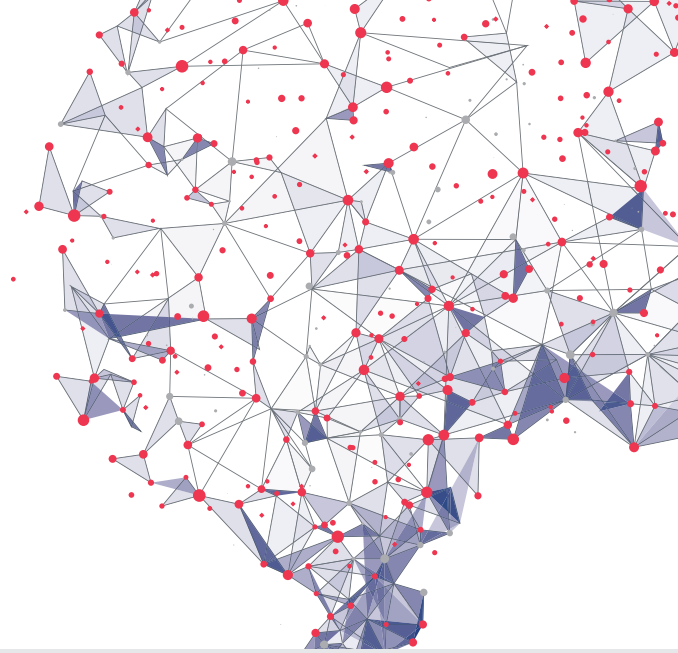




CIPHER



Cipher is the trusted provider of patent analytics to support and enhance corporate strategy

Problem

- ▶ It's hard to know who's doing what, in a world of 80m patents owned by 1m companies
- ▶ Patent information is messy, so it's challenging to secure an objective view of the landscape
- ▶ Patenting strategy is under budget scrutiny and it's difficult to analyse costs
- ▶ IP strategy is at the heart of corporate strategy, but existing software is designed for the patent specialist
- ▶ Technology is changing at such a rate that it is impossible to keep up... let alone innovate

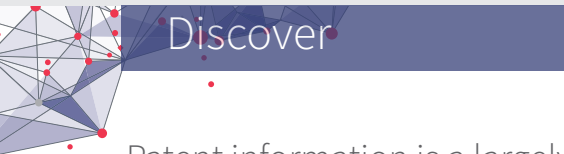
Solution

Cipher is the only patent analytics software to harness AI and machine learning specifically for:

- ▶ Competitive Intelligence: understand a company's portfolio and similar companies instantly
- ▶ IP Risk: analyse the litigation landscape, including NPEs, for a company or a sector
- ▶ Cost Management: estimate patent costs at family, country or portfolio level
- ▶ Corporate Reporting: communicate and collaborate with accessible visualisations


Let Cipher do the heavy lifting, so you can focus on the problem

Used by companies and their advisors to deliver insight and inform corporate strategy. Better data means better decisions



Patent information is a largely untapped source of competitive intelligence. The challenge is unlocking the information from a structure designed to support the filing of individual patents. Cipher delivers insight instantly having resolved corporate ownership, clustering and similarity by harnessing advances in data science and machine learning.

By combining multiple sources of data about ownership, litigation (including NPE actions) and licensing (including SEPs), Cipher is the first analytics software to provide a comprehensive solution for those responsible for managing IP strategy.



CIPHER

Nestle S.A.

Technologies: 3637 families

- Formula, shelf stable (42%)
- Beverage preparation, beverage...
- Ice cream, frozen confectione...
- Detecting, inflammatory bowel...
- Soluble coffee, black tea leaves
- Food product, pet food
- Dough product, bakery products
- Medium, lactic acid
- Animal litter, litter box
- Miscellaneous

Similar Organisation:

- Unilever
- Altria Group Inc
- Abbott Laboratories
- L'Oreal S.A.
- Royal DSM NV

Cipher provides companies and their advisers with:

- ▶ Analysis of companies and technologies
- ▶ Integration of patent, litigation and licensing data
- ▶ Suite of analytics including activity, territory, inventors and cost
- ▶ Full range of on-line sharing and presentation capabilities



“Competitive Intelligence is essential for all businesses – Cipher has combined good data science with user-friendly visualisations.”

Valerio Nannini, Head of Strategies and performance



“One day to complete IP due diligence on a huge transaction... Cipher saved the day.”

Justin Watts, Partner



“As a leading technology company we need instant answers to who’s doing what. Cipher helps us navigate complex patent landscapes.”

Lucy Wojcik, Head of IP



“The real way Cipher helps us is that it is such an easy tool to use.”

Matt McBrien, Head of Patents

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