

## EXECUTIVE SUMMARY

- Industry: Intellectual property law
- Location: New York
- No of employees: 10,000+

## CHALLENGES

- Comprehensive study required on Centralized Application Marketplace
- In-depth analysis about the players in the field at various levels
- Insights on various business related questions

## SOLUTION

- Framing search strings and conducting semi-automated analysis based on key fields
- Documenting relevant references
- Presenting visualizations and delivery of a final report

## Patent Landscape Report on Media and App Store

### Challenge

A renowned law firm requested in-depth analysis on the topic of “Centralized Application Marketplace” to grow their business. The technology for media distribution is developed for diverse user scenarios such as in-application purchases, submission of applications to an online store, ranking of offerings within a media/app store, social media interactions associated with app sharing within a media/app store, etc.

The client sought MaxVal’s assistance to shed light on various business related questions such as the players in this field, matrix of different technologies, identifying gaps or opportunity spaces, and other insights. The client’s goal was to find the small entities involved in app development.

### Solution

MaxVal provided a technical categorization (taxonomy) of the app marketplace and indexed each of the relevant patent references into those categories. The top level categories used were: architecture, business model, mobile centric and platform. The categorization illustrates the evolution of the distribution platform from a simple marketing strategy to a strong business model for media distribution. A deeper technical analysis identified overlapping/synergistic areas as well as gaps/opportunity areas among the technical categories.

A few graphics from the report are provided below.

## 1. Top Assignee Ranking

Top Assignees	No. of Granted Patents	Citation Index**	Average Prosecution Period (in Years)	Patent Success Ratio (%)	Remaining Patent Term (in Years)	Litigated Patents	Assignee Ranking#
MICROSOFT	1150	10	4.45	36.62	10.43	4	8.4
IBM	290	3.74	4.25	47.46	10.31	5	6.5
ORACLE	356	3.12	4.83	41.69	10.07	2	6.2
RESEARCH IN MOTION	138	0.90	4.00	26.54	11.74	11	5.3
AT&T	160	0.66	4.43	31.25	10.82	5	5.1

## 2. New Entrants

Assignees	Till 2008	2009	2010	2011	2012
Z124	0		8	98	1
Headwater Partners	0	21	7	12	9
Osterhout Group	0			30	6
The Endurance International Group Inc	0			25	
American Teleconferencing	0		19	3	
Powerwave Cognition	0	12	2	6	
Fuhu Holdings	0	11	8		
Waldeck Technology	0	10	7		
Xobni Corp	0	4	4	8	1

## RESULTS

- Report helped client identify the high/low co-occurrences among technology categories
- Filing trend and patent success ratio analysis provided a measure of the change in innovative activity over time

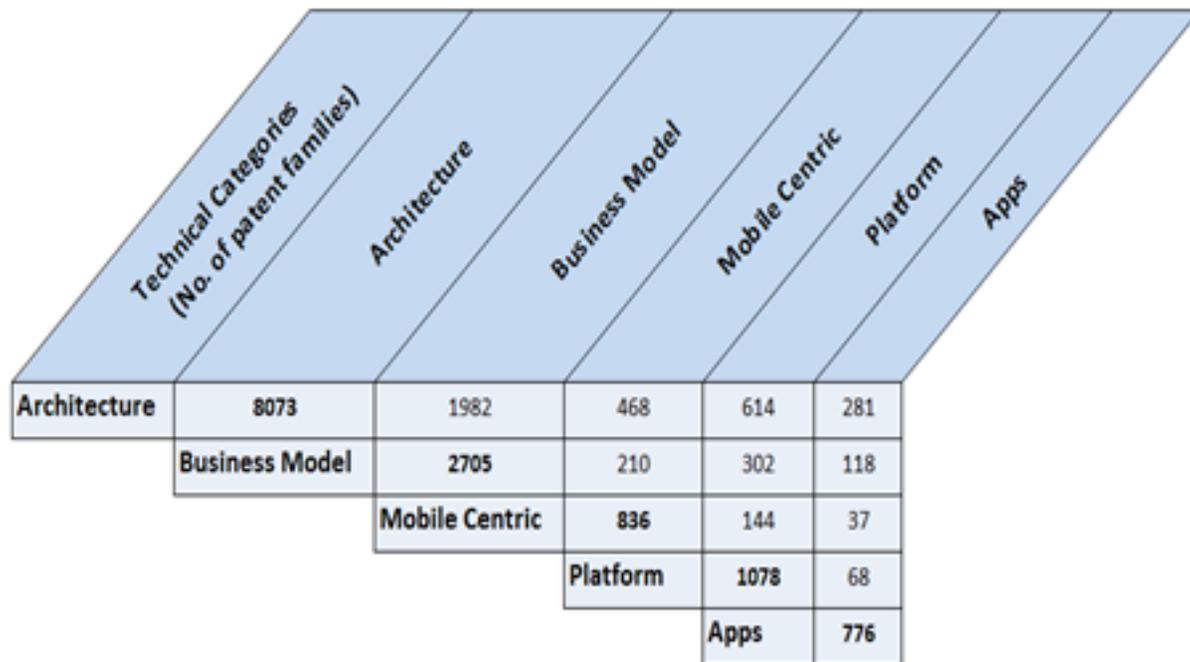
This is how our search methodology works:

- Framing search strings with potential concepts and class codes
- Semi-automated analysis of the results based on key fields
- Documenting relevant references with bibliographic data for each technology cluster
- Presenting visualizations of statistical trends using the most appropriate charts and graphs
- Delivering a final report with an executive summary of results and our specific recommendations based on the observed trends and insights gained from the landscape.

### Results

MaxVal's output categorized the players by tiers revealing the volume of records in each tier. The key players were ranked based on crucial factors such as age-weighted citation index, prosecution period, patent success ratio, remaining patent term, etc. The report provided a list of top players, their filing trend, geographical presence and collaboration with academics, and new entrants in the field.

### 3. Deeper Technical Analysis



MaxVal's deeper technical analysis helped the client identify high/low co-occurrences among technology categories. The analysis on filing trend and patent success ratio provided a measure of the change in innovative activity over time.

For more information on MaxVal's Landscape Analysis, please visit us at <http://www.maxval.com> or contact us at [info@maxval.com](mailto:info@maxval.com).

#### For More Information

To find out more about MaxVal Group, Inc. visit <http://www.maxval.com>. This customer story is based on information provided by the client. Many factors may have contributed to the results and benefits described; MaxVal does not guarantee identical results elsewhere.