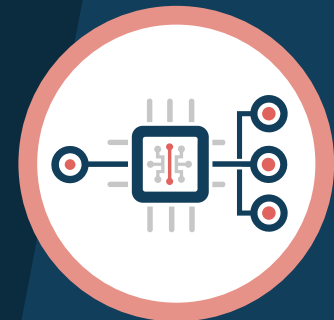


Regional Analysis

? How can I spot differing patenting strategies by region?

Cipher can help you.

Cipher allows you to isolate the analysis generated through your own taxonomy and focus on a specific region or country. You can then apply this to a known set of organisations.



This example focuses on a Chinese patent landscape within the Non-Volatile Memory technology area.

Samsung Electronics Co Ltd	1,211
Tsinghua University	977
SK Hynix Inc	603
Semiconductor Manufacturing International Corp	567
Macronix International Co. Ltd.	540
Chinese Academy Of Sciences, Municipal Government of Xiamen City	515
Taiwan Semiconductor Manufacturing Co.	491
Toshiba Corp	452
Micron Technology Inc.	432
Hua Hong Semiconductor Ltd	411
Next 1375	7,171
TOTAL	13,370

Cipher uncovered:

Micron Technology is the only US player in the top 10.

A third of the world's Non-Volatile Memory patent families are in China, 13,370 active patent families.

Top 10: Non-Volatile Memory Technology - Active patents in China.



A surge in Chinese patenting since 2017 with numbers up almost 100% in 2019.

Non-Volatile Memory Technology - Chinese patents, Annual Publications.

? Hear from Seagate on the strategic value of Cipher

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

- Keep on top of key markets for your competitors
- Spot regional trends
- Understand the relative threats and propose a strategy

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