

Strategic Searching

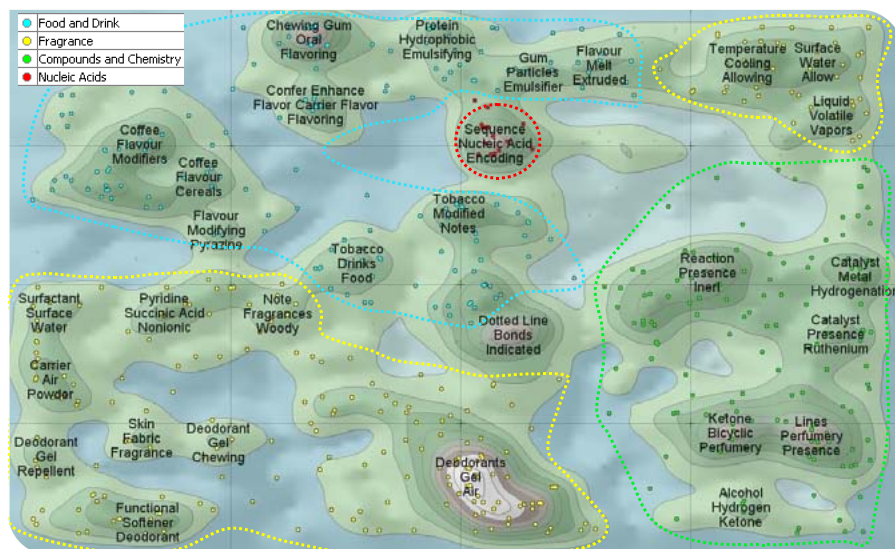
Madderns' Searching Services group has been providing clients with cost effective, high level patent searches for many years. The group is now also able to provide clients with a range of advanced patent data analysis services.

These patent data analysis services, which are provided in addition to our standard searches, provide charts, graphs and reports that represent patent data in a simple to understand format. Benefits for clients include the production of a visual representation of the results of complex patent searches. This can then be used by management, marketing or research and design personnel for decision making.

ThemeScape Maps

We can provide ThemeScape maps; a highly specialised data analysis tool provided by Thomson Innovation which creates topographic maps based upon the analysis of large sets of patent data (eg many thousands of patents/applications). These maps are useful for providing an overview of complex patent data. Figure 1 shows an example of a ThemeScape map relating to the distribution of patent technologies belonging to a particular patentee.

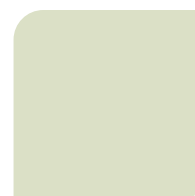
Figure 1



Source: Thomson Reuters/Thomson Innovation ThemeScape Map

Madderns is a leading Australian patent and trade mark attorney firm providing specialist advice on all aspects of intellectual property (IP) protection. Our searching services include:

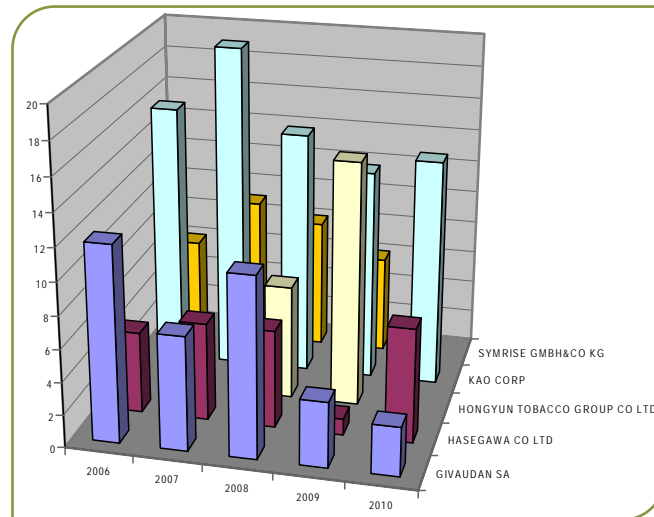
- Australian and international patent, trade mark and design searches for:
 - specific subject matter,
 - an applicant, owner, or inventor, and
 - the status of intellectual property
- Searches in relation to other intellectual property types such as business and domain name registrations
- Monitoring competitor activities by "watching":
 - specific patent, trade mark and design applications, and
 - patent, trade mark and design applications filed in particular names or technology areas
- Patent data analysis



Patent Data Charts

Patent Data Charts are charts, graphs and reports from our tailored analysis of patent search results. Figure 2 provides an example of a chart of the top 5 patentees in a particular technology area.

Figure 2



Other examples of Patent Data Charts that we can provide, include:

- charts showing the top filing or publication countries for specific patentees;
- charts showing the major technology areas for specific patentees;
- reports identifying the most highly cited patents for specific patentees; and
- citation trees showing all forward and backward references for selected patents.

Further Information

If you would like further information about Madderns' searching services including advanced patent data analysis, then please contact your usual Patent Attorney at Madderns or, alternately, contact our Searching Services Manager, Greg Maloney by telephone on 8311 8311 or email at greg.maloney@madderns.com.au.

Greg has a degree in electronic engineering. He joined Madderns in early 2001 after working in the telecommunications industry for 10 years. Prior to this, he worked for 5 years as a Patents Examiner at IP Australia in Canberra. Greg manages Madderns' Searching Services; a role in which he employs a "hands on" approach, conducting much of the searching himself.



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