

HELPING YOU ADDRESS THE BUSINESS OF SCIENCE

# THOMSON INNOVATION<sup>SM</sup>

THE NEW STANDARD IN INTELLECTUAL PROPERTY RESEARCH AND ANALYSIS

## WHAT IT DELIVERS

- Full-text patents and published applications
- Patent file histories
- Scientific journal and proceedings literature
- News articles and other key industry data
- Alerts, analysis, and visualization tools
- Shared work files, content management, and collaboration functionality

## WHAT YOU CAN DO

- Assess novelty and patentability of inventions
- Find partnership opportunities
- Track technology developments
- Identify key growth areas
- Uncover market trends
- Make smart build vs. buy decisions
- Prepare patent prosecutions and/or identify infringers

## TAKE YOUR STRATEGIC DECISION MAKING TO A HIGHER LEVEL

*Thomson Innovation* drives success through the power of information. It unites critical patent, business and scientific literature content in an intuitive interface with best-in-class analytic and collaboration tools. It gives you the information and resources you need to make confident, accurate decisions about your intellectual property and tech transfer strategies. With seamless access to must-have content, Work Files to manage and share your findings, numerous visualization options and a myriad of other helpful tools, *Thomson Innovation* takes your research and analysis to a new level.

### It enables you to:

- Identify partners
- Optimize IP assets
- Minimize risks
- Monitor peers

## THE CONTENT YOU NEED, WHEN AND WHERE YOU NEED IT

### Patent Data

Full-text patents and published applications from the United States, Europe, WIPO, England, France and Germany; English translations of Japanese and Korean patents; patent file histories; INPAODOC bibliographic data; and *Derwent World Patents Index*<sup>®</sup> (DWPI<sup>SM</sup>) content.

### Scientific Literature

Seamless access to scientific and journal literature comprising *Inspec*<sup>®</sup>, *Web of Science*<sup>®</sup>, *Current Contents Connect*<sup>®</sup> and *ISI Proceedings*<sup>SM</sup>.

### Business & News

Timely news articles, key financial data, market information, and industry and economic indicators.



Search global patent data in a user-friendly interface.



Cross-search patents, scientific literature and business information simultaneously.

"The commercialization of academic research is big business. According to the study, sponsored by the National Science Foundation, in the last 10 years academic institutions have nearly doubled the number of licenses executed and more than doubled the number of startups launched. Universities that responded to the Association of University Technology Managers Licensing Survey reported that gross license income from licenses to corporations and startups in 2005 totaled about \$1.6 billion."

— *Small Schools' Big Tech Dreams*, by Francesca Di Meglio, BusinessWeek.com; October 16, 2007



Use the citation mapping tool to trace the history (backward) and future (forward) of an invention.

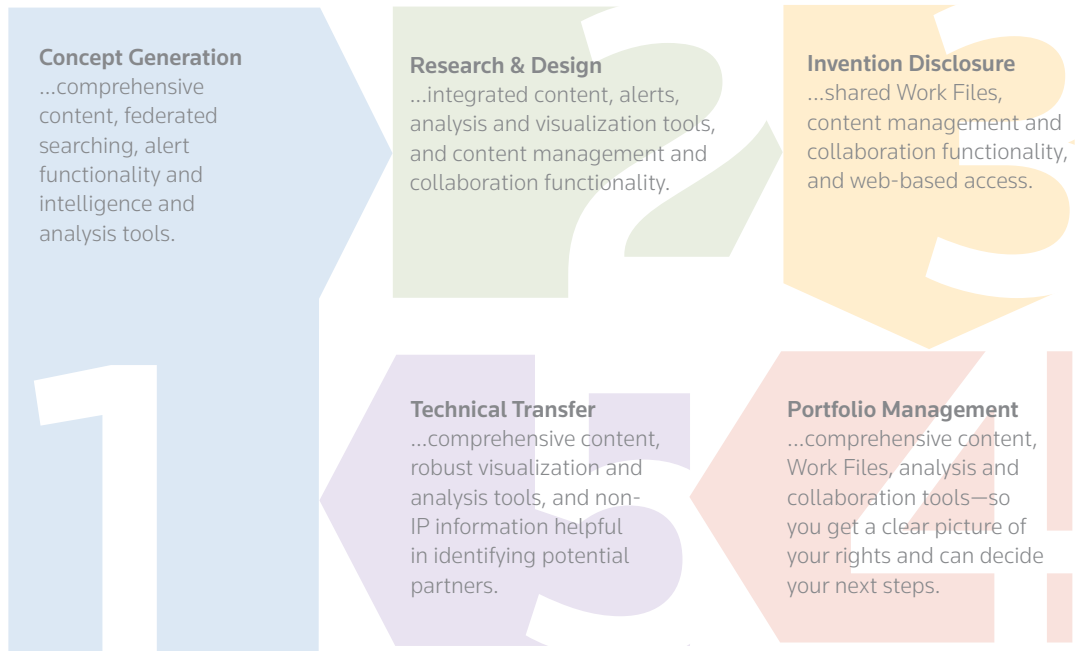
## WORKFLOW TOOLS THAT SAVE TIME AND INCREASE PRODUCTIVITY

*Thomson Innovation* was built with your research and productivity needs in mind. It gives you the tools and resources to:

- Quickly identify relevant records by searching any, or all, content sets and applying relevancy ranking
- Save research time by previewing queries, testing syntax and effectively organizing results
- Resume work where it was left off through the Search History feature
- Elevate research by combining queries into a complex strategy
- Set up alerts to monitor peers or partners
- Be the first to know about changes related to a watched record
- Transform large volumes of data into meaningful information with convenient charts and visualization tools
- Share findings with team members by exporting them in a variety of formats and to different analysis tools
- Easily place and reconcile document orders
- Administer your account with precision

## THOMSON INNOVATION SUPPORTS THE INNOVATION LIFE CYCLE

*Thomson Innovation* supports each phase of the Innovation Life Cycle, from Concept Generation to Technical Transfer, with:



## PUT THE POWER OF THOMSON INNOVATION TO WORK FOR YOU

The workflow capabilities in *Thomson Innovation* save you time and increase your productivity—so you can do your job more effectively and make accurate decisions.

Go to [thomsoninnovation.com](http://thomsoninnovation.com) to learn more about this comprehensive, robust solution.

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