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Property
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Common misconceptions of interpreting patent data

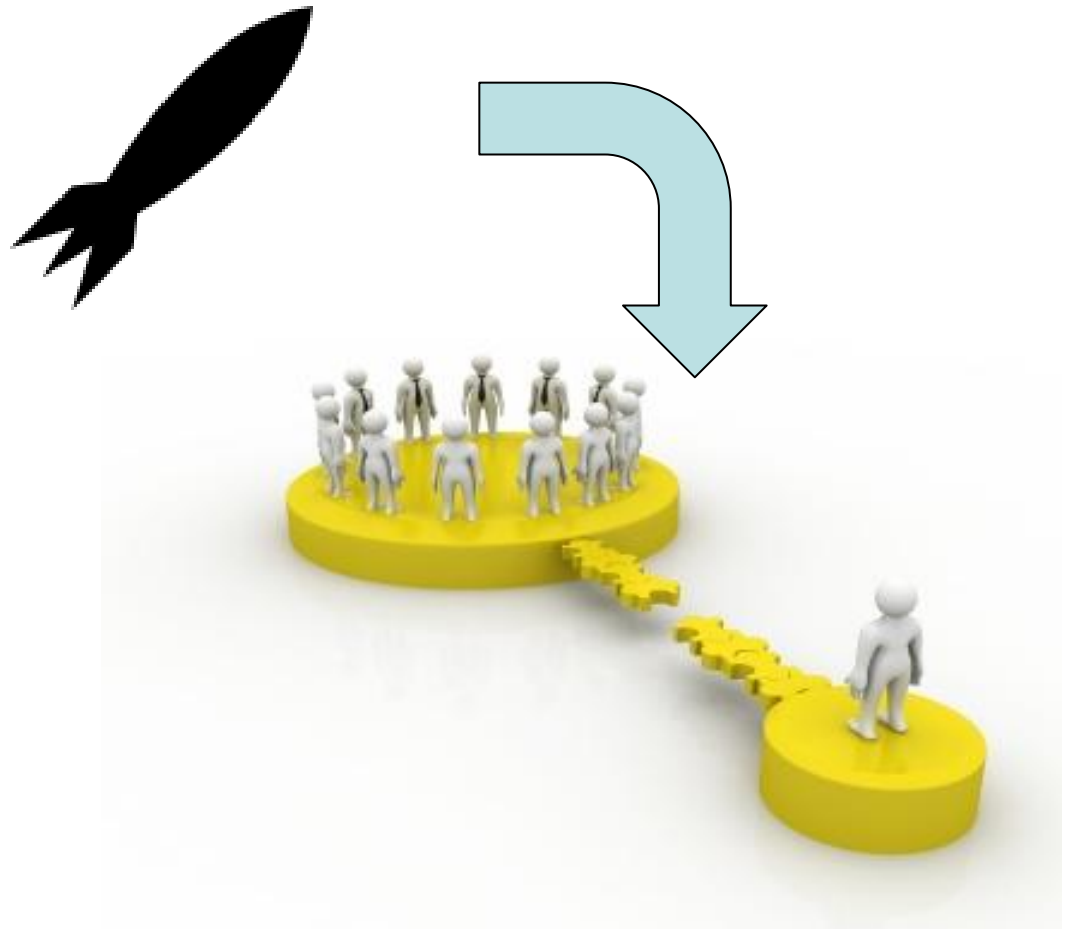


Peter Evans
peter.evans@ipo.gov.uk
Informatics Economist

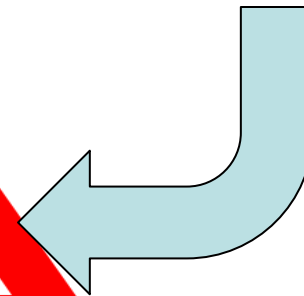
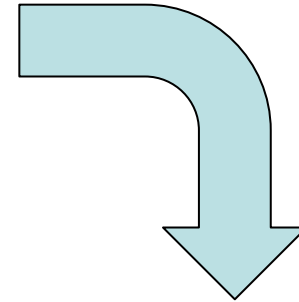
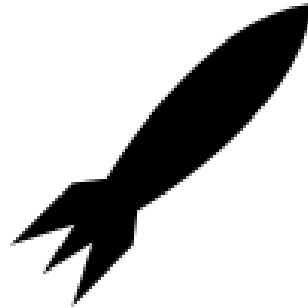
Growth in patent research



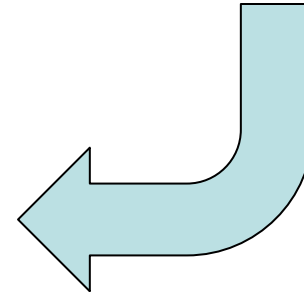
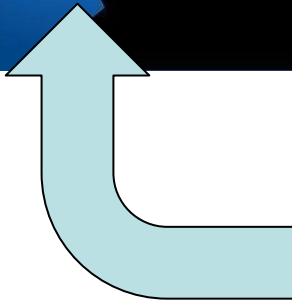
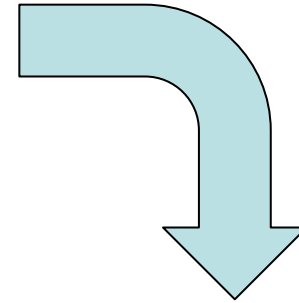
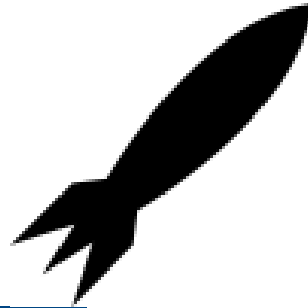
The disconnect



Misconceptions

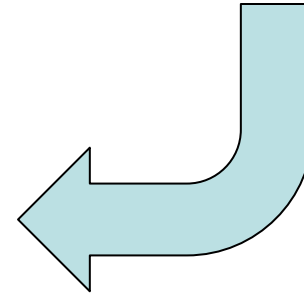
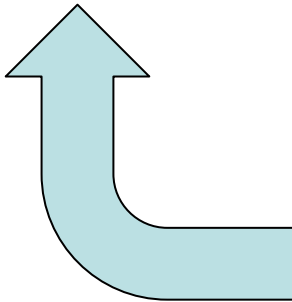
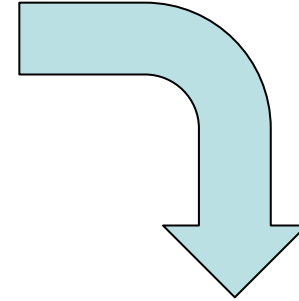
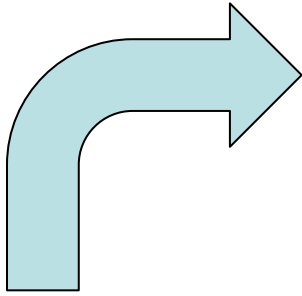


Shape thought



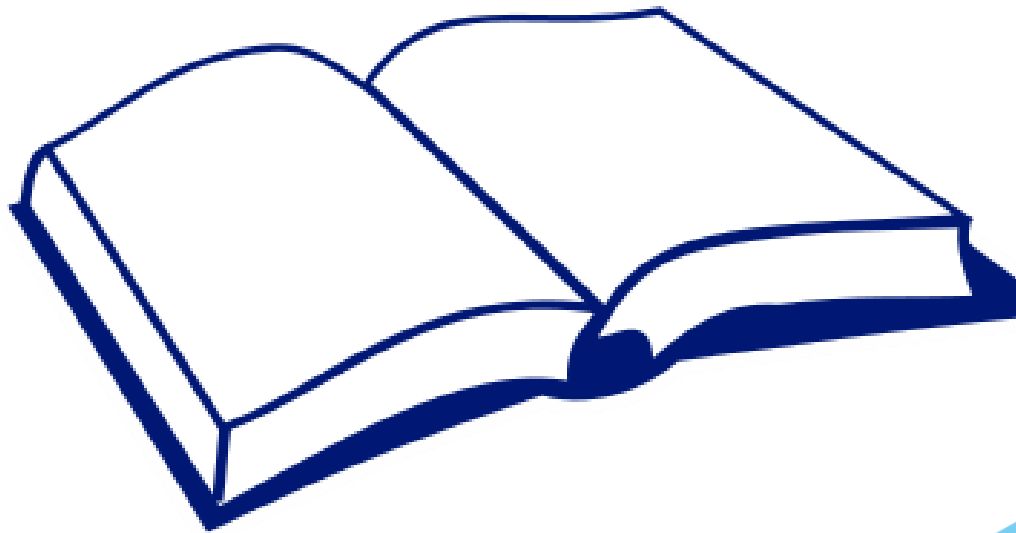
Images courtesy of
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Jscreationzs/freedigitalphotos.net
MesserWoland/Wikipedia commons
Filosofias filosoficas/wikipediacommons

The cycle



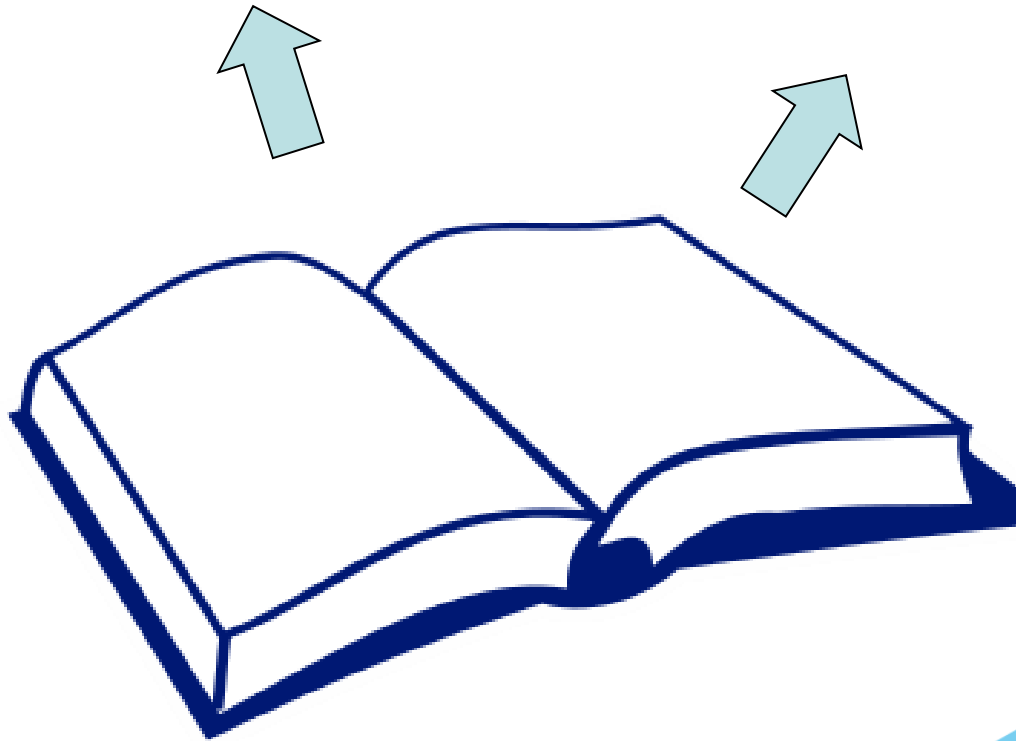
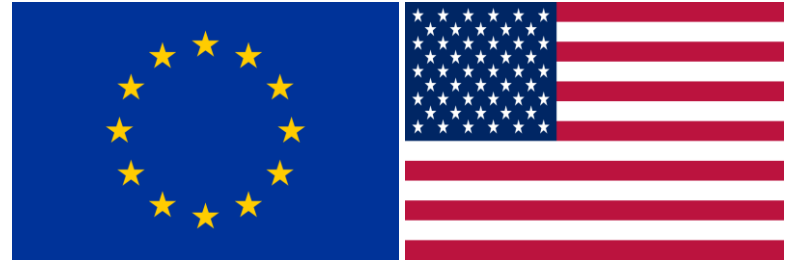
Images courtesy of
Edward Boatman/Wikipedia commons
Jscreationzs/freedigitalphotos.net
MesserWoland/Wikipedia commons
Filosofias filosoficas/wikipediacommons

Our aim – The Handbook



Our aim – The Handbook

\$ € £



TM and
design rights



Misconception – What is a patent?



What is a patent?

“Patents protect

features and **processes**

that make things work”



What is a patent?

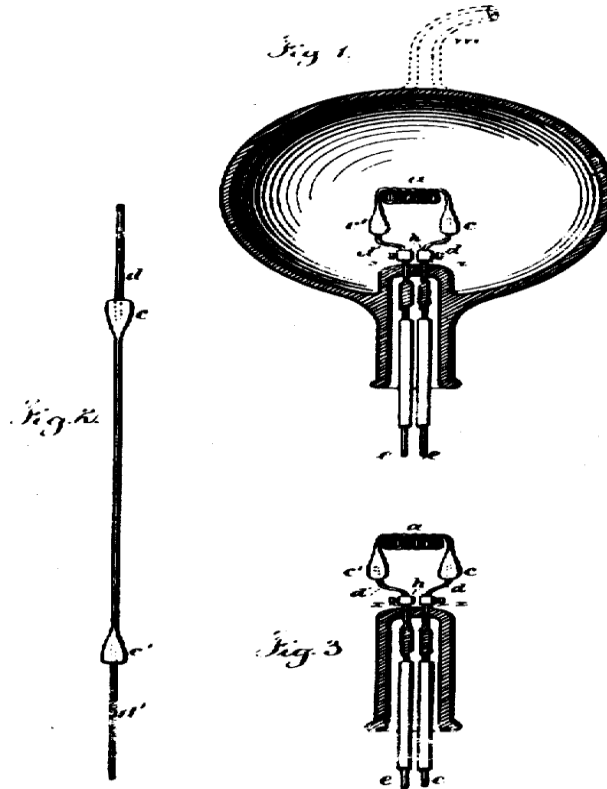


The ideal

T. A. EDISON.
Electric-Lamp.

No. 223,898.

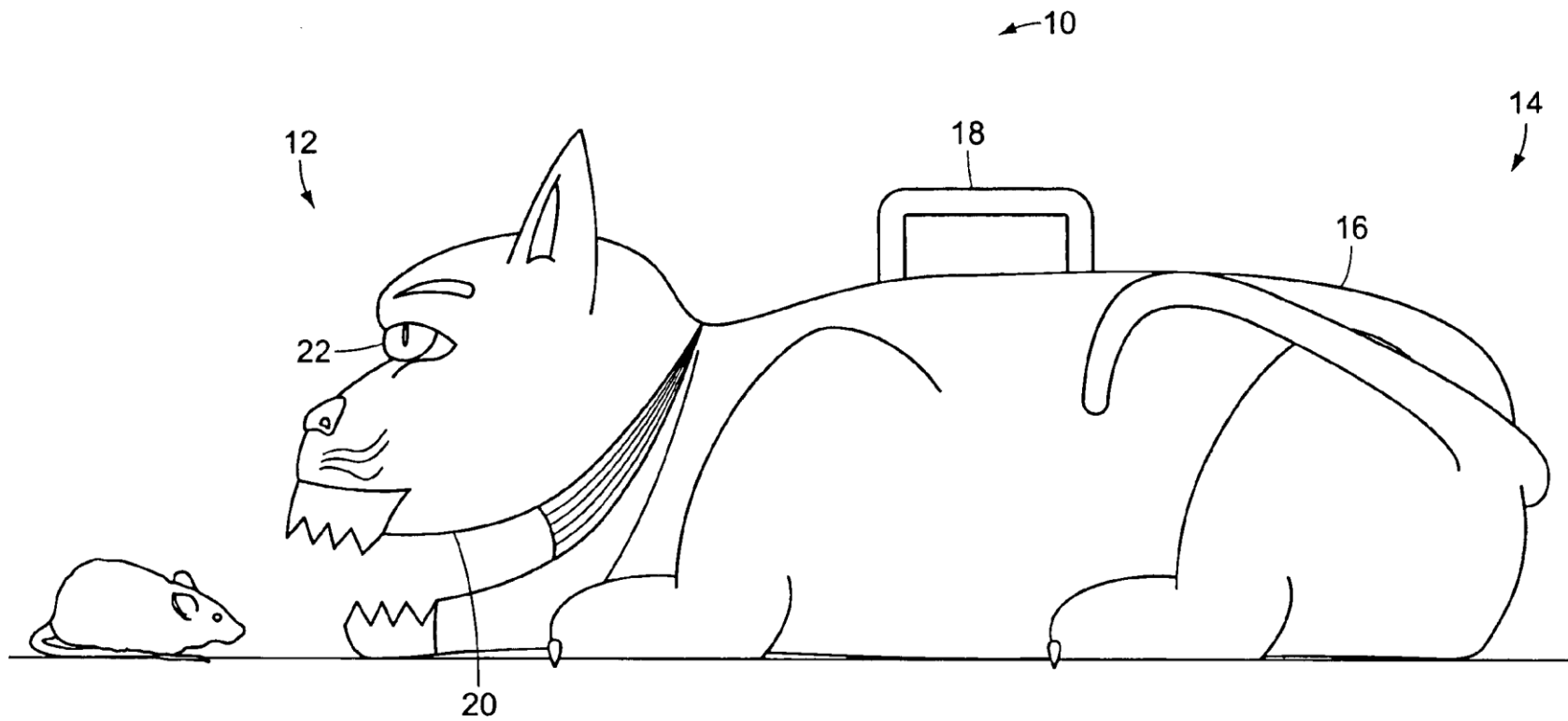
Patented Jan. 27, 1880.



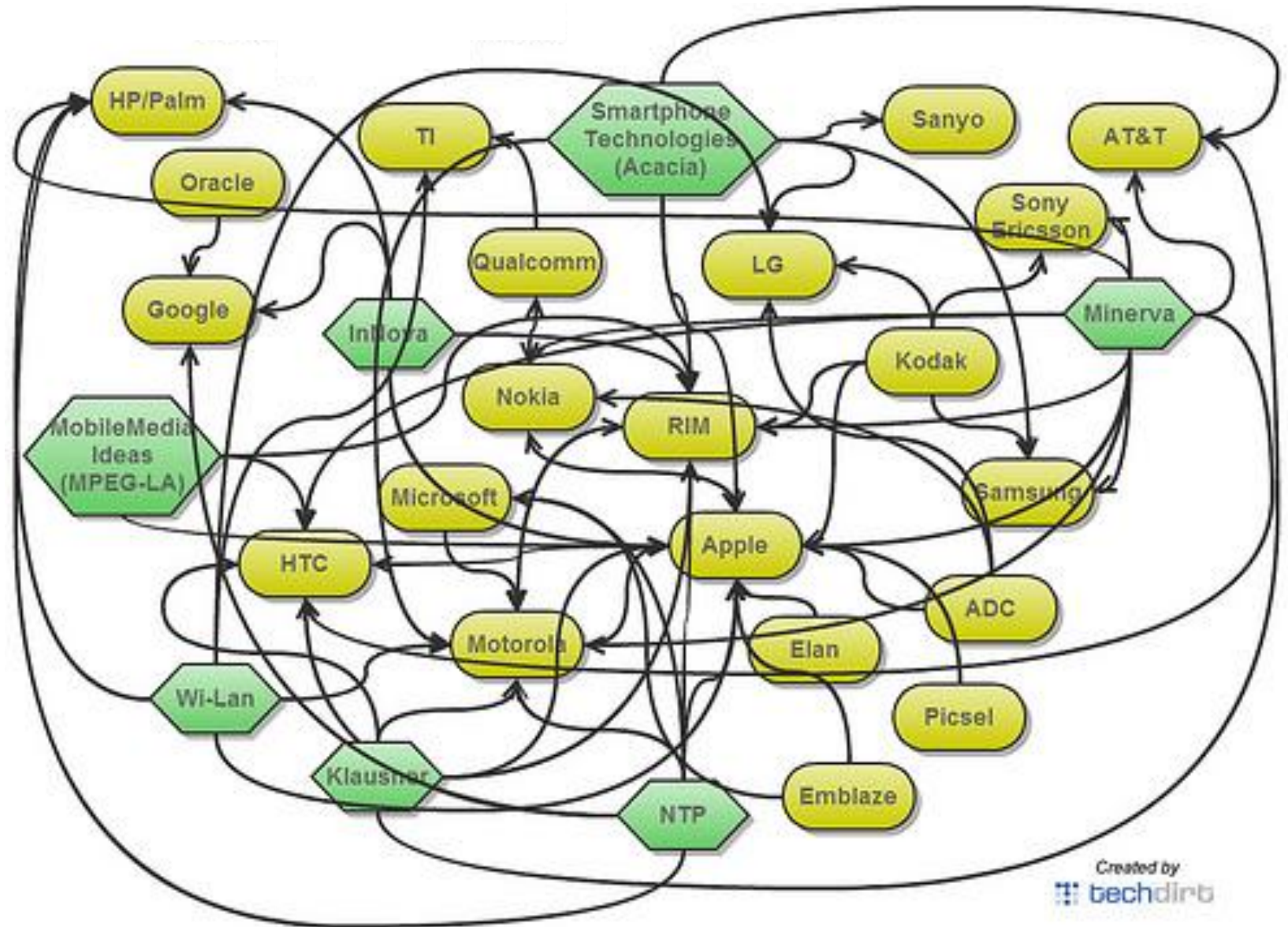
Witnesses
Chas. M. Smith
Geo. T. P. Mackay

Inventor
Thomas A. Edison
per Lemuel W. Ferrell
city.

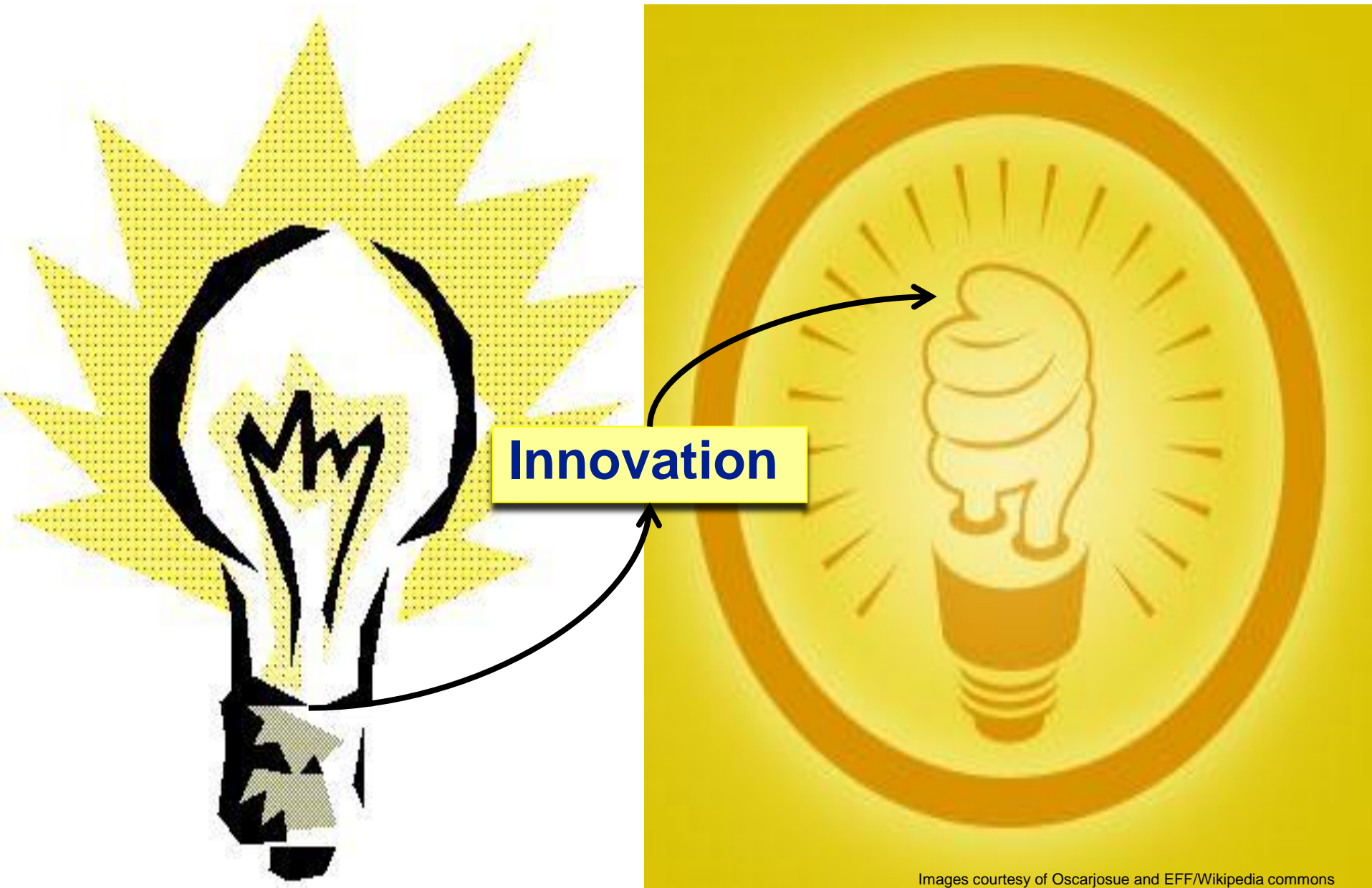
The actual



The messy

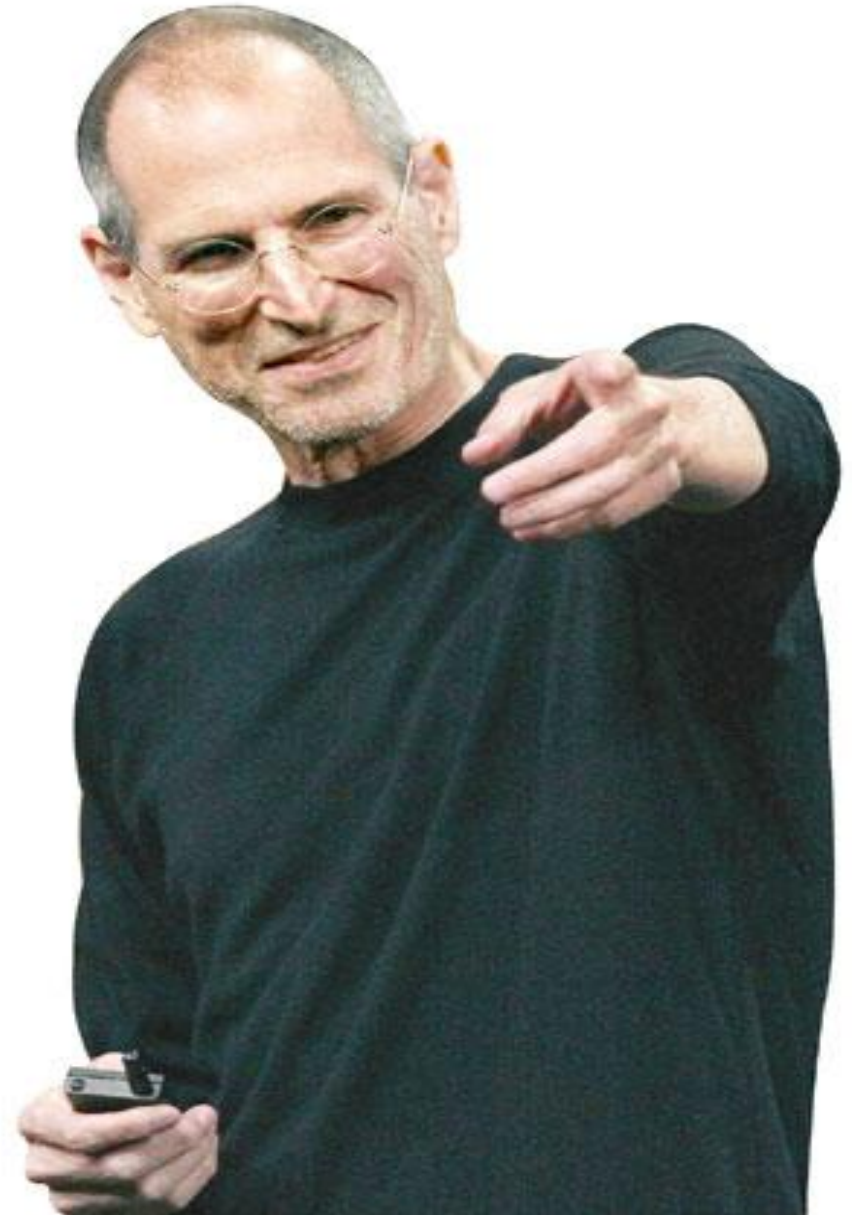


The importance of defining what a patent is?



Innovation

“It’s not about money. It’s about the people you have, how you’re led, and how much you get it.”



Importance of innovation



1995

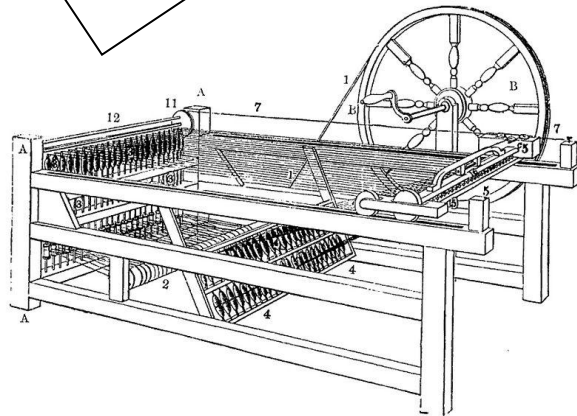


1980



1913

1861



Patents as a proxy for innovation



Patents as a proxy for innovation

T. A. EDISON.
Electric-Lamp.

No. 223,898.

Patented Jan. 27, 1880.

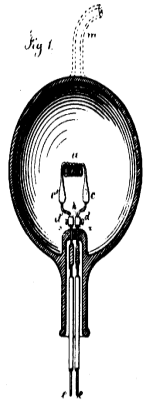
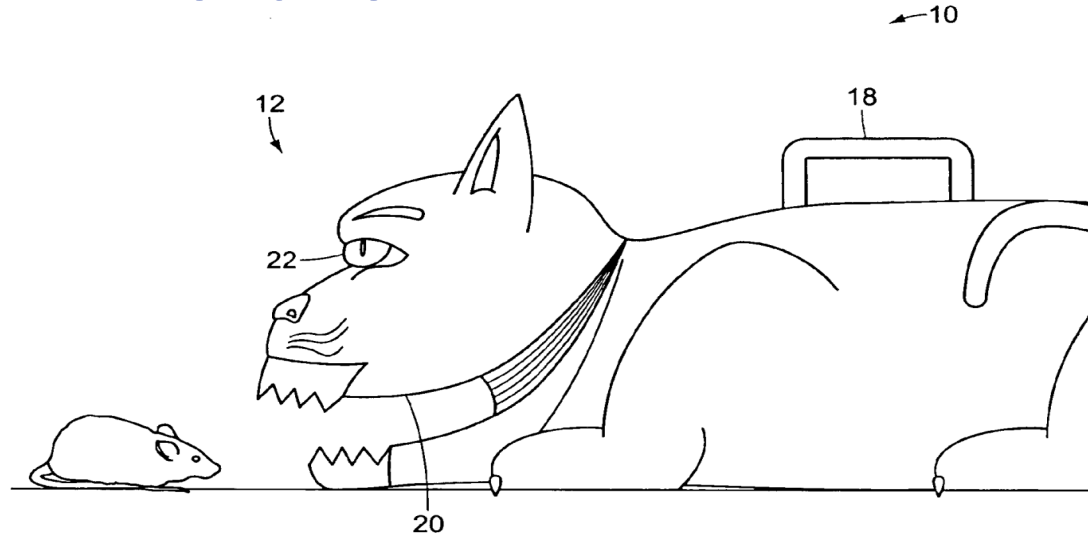


Fig. 2

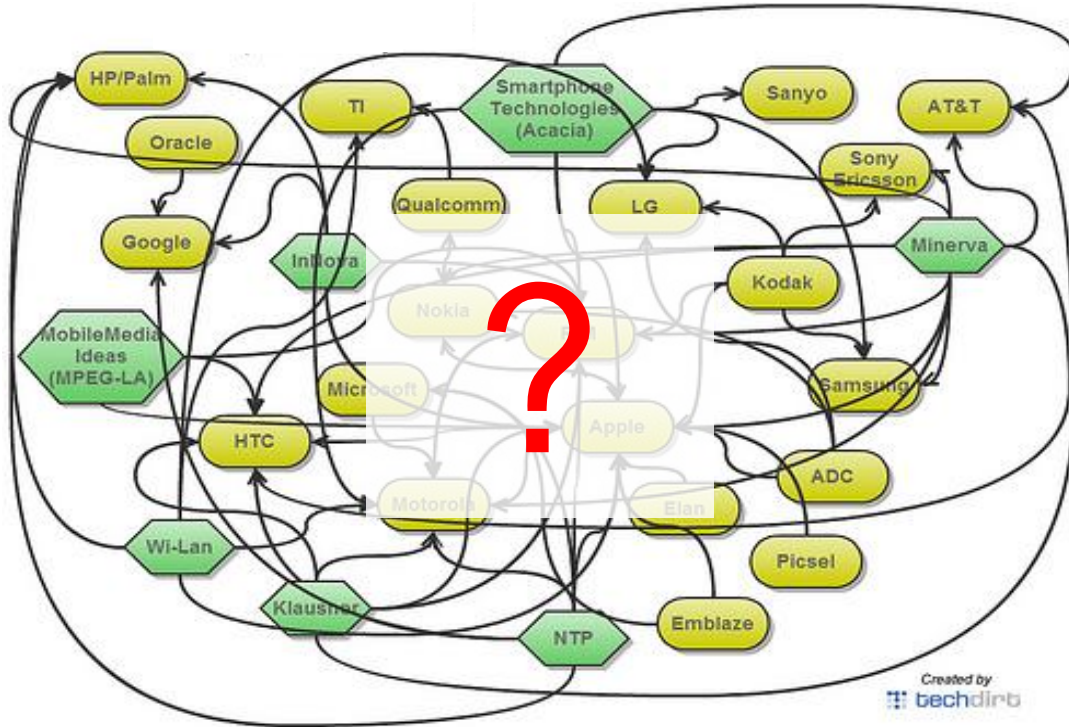


Witnesses
Charles Smith
Geo. S. Mahony

Inventor
Thomas A. Edison
for Lemuel W. Serrell
att.



Patents as a proxy for innovation



Misconception – Nationality vs Jurisdiction vs Residency



Nationality





Jurisdiction



Jurisdiction



Residency

Applicant

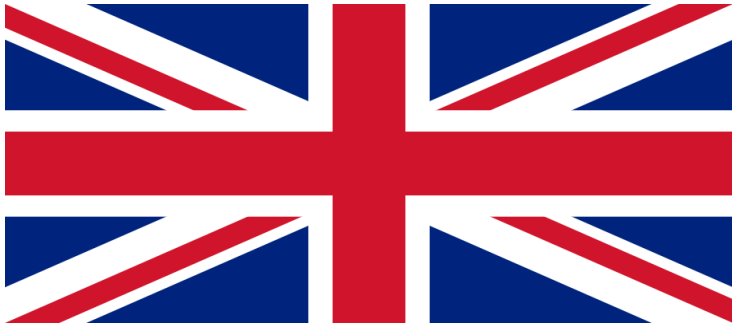
Inventor

Assignee



Residency - reporting

1 Patent for every 4281 citizens



1 Patent for every 217 citizens



Misconception – Citations



Who cites a patent?

Applicant

Examiner



Who cites a patent?

Applicant



Citations - Examiner

(21) Application No: 0317010.7

(22) Date of Filing: 21.07.2003

(71) Applicant(s):
The Gillette Company
 (Incorporated in USA - Delaware)
 Prudential Tower Building, 3rd Floor,
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 United States of America

(72) Inventor(s):
Richard Hart Luxton

(74) Agent and/or Address for
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 235 High Holborn, LONDON, WC1V 7LE,
 United Kingdom

(51) INT CL⁷:
B26B 21/14 21/22

(52) UK CL (Edition X):
B4B B33D1 B34F

(56) Documents Cited:
GB 1591095 A WO 1997/037818 A1
US 6276061 B1 US 5067238 A
US 4586255 A

(58) Field of Search:
 UK CL (Edition 7) B4B
 INT CL⁷ B26B
 Cooperative Class: EP02/PC; V/PI; J/PI

5 documents cited

(54) Abstract Title: **Safety razors**

(57) A blade unit for a safety razor has a plurality of blades 7, 8, 9 with cutting edges 10, 11, 12 positioned between first guard and cap surfaces 26, 29 at an upper face of the unit, and a further blade 36 with a cutting edge 37 positioned between guard and cap surfaces 33, 34 at a rear face of the unit. The further blade at the rear face is intended for shaving skin areas, such as directly below the nostrils or in-front of the ears, to which access is restricted. A rinsing passage 35 connects a gap between the cutting edge 37 of the further blade 36 with an opening 38 at the bottom face of the blade unit for clearance of shaving debris and soap from the underside of the further blade 36 to the underside of the blade unit.

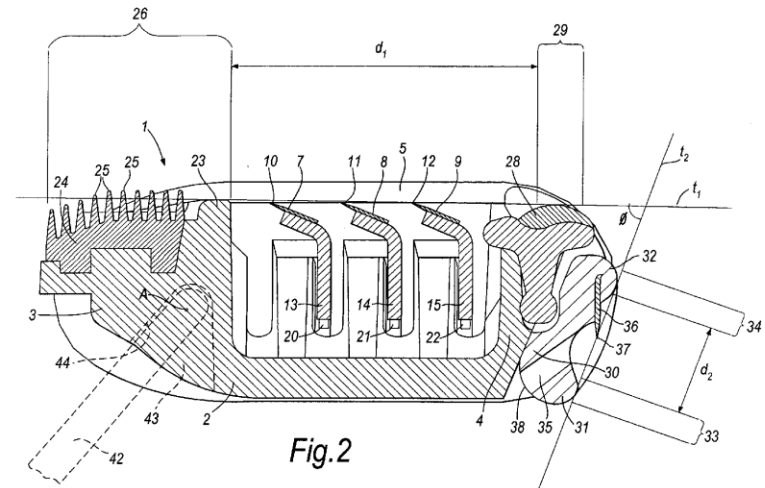


Fig. 2

Citations - Examiner



US 20120159787A1

(19) **United States**

(12) **Patent Application Publication**
Luxton

(10) Pub. No.: **US 2012/0159787 A1**
(43) Pub. Date: **Jun. 28, 2012**

(54) **SAFETY RAZORS**

Publication Classification

(76) Inventor: **Richard Hart Luxton, Leighton Buzzard (GB)**

(51) Int. Cl. **B26B 21/06** (2006.01)

(21) Appl. No.: **13/411,909**

(52) U.S. Cl. **30/50**

(22) Filed: **Mar. 5, 2012**

(57) **ABSTRACT**

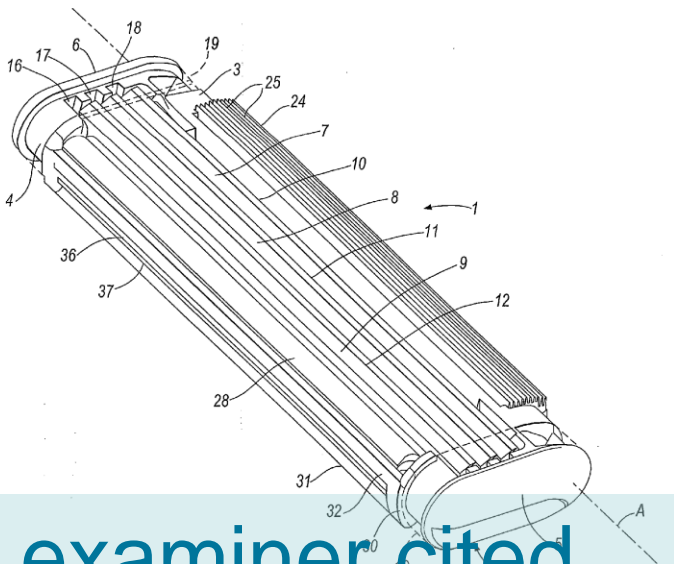
Related U.S. Application Data

(60) Continuation of application No. 12/077,646, filed on Mar. 20, 2008, which is a division of application No. 11/337,759, filed on Jan. 23, 2006, now abandoned, which is a continuation of application No. PCT/GB2004/003133, filed on Jul. 20, 2004.

A safety razor blade unit has an upper face, a bottom face, a front and a rear face. A plurality of cutting edges are positioned between a first guard surface and a first cap surface at the upper face. A frame element is formed separately from and connected to the rear face, the frame element has a second guard surface and a second cap surface. An auxiliary blade is supported by the frame element having an elongated cutting edge disposed between the second guard surface and the second cap surface. The elongated cutting edge of the auxiliary blade is directed generally away from the upper face of the blade unit. The second guard surface, the second cap surface, and the cutting edge of the auxiliary blade are at the rear face of the blade unit.

Foreign Application Priority Data

Jul. 21, 2003 (GB) 0317010.7



58 examiner cited
31 applicant cited

(21) Application No: **0317010.7**

(51) INT CL⁷:
B26B 21/14 21/22

(22) Date of Filing: **21.07.2003**

(52) UK CL (Edition X):
B4B B33D1 B34F

(71) Applicant(s):
The Gillette Company
(Incorporated in USA - Delaware)
Prudential Tower Building, 3rd Floor,
Boston, MA 02199,
United States of America

(56) Documents Cited:
GB 1591095 A **WO 1997/037818 A1**
US 6276061 B1 **US 5067238 A**
US 4586255 A

(72) Inventor(s):
Richard Hart Luxton

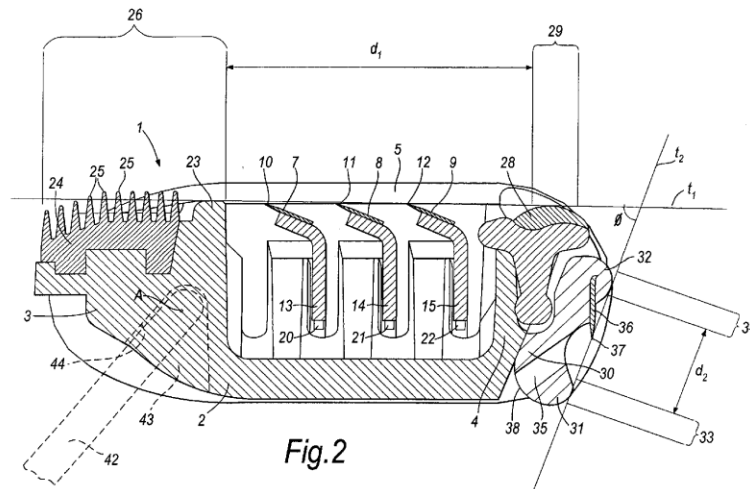
(58) Field of Search:
UK CL (Edition X) **B4B**
INT CL⁷ **B26B**
Cooperative Class. **B26D 01/00**, **B26D 01/02**

(74) Agent and/or Address for Service:
A A Thornton & Co
235 High Holborn, LONDON, WC1V 7LE,
United Kingdom

5 documents cited

(54) **Abstract Title: Safety razors**

(57) A blade unit for a safety razor has a plurality of blades 7, 8, 9 with cutting edges 10, 11, 12 positioned between first guard and cap surfaces 26, 29 at an upper face of the unit, and a further blade 36 with a cutting edge 37 positioned between guard and cap surfaces 33, 34 at a rear face of the unit. The further blade at the rear face is intended for shaving skin areas, such as directly below the nostrils or in-front of the ears, to which access is restricted. A rinsing passage 35 connects a gap between the cutting edge 37 of the further blade 36 with an opening 38 at the bottom face of the blade unit for clearance of shaving debris and soap from the underside of the further blade 36 to the underside of the blade unit.



Citations – Types of prior art

GB2465435

WO2010061270 (A1)

Citations

Patent Citations

Document Type ▲	
A+B	DE102006033338 (A1)
A+B	US20050072204 (A1)
A+B	WO2005/032741 (A)

C. DOCUMENTS CONSIDERED TO BE RELEVANT	
Category*	Citation of document, with indication, where appropriate, of the relevant passages
X	US 6 333 839 B1 (MISSO NIGEL F [US] ET AL) 25 December 2001 (2001-12-25) column 5, line 43 - column 7, line 7; figures 10-12
X	----- US 2002/148104 A1 (SLIFE RUSSELL P [US] ET AL) 17 October 2002 (2002-10-17) paragraphs [0016], [0060] - [0066]; claims 1,5-11; figures 7,10,12-14
A	----- EP 1 961 979 A2 (SAINT GOBAIN PERFORMANCE PLAST [GB]) 27 August 2008 (2008-08-27) paragraph [0024] - paragraph [0041]; figures 1-6,10,11
X	-----

Citations in a non patent context

SUCCESS



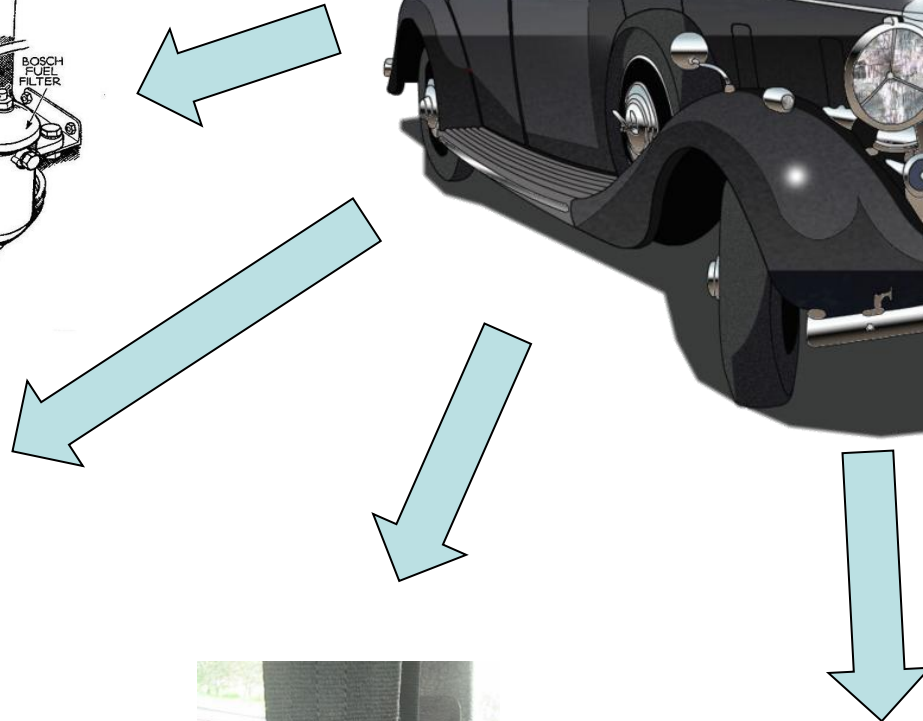
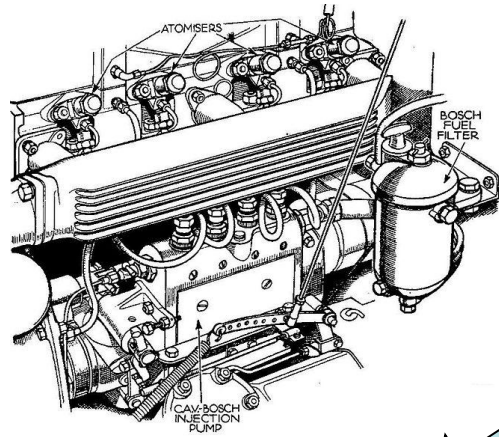
Misconception – Claims



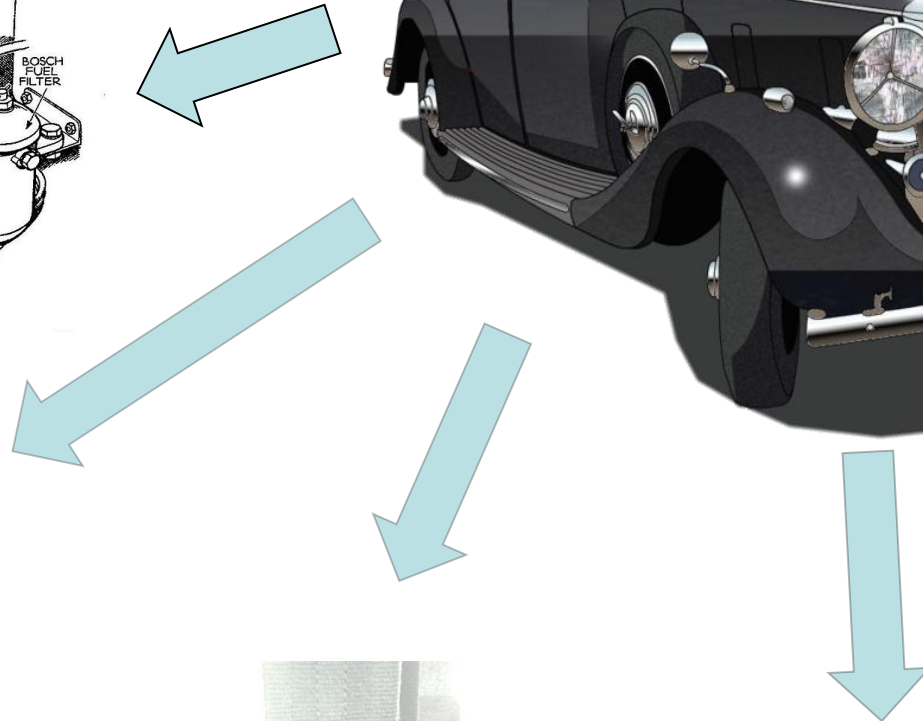
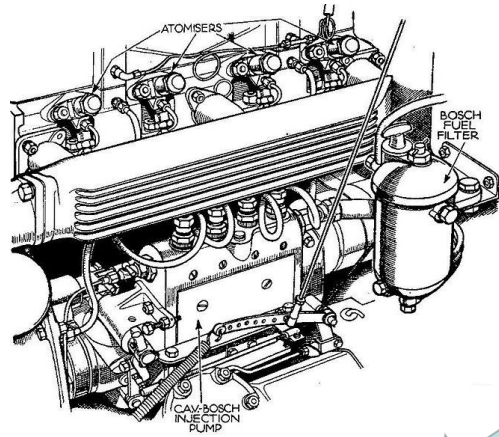
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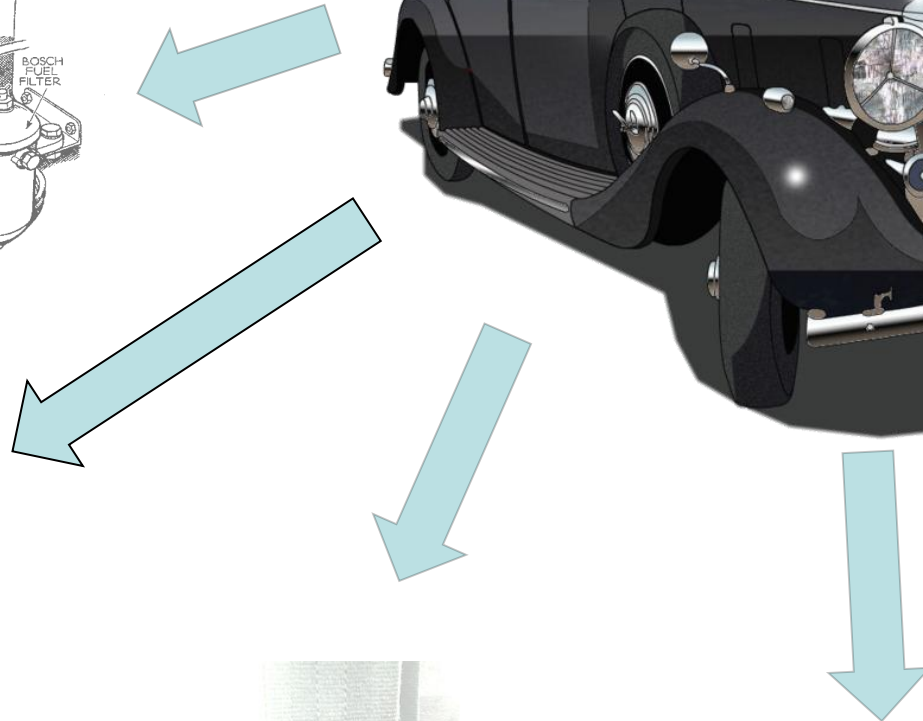
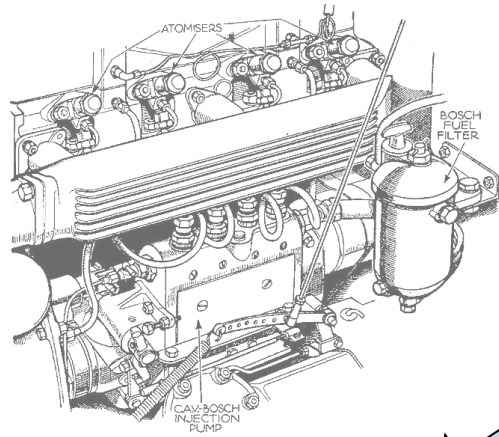
What is a claim?



What is a claim?



What is a claim?



What is a claim?



Misconception – Quality

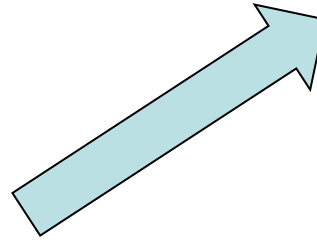


Perspectives of quality

Quality

Perspectives of quality

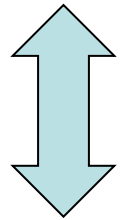
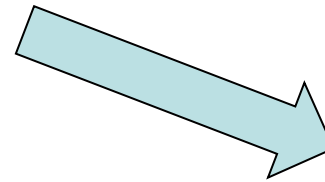
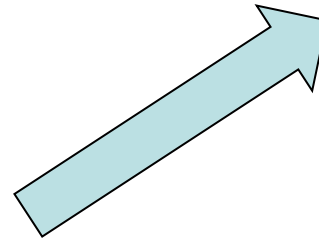
Quality



Perspectives of quality



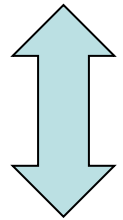
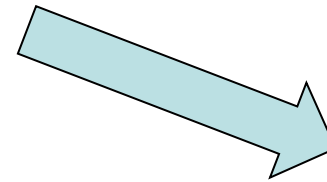
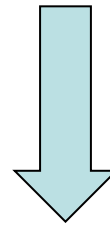
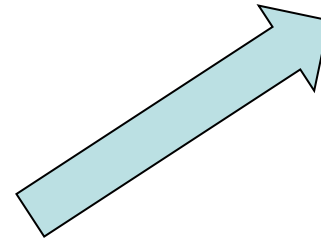
Quality



Perspectives of quality



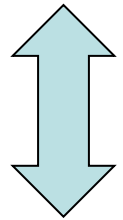
Quality



SAMSUNG
SIEMENS
PHILIPS



Perspectives of quality

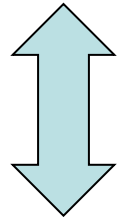


SAMSUNG
SIEMENS
PHILIPS

Perspectives of quality



Quality



SAMSUNG
SIEMENS
PHILIPS

Misconception – Value



The most valuable patent in history



The 105 billion dollar patent

Value – the razor



Value - the mobile phone



Value



Misconception – Matching to other data



Data matching at the IPO

VantagePoint - [DFLIP match + IPO update (dedup)]

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List:Fame Name

	# Records	# Instances	Company Name	Fame ID	GB Patent Publication Number	EP Patent Publication Number	UKTM Number	CTM Number
1	3382	3382	Unilever PLC	GB00041424	1 GB2338880	1 EP1001009	1 2218812.000	1 1557651
2	3141	3141	Glaxo Group Limited	GB00027657	1 GB2339757	1 EP1001029	1 2218816.000	1 1872753
3	2139	2139	British Telecommunications Public Limited Co	GB00048324	1 GB2339758	1 EP1001906	1 2218819.000	1 1995745
4	1666	1666	Rolls-Royce PLC	GB00102498	1 GB2340500	1 EP1002861	1 2218822.000	1 2667610
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6	958	958	Genetiq Limited	GB00218019	1 GB2342347	1 EP1003462	1 2218824.000	1 7220651.000
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41	299	299	The Rover Company Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
42	290	290	GE Healthcare	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
43	289	289	Bauer Consumer Media Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
44	286	286	BP PLC	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
45	280	280	Advanced Intellectual Property Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
46	275	275	Micromas	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
47	274	274	Reckitt Benckiser Healthcare (UK) Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
48	270	270	De LA Rue International Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
49	265	265	Castrol Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
50	258	258	Crown Brands Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000
51	258	258	Gallagher Limited	GB02222222	1 GB2351147	1 EP1009643	1 2220168.000	1 2220168.000

Summary List:Fame ID List:Fame Name

DFLIP match...

Company ID

GB Patents

EP Patents

UK TMs

Community TMs



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