

a *Coronado Group, Ltd.* innovation

find actionable information faster

create intellectual asset advantage

# COGNITION IP

create custom IP indices

build cross-lingual searches

search by concept and keyword

use more words, get better results

## search the way you think

Coronado Group's state of the art patent analytical and advanced content classification software is integrated with groundbreaking conceptual search technology to deliver a transformational platform that will significantly reduce the time, effort, and expense of conducting intellectual property research and document-centric intellectual property portfolio management tasks.

Cognition IP allows inventors, researchers, product developers, patent agents, investors, and IP portfolio managers to use its proprietary concept search index to explore the US patent and custom digital repositories. Researchers can search through millions of documents and other textual digital information to find and rank documents based on the concepts in the search source. Unlike conventional search that requires a series of tedious, iterative keyword and Boolean searches, Cognition IP lets you search the way you think.

# good searches

Cognition IP's powerful conceptual search engine exploits the nature and conceptual framework of documents unique to the inventive process. These documents or their important parts are used as the input for your search and the knowledge framework against which they are evaluated, returning results based on the concepts and ideas in the documents--not just the words.

Research and invention are document and search intensive processes. Inventions that start as clouds of thoughts and ideas are transformed into tangible IP artifacts through the experimentation and documentation process. Ideas morph and shift as the concept is refined and the invention revealed. Intellectual property search and analysis should be designed to support that investigative process. Cognition IP supports the same type of dynamic and fluid searching by allowing you to use your research documents, definitions, emerging thoughts and even industry standards as the basis of a search: Look for prior art, find inventions in other fields, determine freedom to operate, execute patentability searches, review claims, explore other inventor's build-arounds, or monitor inventive activity using concepts and ideas.

Cognition IP lets you enter free-form descriptions, combinations of terms, and other textual information to execute a search. Even a textual stream of consciousness on a new idea can be used for a search. Descriptions of seemingly diverse art can be combined to see if someone has already described a similar invention or to hunt for new ideas or methods for describing your new invention. It removed the requirement to distill your idea into key terms and operators to explore your art.

Cognition IP lets you compile complex searches using your ideas, draft invention summaries, research documents, the content of other patents or patent applications, or any combination of textual input to find the patents and other documentary intellectual property assets to find the art closest to the search input. Researchers can use patents, patent applications, academic theses, published research articles, invention disclosures, or any combination of documents as the source for a search.

good patents

# more time thinking, less time searching

Cognition IP's patent index exploits the unique structure and design of patents and key components of patent applications to use their inherent concepts to find other salient information. Concepts and content together provide important insight into what is going on. You use your documents as the search source without having to break down the power of the structure and associations of the content. There is no need to distill the description of a complex and nuanced features into a few keywords to determine the merit of your idea. Concept searching supports and enhances the investigative process.

## the keyword guessing machine

An invention can't be described in the words supported by the leading internet search engines. Is a series of words and a few "ands", and "ors" enough to describe the state of the art? How do you find the terms to describe innovations over a 20 or 30 year time horizon? What words do you need to know to get good results? For most intellectual property research activities, conventional search becomes a Keyword Guessing Machine.

The Keyword Guessing Machine takes you down the tedious path from one search to the next, keyword to keyword, combining keywords with Boolean operators to try to find the right art. The quality of the results is contingent on the searcher's understanding of the keywords and vocabulary associated with the art. A series of Boolean operators are needed to build searches that define complex ideas.

Searches are complicated by the need to look across time and address a constantly evolving vocabulary used to describe inventive art. Keyword

and full text searching do not compensate for the evolution in the lexicon used to describe a field of research and often have limited mechanisms to understand all of the concepts embodied by a single term. Researchers need to execute multiple queries using the vocabulary of the era or weed out search results that contain the same words but don't embody the right concept.

Conventional search dilutes the power of the terms and its underlying concepts. Associations become overused losing important related concepts or the meaning of search words over time. Search paralysis sets in when combinations of words yield no new or usable results. Users are forced to start again with a new set of terms. The more novel or complex the idea, the harder it is to get meaningful results or to follow a thread of subject matter the way an inventor, attorney, or patent professional thinks about and defines their art.

10 WORDS OR LESS |

SEARCH PATENTS



# Bridge the knowledge gap

## **Cognition IP Exploits the Structure of a Patent and the Organization of the People Who Examine Them.**

Cognition IP's indices leverage the US Patent Classification System to organize and create the concept framework for searching. It uses the USPTO Technology Center, Art Unit and class structure to further define the relationships between the patents and the art and concepts they contain. By leveraging both the USPC class assignment and the Technology Center and Art Unit, it helps researchers understand where the art is likely to be assigned at the Patent Office, and which classes are best for further research.

All search results are returned with the appropriate USPC and IPC class and subclass. Results can be sorted by class, combined, and used for new searches. As USPTO reorganizes its Art Units, creates new Technology Centers, creates new classes and subclasses, the Cognition IP knowledge base will reflect the new structure giving researchers insight into USPTO's thinking on how art is related.

Cognition IP executes searches in seconds. Users can search the entire USPTO patent database in one search that examines each of the specialized indices that organize the concepts and content of the documents in each of the specialized Technology Centers and Group Art Units used by USPTO.

## **Search Outside Your Comfort Zone**

Cognition IP lets searchers search outside their technical and scientific comfort zone because there is no need to know the specific buzzwords or lexicon of other industries or fields of search to get search results. Enter the documents or text that describes an important concept in your area of expertise and Cognition IP determines the concepts in your input and executes a search. Cognition IP searches return results from across the patent spectrum giving searchers fast and dramatic insight into all the art ranking the results by how close they are to the concepts in your search input.

Researchers no longer need to search in individual classes, or repeat searches over and over again. Cognition IP's comprehensive search helps ensure a thorough review of the art before going to market with a new product or spending money on a formal patent application. A single search examines all of the patents to see if they contain the same concepts and technologies creating a novelty ranking that clusters results based on how similar to the search source.

Researchers can evaluate whether non-obvious inventions are truly novel by combining different sets of art to see if other inventors have gone down that path before. Researchers can use articles by the inventors of seminal technology to find other contemporary inventors working on the art but whose inventions may not be in the same technology area. Cognition IP compensates for variations in the lexicon and vocabulary used to describe similar processes in different industries.

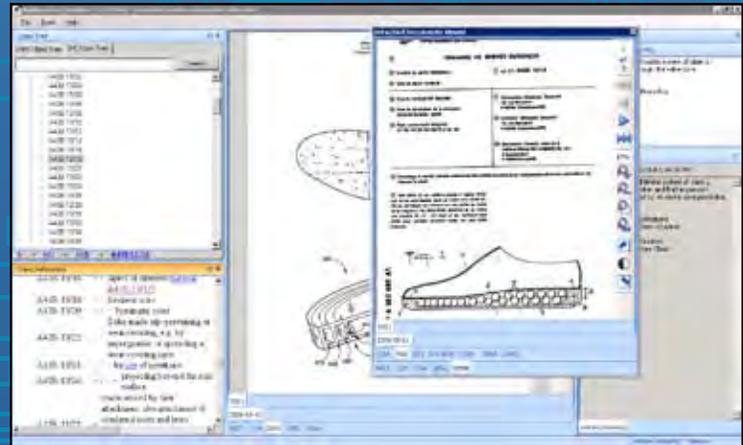
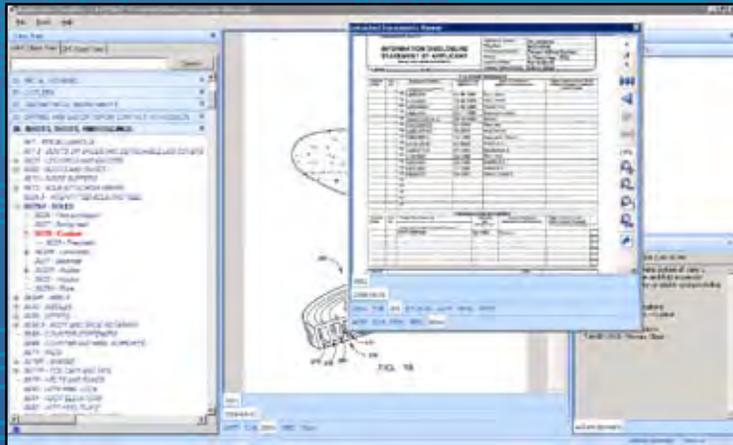
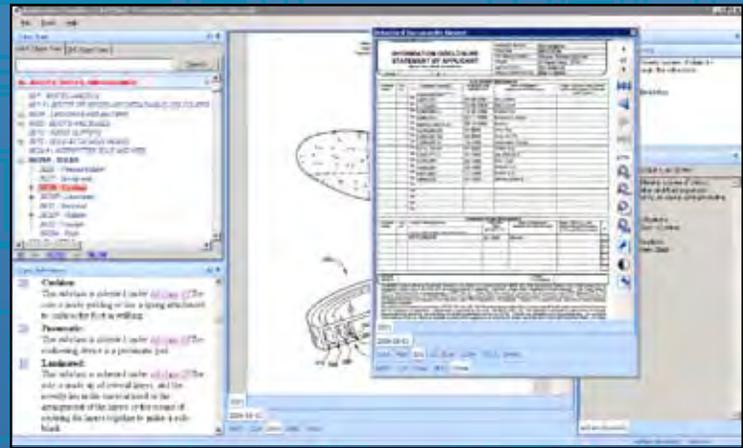
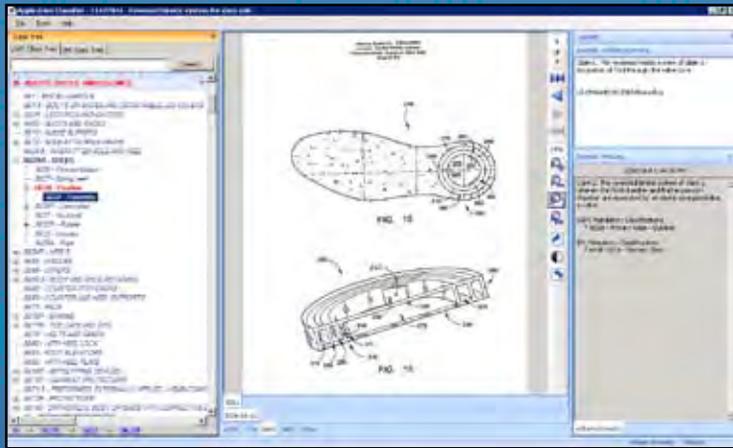
## **Advanced Portfolio Management with Custom Search Indexes**

Cognition IP's custom index builder allows users to create their own custom indices that enable them to use the same powerful conceptual search and analysis tools for their own portfolio of intellectual property. You can create indices of key intellectual property assets such as your patent and trade secret portfolios, those owned by competitors, non-practicing entities, defensive IP aggregators, and portfolios of property offered for licensing or auction. Cognition IP provides the tools to facilitate internal business practices and to support Freedom to Operate and other IP risk management business processes.

Build a custom index to collect and classify intellectual property acquired during a merger or acquisition, support more automated due diligence and document review. Bankruptcy teams charged with disposal of IP assets can build a custom search database with all of the patents and other important documents for potential purchasers to use to investigate the offer. Custom indices can be used by firms seeking to license their IP assets to allow potential market participants to compare their own patents or other materials to determine how similar the offered assets are to their own or those of competitors to facilitate decision making. Practicing and non-practicing entities can use the indices to establish freedom to operate or to identify potential license targets. Defensive patent aggregators can use the search capabilities to find assets it needs to add to its portfolios.

Because Cognition IP uses the same proven technology used by the US Intelligence Community, researchers can create a social network that reflects the inventors, assignees, patent agents, and examiners involved with an intellectual property asset.

# Exceptional Search Navigation with Cognition IP's Analyst Desktop



Coronado Group's Cognition IP incorporates a state of the art, customizable analyst desktop. Modeled after analysis frameworks for document intense business processes, legal cases and matter management, and patent classification, the Cognition IP Analyst Desktop provides a rich user experience that allows users to focus on their research and not on how to operate the interface. Users can import files, copy and paste text, and enter freeform text alone or in combination to support searching. Results are returned with the classification and ranking. Results can be sorted and grouped. Users can navigate through the results displaying the patent, the USPC and IPC class trees, and associated definitions.

The Cognition IP Analyst Desktop allows users to save searches, create cases and projects that can be linked together. It supports a secure current and historical journal that allows authorized users to enter commentary on the searches and link searches and results to a project. Cognition IP supports a search save feature that retains the search input and search results for point in time analysis.

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The Coronado Group, Ltd. is a specialized systems integration and technology consultancy providing systems integration, technology analysis and advisory services in the area of new and emerging technology.

Coronado Group designs, builds, and supports solutions for document and data intense business processes. The firm provides solution engineering and consulting services in the areas of complex document management, document and information access, electronic and conventional content and records management, knowledge systems, document and information search, document exploitation, imaging, workflow, and advanced capture. The firm provides advanced intellectual property research and analysis support to commercial and Federal clients.

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