We are a big data analytics firm specializing in technology research and analytics

- Established 2002
- Over 100+ Employees
- Fortune 500 companies
- Won an appreciation award
TEAM BACKGROUND: R&D, IP & COMMERCIALIZATION

Dr. Srin Achanta
Founder & Managing Director
- 25+ years in technology commercialization
- Technology & business strategy expertise
- Past affiliations: P&G, Booz & Co., Honeywell

Mr. Hitoshi Yoshino
Representative, Japan
- 25+ years in technology transfer / licensing
- Large JP network – universities, companies, etc.
- Past affiliations: BTG, QED, JPO

Mrs. Harita Achanta
Director
- 15+ years in engineering and IP analytics
- U.S. patent agent
- Past affiliations: Convergys, Sherwin Williams

Ms. Linda Perucca
Representative, USA
- 25+ years in R&D and Quality
- Knowledge Management & Training
- Past affiliations: Mondelez International

Mrs. Uma Parameswaran
Executive Advisor
- 25+ years in R&D, Indian patent agent
- 12 years in technology analytics
- Past affiliation: R&D team lead at ACC, Mumbai

Mr. Mark Kline
Consultant, USA
- 35+ years in research and open innovation
- Over 125 patents
- Patent strategy, patent prosecutions, patent litigations and training for inventors
WHY SPA? – “IP TEAM” WITH “IT EXPERTISE”

- Team of 6 IT specialists who understand IP
- Expertise in the latest cloud-based tool development technology
- Have benchmarked many tools available in the market

- Patent analysis conducted daily. Over 200,000 patents are downloaded and analyzed per year
- Full understanding of various database and tool limitations, input/output challenges, search engine limitations, bottle-necks in the analysis process, best ways to visualize, etc.

- Can relate to client needs quickly since in many cases, work processes are similar
- With many tools developed and deployed at client sites in the last 5 years, a good understanding of what is needed to improve client productivity
TECHNICAL EXPERTISE

CORE TECHNICAL DOMAINS
- Biotechnology
- Biomedical Engineering
- Chemistry & Chemical Engineering
- Food & nutrition
- Material science
- Mechanical Engineering
- Electronics & Telecommunications
- Electrical Engineering
- Polymers

CLIENT INDUSTRIES
- Automotive
- Biotechnology
- Chemicals and Materials
- Cosmetics and Personal Care
- Consumer products
- Electronics
- Materials
- Medical devices
- Oil & Gas (E&P + Mid-stream)
- Packaging
- Pharmaceutical
DATABASES
- STN - WPIX, CA, MARPAT, REGISTRY, IMS PATENTS, ADISINSIGHT, EMBASE etc.
- Thomson Innovation
- Orbit
- PatBase
- Mintel
- Web of Science
- OneSource
- Other sources: PubMed, US FDA, trade journals, product literature, etc.

SOFTWARE TOOLS
- Vantage Point
- Mind Manager
- Visio
- Xcelsius
- Hardware for creating custom training videos

INTERNAL METHODOLOGIES
- Automation macros
- Dynamic Dashboards
- In-house Artificial Intelligence tools
**IP - RELATED SERVICES**

**IP_SEARCH_SERVICES**
- Prior art / State of the art
- Patentability assessment
- Freedom-to-operate
- Validity/Invalidity searches
- Evidence-of-use
- Design searches

**IP_SUPPORT_SERVICES**
- Patent landscapes, one-page summaries, white-space analysis, collaboration analysis, patent-product matching, etc.
- Patent drafting / filing / office action support (see next page)
- Patent prosecution tracking, docketing, and other related services
Example questions raised by R&D clients

- What solutions have others tried for such a problem in the past?
- Who can I collaborate with?
- What technical white-spaces exist in this domain?
- What is our competitors’ technology strategy?
- Where is this technology going? What are others working on?
- What is company ABC doing?
- Are there technical ways to extend our IP’s life?

Why do they need SPA?

- Search strategy unclear
- Many databases
- Signal-to-noise is too low
- Patents incomprehensible to most R&D clients

Most R&D teams need secondary research support from professionals...on an on-going basis
Custom Assisted Intelligence agents for analysis of large sets of technical/IP information

Client defines
- Task
- Domain
- Examples

SPA defines
- Algorithm
- Training data
- Training methodology

On-going training

Client uses and provides feedback

Key issues in generalized AI solutions:
- Un-able to understand context
- Technical terms vary by field
- Poor quality of training data
“DEEP WEB” CRAWLERS FOR TECHNICAL INFORMATION

EXAMPLE OF A CUSTOM, TOPIC-SPECIFIC CRAWLER**

Very difficult to handle such breadth manually

** Designed by SPA analysts for a specific purpose. Analyst screening may involve proprietary AI techniques
## ON-LINE TRAINING PORTALS (FOR R&D / IP TEAMS)

### Example training subjects/contents

<table>
<thead>
<tr>
<th>Search Basics</th>
<th>Concept Identification</th>
<th>Keywords Searching</th>
<th>Classification codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-topics within the main content/subject</td>
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<td></td>
<td></td>
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</table>

### Type of searches

<table>
<thead>
<tr>
<th>Patentability</th>
<th>Prior-art</th>
<th>Invalidation</th>
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</thead>
<tbody>
<tr>
<td>Freedom-To-Operate</td>
<td>Technology landscape</td>
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</table>

### Patent search databases

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<thead>
<tr>
<th>Thomson Innovation</th>
<th>Questel Orbit</th>
<th>USPTO</th>
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</thead>
<tbody>
<tr>
<td>Google Patents</td>
<td>PatBase</td>
<td>STN</td>
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<tr>
<td>Espacenet</td>
<td></td>
<td></td>
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</tbody>
</table>

### Problem & Solution

<table>
<thead>
<tr>
<th>Problem identification</th>
<th>Finding solution</th>
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</table>

### Classification codes

<table>
<thead>
<tr>
<th>CPC</th>
<th>RIF-TERM</th>
<th>IPC</th>
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</thead>
<tbody>
<tr>
<td>Manual codes</td>
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</tbody>
</table>

Training content/modules can be selected here based on the user group.
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