

# Industry Risk Analysis

**?** How can I understand the litigation risk associated with my industry?

## Cipher can help you.

With Cipher you can identify technology areas that are most commonly asserted against your peers and understand the assertors, whether they are corporates or NPEs. You can also get a view of the litigation outcomes and trends over time.



**In this Technology example, Cipher looked at a sample organisation's peer group and found there had been 209 assertions using 146 patents.**

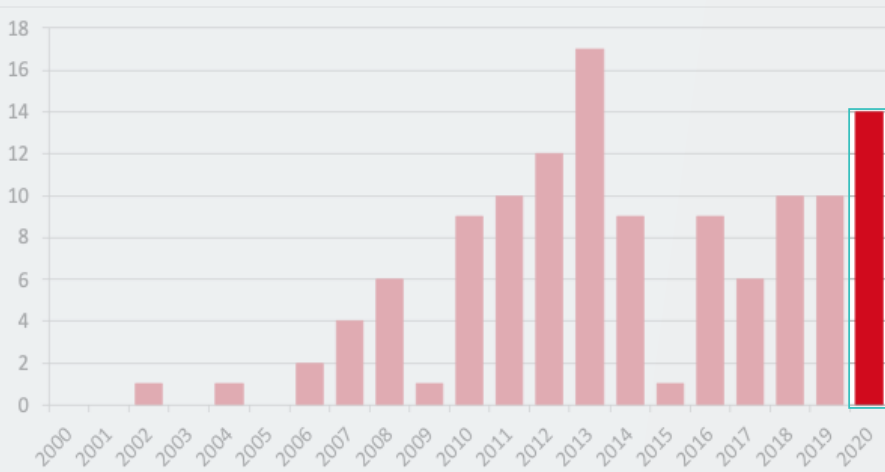
|   | Code | Assertions | Patents    | NPE proportion | Company X<br>VMware |     | Company Y<br>Citrix Systems |     |
|---|------|------------|------------|----------------|---------------------|-----|-----------------------------|-----|
| Management, software, storage medium, restricting file access, storage system                               | A    | 123        | 106        | 80%            | 81%                 | 81% | 86%                         | 67% |
| Display, business process, global server, data, transaction   | B    | 33         | 16         | 81%            | 19%                 | 5%  | 3%                          | 14% |
| Voice, telephone answering device, audio data, intended recipient, wireless device                          | C    | 27         | 11         | 82%            | 0%                  | 13% | 0%                          | 7%  |
| Data compression, accelerated data storage, input data stream, retrieval utilizing lossless, storage device | D    | 20         | 7          | 100%           | 0%                  | 0%  | 11%                         | 8%  |
| Operating system, graphical user interface, display, video display separately, desktop                      | E    | 4          | 4          | 100%           | 0%                  | 0%  | 0%                          | 3%  |
| Authentication code, distributing information, information products, launch code, indicium                  | F    | 2          | 2          | 100%           | 0%                  | 0%  | 0%                          | 2%  |
| <b>Total</b>  |      | <b>209</b> | <b>146</b> | <b>82%</b>     |                     |     |                             |     |

Cipher uncovered:

60% of suits are within the core business areas of Storage and Software.

WSOU (former Nokia assets) have been most aggressive recently and merit proactive review by the example company ahead of potential litigation suits.

Example Company's Peer Group – Inbound litigation areas and NPEs.



40% surge in new suits, compared to 2018/2019, resulting in a higher state of readiness for the sample company.

82% of litigations have been from NPEs.

Example Company's Peer Group – New inbound litigations, per year.

**?** Hear from Seagate on the strategic value of Cipher

With Cipher you are able to **conduct industry risk analysis** so that you can:

- be on top of litigation risk in your industry
- develop proactive strategies to mitigate risk
- uncover potential upcoming assertions

Cipher enables you to do **benchmark your portfolio** so that you can execute your patenting strategy.