

EXECUTIVE SUMMARY

- Industry: Mobile technologies
- Location: San Diego, California
- No of employees: 27,000

CHALLENGES

- Lack of time to conduct proper search for a large number of inventions
- Limited search knowledge, resources and budget

SOLUTION

- Identified crucial classification codes
- Performed iterative searching
- Analyzed interim results to make a final decision
- Mapped the most relevant results with respect to the inventive steps in the invention disclosure

Technology Giant Achieves Huge Savings Using MaxVal's Search Services

Challenge

A world leader in next generation mobile technologies wanted to assess their inventions to determine novelty, a prime parameter influencing the filing decisions and mitigating office actions. Since they were already heavily investing in their research, they wanted to minimize the cost associated with the filings and consequent office actions, especially back and forth arguments between the examiners and the inventors regarding the inventive aspects of the application due to potentially missing prior art in the citations.

Challenges faced by the client:

- Lack of time to conduct proper search for a large number of inventions
- Limited search knowledge
- Limited search resources
- Limited search budget

The client sought assistance of MaxVal's search services and requested a pilot project to conduct a pre-filing search, with the requirement of identifying up to five references related to the given invention disclosure.

RESULTS

- Evaluated the novelty of prior art
- **Significant modifications made to the claims before proceeding with filing the application**
- **Reduced the chance of missing references thus saved a huge prosecution costs**

Solution

MaxVal's search experts studied the art and came up with the following methodology to find the relevant prior art in both the patent and non-patent literature. The most relevant set of results was provided to the client along with a comprehensive mapping against the key features of their invention.

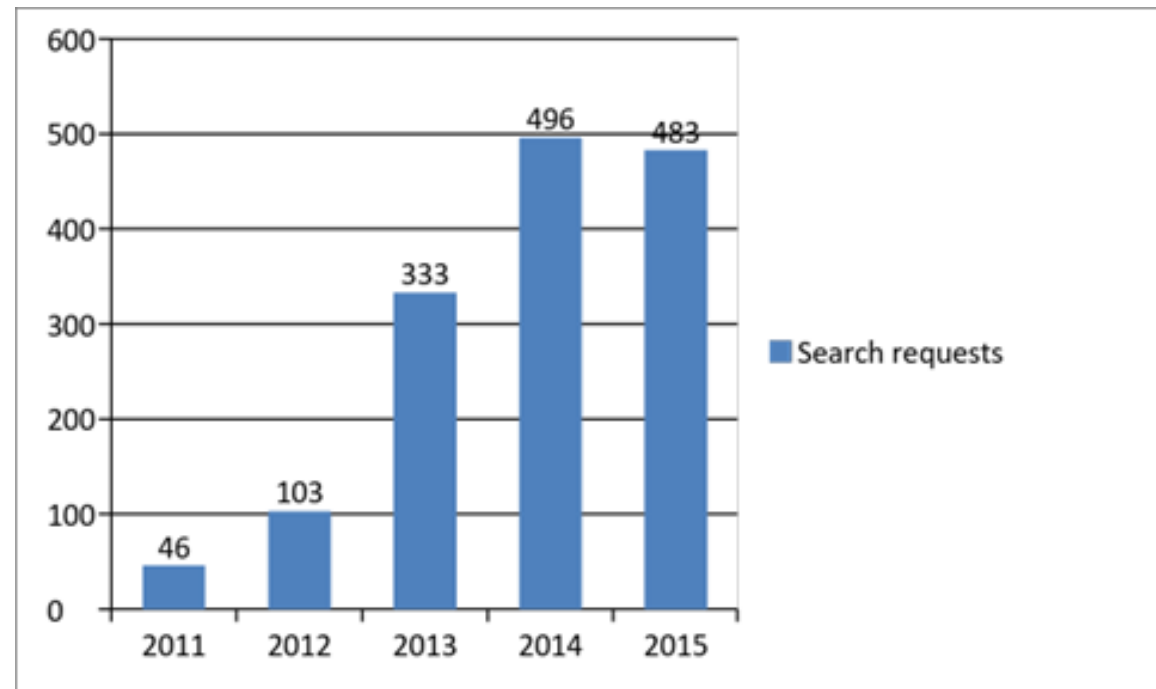
Search Methodology:

- Identifying potential keywords, phrases/concepts
- Identifying crucial classification codes relevant to the art to strengthen search strategies
- Devising effective search strategies in a number of state-of-the art commercial patent search platforms
- Performing iterative searching using the strategies
- Analysing interim results
- Shortlisting and mapping the five most relevant results with respect to the inventive steps provided in the invention disclosure

Results

MaxVal's search results and insightful report format helped the client quickly evaluate helped the client to quickly evaluate the novelty of the prior art presented thereby reducing the chance of missing references that would likely be found during examination. There were times when a patent application received numerous revisions prior to filing because of the prior art discovered in the pre-filing searches for each revision. Based on the results of this pilot, the client made significant modifications in their claims before proceeding with filing the application, thus saving huge costs; costs that become even more significant as you extrapolate across hundreds of filings.

The client's satisfaction with MaxVal's search services is visible from the graph below with a commendable increase in the number of search requests received by MaxVal from year to year.



For more information on MaxVal's Search Services, please visit us at <http://www.maxval.com> or contact us at 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.