



# Mastering the Art of Innovation

*Insights from IP Leaders at the Top 100 Most Innovative Companies*



# Mastering the Art of Innovation

## Today's agenda

- **Opening thoughts**
- **Introduction of the 'Innovation Momentum' report and methodology**  
Innovation Momentum 2024: The Global Top 100
- **Round table discussion**  
Why are today's guests on the Top 100?
- **Final thoughts**
- **Q&A**



# Mastering the Art of Innovation

## Host and presenter



**Gene Quinn**  
Founder and CEO,  
IPWatchdog



**Nicholas Valentino**  
Lead IP Customer Success,  
LexisNexis Intellectual Property  
Solutions

# Mastering the Art of Innovation

## Today's panel



**Mang Zhu**

Vice President & Head  
of IP at InterDigital



**Michael Adel**

Vice President of Intellectual  
Property at Lumus Ltd



**Steve Fisher-Stawinski**

Program Manager for  
Patent Strategy & Defense  
at IBM



**Brian Cocca**

Executive Director, Assistant  
General Counsel, IP  
Regeneron Pharmaceuticals,  
Inc.

# Innovation Momentum 2024: The Global Top 100

## Revealing the Trailblazers of Tomorrow, this report

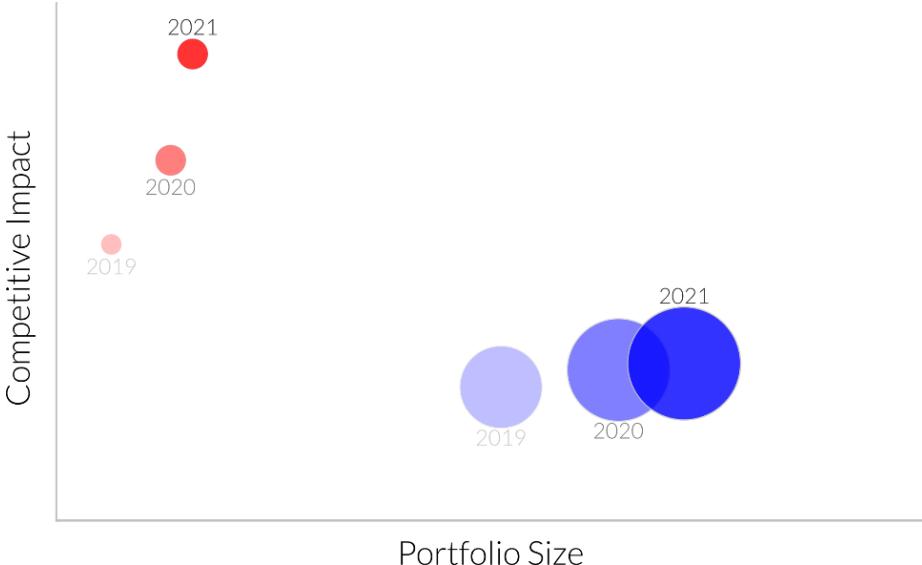
- shows the top 100 global organizations displaying outstanding innovation momentum over the last two years
- uncovers the organizations that have not only set the pace but are defining the future of innovation
- highlights trailblazing IP portfolios that are charting the course for future development, the report sheds light on pivotal industry trends
- answers questions like:
  - Which **sectors** are leading the charge in innovation, marking shifting industry dynamics?
  - What impact have the **recent M&As** had on the innovation leaderboard?
  - Which companies are developing **small but impactful** patent portfolios?
  - What are some of the **IP strategies** adopted by leading innovators?



# The Innovation Momentum

The Motivation for the **Innovation Momentum** development is to have a method to **identify patent portfolios with high momentum in its development** over time which

- is consistent with the existing PatentSight indicators;
- changes year-on-year;
- identifies young, strong, small patent portfolios;
- identifies large, well-maintained patent portfolios;
- does not depend on non-patent or third-party data;
- is applicable to different categories like technologies, industries, patent owners, or geographical regions.



## Based on the Patent Asset Index™

**Technology Relevance**



**Market Coverage**

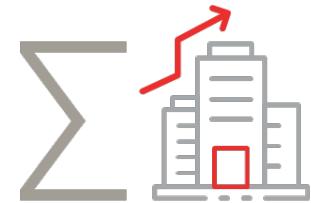


**Competitive Impact**

Individual strength  
of a patent family



**Patent Asset Index™**



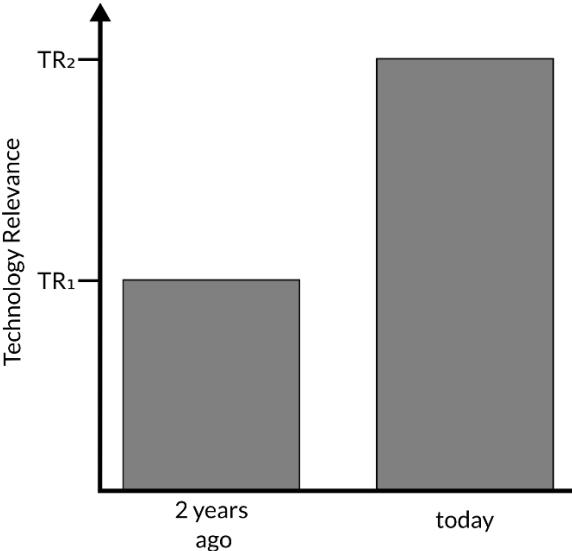
Innovative strength of  
a patent portfolio

Objective, transparent,  
and scientifically validated

# Innovation Momentum

## The Methodology

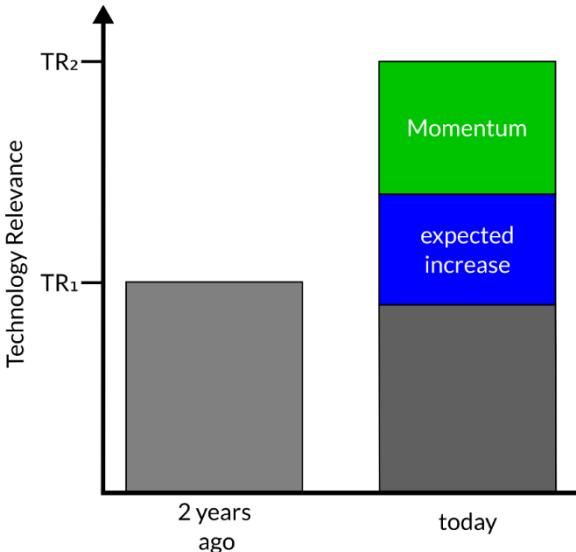
- A portfolio has
  1. a Technology Relevance of  $TR_1$  for a Reporting Date 2 years ago; and
  2. a Technology Relevance of  $TR_2$  for the current Reporting Date.



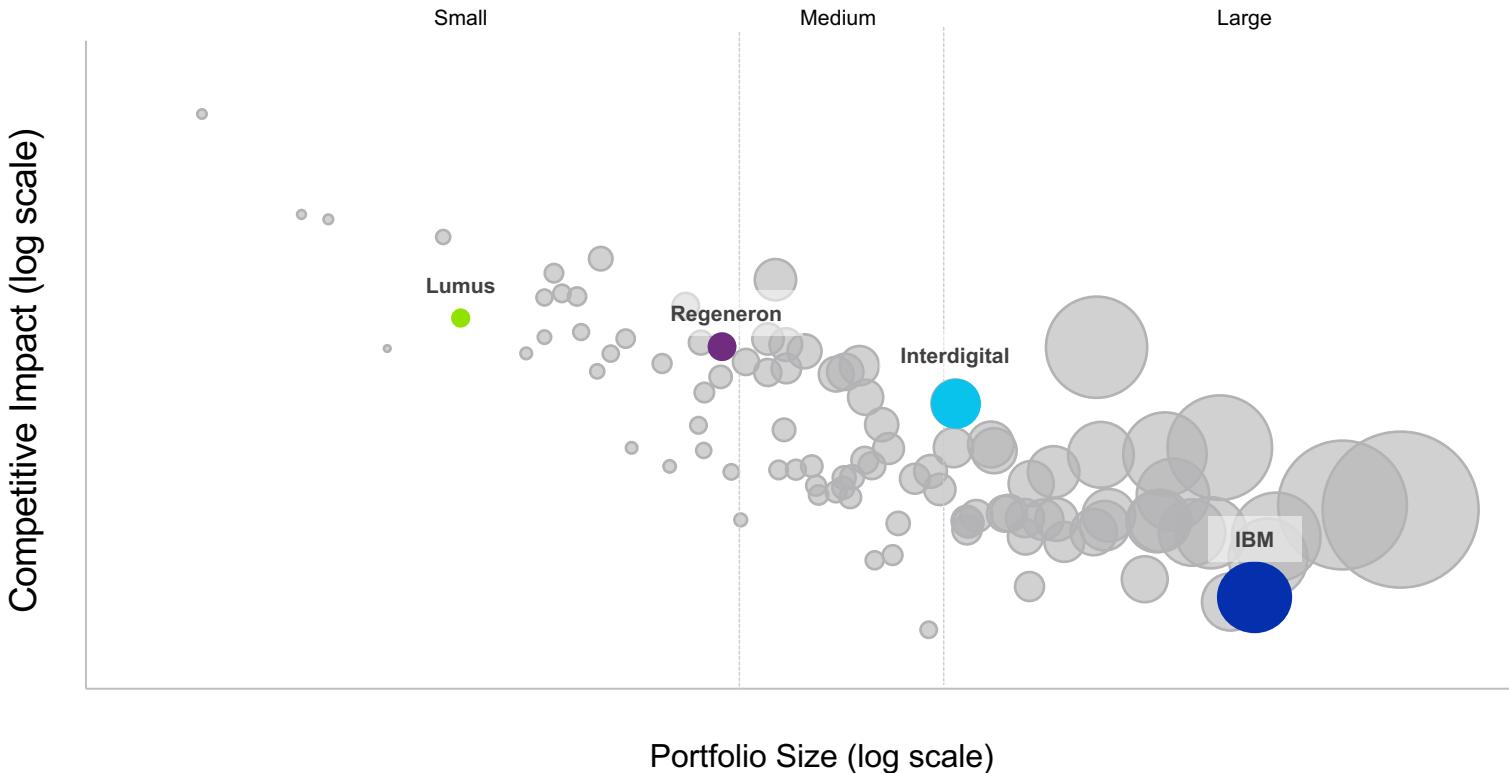
# Innovation Momentum

## The Methodology

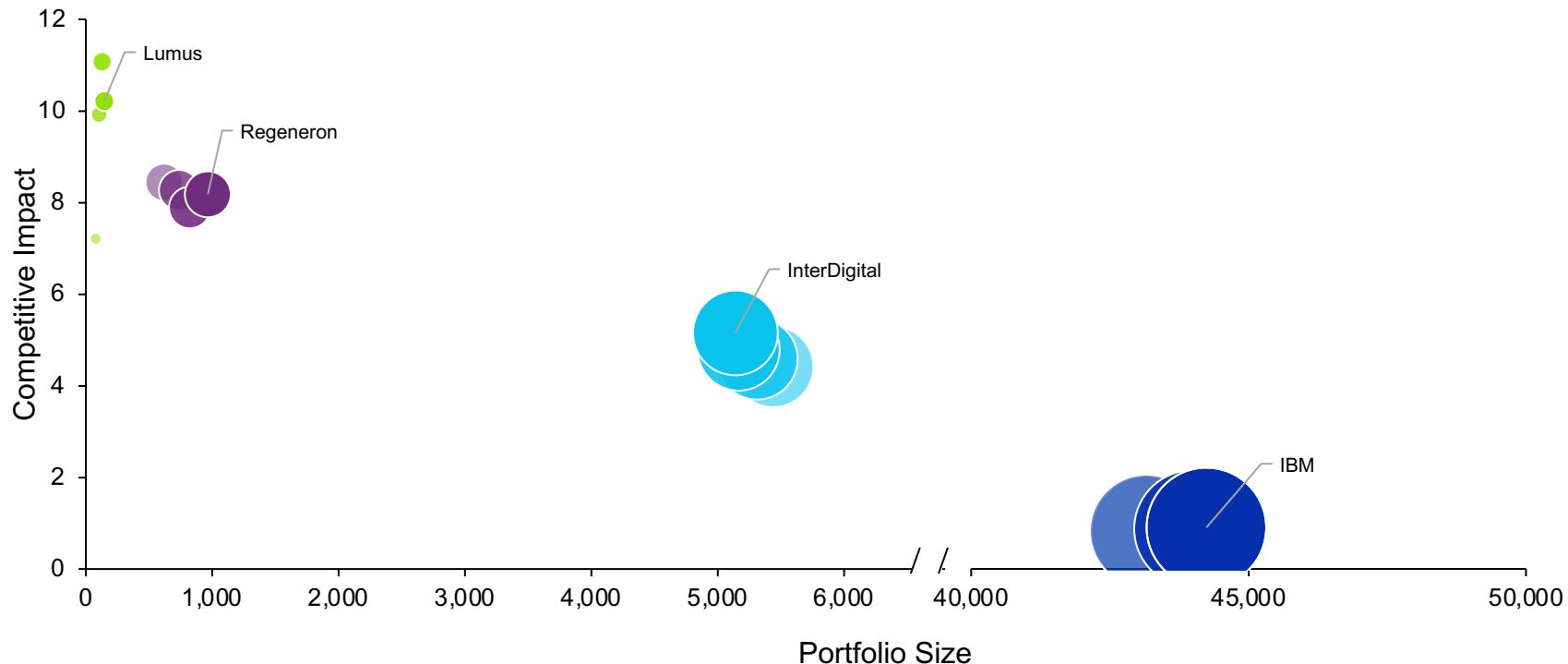
- The Technology Relevance for the current Reporting Date is split into three portions:
  1. The Technology Relevance from 2 years ago in today's terms.
  2. An expected Technology Relevance in-/decrease
    - due to the Portfolio Size in-/decrease and
    - database average Technology Relevance
  3. The momentum is the portion exceeding expectations.



# The Top 100 Quality vs Quantity

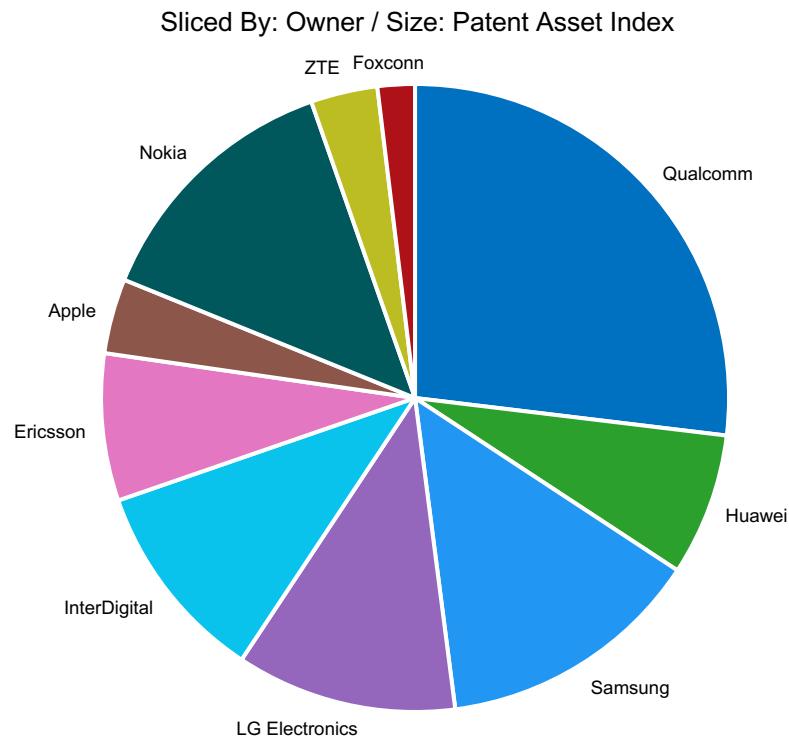
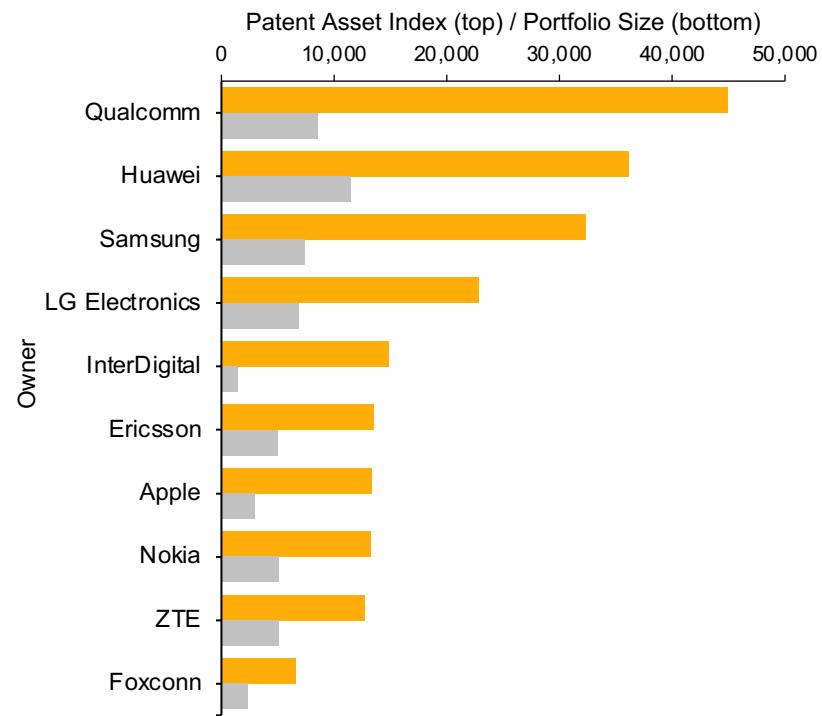


# Portfolio Development

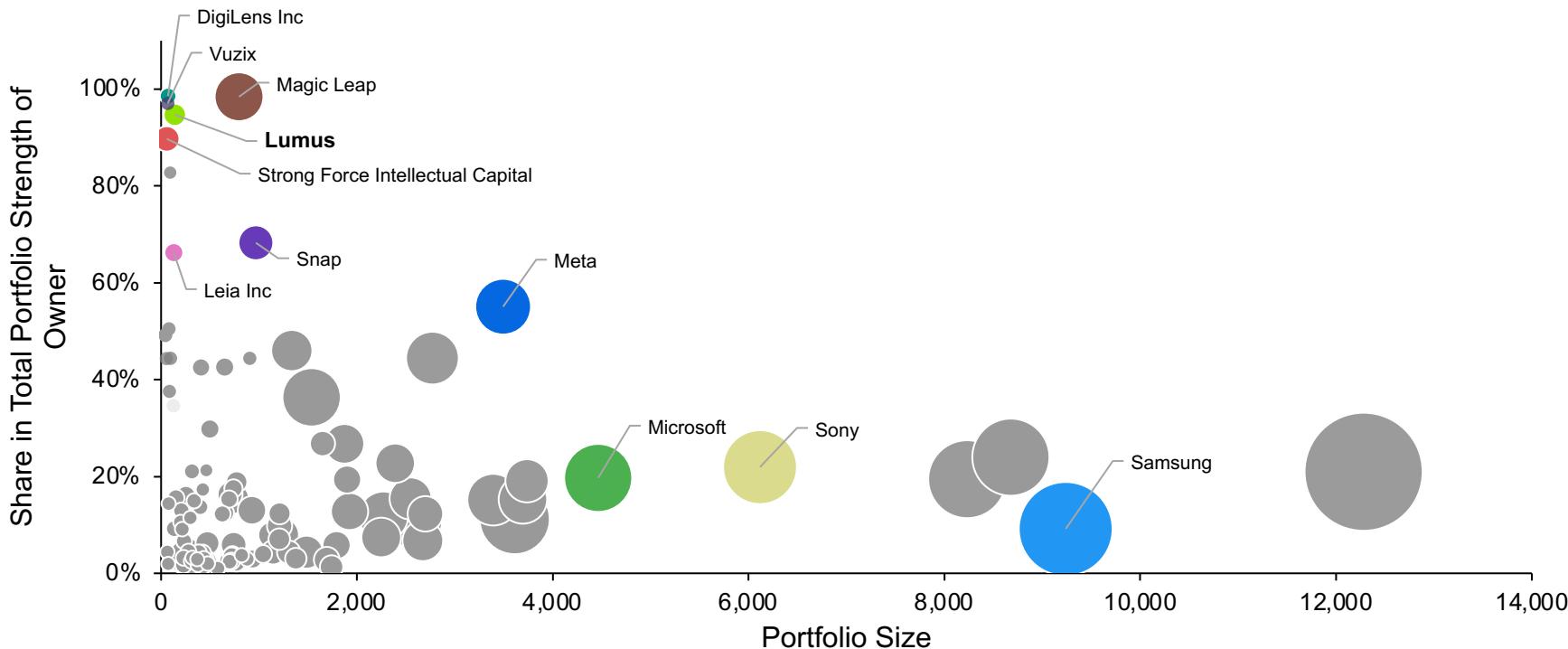


# InterDigital's Competitive Declared Standard Essential Patent (SEP) Landscape

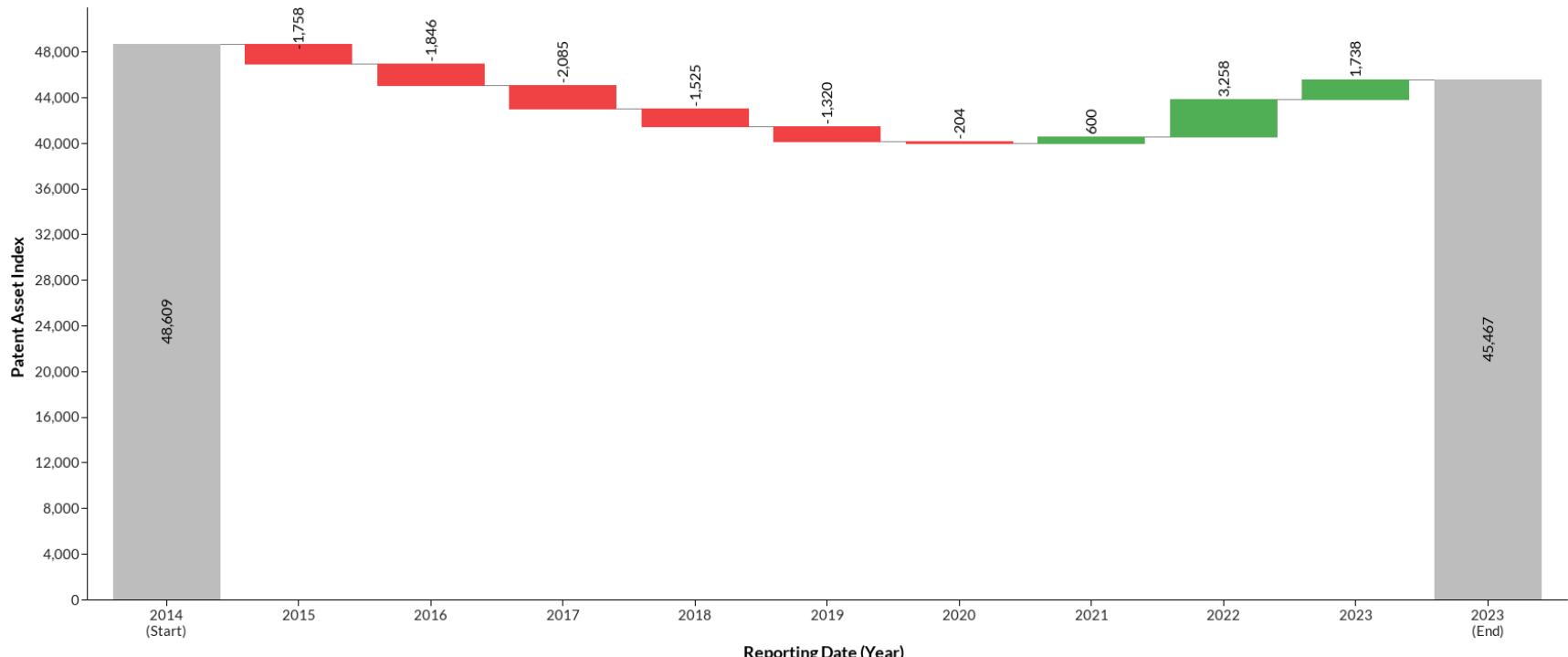
SEP portion of InterDigital's portfolio had a more positive influence on Innovation Momentum than the non-SEP portion.



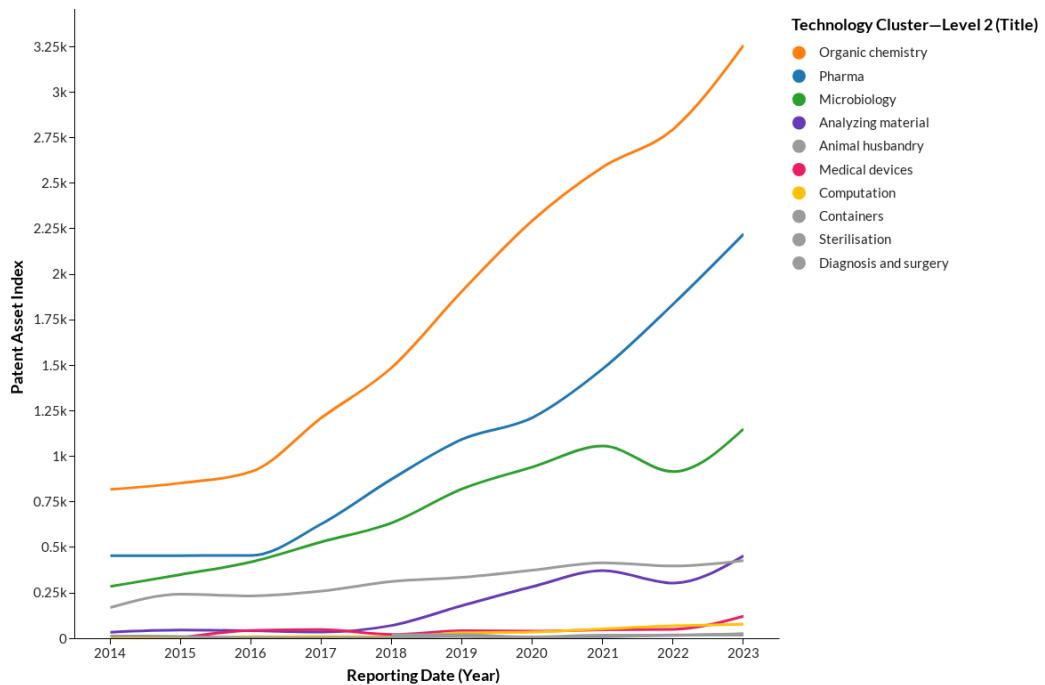
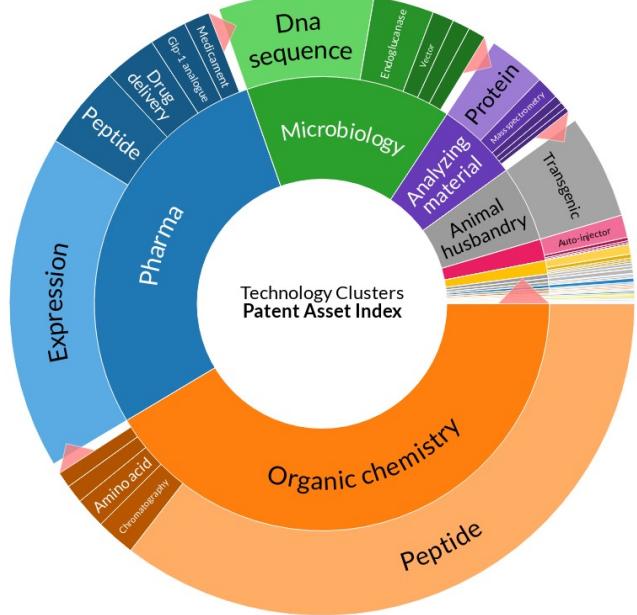
# Lumus: Identification of highly specialized companies in augmented reality



# IBM's Portfolio strategy shift captured by Patent Asset Index change



## Regeneron: Sub-technologies with the largest positive influence on Innovation Momentum



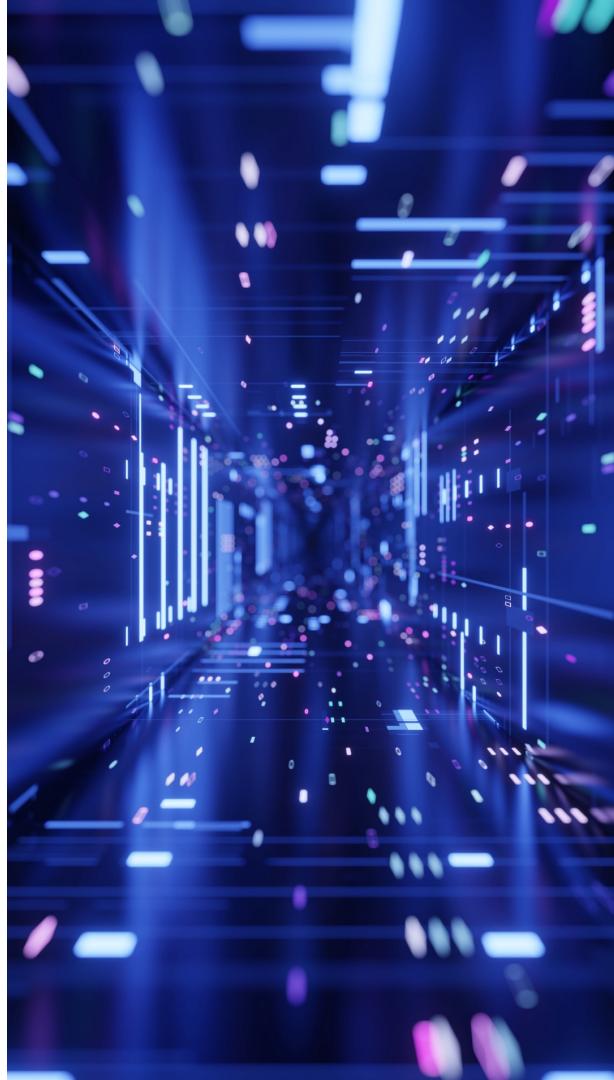
## **Panel discussion:**

Let's learn from the experts



# Questions?

(The report will be sent to you after  
this webinar)



# Thank you for joining us!



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