



Coronado Group, Ltd.

Coronado Group Search Services

Advanced Intellectual Property
Search and Analytics

Coronado Group provides intellectual property research and analysis services to inventors, researchers, product managers, and intellectual property legal professionals. Coronado Group uses its proprietary intelligent concept search engine, Cognition IP, to find information that can't be found using conventional IP search techniques.

Coronado's search services significantly reduce the time, effort, and expense of conducting intellectual property research and document-centric intellectual property portfolio management tasks. Users can search our entire USPTO patent database in one search. Coronado's conceptual searches **compress the time** it takes to execute prior art searches, find documents to support substantial new questions of patentability, identify freedom to operate issues, and find information to make build, buy or license decisions.

Coronado's powerful conceptual search engine exploits the nature and conceptual framework of documents unique to the inventive process. Entire documents or their important parts are used as the input for your search, returning results based on the concepts and ideas in the documents -- not just the keywords.

The search indexes are optimized to use the unique structure of a patent. Unlike other search technology, our engine understands the rules of how a patent and its important parts are constructed and uses that framework to connect the concepts with the inventions. Coronado Group can search through millions of documents and other textual digital information to find and rank documents that are conceptually and semantically the same, replacing hours of conventional keyword search.

How Our IP Search Services Work

We work with our clients to understand the goal of their project and build a search strategy that supports those objectives.

Our clients provide us with the documents that best represent the target of their IP search. Our analysts supplement the document set with other documents such as articles cited as prior art or other materials designed to reinforce the goal of the search. Our analysts then use the documents individually or a combination of sources to execute searches. Searches are then refined using our classification and analytics tools to weight important concepts more heavily, identify key USPC and IPC classifications, and assignees to further improve the results.

Examples of Documents Used To Search For Patents

- All the Text of a Patent or a Patent Application
- Draft Invention Disclosures
- Product Literature: Yours or Your competitors
- Technical Reference Material
- Non-patent Prior Art
- Published or Unpublished Research Article
- Peer Reviewed Journal Articles
- Academic Theses
- All the Prior Art Cited in a Patent

Any combination of these documents

Because searches look at all the components of an invention at one time, the results are comprehensive. With our search approach the risk that an important component or piece of inventive art will be missed is lowered. We support our intelligent search and analytics with the support services to find and acquire documentary assets and evidence to support your project objective.



Search Over Long Time Horizons

Coronado's intelligent search engine understands the changes in the terms used to describe technology and science over time, eliminating the need for researchers to determine how the concepts and inventions in contemporary technology might be described in older patents. This search approach finds older prior art because the search isn't confined by current buzzwords or acronyms.

There is no limit on the amount of content that can be used to execute a search. The more content used for a search, the more refined the results. This allows us to explore a variety of strategies and approaches for finding the right patents and technology to meet your needs across the entire spectrum of patented inventions.

Search Outside Your Comfort Zone

Cognition IP Search helps you explore patents outside technical, scientific, or industry comfort zones. There is no need to know specific buzzwords or terms used in other industries or fields of search to get high quality search results.

Cognition IP understands and compensates for words used to describe similar processes in different industries, returning results from across the patent spectrum. This gives our clients faster and deep insight into all the art that embody the art they are interested in, not just those in the industry or technical domain with which they are comfortable.

Freedom to operate searches use entire invention disclosures or product literature to finds patents that are conceptually and semantically the closest to your product. Your literature and articles by the inventors of seminal technology are used to find other contemporary inventors whose inventions embody the same ideas but may not be working in the same technology area.

Classifications and Search

Coronado's comprehensive search ensures a thorough review of the art in all US and IPC classes and returns the US and International patent classification information as part of the search results. Researchers no longer need to

know the US or international class to search. There is no need to search in individual classes. A single search covers the entire class structure.

What We Find

The Challenge: Find prior art in the dense and interconnected world of MPEG related patents where traditional methods didn't yield any usable documents.

What We Found: Descriptions of prior art compression techniques used to compress digital images of corneal scans that met the priority requirements. The prior art patent was classified under Surgery (600) because of the medically focus of the art instead of in the traditional classifications for image compression television and image compression (348) and pulse and digital communications (375). Our search found important art that traditional search did not because the surgical domain was not part of the search.

Find the Smoke Detecting Cell Phone

The convergence of technology has made searching for prior art and understanding the invention landscape increasingly difficult. As technologies in disparate areas merge, prior art research becomes daunting. How do you navigate over 200,000 classifications to find art when your inventions cover previously disparate art? Coronado combines descriptions of seemingly diverse technology to see if someone has already disclosed a similar invention or to hunt for new ideas or methods for describing your new invention. Our approach helps you find the smoke detecting cell phone or the video watch faster with fewer searches.

Where Will My Application Be Examined?

Coronado Group understands the USPTO classification system and how the classifications assigned to your patent application drive it to a particular art unit. Our analysts can use your patent applications and invention disclosures to provide you with primary and discretionary USPC and IPC classifications and the art units that will be the likely recipients of your patent application. We can also provide detailed analysis on other



patents in those classes that may have an impact on your new application.

A Micro Case Study

An inventor from a scientific device manufacturer that uses a major patent prosecution law firm challenged us to a test: use my patent application and find cited and new prior art. Our effort followed the firm's extensive internal and contract prior art search.

Coronado executed the search. Not only did we find the prior art patent references cited in the IDS but we also found the patent the examiner used to reject the application. That patent was not included in the conventional search results.

The inventor's response? "If I used your search services I would have known this patent was out there before I wasted the \$20,000 in patent prosecution expense."

Advanced Portfolio Management with Custom Search Indexes

Coronado can create custom indexes to support your IP management business processes, allowing you to use the same powerful conceptual search and analysis tools for your own portfolio of intellectual property. We will 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.

Coronado can build a custom index to collect and classify intellectual property acquired during a merger or acquisition or support bankruptcy teams charged with disposal of IP assets. 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 they need to add to IP portfolios.

How We Work With You

Coronado Group, Ltd. will use the skills of its interdisciplinary team of researchers all of whom have worked directly with concept based patent and patent application classification and prior art research. Our engineers and management consultants include former patent examiners who are familiar with the nuances of how USPTO addresses patent examination and re-examination issues. This provides a resource that may be called upon to address how USPTO might interpret outlying prior art or to assist in evaluating the merit of the prior art results.

Coronado's analysts are skilled at searching using EAST and WEST and have extensive experience and an in-depth understanding of the USPTO image file wrapper and its content. Coronado's researchers use the Examiner's search results documented in the prosecution history to reconstruct the same search using conceptual search and analytical tools to find art to support reexaminations and other IP research efforts.

Our deliverables include custom analytics and reports and visualizations to assist you in understanding the search and analysis performed for your projects.

About Coronado Group, Ltd.

The Coronado Group, Ltd. provides advanced intellectual property research and analysis support to commercial and Federal clients. Coronado Group designs, builds, and supports solutions for document and data intense intellectual property business processes.

Coronado Group would welcome the opportunity to assist you with your intellectual property projects. Please contact Arleen Zank at 301-986-1334 ext. 109 at azank@coronadogroup.com.