

Willis PatentWize™

UNDERSTAND THE RISK AND MANAGE THE OUTCOME

Intellectual property management is one of the toughest challenges our clients face. Willis PatentWize, powered by Innography software, is a Willis technology 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.

Willis PatentWize delivers the analytics that executives 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

ENABLE EARLY WARNING SYSTEMS TO UNDERSTAND RISK FACTORS

Enforcing and defending a company's intellectual assets is often challenging; access to essential tools and information to generate reliable results is paramount. With Willis PatentWize, you will:

- Understand the entire IP landscape at a glance
- Receive automatic alerts to new litigation activity customized to your business
- Understand potential outcomes from decision analysis on historical litigation data
- Enable risk transfer and mitigation related to Willis IP insurance and IP risk consulting

Willis PatentWize 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.



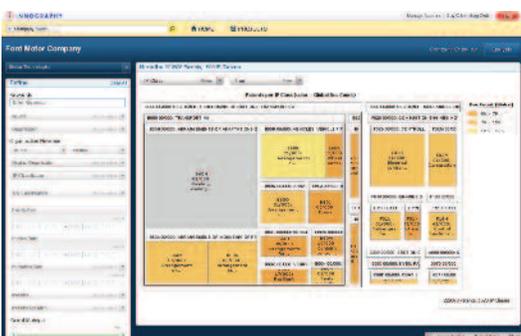
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INNOGRAPHY®

Willis

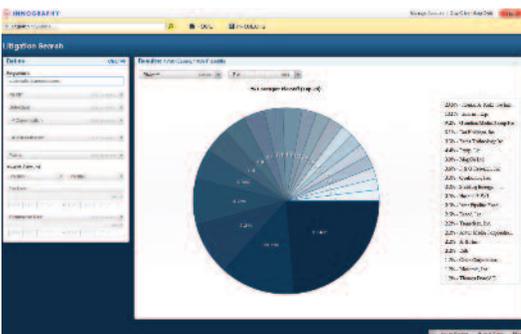
UNDERSTAND LITIGATION VULNERABILITY FROM THE OUTSET

AVOID STRATEGIC HAZARDS

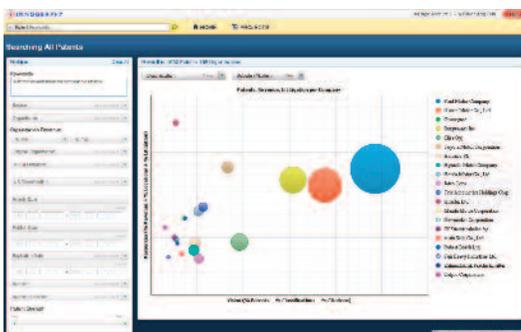
Using Willis PatentWise, you can determine threats and direct R&D to avoid infringement pitfalls with future products. For existing patents, it can help you prepare a response to potential infringement claims before they occur. Willis PatentWise also enables the



Reveal Critical Details about M&A Candidates



Ascertain the Most Prolific Litigants



Assess Risk and Potential in New Markets

discovery of declaratory judgment opportunities to preempt potential litigation or to seek out and acquire other IP as a bargaining chip.

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 SIMPLE VIEW OF WORLDWIDE DATA

As you work with M&A departments, Willis PatentWise 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 PatentWise 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 PatentWise Market Map is an invaluable tool for understanding the market strength of companies in a given technology arena. Data such as depth and breadth of a company's portfolio are correlated with data such as 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 claims 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

SUBSIDIARY IP TRACKING

Roll-up patent searches to include the subsidiaries of a specific company. Using the @ultimateparent query modifier, PatentWize returns not only all the patents assigned to a specific company, but also all the patents assigned to its subsidiaries.

IMPORT AND ANALYZE THOUSANDS OF PATENTS AT A TIME

Import custom records into your project and perform the same search, analysis and annotation.

VISUALIZE BOTH IPC AND USC PATENT CLASSIFICATIONS ON ANY SEARCH RESULT

Willis PatentWize is the only IP business intelligence tool to provide research and analytic functions on both IPC and USPC codes. Search and filter using both classifications to visualize concordance for patents without direct IPC or US classification codes.

ENABLE ALERTS TO DYNAMICALLY UNDERSTAND IP LANDSCAPE CHANGES

With Willis PatentWize you can not only save your search results, you can also save your search queries. Using our Alert feature, you will be automatically notified by e-mail or RSS feed as your query results change.

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

TRADEMARK ANALYSIS

NEW INSIGHTS, NEW POSSIBILITIES

- **Identify Relevant Products** – Uncover associations between patents and product brands through the integration of trademark analysis to patent and technology landscapes
- **Identify Similar Logos** – Uncover potential trademark logo infringement through design code analysis

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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