IPqwery

Intellectual Property Data for Market Intelligence and Predictive Uses

Delivering full IP profiles for corporate entities

Corporate Intellectual Property data can provide a variety of insights, and help inform better decision making. IPqwery aggregates millions of Patents and Trademark records for corporate entities (public and private) from multiple countries. Data is analyzed at both the company level (new brands and innovation direction) and for broader overall market trends indicators.

Transforming complex innovation into rich *ALT-data*

From startups to Fortune 500s, gathering and assessing the breadth of intellectual property holdings across multiple Patent and Trademark databases is no easy task. IPqwery applies a powerful set of analytics to patent and trademark data, conveniently delivering it to effectively enrich any datastream.

IPqwery key differentiators

→ The breadth of IP info - we combine both trademark and patents across multiple jurisdictions.
→ A unique analytical process combining normalization, validation, and entity disambiguation, taking into consideration mergers, acquisitions, subsidiaries, and assignments.
→ Proprietary IP metrics, such as our IP Activity Score (a measure of innovation), defining both the strength and direction of an entity's recent IP filings.
→ Mapping public entity-IP to stock ticker.

Trademark and Patent portfolio monitoring as a whole provides insight into trends and changes of strategy, plus the ability to draw comparisons with other companies within similar sectors.

IPqwery summarizes data on 5-year filing trends, renewals and expiration dates, opposition proceedings and litigation. Using proprietary metrics, we score companies to make comparisons more relevant, such as our **IP Activity Score**, which indicates a company's level of innovation based upon their most recent IP filings.

Whether your focus is macro or granular, insights revealed by IP-filings can be a powerful tool for fundamental or quantitative investors.

- Gain early predictive insights into new product launches or branding, often significantly before press releases hit the newswire.*
- Mapping a company's IP to industry categories. *Are industry sectors accurately reflected by corporate IP holdings?*
- Differentiating a company's growth: Organic vs acquisitions.
- Determining new entrants into a specific sector/ technology /jurisdiction / market.
- Breadth of filers (# filers) over time moving into a new sector / technology / market.
- Monitoring IP renewals and maintenance filings.
- Comparative filing and registration metrics over a defined period (ex: trailing 5 years).
- Point-in-time IP profiles can be mapped for any entity.
- Uncover changes in strategy and branding. *Is the company expanding or introducing new product lines, or possibly abandoning others?*
- Comparing the IP holdings of different companies and/or competitors within one or more sectors/industries. *How similar/different are the technologies between companies?*
- Discover how aggressively a Company may be protecting it brands. *Has it changed its pattern of defending its trademarks and patents, or opposing others?*
- Comparing all IP within a specific portfolio or within a grouping of companies. *What IP is held within the portfolio or the group, and what does it mean?*
- Investigate the activity of inventors across corporate entities. *Who is doing what, where?*

Trademark data

IPqwery continuously mines IP filing data from multiple government IP offices. In most cases, a trademark is filed prior to brand or product launches, media mentions, marketing, etc. This lead time of a few weeks to a few months makes this form of IP a valuable asset.

Using trademark filing data and other IP-data points as potential early indicators, as in these examples, can bring new insight into your quantitative analysis.

* Trademark filings signaling new products at a later date.	Product release	Trademark filing
Starbucks - "Phantom" new in-store espresso machine	March 2017	January 2017
Carnival Cruise - "Parched Pig" launch of new beer	January 2018	October 2017
Garmin - "Vivosport" new product announcement	August 2017	March 2017
Under Armour - "UA Tuned" new product announcement	January 2018	April 2017
Nike - "Fly Leather" new technology/product announcement	September 2017	August 2017

Patent data

Patent data can provide a wealth of insight and information relevant to how companies leverage their innovation and technologies in the marketplace. We make use of extensive data normalization and entity grouping to accurately reflect and summarize the IP holdings of public and private companies.

IPqwery tracks patent filings and compiles multiple data points to make sense of the data and to facilitate higher analytics: Filing dates, total # filings, technology descriptions & claims, inventors, status changes, assignments, expiry dates. Data delivered raw or pre-formatted and customized for seamless integration into your workflow.

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IPqwery was created to make IP data easily utilized into mainstream markets, and for competitive intelligence with corporate data providers in mind.

IPqwery's extensive knowledge of IP data comes naturally. Its parent companies are leading IP-data providers operating for over 25 years; providing IP data, analytics and monitoring to top IP firms, attorneys, and in-house legal teams across North America, in-house trademark search services for the Canadian Government's IP office (CIPO), as well as extensive trademark monitoring services for one of the largest US Government Departments.

IP-dataset highlights

- **Patent and Trademark data**
- **Public and private companies**
- **Weekly updates**
- **Historical IP records**
- **Point-in-time IP metrics**
- **Mapping IP to stock ticker**
- **Proprietary IP metrics to make comparisons more meaningful**
- **Multiple jurisdictions/IP offices**