



How HP Uses Anaqua to Vastly Improve Its Patent Searches

HP is highly competitive in the patent market. Not only does HP own thousands of patents, they are also competing with and acquiring companies that own thousands of patents. Keeping them organized and accessible in a meaningful way is an incredible challenge.

Adam Greyson, IP Technologist at HP, is often tasked with digesting and producing actionable insights from a mountain of patents. This was recently the case when HP was deciding whether to acquire Samsung's print business which included a portfolio of 6,500 patents.

Although this type of work can typically take a team of people hours upon hours to do, by using Anaqua's AcclaimIP software it only takes a push of a button.

Greyson shared how Anaqua helps HP acquire the information needed — and delivers beyond their expectations.

Anaqua's Software Provided a Unique Solution

Using Anaqua's [AcclaimIP](#), Greyson was able to access an enormous amount of detailed patent information for companies around the globe, including Samsung, his own company, and competitors. That is because AcclaimIP can directly interface with the entire catalogue of public data that the USPTO has made available.

Greyson used Anaqua's Matrix Query Manager to run complex searches, creating numerous cross referenced queries that could be executed simultaneously. These types of queries landscape patent technologies across all the relevant competitors in a market keeping him up to date when new patents and applications are released.

Greyson offers a behind-the-scenes look at how this worked. First, when tasked with researching Samsung's patent portfolio, he devised questions that HP needed to

answer before acquiring Samsung's print business. For example, did Samsung own its fundamental print patents or did it license other companies' patents?

"We created searches, ran them against HP, Samsung, and all our most interesting competitors, to see how they compared," he explained. "It turned out that Samsung did have plenty of IP. We could see that immediately using the matrix tool, because the comparative numbers are right next to each other."

Using Anaqua's AcclaimIP, Greyson made a hierarchical matrix with multiple parameters that shaped the search results. This narrowed down the patents in terms of their interest and relative importance to HP.

For example, he didn't just search for laser printer IPs, but for specific components of laser pointers.

"Laser printers are made of lots of different pieces, so we'd break up those pieces into smaller and smaller searches," he said. "We're interested in who's filing the IP that covers the most interesting and valuable pieces that make up a device."

HP didn't just need to know if Samsung had a lot of patents, but if it had patents they cared about.

"Some companies will file patents that are easy to understand, but cover very small areas of IP and aren't fundamental patents," he said. "We wanted to know if Samsung was a fundamental company. Are they filing on just the look of a product, or are they filing on pieces that make devices more valuable, faster, and better quality? Those are things that affect the value of a product and the business we're thinking of acquiring."

After they compiled the searches, they ran them not only against Samsung but also against HP and their other competitors.

Drilling Down the Search

But the initial search isn't enough by itself. Real insight often requires deeper drilling.

"If you were to review every Samsung patent, there'd be 30,000 in the U.S. and 100,000 worldwide," he noted. "That's a lot of patents, and you have to cut it down. So we had to write searches and classify patent groups that were fundamental, focusing on what we're interested in the most."

Using AcclaimIP, he then searched citations and traditional strength metrics to narrow the group of patents even more.

"You have to find a way to get the cream to rise to the top," he said.

Patents with a lot of reverse citations and forward citations were important to review, along with family member size and non-domestic filings. All these metrics indicated the strength of a company's patent portfolio and were easy to find using AcclaimIP. They helped HP determine that Samsung's printer business was, indeed, a strong company to acquire.

Summaries of Patents

After running the query, Greyson still had to review the most fundamental patents and learn more about them. This is where another feature of Acclaim's came in handy: patent summary pages.

"Not everybody enjoys looking at a screen the whole time they're reviewing patents," he said. "Acclaim has a feature that allows you to print a summary page for each patent. This lends itself to a nice sorting exercise, where you can see stacks of patents and have a tangibility to your search that works nicely."

The summary feature helped speed up their research even more.

The Results Exceeded HP's Expectations

This type of in-depth searching would normally take an incredible amount of time. Greyson was able to do the search more thoroughly and efficiently than he could have ever done without the software. For HP, Anaqua technology was absolutely transformative.

"When we first got the project, it was super hot — it was a big deal," he said. "The timeline was: 'In the next two weeks, what you can you tell us?' We set out to create the fastest, most efficient review process."

Greyson was able to use Anaqua to quickly identify the exact patents that deserved his attention.

"Before we created this AcclaimIP matrix search, we used to do this all manually in an Excel spreadsheet," he said. "You would wait for the result and you would sort of paw through it... That is a lousy way to spend your time."

Before they used AcclaimIP, the most patent landscape search reports HP could do were about 10 a year, maybe a little more, he said.

"After creating this tool, we don't count the searches anymore," he said. "It saves all the searches, so now we can kick off a new search at the push of a button and refresh the results. We've searched as many as 80 portfolios at one time. Where it used to take a couple dedicated people a year to get a few out, now it's just me as a side project."

Of course, you have to invest some work up front before you can use the tool, picking your questions for the matrix searches and organizing your hierarchy.

"But once it's set up, you don't have to do it again," he said. "And if you need to change it, you can just refine the search. Then just click a button and boom! , out come the results. It can run tens of thousands of searches at one time."

Anaqua's Features Let HP Get Ahead of the Competition

Greyson shared a number of other features from Anaqua that HP has utilized successfully. One feature is analyzing patent trends, which can help a company decide which technologies are good investment decisions and which they should avoid.

"You can do trending over time. For example: what happened one year vs. another year," he said. "Acclaim is really good at telling you what your competitors are doing."

If you master the feature, you can start forecasting trends which can really put you ahead of the curve, he explained. Greyson does this by searching not just for granted patents, which tells him what a company did in the past, but also patent applications recently filed.

“If they filed very heavily in some new technology space, you can know something about their future plans, especially in emerging technology that takes two to three years to develop,” he explained. “If you’re good at this sort of thing, you can actually pick up their trend before they announce anything,”

He uses this to HP’s advantage, evaluating not only competitors but also themselves. Using automatically generated breakouts, landscape searching, and comparative searching, HP can really dig into their own patent portfolio and plan for success.

“You can see how your patent portfolio compares to your competitors in any technology category,” he said. “You can also see how your competitors view you.”

Greyson compared using AcclaimIP to switching from farming with an ox to modern agriculture.

“Instead of getting the ox and equipment out every season, and then walking behind the ox, you now have a tractor,” he said. “Instead of focusing on small things, you can focus on creating a civilization, developing many farms, and becoming a conglomerate.”

All of this provides valuable strategic intelligence that they can’t find anywhere else.