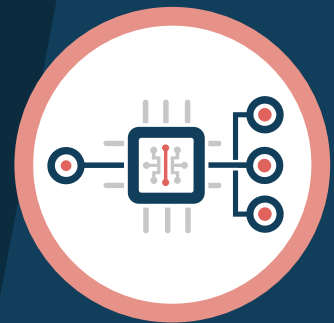


Identifying new competitor patenting areas

? How can I identify new competitor patenting areas to influence my organisation's patenting strategy?

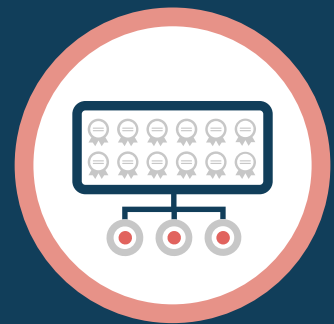
Cipher can help you.

With your own taxonomy, Cipher automatically categorises your competitor's newly published patents into your technology areas.

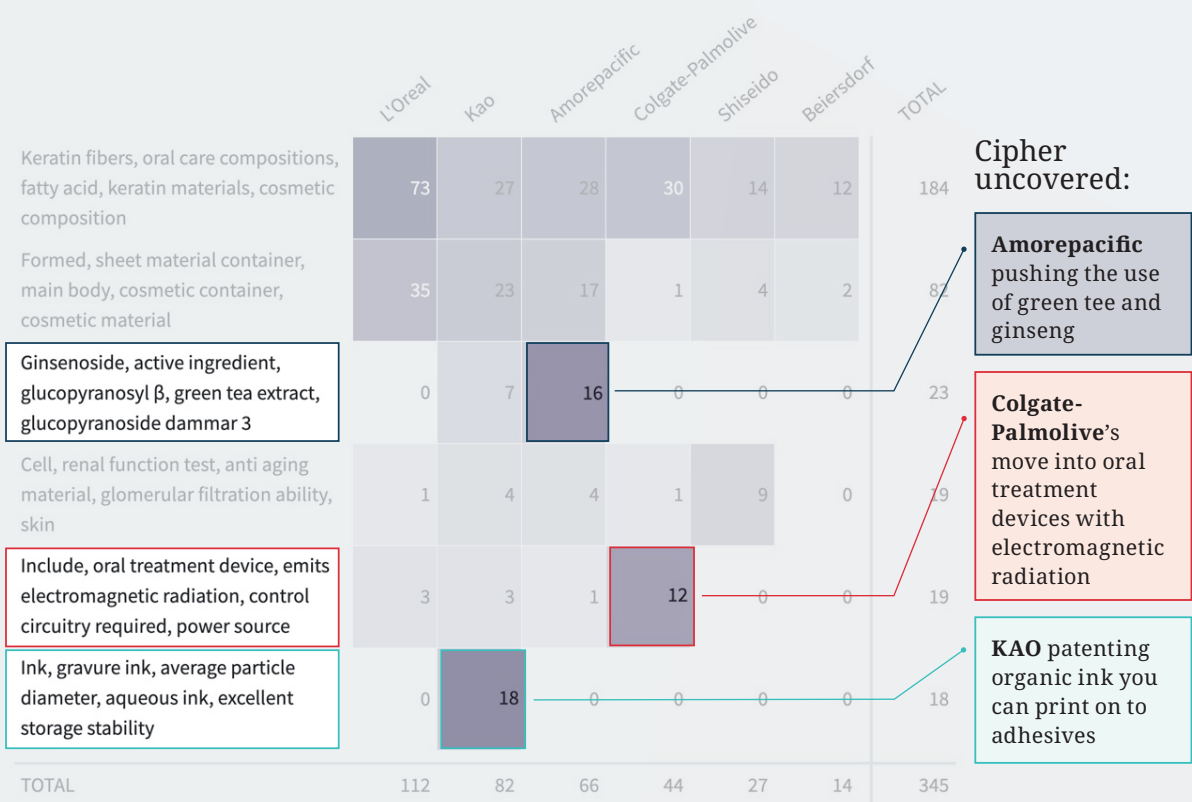


? But how about activity outside those areas?

With no human input Cipher then clusters the areas unknown to you to uncover insights.



In this FMCG example, Cipher found 345 published families which fell outside of the known technologies.



New Publications Q2 2020 outside client's technologies.

? Hear from Seagate on the strategic value of Cipher

With Cipher you are able to **identify new areas of competitor patenting** so that you can:

- uncover competitors moving into new 'white space'
- Influence the R&D product direction
- Monitor these areas over time to see changes or trends

Cipher enables you to do **competitive intelligence** so that you can execute your patenting strategy.