



# CORONADO IP & TECHNOLOGY TRANSFER

## Coronado Group, Ltd.

**ARLEEN MALLEY ZANK**

**PHONE**

301.986.1334 x109  
703.909.7722 (M)

**EMAIL**

[azank@coronadogroup.com](mailto:azank@coronadogroup.com)

**WEB**

[www.coronadogroup.com](http://www.coronadogroup.com)

The world's largest research university accelerates early stage intellectual property discovery and development, builds critical IP portfolios, and finds research and commercialization partners with Coronado IP, Coronado Group's intelligent search tool for intellectual property.

## THE CHALLENGE

### Foster Commercialization of Important Discoveries

The Technology Transfer and Intellectual Property organization is the nexus of the University's mission to bring the benefits of discovery to the world. Technology transfer and commercialization is what transforms university inventions and discoveries into products and services to support the public good and enhance society's understanding of the world and beyond.

The Technology Transfer Office fosters commercialization of important discoveries by providing the analysis and information needed to decide which science and technology can be successfully commercialized and the best approaches and alternatives for achieving that goal. The organization's constituents - faculty, industry, peer institutions, and funding entities - all require information and analysis to help them make the best decisions on where to deploy the University's resources to achieve the best possible outcomes.

The University needed tools that expedite the process of evaluating the commercial viability of its discoveries, find and harvest more inventions from the scientific discoveries and its vast research portfolio, and identify partners and champions who share the University's vision and experience to move discoveries from the lab to the marketplace.

### Too Much Data - Not Enough Information

To support decision making, the University analysts try to wade through millions of issued patents, assess thousands of peer reviewed journals, and University scientific and technical publications. Assessing patent scope and validity was making the process of evaluating invention disclosures daunting - it was expensive, complex, and time consuming.

## Manage Expansive and Far-Reaching Portfolios

Each year the small team of interdisciplinary Technology and Commercialization Analysts review and evaluate the commercial potential of the hundreds of inventions and discoveries generated by over \$1 Billion in annual research funding. One day it is analyzing nanostructured catalysts for fuel cells and the next it is evaluating the commercial potential of surgical robotics and organic electronics.

The University's technological and scientific reach is breathtakingly expansive. Unlike its corporate counterparts that build deep patent portfolios to support their businesses, the University portfolio of intellectual property and patents is both diverse and broad. The University's intellectual property holdings and invention disclosures span the technology readiness continuum and have levels of commercial maturity that vary from field to field. Standardized analyses and keyword searches are inadequate for the types of innovations they review day in and day out.

## THE SOLUTION

### Coronado IP

Coronado IP is Coronado Group's on-demand, on-line, self-directed suite of intelligent search and analytical tools for intellectual property research and IP asset and portfolio management. Coronado IP's state of the art patent content classification and concept search technologies are designed to let you search the way you think.

Coronado IP consists of an advanced conceptual concept space, a comprehensive searchable database of US patents, and Coronado's proprietary patent analytics platform. Its advanced analyst desktop can be deployed across a multi-monitor desktop or on a netbook. It provides a range of portfolio management tools to maximize the utility of the platform by IP professionals seeking the best possible analytics available.

#### **IP SEARCH SIMPLIFIED - HOW IT WORKS**

Coronado IP is a simple, easy to use platform designed for inventors, researchers, technology transfer professionals, patent professionals, investors and IP licensing managers. Coronado IP is designed to understand a complex intellectual property question and return robust yet highly refined results in a single search. Coronado IP searches based on concepts and ideas - not just words - reducing the time, effort, expense and complexity of conducting intellectual property search and invention management tasks.

There is no need to reduce complex ideas into a handful of key words. Copy and paste or import the text that describes what you are looking for into the Coronado IP concept search box and hit search. Coronado IP's search engine finds, ranks, and returns the patents that are conceptually

and semantically closest to the search source. Use an invention disclosure, a journal article, patents, patent applications, grant applications, the results of basic research, notes, research strategy, or any combination of documents that define what you are looking for.

### **MORE IS BETTER**

With Coronado IP more is better. Ten words can't describe an invention or a complex scientific or intellectual property issue. Use whole documents to search. Enter gigabytes of information if that's what it takes to describe your hunch, your hypothesis, your product design. Combine text sources to craft a query that explains what you are looking for.

### **THE CONCEPT SPACE UNDERSTANDS MILLIONS OF PATENTS**

The concept space index “understands” the content of the search source and compares it against its “understanding” of the content of the searchable database. Conceptual search understands complex queries ranking and returning results based on how close they are to the concepts in the search input.

The concept space controls for problems found in other search techniques, including synonymy (the phenomenon in which different words describe the same idea; e.g., a “doctor” is also a “physician”) and polysemy (the phenomenon in which the same word has multiple meanings; e.g., wafer – a bakery product, and wafer – a component of a semiconductor). The concept space knows the context of the term so that it can discriminate between the meaning of the word “tree” when used in a botany search versus a “tree” in the context of computer science.

## THE BENEFITS

### **Reduced Time and Complexity - Better Results**

The University was able to reduce the time it spent on initial invention disclosure assessment from an average of 20 hours to less than four. The time saved was used to undertake deeper analysis of the state of the art in the areas covered by the disclosure. More time is now spent looking at new ways to build their portfolio of patented inventions and working with researchers to look at ways to get University technology to the marketplace faster.

### **Unbiased Initial Invention Assessment**

Rather than reading through an invention disclosure and supporting academic papers to try to distill its complex science into a handful of relevant keywords, Technology Transfer Analysts copy or import the entire invention disclosure and supporting academic work into Coronado IP's search box to execute patent searches. This dramatically reduces the time and complexity of beginning the invention assessment process. Coronado IP returns the patents that are conceptually and semantically closest to the information used for the search. Another important benefit of this search

keywords based on their own scientific and technical vocabulary and experience.

### Search Outside Your Comfort Zone

Coronado IP searches across the entire spectrum of patents in a single search evaluating millions of patent in a single query. This helps Analysts search outside their technical and scientific comfort zone and find all instances of the concepts and science they are interested in regardless of the domain or the place where the concept occurs in the patent.

### Find Partners and Champions

The University uses Coronado IP to find partners and champions. Analysts take the results of a Coronado IP search and do a citation analysis. This helps determine who is building patent portfolios and how those patent portfolios are put together. Coronado IP helps analysts uncover patenting trends and find patents from the same groups of inventors that use the same language and have related concept scores. This enables the analyst to define a cluster of patents from a group of inventors at the same company. A relatively high score in the search results indicates that the company may be a strong technology transfer lead.

Analysts then use the data to see which of the named inventors on the patents are still working at the company. Analysts and university researchers reach out to those inventors to find internal champions for the technology and for new collaborations. The same approach is used to find inventors working in the same field as university researchers at other universities.

### Wheel Reinvention Prevention

A search that returns a high concentration of patents with high concept scores can indicate dense clusters of existing patents in the scientific or technical area being evaluated. These factors along with other network density measures are used to help assess the commercial viability of the new invention. This helps the Intellectual Property team in making investment decisions on allocating University resources on projects.

### Confirm New Discoveries Are Novel Inventions

Searches that return patents with lower concept scores indicate novelty and new important work that may offer superior new opportunities for commercialization and licensing. Lower concept scores in conjunction with deep patent analytics help accelerate decisions on patent applications and commercialization for promising new technology.

## Confront Convergence

The pace of scientific discovery is accelerating at the same time disparate technologies are converging. Computers and surgery morphed into medical robots. Chemistry and electronics produce new organic electronics. The technological complexity of new discoveries and the impact of convergence amplifies the challenge of finding the right prior art as early in the process as possible. Coronado IP allows investigators to combine technical material from different technical and scientific domains to determine how these technologies are reflected in the world of patented inventions.

## Better Analytics => Better Decision-Making, Better Funding

Better analytics gives the University a competitive advantage when working with partners and investors. Better information helps secure better access to high risk capital for spin outs and new projects leading to enhanced economic development. Coronado IP helps the Commercialization Analysts create compelling analyses so potential investors understand the value of the patents, the competitive marketplace, and the value proposition of commercialization efforts.

## How Coronado Group Can Help

Please contact us if you'd like to learn more about how Coronado IP is helping University Technology Transfer and Intellectual Property organizations accelerate invention assessment and evaluation, find partners and champions, build critical IP portfolios and commercialize more of their inventions.

We'd welcome the opportunity to show you how it works with an online demonstration. Coronado Group will also provide short term evaluation so you can try it yourself.

## About Coronado Group

The Coronado Group, Ltd. is a specialized systems integration and professional services firm that provides advanced intellectual property research and analysis services and products. Coronado Group provides intellectual property research and analysis services to inventors, researchers, product managers, and intellectual property legal professionals focusing on the advanced intellectual property analytics and patent portfolio development.

## Coronado IP - Search the Way You Think