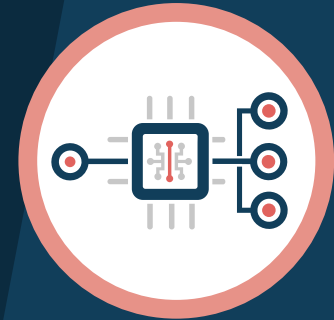


Monetisation Support: Finding high value targets

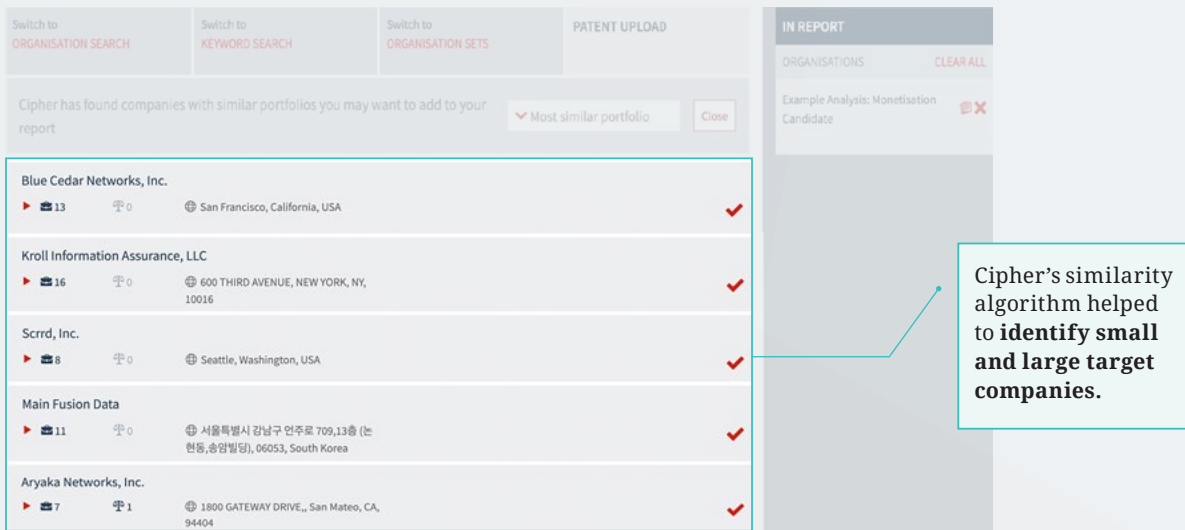
? How can I identify which parts of my portfolio I should monetise for the best return?

Cipher can help you.

With your own taxonomy, Cipher uses PVIX scoring to rank relevant patents and then suggests which potential companies you can approach that relate to your chosen patents.



In this Technology example, a sample company looked to find potential patents to monetise within five technology areas.



CIPHER's similarity algorithm helped to identify small and large target companies.

Suggested similar companies in relation to top 10 patents with top PVIX scores.

Using the PVIX (Portfolio Value Index) score in Cipher, we measured the top ranking patents of the target companies in those five technology areas.

Cipher uncovered:

the 10 highest scoring patents that merited further review.

Organisation	Technology	Priority Year	PVIX
Company A	Operating System	2006	93.92
Company A	Storage	2009	90.95
Company A	Storage	2001	90.34
Company A	Technology Z	2004	90.30
Company A	Technology Z	2012	89.87
Company A	Technology X	2001	89.39
Company A	Cloud	2001	89.08
Company A	Operating System	2006	88.82
Company A	Technology X	2001	88.81
Company A	Technology Y	2005	87.44
Company A	Operating System	2002	86.84

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

With Cipher you are able to find high value targets so that you can:

- identify groups of patents to monetise,
- score these groups and see potential target companies,
- develop a monetisation strategy.

Cipher enables you to build a monetisation strategy in line with your patenting strategy.