Insights: Publications

The real value of the patent - determine the quality of patents and patent portfolio (Chinese Edition)

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Wendy Gu is the translator of this book that answers the questions, “What is a high-quality patent?”, and “What is a valuable patent?” Specific patents are shown to be good or bad, resulting in patent sales for millions of dollars, court decisions for hundreds of millions of dollars, or in some cases, complete loss. The book includes three main sections: First, a review of basic patent concepts, and of techniques used by professional evaluators to review and rate patent quality. Second, twenty case studies of more than fifty patents. This section also includes an analysis of the patent portfolios of three high-tech companies, reviewed by quality, by geographic balance, and by balance over time. Each case study or portfolio analysis concludes with a short and pointed list of “Lessons Learned”. Third, a summary in an easy-to-understand Question & Answer format organized by main topic, followed by a Glossary of more than eighty terms used in patent analysis. The book is intended for four groups of readers: (1) Entrepreneurs and engineers who until now had no way of judging how good their patents are; (2) Patent attorneys and agents looking for a concentration of live cases where specific drafting created (or failed to create) valuable patents;(3) Corporate executives, corporate Board members, and patent brokers, contemplating the purchase or sale of patent portfolios;(4) Investment advisors, equity analysts, and investment bankers working with high-tech companies, who need to understand whether a patent portfolio truly adds value.
