

## A SINGLE VIEW OF WORLDWIDE DATA

As you work with M&A departments, Willis PatentWize correlates and visualizes company, IP and litigation data to help you understand the risk in existing and expanded jurisdictions. Prepare divestitures to minimize and mitigate risk during negotiations.

## FIND WHAT NO ONE ELSE CAN

Willis PatentWize has developed advanced algorithms that mine patent data for associations that represent valuable clues in determining the most likely assignee – even if one is not listed on the patent document.

## CREATE EXECUTIVE-FRIENDLY VISUALS OF IP RISKS

The Willis PatentWize Market Map is an invaluable tool for understanding the market strength of companies in a given technology arena. Various sets of data are correlated, such as depth and breadth of a company's portfolio to percentage of revenue and litigation in a given technology domain.

# VISUALIZE AND EXPLORE COMPETITOR IP LANDSCAPES

## VISUAL TOOLS

Correlate patent, financial and litigation data into easy-to-understand visualizations that let you drill into your result set and search without keywords. Visual tools include technology trends; classification similarities; concept and claim maps; custom taxonomies; market, geographic, company and classification landscapes; assignment relationships; expert finder; and forward and backward citation mapping.

## ONE-CLICK WIZARDS

Quickly and easily gain valuable insights with one-click wizards:

- Portfolio inventory, predictive assignment and portfolio comparison
- Reassignment relationships and portfolio maintenance
- Invalidation and infringement research with corporate and litigation profiles
- Licensing and gem finding
- Competitive intelligence and semantic prior art searching

## SIMPLIFY EVERYDAY TASKS

- Get started quickly with QueryBuilder, a simple form for building queries in a snap
- Streamline repetitive tasks with Power Actions, changing multiple items at once

## SAVE RESULTS AND COLLABORATE WITH TEAM MEMBERS

### KNOWLEDGE REPOSITORY

Create project work spaces to save search results, upload documents and share annotations. Invite colleagues to collaborate on projects, review and share your analysis, refine search results and save project input. Project work spaces enable you to:

- Share search results, visualizations, project documents and saved patents
- Import and export patent documents
- Analyze imported documents
- Annotate saved documents with custom taxonomies or licensing data
- Perform analysis based on your patent taxonomy
- Find similar patents to those that are saved and annotated

### CUSTOMIZED RISK MANAGEMENT VIEW (RMV)

- Includes pre-configured landscape views, alerts and reports specific to your industry and competitors
- Pre-loaded IP portfolio and internal taxonomy for rapid analysis are provided

## CUSTOMIZED SERVICES

### TRAINING CURRICULUM AND WORK-FLOWS FOR M&A, LITIGATION AND HUMAN RESOURCES ASSESSMENTS

- Receive one-on-one training sessions on areas of risk assessment
- Use easy-to-follow recipes and how-to videos in target areas

### UNLIMITED CUSTOMIZED REPORTING FOR EXECUTIVE BRIEFINGS

- Report templates are customized for your business needs
- Generate weekly, quarterly and annual IP business and legal reports as needed

### QUARTERLY RISKS CONSULTATIONS WITH INDUSTRY EXPERTS

- Revisit and refresh training and customized RMV

- Assess value driven by PatentWize and identify areas that require additional focus and improvement
- Receive consultative services on new projects and other events impacting risk assessment

## BEST PRACTICES FOR INTER-DEPARTMENTAL COLLABORATION

- Get help to understand and engage key contributors needed for proper risk assessment
- Receive role-based Willis PatentWize training and work-flows designed to assist risk managers

## CONTACTS

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## RISK MANAGEMENT

Willis PatentWize can help you minimize and mitigate risk with immediate access to intuitive views of data that can indicate litigious companies, infringement exposure and financial risk.

The unique Willis PatentWize IP business intelligence application empowers risk managers as they work with legal counsel, M&A managers and CFOs to produce keen insights into:

- Potential infringement vulnerabilities
- Legal compliance
- Financial risk
- Risk-reward analysis
- Acquisition costs
- Preempting potential litigation claims