



# Results Analysis 101



# Table of Contents

The Importance of Results Analysis	3
Analyze Tab	4
- Application Trend	5
- Top IPC	6
- Top Current Assignees	7
- Top Authorities	8
- Top CPC	9
Insights	10
- Portfolio Analysis	12
- Financial Analysis	12
Summary	13

# The Importance of Results Analysis

Being able to effectively analyze your results is a critical skill for any business to be able to perform. These results could be from many different data sets which could be from a variety of different types. The quality of the analysis you perform on your results is a key factor when it comes to being able to make the correct decisions for your business which will then enable you to not only survive but also be successful within your particular technology field. This type of analysis can also be considered to be critical regarding the results you receive when you perform a patent search since having knowledge of both your own and your competitors' IP capabilities should be a key consideration when it comes to making many important business decisions.

Since PatSnap has a considerably large patent database, it is key to make sure you effectively analyze any results you pick up from the searches you perform. This can be achieved by utilizing various different parts of our platform, which range from quite simple methods and some more advanced techniques. Within this paper, I am going to concentrate on the basic methods so you will easily understand how you can immediately start effectively analyzing your results.

The two methods I am going to mention within this paper are first to make use of the Analysis charts given within the Analyze tab found once you have performed your search which will enable you to do some quick analysis on your results. The second is to make use of our Insights platform which allows you to do a more in-depth analysis of your results whether that be regarding a particular company or an overall technology field.

# Analyze Tab

Once you have set up the perfect search query and are confident that you have the desired results, you can then immediately do some basic Analysis on these results by clicking on “Analyze”.

AND Refine keywords 🔍 **Analyze** Landscape Insights 📄 📧 Set Email Alerts 💾 Save to Workspace

Assignee 2,943,266 total records 📄 Copy query Search tips 📄 Cited By Count 100 ⌵ ☰ ⚙️

#	Publication Number	Title	Original Assignee (Applicant)	Inventor Name	Application Date	Publication Date
1	US5892900	Systems and methods for secure transaction management and electronic rights protection	INTERTRUST TECHNOLOGIES CORP	GINTER, KARL L. SHEAR, VICTOR H. SIBERT, W. OLIN #2	30 Aug 1996	06 Apr 1999
2	US6177931	Systems and methods for displaying and recording control interface with television programs, video, advertising information and program scheduling information	INDEX SYSTEMS, INC.	ALEXANDER, RONALD DIAS, STEPHEN HANCOCK, KENNETH S. #9	21 Jul 1998	23 Jan 2001
3	US6727522	Transistor and semiconductor device	JAPAN SCIENCE AND TECHNOLOGY CORPORATION	KAWASAKI, MASASHI OHNO, HIDEO	06 Jun 2001	27 Apr 2004
4	US7674650	Semiconductor device and manufacturing method thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	AKIMOTO, KENGO HONDA, TATSUYA SONE, NORIHIRO	21 Sep 2006	09 Mar 2010
5	US2007010846A1	Semiconductor device and manufacturing method thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	AKIMOTO, KENGO	14 Nov 2006	17 May 2007
6	US7064346	Transistor and semiconductor device	KAWASAKI MASASHI OHNO HIDEO	KAWASAKI, MASASHI OHNO, HIDEO	29 Jan 2004	20 Jun 2006
7	US5794207	Method and apparatus for a cryptographically assisted commercial network system designed to facilitate buyer-driven conditional purchase offers	WALKER ASSET MANAGEMENT LIMITED PARTNERSHIP	WALKER, JAY S. SCHNEIER, BRUCE JORASCH, JAMES A.	04 Sep 1996	11 Aug 1998
8	US2006020897A1	Semiconductor device, and display device, driving method and electronic apparatus thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	KIMURA, HAJIME	09 Mar 2006	21 Sep 2006
9	US7732819	Semiconductor device and manufacturing method thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	AKIMOTO, KENGO HONDA, TATSUYA SONE, NORIHIRO	01 Aug 2008	08 Jun 2010
10	US2006017011A1	Semiconductor device, electronic device, and method of manufacturing semiconductor device	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	ISA, TOSHIYUKI FUJII, GEN MORISUE, MASAFUMI #1	17 Jan 2006	03 Aug 2006
11	US2006016997A1	Semiconductor device, electronic device, and method of manufacturing semiconductor device	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	ISA, TOSHIYUKI MORISUE, MASAFUMI KAWAMATA, IKUKO	17 Jan 2006	03 Aug 2006
12	US2006023813A1	Semiconductor device and display device	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	KIMURA, HAJIME	29 Mar 2006	26 Oct 2006

IPC Application Year Grouped Assignee Name Std. Current Assignee Type Authority Patent Type CPC LOC UPC Publication Year Simple Legal Status Legal Status Inventor Agency Patent Value SEP Source Less filters

Once you have done this, you will then come to the Overview area which as the name describes will give you an overview for these results. From here, like from the search results page, you can refine your results down using a particular keyword, search query or series of filters. You will also see a number of different types of analysis that you can do and up to 6 charts that you consider to be the most important.

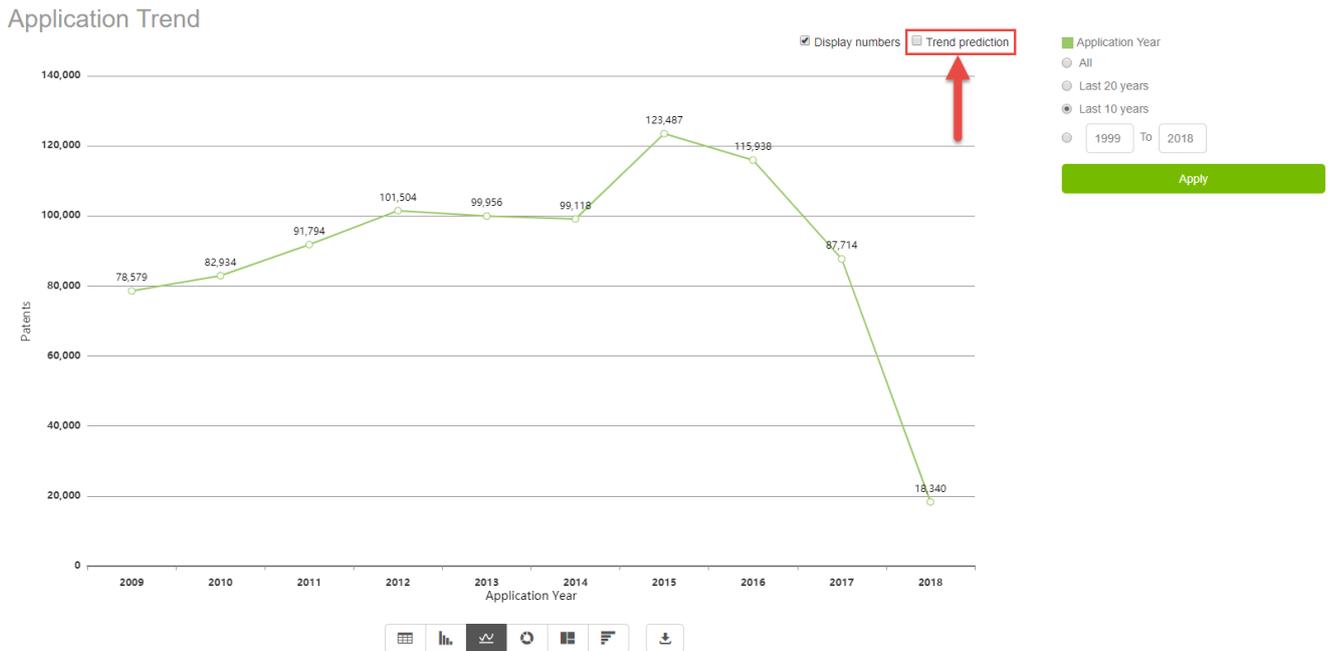


In the above image are the 6 charts that will be set up by default when you first come into this area. All the charts that are included within the Analyze tab can be considered to be useful, however, the 6 given should be considered to be the most important and I will give a description of each of them below.

# Application Trend

This graph will show the trend of patent applications that have been filed by your competitor or technology field of interest over time. This is important information to know since for example, it will let you know whether or not one of your competitors is becoming more and more active within a particular technology field of interest which will then allow you to react accordingly.

From here, by clicking on the option of "Trend Prediction" you are able to get a prediction of the true number of applications within the last two years for your search query which is important as the majority of patent applications take a couple of years before the final application is published. You can also select to see only the application within a particular time frame which for example, could be making the time frame smaller so the chart looks less cluttered.



# Top IPC

This graph will show you the most common IPCs for your search results. This is very important to consider if you are searching for a particular competitor's portfolio since it will show you the technology fields they are focused on. From this, you will be able to make plans to either work against them in these particular fields or avoid them altogether.

From here, you are able to select multiple IPCs to get a more holistic view of your competitor's portfolio and see some of the more abstract areas they are working in. You can also select the level of IPCs you want to view the IPCs from, which means you can have a more general view of the technology fields that they are working in.

## Top IPC

Display numbers

G06F17/30 Information retrieval; Database structures therefor [2006.01] : 33,564	G06Q30/00 Commerce, e.g. shopping or e-commerce [2012.01] : 19,249	B60R16/02 electric [2006.01] : 14,648	B60L11/18 using power supplied from primary cells, secondary cells, or fuel cells [2006.01] : 14,467
G06K9/00 Methods or arrangements for reading or recognising printed or written characters or for recognising patterns, e.g. fingerprints (methods or arrangements for graph reading or for converting the pattern of mechanical parameters, e.g. force or presence, into electrical signals G06K 11/00; speech recognition G10L 15/00) [2006.01] : 15,524	G06Q30/02 Marketing, e.g. market research and analysis, surveying, promotions, advertising, buyer profiling, customer management or rewards; Price estimation or determination [2012.01] : 14,668	B60H1/00 Heating, cooling or ventilating devices (heating, cooling or ventilating devices providing other air treatment, the other treatment being relevant, B60H 3/00; ventilating solely by opening windows, doors, roof parts, or the like B60J; heating or ventilating devices for vehicle seats B60N 2/56; vehicle window or windshield cleaners using air, e.g. defrosters, B60S 1/54) [2006.01] : 14,315	H04L29/06 characterised by a protocol [2006.01] : 20,514
		H04L29/08 Transmission control procedure, e.g. data link level control procedure [2006.01] : 17,835	
		A61P35/00 Antineoplastic agents [2006.01] : 17,750	

IPC Level

IPC Sub Group

- All (10 selected)
- G06F17/30 Information retrieval; Databases...
- H04L29/06 characterised by a protocol [2...
- G06Q30/00 Commerce, e.g. shopping or e...
- H04L29/08 Transmission control proced...
- A61P35/00 Antineoplastic agents [2006.01]
- G06K9/00 Methods or arrangements for re...
- G06Q30/02 Marketing, e.g. market resear...
- B60R16/02 electric [2006.01]
- B60L11/18 using power supplied from pri...
- B60H1/00 Heating, cooling or ventilating d...
- H02J7/00 Circuit arrangements for chargin...
- A61K PREPARATIONS FOR MEDICAL, DE...
- G06F19/00 Digital computing or data proc...
- G06Q10/00 Administration; Management [...]
- A61K38/00 Medicinal preparations containi...
- G01C21/00 Navigation; Navigational instru...
- G06F17/00 Digital computing or data proc...
- A61P43/00 Drugs for specific purposes, no...
- B66B11/02 Cages (doors, gates, or other ...
- B60R11/02 for radio sets, television sets, ...
- C12N15/09 Recombinant DNA-technolog...
- H04N7/18 Closed-circuit television syste...

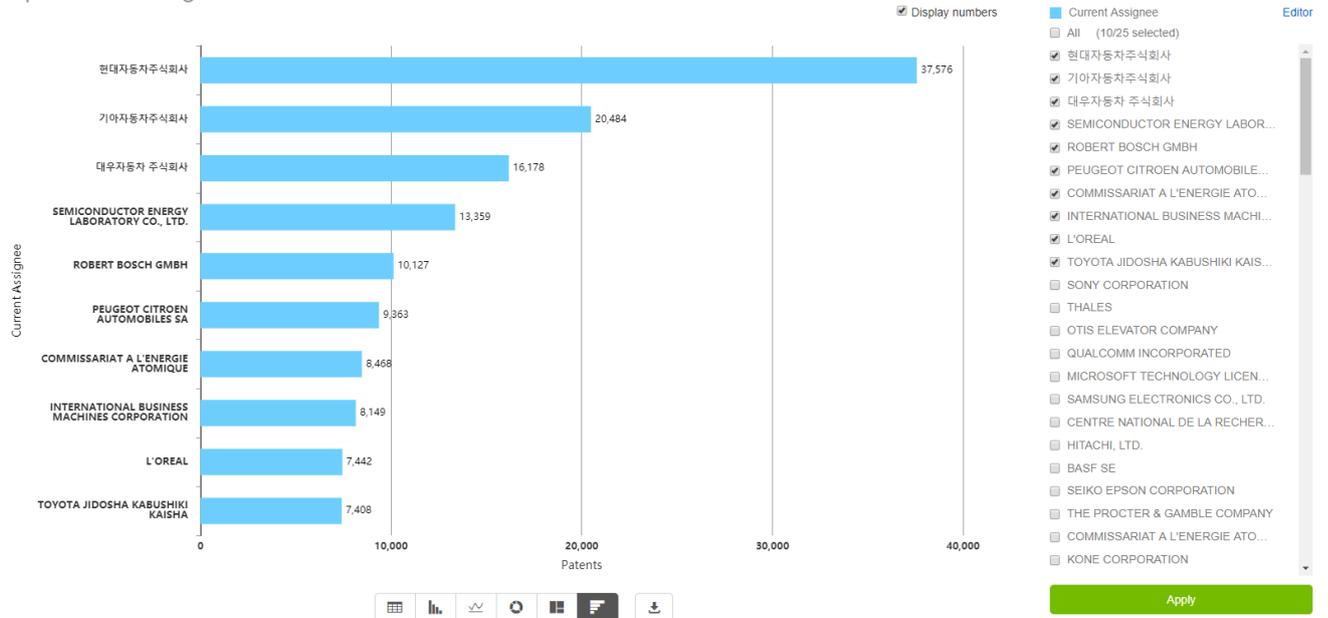
Apply

# Top Current Assignees

This graph will show you the top current assignees for your search query. This is critical information to have since it will enable you to work out which are the companies that are most active within your technology field of interest. From this, you will be able to make plans to work out how to combat these potential competitors or steer clear of them altogether.

From here, you are able to select further assignees to get an even stronger idea of who is operating within this space.

Top Current Assignees

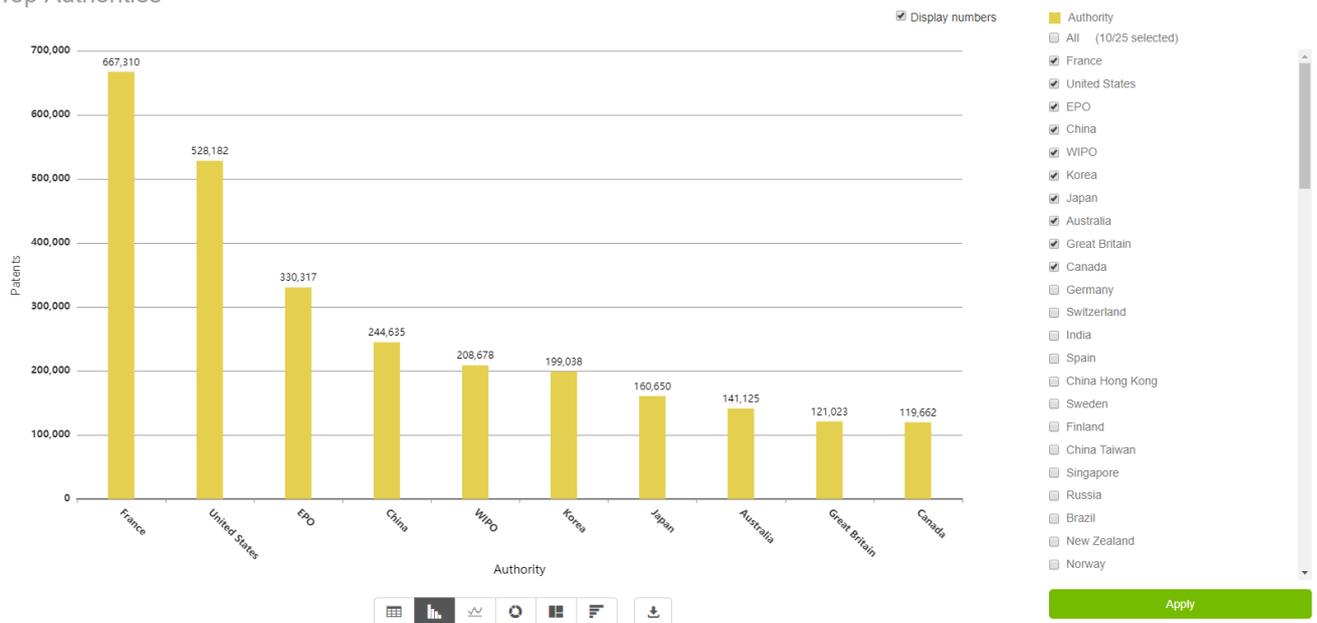


# Top Authorities

This graph will show you the top authorities for your search query. This is essential information to have since it will show you the jurisdictions have had a lot of patenting activity within this space and would be best to avoid. As a patent can only block your freedom to operate within the country it was filed in, you can instantly feel more comfortable from working within one which has a lower patent count.

From here, you are able to select further authorities to enhance the global picture of the patenting strategy of various companies within this area.

Top Authorities



# Top CPC

This graph will show you the most common CPCs for your search results. Like IPCs, these are a type of classification code so the reasons for using them can be considered to be similar to that of IPCs, however, you may prefer to consider CPCs rather than IPCs since they are more up to date.

## Top CPC

Y02T10/7005 . . . Batteries : 18,547	Y04S10/54 . . . Management of operational aspects : 13,567	Y02T90/14 . . . Plug-in electric vehicles : 7,920	G06Q30/02 . . . Marketing, e.g. market research and analysis, surveying, promotions, advertising, buying promotion, customer management or rewards, Price estimation or determination : 19,184	G06F19/00 Digital computing or data processing equipment or methods, specially adapted for specific applications(specially adapted for specific functions G06F17/00, data processing systems or methods specially adapted for administrative, commercial, financial, managerial, supervisory or forecasting purposes G06G, healthcare informatics G16H) : 9,045
A61K38/00 Medicinal preparations containing peptides(peptides containing beta-lactam rings A61K31/00, cyclic dipeptides not having in their molecule any other peptide link than those which form their ring, e.g. piperazine-2,5-diones, A61K31/00, ergot alkaloids of the cyclic peptide type A61K31/48, containing macromolecular compounds having statistically distributed amino acid units A61K31/74; medicinal preparations containing antigens or antibodies A61K39/00, medicinal preparations characterised by the non-active ingredients, e.g. peptides as drug carriers, A61K47/00) : 11,902	A61K45/06 . Mixtures of active ingredients without chemical characterisation, e.g. antiphlogistics and cardiaca : 8,945	H04W4/02 . Services making use of location information : 9,837	H04L67/12 . (adapted for proprietary or special purpose networking environments, e.g. medical networks, sensor networks, networks in a car or remote metering networks/digital computing or data processing equipment or methods, specially adapted for specific applications in healthcare or life sciences G06F19/00; home automation networks H04L12/2803; total factory control characterised by the network communication G05B19/4185; games involving transmission sy...	A61Q19/00 Preparations for care of the skin : 8,435

Display numbers

CPC Level

CPC Sub Group

- All (10/25 selected)
- G06Q30/02 . Marketing, e.g. market research...
- Y02T10/7005 . . . Batteries
- Y04S10/54 . . . Management of operational ...
- A61K38/00 Medicinal preparations containi...
- H04W4/02 . Services making use of localio...
- G06F19/00 Digital computing or data proc...
- A61K45/06 . Mixtures of active ingredients ...
- A61Q19/00 Preparations for care of the skin
- Y02T90/14 . . . Plug-in electric vehicles
- H04L67/12 . (adapted for proprietary or sp...
- G06Q30/06 . Buying, selling or leasing tran...
- G06Q10/10 . Office automation, e.g. comp...
- H04W4/80 . Services using short range co...
- B60L2200/26 . Rail vehicles
- H04W12/06 . Authentication
- B60W10/06 . . including control of combust...
- G07C5/008 . (communicating information L...
- H01L2924/0002 . . Not covered by any on...
- Y02T90/121 . . . by conductive energy tran...
- A61K2039/505 . (comprising antibodies)
- C07D471/04 . . Ortho-condensed systems(...
- Y02T10/7072 . . . Electromobility specific c...

# Patent Type

This graph will show you the different types of patents that are included within the results for your search query. This is useful information to have, since for example, if there are a significant proportion of patents that are labelled as “*Utilities*”, then these will be utility models and will therefore have a shorter life span and will block your ability to operate for a shorter period of time. Alternatively, if there are a significant proportion of patents that are labelled as “*Design*”, then these will be design patents so will be protecting a shape or ornamentation rather than a functionality.

## Patent Type

Patent Type	Count
Patents	2,656,990
Utilities	250,729
Design	20,173

Display numbers

Patent Type

- All (3/3 selected)
- Patents
- Utilities
- Design

# Insights

An alternative way of analyzing your results is to make use of various different functionalities within our additional Insights platform.

You can create an Insights technology dashboard based on the results for your search query by going to the option of "Insights" from the search results page.

The screenshot shows a search results page with the following elements:

- Top Bar:** Includes a search filter (AND Refine keywords), navigation tabs for 'Analyze', 'Landscape', and 'Insights' (highlighted with a red arrow), and utility buttons for 'Set Email Alerts' and 'Save to Workspace'.
- Left Sidebar:** A vertical list of filters including Assignee, IPC, Application Year, Grouped Assignee Name, Std. Current Assignee Type, Authority, Patent Type, CPC, LOC, UPC, Publication Year, Simple Legal Status, Legal Status, Legal Events, Inventor, Agency, Patent Value, and SEP Source.
- Main Table:** A table with 11 rows of search results. Each row contains a result number, publication number, title, original assignee, inventor name, application date, publication date, and international classification codes.

#	Publication Number	Title	Original Assignee (Applicant)	Inventor Name	Application Date	Publication Date	International Classification
1	US5892900	Systems and methods for secure transaction management and electronic rights protection	INTERTRUST TECHNOLOGIES CORP.	GINTER, KARL L. SHEAR, VICTOR H. SIBERT, W. OLIN #2	30 Aug 1996	06 Apr 1999	G06C30/00 G06Q20/00 G06F1/00 #10
2	US6177931	Systems and methods for displaying and recording control interface with television programs, video, advertising information and program scheduling information	INDEX SYSTEMS, INC.	ALEXANDER, RONALD DIAS, STEPHEN HANCOCK, KENNETH S. #9	21 Jul 1998	23 Jan 2001	H04N7/173 H04N5/445 H04N7/16 #2
3	US6727522	Transistor and semiconductor device	JAPAN SCIENCE AND TECHNOLOGY CORPORATION	KAWASAKI, MASASHI OHNO, HIDEO	06 Jun 2001	27 Apr 2004	H01L29/66 H01L29/40 H01L27/15 #13
4	US7674650	Semiconductor device and manufacturing method thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	AKIMOTO, KENGO HONDA, TATSUYA SONE, NORIHTO	21 Sep 2006	09 Mar 2010	H01L21/80 G02F1/1368 H01L21/20 #3
5	US20070108446A1	Semiconductor device and manufacturing method thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	AKIMOTO, KENGO	14 Nov 2006	17 May 2007	H01L29/04 G02F1/1333 G02F1/1368 #7
6	US7064346	Transistor and semiconductor device	KAWASAKI MASASHI OHNO HIDEO	KAWASAKI, MASASHI OHNO, HIDEO	29 Jan 2004	20 Jun 2006	H01L29/10 G11C11/401 H01L21/331 #8
7	US5794207	Method and apparatus for a cryptographically assisted commercial network system designed to facilitate buyer-driven conditional purchase offers	WALKER ASSET MANAGEMENT LIMITED PARTNERSHIP	WALKER, JAY S. SCHNEIER, BRUCE JORASCH, JAMES A.	04 Sep 1996	11 Aug 1998	G06C30/00 G06Q10/00 G06Q20/00 #2
8	US20060208977A1	Semiconductor device, and display device, driving method and electronic apparatus thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	KIMURA, HAJIME	09 Mar 2006	21 Sep 2006	G09G3/30
9	US7732819	Semiconductor device and manufacturing method thereof	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	AKIMOTO, KENGO HONDA, TATSUYA SONE, NORIHTO	01 Aug 2008	08 Jun 2010	H01L27/14 G02F1/1368 H01L21/20 #3
10	US20060170111A1	Semiconductor device, electronic device, and method of manufacturing semiconductor device	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	ISA, TOSHIYUKI FUJII, GEN MORISUE, MASAFUMI #1	17 Jan 2006	03 Aug 2006	H01L23/52
11	US20060169973A1	Semiconductor device, electronic device, and method of manufacturing semiconductor device	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	ISA, TOSHIYUKI MORISUE, MASAFUMI KAWAMATA, IKUKO	17 Jan 2006	03 Aug 2006	H01L29/08

Once you have created the dashboard, you will see that there are various options at the top right of the main page which are to export/share/delete the dashboard, view your results in Analytics and change your settings. You can also see a list of (mostly financial) indicators for the most prolific patenters within this technology area. Finally, you will be able to see a brief overview of what is given in the portfolio and financial analysis areas of the dashboard as well as the available playbooks.

**Technology Dashboard**

**car**

Query: car

Export All

Searched from 116 authorities and found 2,927,892 patent records

[Export Excel](#)

\* Financial information is taken from the latest full year's data e.g. Jan 2017 – Dec 2017.

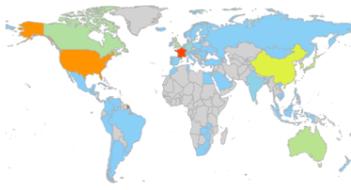
	HYUNDAI MOTOR COMPANY	COMMISSARIAT A LENERGIE	KIA MOTORS	MITSUBISHI ELECTRIC	HITACHI
Annual Sales <small>?</small>	\$ 83,130,015,776	-	\$ 46,177,937,210	\$ 39,081,398,693	\$ 84,478,015,564
Portfolio Size <small>?</small>	40,165	22,003	21,341	20,310	24,369
Employee Number <small>?</small>	64,956	-	34,121	138,700	303,887
Market Cap <small>?</small>	\$ 24,229,715,711	-	\$ 8,365,330,746	\$ 24,936,044,934	\$ 25,119,865,911
Portfolio Value <small>?</small>	\$ 483,875,400	\$ 545,246,200	\$ 179,176,200	\$ 1,131,101,600	\$ 1,103,023,400
R&D Expense <small>?</small>	\$ 567,595,473	-	\$ 424,398,670	-	\$ 3,268,445,256

[See More](#) ▼

### Portfolio Analysis

2,927,892 total patents

23% filed in France

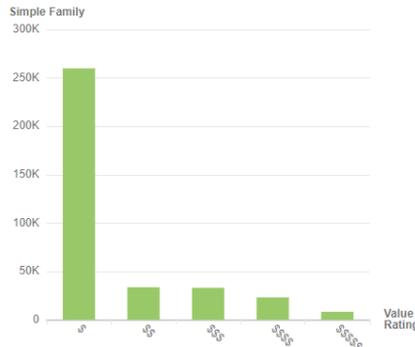


2% of portfolio in G06F17 (Digital computing/data processing equipment/methods)

### Financial Analysis

\$78.6B Total Value

259,991 Simple Families within \$0 - \$25K



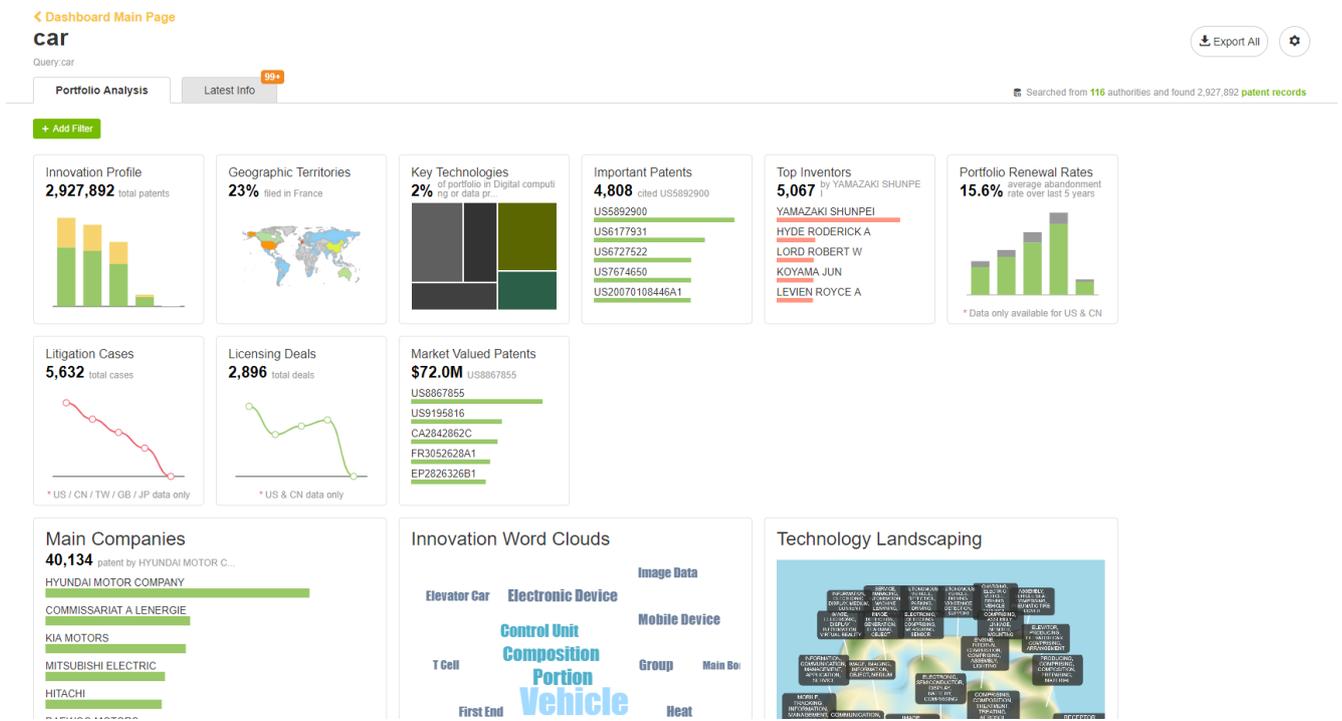
### Playbooks List

Patent Value

Litigation Threat

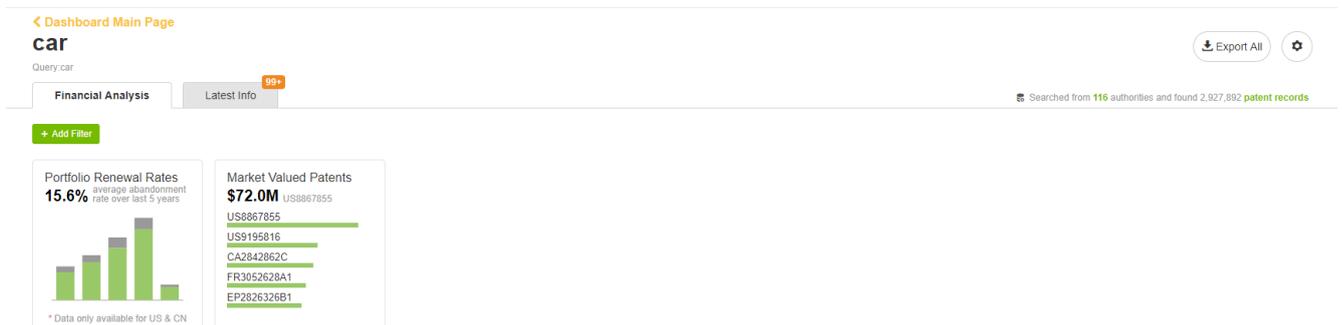
# Portfolio Analysis

The first type of results analysis you can perform in an Insights dashboard is a "Portfolio Analysis" which will enable you to view a number of different sets of charts which will allow you to take numerous different stances on your technology space of interest. Depending on what you are especially interested in, you can view information about the key jurisdictions, technologies, inventors, etc.



# Financial Analysis

The second type of results analysis you can perform in an Insights dashboard is a "Financial Analysis" which will enable you to view a pair of sets of charts which are based on the most valuable patents and how easy it is to renew patents within this technology area.



# Summary

There are three key points to consider when it comes to analyzing your results:

1

Make sure you know exactly what pieces of data you want to get out of the analysis

2

Locate the charts that best exhibit this data

3

Collaborate with others to further explore the data

Whatever industry you are in, it is always important to effectively analyze your results since it will support you when you make key business decisions. This is certainly true regarding patents since they can be the difference between being able and not being able to operate in a specific area or to be able to block one of your competitors who has violated one of your patents.

# Innovators ask. PatSnap answers.

PatSnap answers the hardest questions encountered throughout the innovation life cycle—from creating new inventions to commercializing them.

The tool stores in one place all the information typically consulted by R&D and intellectual property teams—including millions of patents, scientific journals, litigation data, as well as company technology and financial profiles.

Our deep learning algorithms find patterns across these billions of data points, so you get game-changing insights in the blink of an eye.

Get your free demonstration today: [www.patsnap.com/contact](http://www.patsnap.com/contact)