



# HOW BIG BRANDS ARE FUELING INNOVATION

**ipvision**  
information > action > results

## Are you still approaching innovation and product development the old way?

You know: manually, costly, slowly. Companies that don't innovate the way they innovate are being outmaneuvered by startups and disrupted by competing industries.

So, what are you doing to improve the innovation strategy at your company? Are you keeping up with how others are approaching innovation? When you're aware of how other companies are using patent and intellectual property intelligence as part of their corporate strategy, then you can open your own mind to the possibilities that exist for your brand.



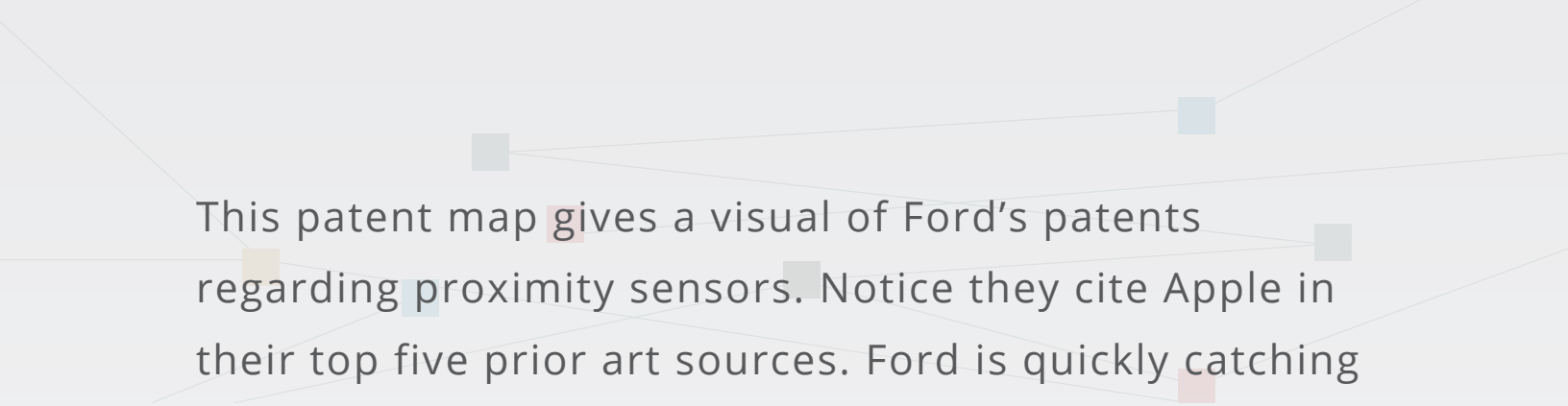
If you're not paying attention, then younger, hungrier startups will see the holes you're leaving in the market and fill them. IPVision has gathered some of the most interesting patent and intellectual property news on the wire right now. What these companies are doing to fuel their innovation is interesting...and can serve as an inspiration to you as you contemplate your next big move.

## **Ford Encouraging Innovation**

---

The Ford Motor Company was [granted a staggering 1,442 patents](#) by the U.S. Patent and Trademark Office in 2016 — and it's not the first time the American motor company has wowed with its strides in innovation.

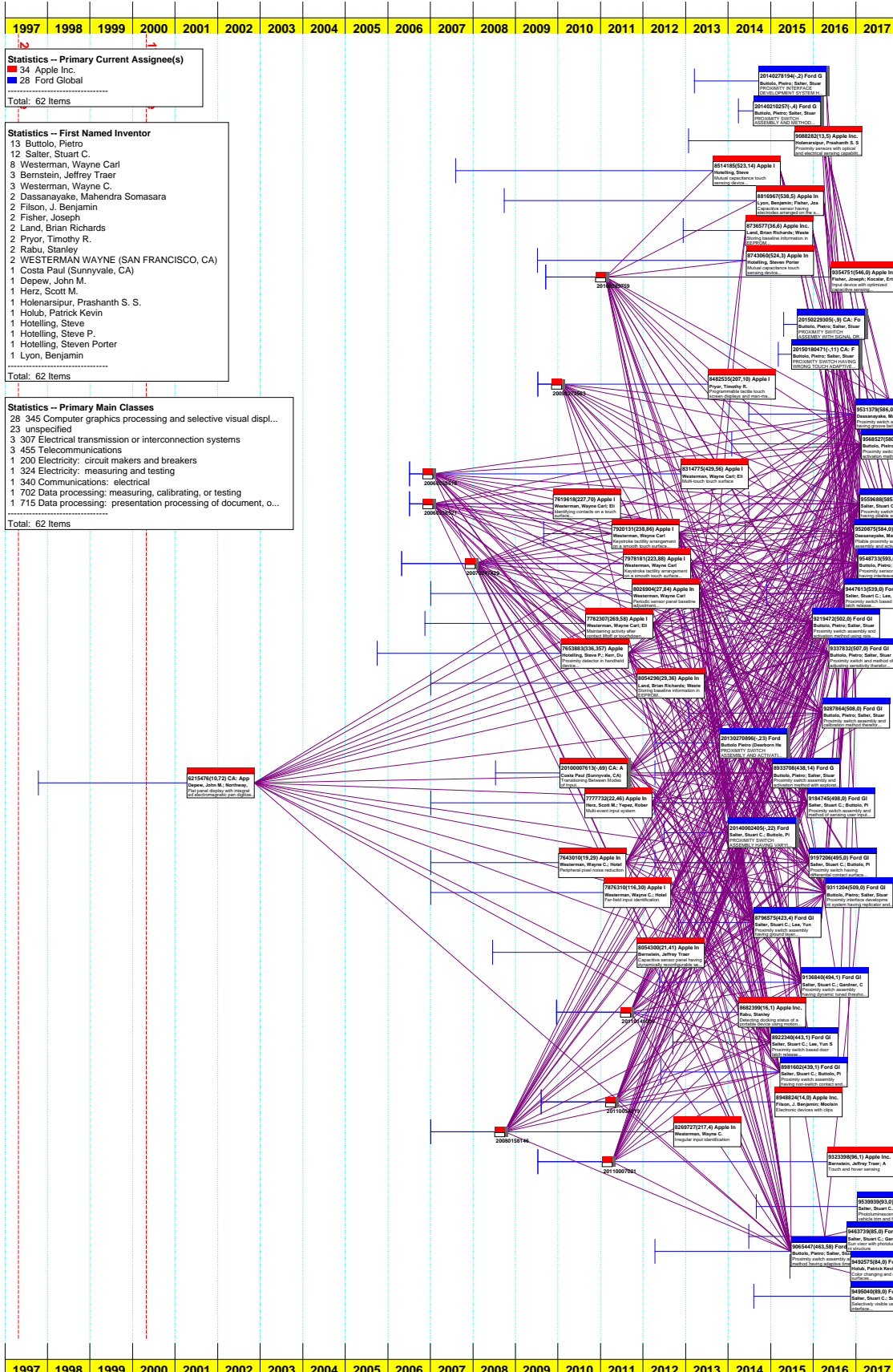
Steven Brachman for IPWatchdog details some of the many ways that Ford is encouraging evolutionary thinking and leading the charge for impressive new technology. Some of Ford's recent innovations (which have been submitted for patent approval) include a digitally-mapping drone to assist autonomous cars, accessibility technology to help drivers with mobility challenges, and a device that would recycle air conditioning condensation into usable water.

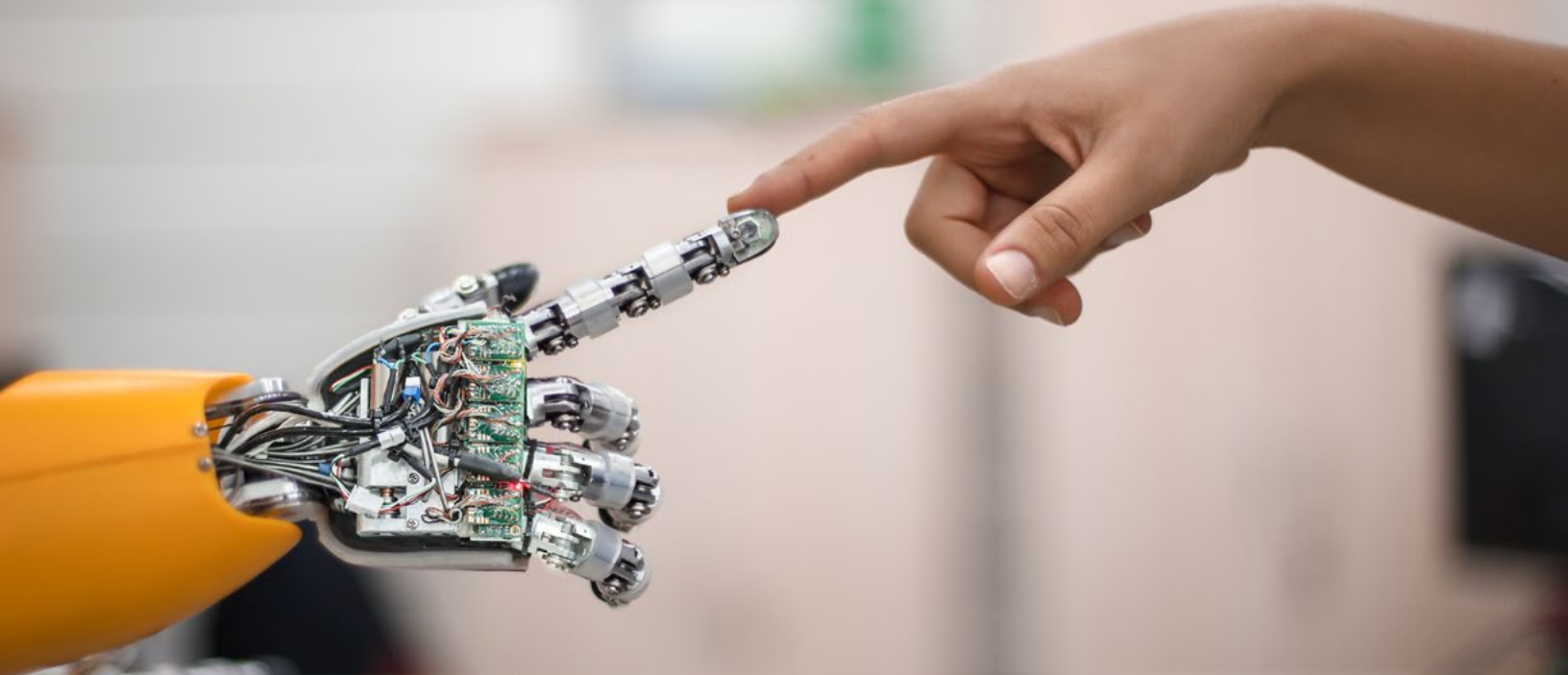


This patent map gives a visual of Ford's patents regarding proximity sensors. Notice they cite Apple in their top five prior art sources. Ford is quickly catching up in automotive innovations, rivaling Tesla for filed patents. The difference, at the moment, is that Ford is profitable, while Tesla continues to lose money.



# Ford and Apple - Proximity Sensors





## Artificial Intelligence High on Lists of Acquisition Targets

---

Artificial Intelligence and big data are becoming the bedrock of many industries' (and companies') innovation strategies. So, which industries are the most passionate about acquiring and utilizing AI in their technology and business plans?

In this [deep dive into the state of Artificial Intelligence](#), CB Insights examines just how passionate top companies are about acquiring AI companies, building on the newest technologies and surpassing their competitors when it comes to innovation. You'll also see reports on funding,

AI enthusiasm by industry and future predictions for the state of AI. Despite these strides (and intense interest) in AI, contributors say we've only seen about 5% of what Artificial Intelligence is capable of.

## **Uber Seeks Intellectual Property in Patent Purchasing Program**

---

Uber has plans to begin an aggressive patent-purchasing program this year, one which will make it much easier for them [acquire intellectual property from innovators.](#)

Citing the excessively long time it takes for companies to acquire IP from patent-holders (up to four years, in many cases), Uber's new program aims to trim the timeframe down to just a few months. Uber's Patent Transactions Lead said that the program was designed to buoy the company's acquisitions and provide protection for the company into the future. Patent acquisition will also provide the company with much-needed legal protection against claims of innovation theft.

## White House Office of Innovation Faces Challenges

---

President Trump's newest government entity — the White House Office of Innovation — sounds wonderful on paper. But is it a truly viable idea?

**Joe Hadzima asserts** that true innovation in an organization as large as the federal government has been historically difficult — and rarely successful. Because it's a governmental entity, the department can't "acquire" innovative, smaller companies like members of the private sector can. It must also fight the often-conflicting legislatures that stand in the way of easy innovation in the public sector. Add in the bureaucratic reality of the government system, and you've got a department that's in for quite a few challenges in its goal of spurring innovation.







## Unique Use for Patent Intelligence

Microsoft has announced that it will provide uncapped indemnification against patent lawsuits for users of its open-source Azure services. The program, known as IP Advantage, is the first of its kind, and

aims to protect its open-source technology users from any litigation costs associated with cloud-application creation. IP Advantage is completely free for Azure users who spend \$1,000 a month or more with the on-demand computing service. Because most of Azure's users meet this threshold, the program will benefit far more than a few elite customers.

Though intellectual-property lawsuits targeting open-source technology users are rare, they are damaging. And for those users who are particularly risk-averse, this new program will be provide immense peace of mind.



## Patent System Fails Patents?

---

Patents (if they serve their intended purpose) should spur innovation and spark evolutionary thinking. They should also provide inventors with confidence in sharing their “secret sauce.” So why is the U.S. patent system viewed with such contempt by many of today’s innovators and technology enthusiasts?

Joe Hadzima points out a few key ways that **the current patent system fails its patents**, their inventors and the innovators who look to the system for inspiration. He also introduces several much-needed improvements — each of which aims to create a patent system that does more to spark innovation and invention.

## Does Your Innovation Strategy Need an Upgrade?

Whether you're on the verge of making your next big move to disrupt the market or you're just trying to determine what your next big move should be, IPVision can help. Our team

includes current and former MIT faculty members who have been involved in patent analytics, IP consulting, and innovation consulting for a combined total of over fifty years.

- We give you a rapid, cost-effective, evidence-based way to look at patents in a business context.
- We help you move IP & patent analysis from being an afterthought to the first thought
- We let you harness technology to unlock business insights hidden in your intellectual property & patent portfolio
- We show you exactly what your known competitors are up to, as well as those that are seeking to disrupt your business



Learn why we're trusted by Fortune 100 companies, multi-billion-dollar enterprises, and Silicon Valley startups to help make data-driven innovation decisions. We'll work with you so you can build the future and own your market, starting with a free strategy session.

Maybe soon you'll be one of the innovation success stories we share with others.



#### INNOVATION STRATEGY SUPPORT

*"With IPVision's Consulting 2.0 we quickly saw where innovation was happening in our industry segment, what we were missing and where and how we needed to act to avoid being blindsided. IPVision was able to analyze over 1,000 patents within two days, something we would never have been able to do at anything close to the time and cost."*

**-Fortune 100 Company (under NDA)**



#### STRATEGY FORMATION & PROCESS

*"We receive multiple offers to acquire patents each week. Before IPVision we had no consistent clear process for handling these – we were swamped with work and we were struggling to articulate a business strategy. IPVision helped us cut through the clutter, formulate a clear strategy and execute a better process. The result is we are using the most comprehensive patent scoring system on the market. It provides us with a quick way to prioritize patent reviews, saving significant time and cost and establishing a consistent baseline for business decision making."*

**-Fortune 100 Silicon Valley | Tech Company (under NDA)**