



**LONDON IP CAN SEE THROUGH CLUTTER  
WITH LASER-LIKE INTENSITY AND  
POINT OUT PATENT STRENGTHS AND  
WEAKNESSES...**

### **Patent Landscapes: Window into the Future**

Patent analysis is an art. Landon IP's analysts are fully immersed in all facets of the patent research process. The company is in a continual state of improving its own best practices, which allows analysts to look beyond the technical mechanism of inventions and into the future. It is a well-known fact that most patent analyses leave the receiver of the report to decide what the results mean. Landon IP will show you. The company will help you invent the future and make the most out of the intelligence you receive from each project.

### **The Time Is Now**

Right now, other people who do not have your best interests in mind are working on ideas and inventions that you would like to have as your own. Do you know who they are? Landon IP's analysts may not be able to tell you everything that is going on behind the doors of competitive labs, but they can take a significant bite out of the uncertainty.

The more you know, the better your decisions are likely to be. Better decisions lead directly to the value you want to capture for your own organization. Let Landon IP help you succeed.

Seeing is believing. To obtain a sample Landon IP study, contact David Hunt at [dhunt@landon-ip.com](mailto:dhunt@landon-ip.com) or call 703-486-1150.

**DON'T AWAIT YOUR FATE. SELECT IT.**



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# Patent Analysis from Landon IP



Assuring that you –  
**not your competitors** –  
profit from your best ideas





To gain, exploit, and defend the value of intellectual property, you need to know who owns the rights to important inventions. This is best achieved by a thorough patent analysis.

Failure to conduct a patent analysis ahead of important intellectual property decisions is like driving down a road at night without your headlights turned on. No matter how well you think you know the road, someday you will hit something – and the costs could be staggering.

## R & D Cartographers

Patent analysis by Landon IP details the intellectual property landscape in areas important to your business. It includes quantitative analysis of the intellectual property held and qualitative analysis of what those holdings mean; the importance of those assets to you; and the research, development, and monetization efforts of the holders. This is the information you need to make the best possible decisions and take the best possible actions in all matters concerning intellectual property.

Landon IP patent analyses have determined the flow of millions in revenues and investments for its customers. Each analysis is systematic, thoughtfully researched, and carefully interpreted by industry experts with years of hands-on experience. Landon IP structures each study around your objective. The process of creating your report involves as much direct interaction with the analysts as you would like, from the start of a project to its completion.

## YOU WILL NEVER HAVE A SECOND CHANCE TO PROTECT AN IDEA OR INVENTION THAT SOMEONE ELSE SUCCESSFULLY CLAIMS.

Landon IP's track record proves there is no organization anywhere more thorough in its investigation and more open in its methodologies. Its deliverables are based on commonsense statistics and qualified expert research, not on proprietary algorithms. Landon IP gives you the facts and the evidence that supports them.

Your intellectual property decisions are too important to put your faith in anything less.

## A Little Up Front Will Save You More Money Later

You will never have a second chance to protect an idea or invention that someone else successfully claims. You can, however, take steps to know and act on opportunities ahead of the competition and build patent positions for which you, not your competitors, hold the advantage in those areas most critical to your field.

Research from Landon IP allows you to answer the following questions:

- What technologies provide you with the best business opportunities?
- How can you leverage your patents and those belonging to others?
- Who and what are current and future threats?
- How can you protect your intellectual assets from unexpected change?
- Should you buy, sell, license, litigate, block, or avoid intellectual property positions?

## We Use the Right Tool – the Human Brain

Landon IP brings clarity and insight to problems by putting the undisputed best tool for patent analysis to work – the human brain. The most advanced patent software is no match for the analytical capability of the human brain. Their analysts use software tools to support their analyses, not the other way around. Humans think. Machines do not.

The strength of Landon IP is its people. They are expert analysts, not peddlers of software and methods. Landon IP's knowledgeable staff members have been conducting patent studies for years. They understand every single facet of the

patent process and how it can be used to protect and maximize the potential of your new idea or invention. Based upon your objective, analysts will choose methods and tools to create their reports that are no more and no less sophisticated than required to provide you with the answers you need to know. This optimized approach – one that is completely vendor neutral – has earned Landon IP a well-deserved reputation for analysis.

- ✓ Accuracy
- ✓ Clarity
- ✓ Speed
- ✓ Agility
- ✓ Customer Service

EXPERT PATENT ANALYSTS,  
NOT SOFTWARE SALESMEN.



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