

2022 特許・情報フェア&コンファレンス
特別フォーラム2
特許情報解析の未来

2022年11月11日
三好 陽介

自己紹介

三好 陽介(みよし ようすけ)

- **Landon IP 合同会社 社長(2019/3月～)**
特許分析や技術動向・競合動向等の調査分析、コンサルティング
- IBM Corporation IP Licensing Business Development Executive (2018/10月～)
- Landon IP合同会社 ヴァイスプレジデント(2015/9月～)
- 日清食品株式会社 知的財産部次長(2013年12月～)
特許取得、訴訟対応、契約交渉、ほか部門統括全般
- 日本電気株式会社 知的財産渉外部(2002年7月～)
特許、ソフトウェア、製造ノウハウなどのライセンス交渉
訴訟対応、M&A、事業提携、技術移転 ..etc.
- 日本電気株式会社 マイクロエレクトロニクス研究所(1991年4月～)

ランドンIP合同会社のご紹介



- ・出願前調査
- ・無効資料調査
- ・FTO、クリアランス調査
- ・SDI、ウォッチ調査



- ・動向(技術/他者)分析
- ・ホワイトスペース/用途探索、
協業(買収)候補探索
- ・実施確認(EoU)

...etc.

【沿革】

2012 LONDON IP Inc.(米国)の日本法人として東京(品川)にランドンIP 合同会社設立

2014 CPA Global(英国)がLONDON IP Inc.(米国)を買収
ランドンIP 合同会社もCPA Globalのグループ企業となる

2017 品川から新宿にオフィス移転

2018 CPA Global(英国)が日本技術貿易株式会社(NGB)にランドンIP 合同会社を譲渡

ランドンIP 合同会社は引き続きCPA Global(英国)のパートナー企業として調査・分析の事業を継続

2021 CPA Global、Clarivate Plcと合併

□ 1)グローバルネットワーク 2)事業会社での経験(顧客ニーズの理解力)に強み

□ 自社製の商用データベース(DB)はもたず、さまざまなDB・ソースの使いこなしがウデのみせどころ

お題と仮説

海外の特許調査との相違点、および近時のトレンドについて述べよ



Hypothesis:

- There is not significant difference between US and JP, from search tools viewpoint (as they use almost same DB/platform),
- Likewise, there is not remarkable difference regarding search techniques,
- AI based search technologies are still on the way to common utilization, but some tech. startups will emerge within next a few years,
- After utilization of AI, the most valuable outcomes by human analysts should be 1)adequate scoping for avoiding “Garbage-in, Garbage-out”, 2)mining “hidden” insights, and 3)effective visualization,
- With above 3 points, there may be some difference, reflecting market (domestic clients’) preference.

海外からの反応

基本的にすべての仮説にAgree

Comments:

- Now big company like Clarivate has many different databases, so they are working on how to link all the related data, like patent and litigations, trademark, etc. and more trying to connect more data like NPL, standards, and go further to cloud. Simply put, trying to maximize the power of integrated data and support manual search to make it more efficient.
- Correlated data reduces time to insight.
- Detailed scoping/communication is important. I think it's same for many different client in other regions, like TW, US, CN, etc.
- AI based search technologies are still at nascent stage and even though they are available, they are mostly used for quick validation checks. They are not used by Attorneys or searchers as a reliable tool.

海外からの反応(2)

基本的にすべての仮説にAgree

Comments:

Regarding the differences between US and JP searching, while the tools and are similar and the search techniques are the same, how these tools and techniques are used is a bit different. The differences are more from a cultural perspective in how the searcher executes the search / expectations of the customer rather than a difference in the tools and the abilities of the tools. In theory, each searcher should review the same prior art and should cite the same references, but in practice each searcher may review a slightly different corpus of results due to cultural differences.

The use of AI tools should harmonize the US and JP approaches to searching in that the tools will help define the corpus of results to review. Of course, as these tools are used more often and as the tools evolve we may see a difference in how prior art searches are performed – I would expect some evolution beyond what has already been seen.

I agree with your observations regarding the use of AI in searching – scoping, insights, and visualizations.

どう棲み分けましょうか...

顧客とベンダ
人間とAI/統合DB
...おそらく公式はない
→「棲み分け方」も設計
奪いあうというより同志

調査分析の流れ

Action

Output

分析対象の明確化

分析調査の設計



検索による母集団作成およびスクリーニング

関連特許の収集

調査仕様、検索式

(例)技術x用途の相関マトリクス

アナリストの目視または検索による分類分け

分類分け

関連特許群

分類結果を集計

統計処理

各種統計チャート
(時系列推移、相関マトリクス等)

集計結果における特徴的な変化を抽出

特徴量抽出

統計上有意な特異点

特徴量の背景を調査、マクロな傾向を把握

分析

各種一般情報による特異点の背景の解釈

報告

Technologies	Vehicle Applications	Recent 5 years														
		Measurement / Sensing	Control & regulation	Image Processing	User interface	Business System	Telecommunication	Signaling / Lighting	Electric Power Supply	Power storage	Fuel Cells	Semiconductors	Shock absorber	Gearing	Silencers / Exhaust	Valves
317	1778	857	3738	882	109	603	446	153	335	117	213	101	1440	18100		
311	650	312	1944	247	80	662	642	67	560	151	25	85	682	6520		
12	38	534	1738	299	27	246	95	13	147	3	3	1	11	3651		
6	36	46	210	669	34	69	123	0	48	0	3	4	207	2584		
21	245	16	497	40	3	15	5	5	17	2	5	4	224	2019		
45	301	367	1489	387	73	129	49	13	112	2	6	28	1419	7410		
112	123	24	39	86	77	6	2	7	8	1	4	62	43	2348		
1500	6979	48	323	69	99	182	95	58	197	277	35	112	3009	14801		
510	3325	18	60	12	18	4	9	10	17	466	28	204	644	14871		
58	1855	5	147	4	3	0	5	5	10	132	111	65	51	8374		
33	119	5	15	39	6	2	4	4	49	2	27	77	4011			
104	96	93	57	28	64	91	43	886	157	28	11	302	43	3540		
2824	1802	28	1459	79	42	310	495	78	5847	275	11	75	132	13338		
412	195	4	122	9	0	2	52	4	23	460	103	68	42	9466		
61	125	2	20	4	2	1	25	1	10	59	3	16	3	2090		
3394	2107	62	1899	116	11	90	636	38	576	1903	831	118	487	30468		
1811	18936	7495	16127	3743	5519	5005	5782	3838	5303	5482	2219	1534	8944	21049		

Technologies	Vehicle Applications	Recent 5 years to 10 years ratio														
		Measurement / Sensing	Control & regulation	Image Processing	User interface	Business System	Telecommunication	Signaling / Lighting	Electric Power Supply	Power storage	Fuel Cells	Semiconductors	Shock absorber	Gearing	Silencers / Exhaust	Valves
51%	49%	52%	41%	12%	18%	53%	40%	30%	33%	54%	50%	62%	60%	55%		
43%	41%	64%	75%	63%	63%	67%	41%	51%	48%	40%	62%	60%	60%	60%		
52%	62%	79%	79%	68%	79%	56%	61%	75%	63%	63%	68%	58%	57%	48%		
62%	45%	45%	52%	20%	26%	27%	61%	61%	63%	60%	68%	48%	48%	48%		
41%	44%	48%	59%	13%	13%	43%	46%	39%	39%	53%	53%	57%	45%	45%		
40%	46%	53%	57%	50%	48%	48%	48%	48%	50%	50%	50%	48%	44%	44%		
57%	50%	42%	42%	42%	47%	44%	41%	43%	57%	53%	53%	48%	44%	44%		
33%	36%	48%	42%	42%	47%	44%	41%	43%	57%	53%	53%	48%	44%	44%		
42%	37%	44%	63%	38%	48%	41%	43%	57%	63%	64%	64%	44%	41%	41%		
44%	37%	55%	55%	38%	34%	38%	34%	47%	47%	48%	48%	47%	39%	39%		
38%	38%	37%	40%	36%	34%	34%	34%	33%	47%	48%	48%	47%	39%	39%		
42%	43%	47%	53%	55%	47%	45%	42%	44%	44%	46%	49%	49%	36%	47%		

ご清聴ありがとうございました
ご意見・ご感想・ご相談 ぜひお寄せください

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