

## The Intersection of Business and Intellectual Property

### SEARCH



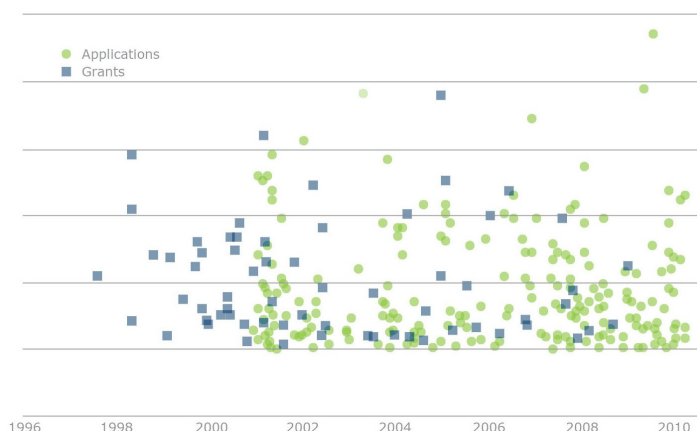
Use our powerful search lenses to explore meaningful patent results based on your inputs. Discover features robust search capabilities, including keyword **and** concept search. Simply enter a few key words or enter a paragraph of information and these lenses help you find what you are looking to analyze. Additionally, you can adjust the view and pivot of search results, as well as read individual patents.

### Powerful

*"We've been impressed with the amount of Information IP Street makes readily available for analysis and how easy it is to build queries."*

*The ability to fine tune search results allows users to go straight to analysis without the need for any additional pairing down of data.*

*It's clearly a tool built with insight into how the IP marketplace works and what licensing executives need to have close to hand to make strategic decisions on IP."*

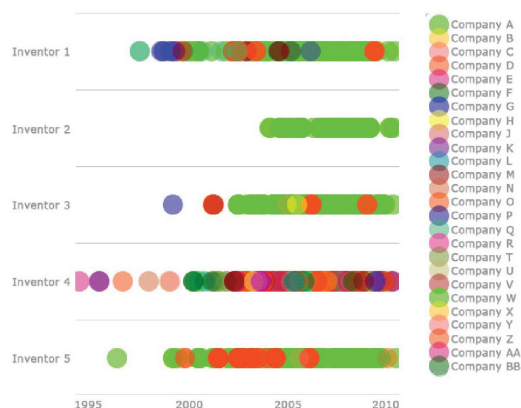


The practicing patent lawyer uses the concept search to find all of the relevant patents in his space to do a very cost-effective and quick preliminary prior art analysis.

### INVENTORS



Looking to acquire a company, have acquired a company or want to move into a technical space and need expertise? IP Street inventor lens allows you to look at individual inventors and teams at companies and within technical areas. Select *Inventors* to view the top inventors for a given company. You can see the scope of patent ownership for each inventor over the time span that you choose. *Inventors* can help assess patent activity for the same individual across different companies.

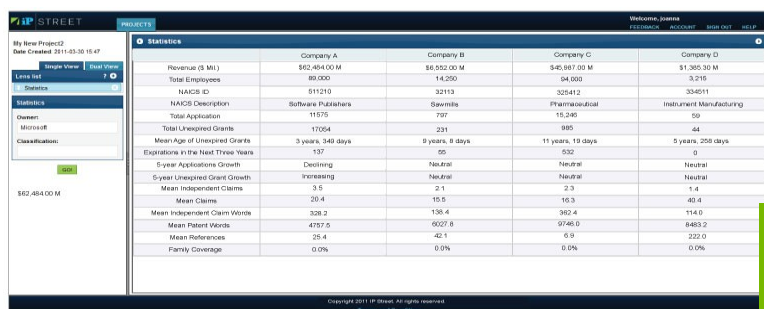


The Director of M&A evaluates key inventors of the target company and their past invention histories to gain critical due diligence insights.

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### STATISTICS

Bringing in financial and corporate data with the IP data, these lenses give insights into historical performance. Choose *Statistics* to find key statistics for one or more companies and learn the value and strength of their portfolio. The *Statistics* lens offers a combination of corporate and patent data in one easy view. Compare and contrast indicators for up to 5 companies.



	Company A	Company B	Company C	Company D
Revenue (\$ M)	\$62,484.00 M	\$6,552.00 M	\$45,987.00 M	\$1,305.30 M
Total Employees	89,000	14,250	94,000	3,215
MACR ID	111210	32113	325412	334011
MACR Description	Software Publishers	Biopharma	Pharmaceutical	Instrument Manufacturing
Total Application	11,775	797	15,345	59
Total Unexpired Grants	17,054	231	985	44
Mean Age of Unexpired Grants	3 years, 348 days	9 years, 8 days	11 years, 19 days	5 years, 250 days
Expirations in the Next Three Years	137	50	552	0
5-year Applications Growth	Declining	Neutral	Neutral	Neutral
5-year Unexpired Grant Growth	Increasing	Neutral	Neutral	Neutral
Mean Independent Claims	3.5	2.1	2.3	1.4
Mean Claims	20.4	19.5	16.3	40.4
Mean Independent Claim Width	328.2	136.4	362.4	114.0
Mean Patent Width	4757.5	6027.8	9746.0	8483.2
Mean References	25.4	42.1	6.9	222.0
Family Coverage	0.0%	0.0%	0.0%	0.0%

The CEO uses the business and patent information on the statistics lens to complete her analysis of competitive and innovation trends within her industry, as well as benchmark against competitors.

### Results

*"As an IP attorney, I specialize in life sciences technologies and need tools that go beyond a good search."*

*"I use IP Street's suite of tools because the analysis provides great business insights in a fraction of the time it used to take, allowing me to be more responsive to my clients with better information. As a result, I am able to play a more integral role in my clients' business."*

### IP EXPERTS

In 2005, IP Street CEO Lewis Lee and his firm Lee & Hayes were helping a major investment banking and securities firm assess a publicly traded company in a high-stakes patent litigation. While working alongside this firm's sophisticated Wall Street traders, they recognized that business professionals needed a rational and transparent platform to evaluate IP risks, opportunities and valuations. To satisfy this need, they began developing IP Street—a solution designed by IP experts for business experts in the business, finance and technology industries.

Lee & Hayes is ranked No. 1 for highest-quality patents secured across all industries in the IT sector and overall by IAM magazine. The firm represents six of the 20 largest patent filers in the United States and has helped architect international IP portfolios for the most sophisticated IP-rich multinational companies.

Lewis is an expert on the rise of IP's role in corporate strategy, and its understated but heavy-hitting impact on Wall Street. He comments on IP trends and their interplay with financial and business issues for such media giants as Reuters, The Wall Street Journal and CNBC. He has authored two books, "Managing Intellectual Property" and "Intellectual Property for the Internet," both published by John Wiley and Sons.