



Derwent databases for competitor intelligence

- Identify your competitors and monitor their activities using
 - Derwent World Patents Index
 - Derwent Patents Citation Index



Search strategies for competitor intelligence

- Search across a technology to find out who is active in that field
- Focus on a particular company and construct a profile of their activities
- Use online statistical analysis commands:
RANK, ANALYSE, MEMSORT or GET





Who are your competitors?

[1]

- Search Derwent World Patents Index to find out who is patenting in your field
 - Who are the key players?
 - Are there any new, unfamiliar or unexpected names?
 - Look at recent inventions or look back in time



Who are your competitors?

[2]

- Use Derwent Patents Citation Index to find out whose patent applications relate most closely to your own
 - Be aware of infringement risk
 - Keep an eye on this with a regular search or an SDI / Alert
 - Who has the significant inventions?





What are your competitors doing?

- **Analyse Derwent World Patents Index subject classifications and indexing**
 - Find out about unfamiliar companies
 - Look in detail at known competitors
 - Monitor changes over time



Where are your competitors patenting?

- **Make use of Derwent patent family information**
 - Is the company seeking international protection?
 - In which particular countries is protection being sought?
 - Monitor changes over time





What is happening in your industry?

- How does the activity of your company compare with the industry as a whole?
- What are the trends in patenting activity over the years?
- What does the "patenting landscape" look like in your area of technology?



Derwent Patentee Codes

- Unique codes assigned to companies filing substantial numbers of patent applications
- Enable you to bring together all the companies in the group (parents, subsidiaries, etc)
- Handy for both searching and analysis
- Searchable listing on the Derwent website: www.derwent.com





Need to know more?

- Ask for a search demo here on the stand
- Come to a training course
 - see www.derwent.com
 - contact the Derwent Help Desk
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