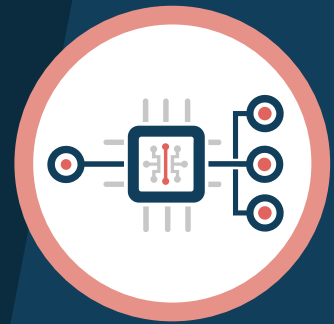# Cross-licensing support

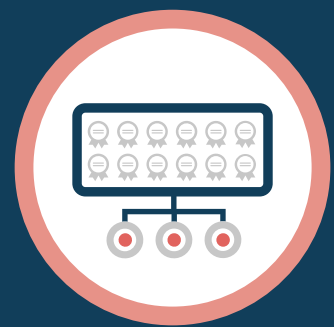**?** **How can I develop a cross-licensing strategy?**

Cipher can help you.

Whether you're on the receiving end of a cross-licensing offer or you're proactively approaching others, with Cipher you can compare your portfolio to others and understand your share of the world's patents.

? **How does it work?**

You can use your categories shown through your own classifiers or you can use Cipher's pre-built cross-licensing model powered by AST and their product categories.

? **Learn more about the AST taxonomy**

This example focuses on an organisation that is the target of a cross-licensing offer from a competitor.

		COMPANY A - SHARE OF WW PATENTS					COMPANY B - SHARE OF WW PATENTS				
		Country A	Country B	Country C	Country D	Country E	Country A	Country B	Country C	Country D	Country E
Services											
	Advertising	0.00%	0.00%	0.09%	0.00%	0.14%	0.03%	0.31%	0.00%	0.00%	0.85%
	Cloud Services	0.01%	0.02%	0.05%	0.00%	0.45%	0.08%	1.47%	0.15%	0.00%	1.58%
	Financial Services	0.00%	0.00%	0.00%	0.00%	0.04%	0.22%	2.18%	0.31%	0.00%	1.89%
	Location based services	0.00%	0.00%	0.00%	0.00%	0.06%	0.02%	0.12%	0.04%	0.00%	0.33%
	Satellite	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%
	VoIP	0.00%	0.00%	0.00%	0.00%	0.07%	0.01%	0.11%	0.04%	0.00%	0.11%
	Web Services	0.00%	0.00%	0.02%	0.00%	0.33%	0.27%	1.53%	0.25%	0.00%	2.14%
	Wireless Services	0.00%	0.00%	0.00%	0.00%	0.10%	0.09%	0.26%	0.05%	0.00%	0.37%
	Wireline Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Software											
	AI and ML	0.01%	0.19%	0.08%	0.00%	0.24%	0.00%	1.14%	0.00%	0.00%	0.80%
	Application Deployment	0.03%	0.00%	0.20%	0.00%	0.67%	0.19%	5.67%	0.61%	0.00%	5.67%
	Application Development	0.00%	0.07%	0.07%	0.00%	0.61%	0.25%	6.07%	0.43%	0.00%	5.14%
	Audio/Music Processing	0.00%	0.00%	0.00%	0.00%	0.03%	0.02%	0.14%	0.00%	0.00%	0.11%
	Authoring and Publishing Software	0.00%	0.00%	0.00%	0.00%	0.08%	0.03%	0.42%	0.02%	0.00%	0.59%
	Business Applications	0.02%	0.21%	0.03%	0.00%	0.28%	0.40%	5.85%	0.33%	0.00%	4.64%
	Collaborative Applications	0.00%	0.00%	0.00%	0.00%	0.81%	0.25%	1.92%	0.52%	0.00%	3.43%
	Communication Software	0.00%	0.00%	0.00%	0.00%	0.07%	0.01%	0.14%	0.01%	0.00%	0.17%
	Content Management	0.00%	0.00%	0.06%	0.00%	0.32%	0.09%	0.84%	0.04%	0.00%	0.88%
	Database Management	0.04%	0.13%	0.11%	0.00%	0.65%	0.69%	6.73%	0.64%	0.06%	4.20%
	Engineering and Scientific Software	0.01%	0.00%	0.01%	0.00%	0.14%	0.03%	0.25%	0.06%	0.00%	0.91%
	Enterprise Portals	0.00%	0.00%	1.27%	0.00%	1.26%	0.16%	6.25%	2.53%	0.00%	11.24%

Cipher uncovered:

Company B has a far **higher 'patent market share'** within Services categories as well as within multiple Software categories and countries. It's clear that Company B is currently in a **stronger position in this cross-licensing example**.

Example company compared with the competitor - comparing the share of Worldwide Granted Patents.

? **Hear from Richardson Oliver Insights on the strategic value of Cipher**

With Cipher you will be supported during cross-licensing negotiations so that you can:

• understand how you compare to an opposing party
• be in a strong position during negotiations backed up by data
• quickly respond with a robust strategy

Cipher enables you to do cross-licensing so that you can execute your patenting strategy.

CIPHER