



E-CIGARETTES MARKET AND IP ANALYSIS

(March 2014)

Scope of the report

This report reviews the market and IP coverage related to electronic cigarettes (E-cigarettes), the history, manufacture and characteristics of E-cigarettes, current regulations and the potential health impacts of E-cigarettes. This report identifies key assignees, products, and patenting activities pertaining to electronic cigarettes.

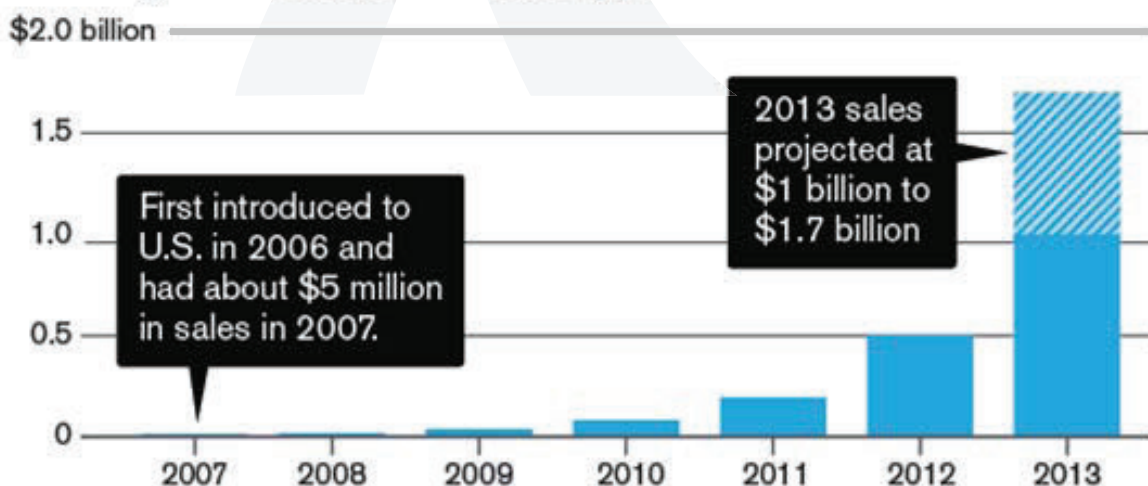
Report Highlights

The global market for e-cigarettes is projected to exceed €x.x billion annually, and the European market is around €xxx million in 2013.

In 2010, e-cigarettes and NRTs (nicotine replacement therapies) each had a 0.4% share of the EU tobacco and nicotine market. After being introduced to the United States from China in 2007, the E-cigarette market has seen a rapid increase in sales from \$xxx million to \$x.x billion in the United States from 2008 to 2013. According to an estimation done by Euromonitor by the year 2050 a full 4% of the global smoking market will have switched over to E-cigarettes.

Electronic Cigarettes Become Billion Dollar Boom

U.S. e-cigarette market, total revenue by year

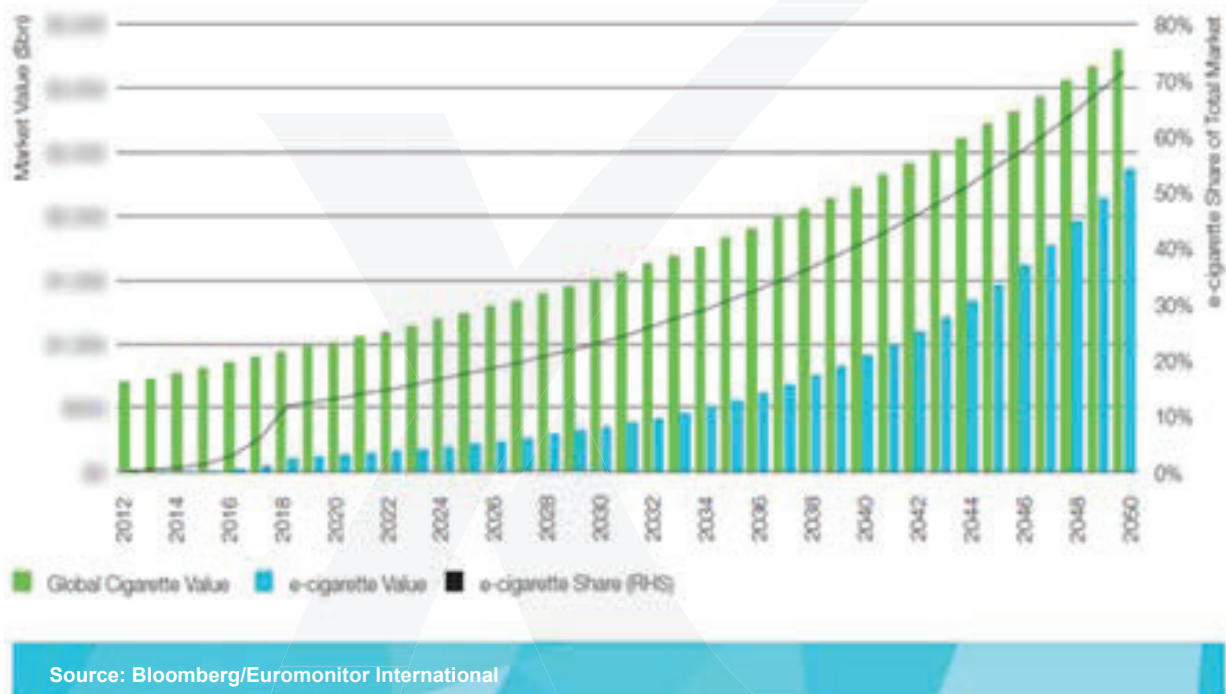


Market growth of E-cigarettes in USA

Intended Audience

This report will be of help to those in the E-cigarette industry, mainly to the

- Inventors and their associated companies in the E-cigarette industry
- Patent Attorneys and Litigators in the field of E-cigarettes
- Manufacturers, distributors and suppliers of E-cigarettes
- Existing and new marketing personnel in the E-cigarette industry



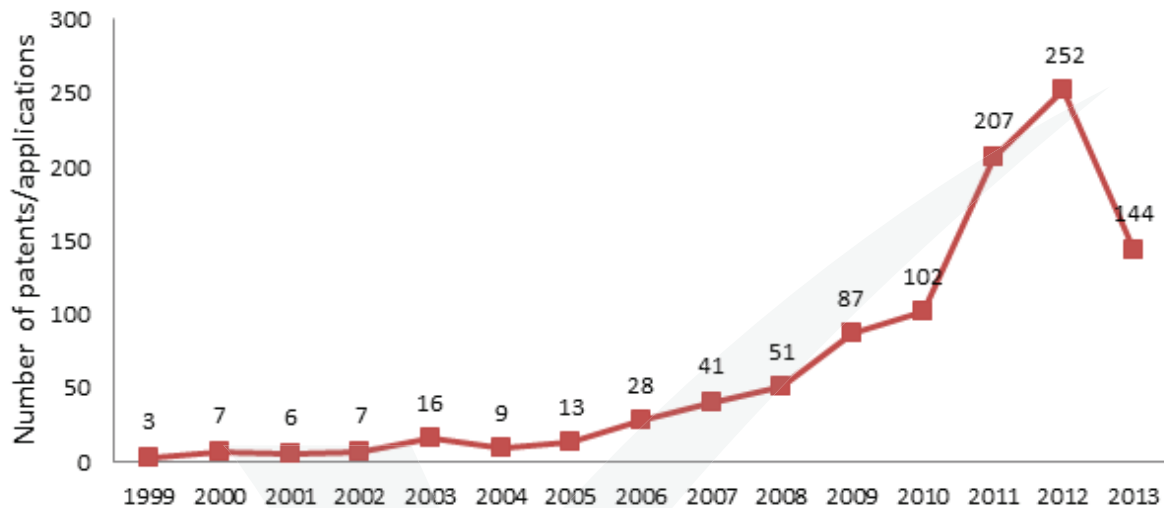
Projected growth - Electronic Cigarette versus Traditional Cigarette

Why buy this report?

This report provides

- An overview of global markets for E-cigarettes and covers almost all the areas associated with it
- An outline of history and different types of E-cigarettes along with their main components
- Snapshot identifying various growth opportunities in the field of E-cigarettes
- Comprehensive tables of Key patents, Litigation details, Major players in the industry
- Regulatory status of E-cigarettes in different countries of the world

General Filing Trend (1999-2013)



Key Topics Covered

1. Executive Summary
2. Introduction to E-cigarettes
3. History of E-cigarettes
4. Timeline of electronic cigarettes
5. Main components of E-cigarettes
6. Types of E-cigarettes
7. Market Analysis
8. E-cigarettes on the Market
9. IP Landscape Analysis:
 - *General Filing Trend (1999-2013)*
 - *Key Assignees in this field*
 - *Top Inventors*
 - *Filing Trend of Key Assignees*
 - *Key Patents*
 - *Top Inventors and their associated companies*
10. Mergers and Acquisitions:
11. Regulatory status of E-cigarettes
12. Health Impact
13. Clinical Trials
14. Litigation Details
15. Conclusion

Process adopted

This project involved identification of relevant patent documents in E-cigarette space resulting in about 985 patents/applications. The appropriate databases were investigated for any changes in assignment to obtain an updated set of assignees. These patents/applications were further analyzed to identify commercially active patents, IPC code, general filing trends in the US for the period 1999-2013 and filing trends of top assignees for the period 1999-2013.

Subsequently, extensive Web search was conducted to key players and their labels in E-cigarette space, Litigation details of the key cases, and Regulatory status.

About MaxVal

Founded in 2005 by a patent attorney to serve in-house counsel & patent operations to manage patent lifecycle. Currently over 175+ people with patent attorneys, patent agents, software developers and database experts. Headquartered in Silicon Valley with offices in Los Altos, Berkeley & India (Chennai, Coimbatore).

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