



# WEB OF KNOWLEDGE™ THOMSON INNOVATION

Web of Science®

Journal Citation Reports®

THOMSON REUTERS MarkMonitor®

BIOSIS Citation Index SM

InCites<sup>TM</sup> CORTELLIS

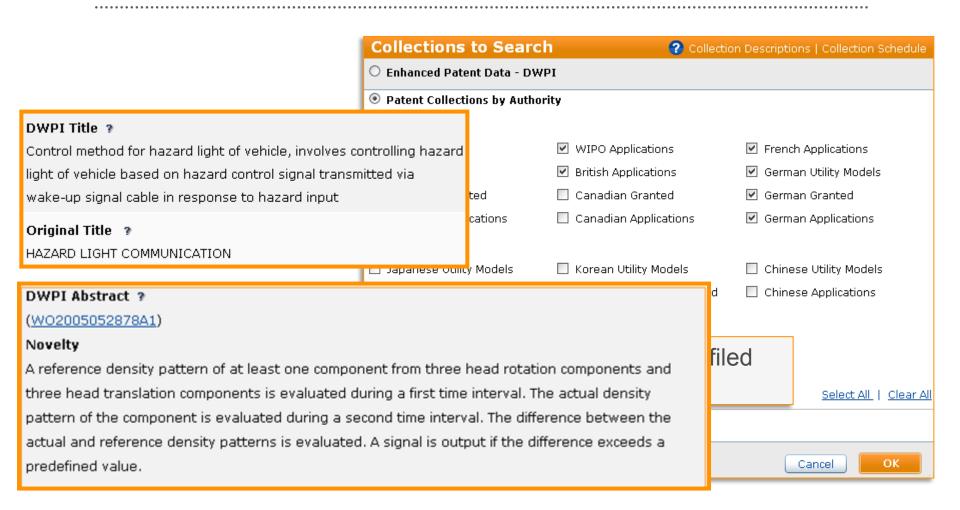
Derwent Innovations Index SM

SciELO Citation Index





# THOMSON REUTERS PATENT CONTENT







- World class content covering all aspects of innovation lifecycle
- Focussed from scientists to business development
- Highly curated content to meet the needs of our customers
  - Interdisciplinary scientific information, Citation, Drug Pipeline
- Clinical Protocol, Outcomes, Success Rates, Regulatory policy,
- Patent, Trademarks, IP
- Financials, News and Media



# **TECHNOLOGY**

- Flexible delivery of content and analytics
- Web portals, APIs, Sharepoint webparts, xml datafeeds
- Advanced analytics & integration technologies to maximise the value of content
- Web platforms for hosting customer content alongside TR & other content sources

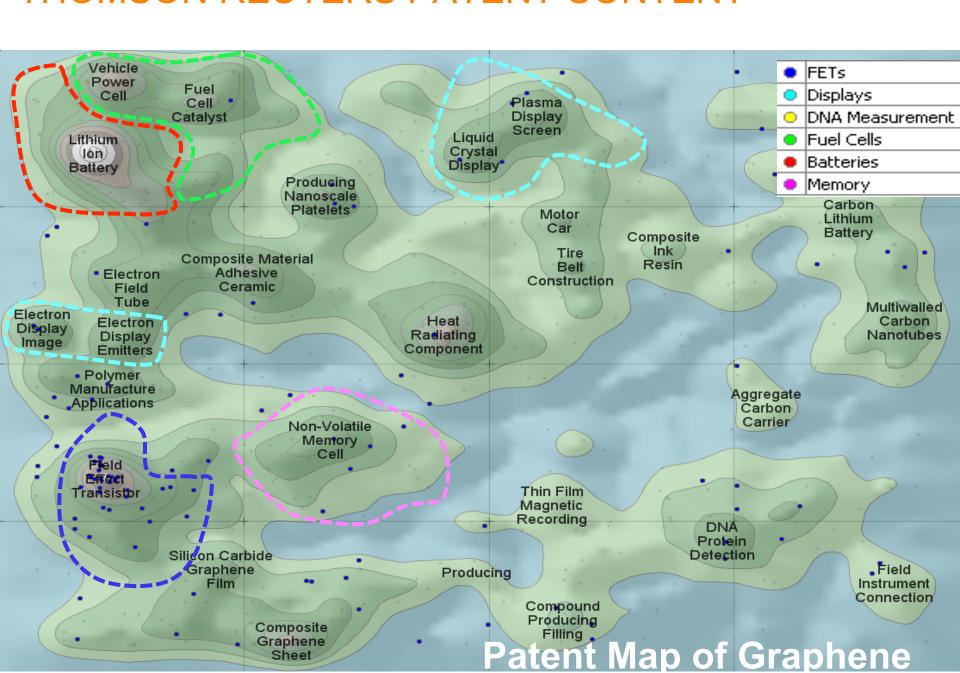


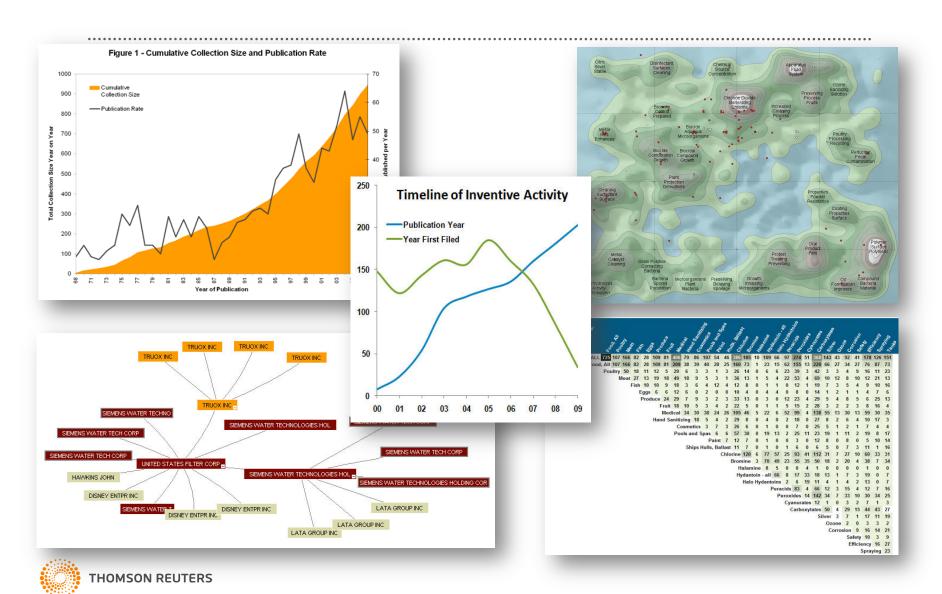
# EXPERTISE

- Global, multidisciplinary teams:
  - R&D Executives
  - PhD Scientists
  - Informatics Analysts
  - Computational Scientists and Mathematicians
  - Software Developers
- Consulting & Benchmarking services
  - Analytically driven insights that leverage our content
- Thought leadership & customer relationships
  - Pistoia, NIH,



# THOMSON REUTERS PATENT CONTENT







**CASE STUDIES** 



# CASE STUDIES 1. INSIDE THE SMARTPHONE WARS

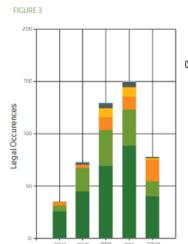


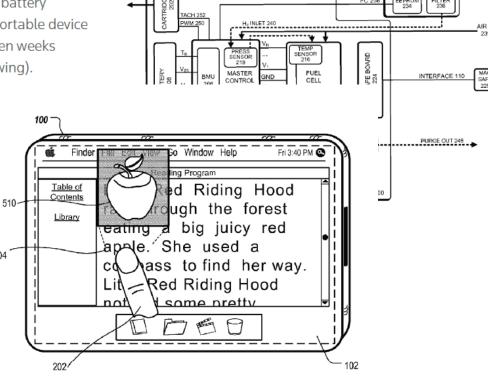
Fuel Cell System to Power a Portable
Computing Device: Patent #
US20110311895, filed by Apple in August
2010, which addresses a new battery
technology that will allow a portable device
to stay charged for days or even weeks
without interruption (see drawing).

Assist Features for Content Display Device:
 Patent # US20110167350, filed by Apple in January 2010, which addresses education by allowing users to interact with text via a

Figure 3 depicts the rapidly increasing pace of Apple IP litigation, with over 150 IP lawsuits in 2012.

Legal Roles	Occurences	%
Defendant	263	54.9%
Counter-Claimant	120	25.1%
Plaintiff	51	10.6%
Respondent	20	4.2%
Counter-Defendant	14	2.9%
Movant	3	0.6%
Counter-Plaintiff	2	0.4%
Appellant	1	0.2%
Appellee	1	0.2%
Other Legal Roles	4	0.8%





FUEL CELL SYSTEM

AIR FLOW 270

FUEL CARTRIDGE 104

TEMP SENSOR 226

# CASE STUDY 2: UNIVERSITY COMPARISON

#### The Challenge

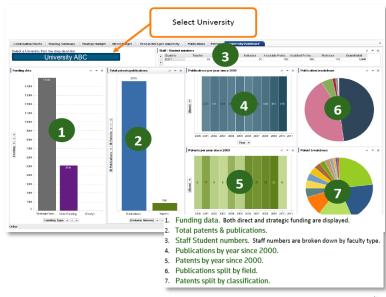
- Provide meaningful data aiming at establishing a comparison between the main Universities across the Middle East Region based on a thorough evaluation of literature and Patent output, grant data, staff data etc
- Deliver an interactive dashboard showing key trending and decline/ growth in patent/publication activities across the main scientific disciplines

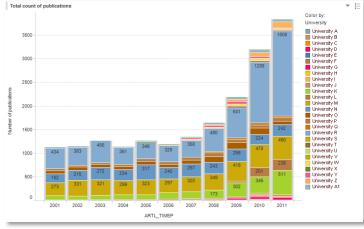
#### **Actions**

- Using its unrivalled data resources, Thomson Reuters curated relevant patent and publication data to respond to this challenge
- Use of common parameters (Publication and Patent activities, Funding sources, National Citation Index etc) to establish relevant comparisons between Universities

#### Benefits

- The client was able to highlight the key strengths/weaknesses between the Universities of the Middle East region based on strategic key performance indicators.
- The interactive dashboard provides real time information
- For the purpose of collaboration or monitoring, the analysis can easily focus on Universities/Institutions of specific interest







# CASE STUDY 3: INSTITUTIONAL BENCHMARKING

#### The Challenge

 A university in the Asia Pacific region wanted to evaluate its performance against national and regional benchmarks and relative to selected comparator institutions

#### **Actions**

Thomson Reuters used proprietary datasets and in house expertise to:

- Compare performance with national and regional benchmarks
- Compare performance with selected institutions
- Analyse performance in particular fields
- · Identify excellent research groups and researchers

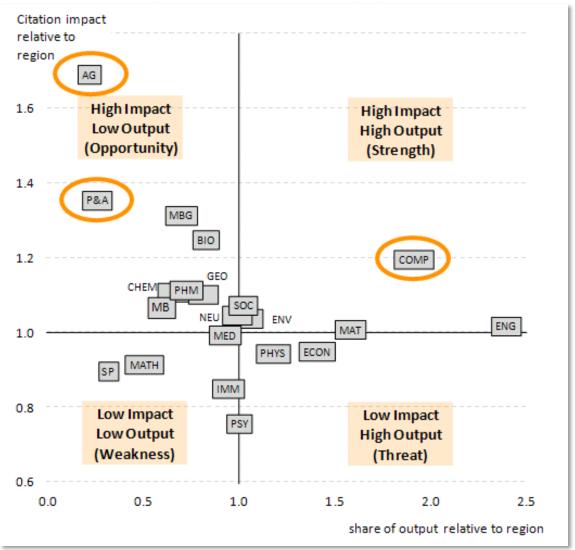
#### Benefits

The client was able to understand:

- How its citation impact compared to national and regional benchmarks
- How its research output and citation impact compared with other institutions
- Specific disciplines of strength and those with potential for growth

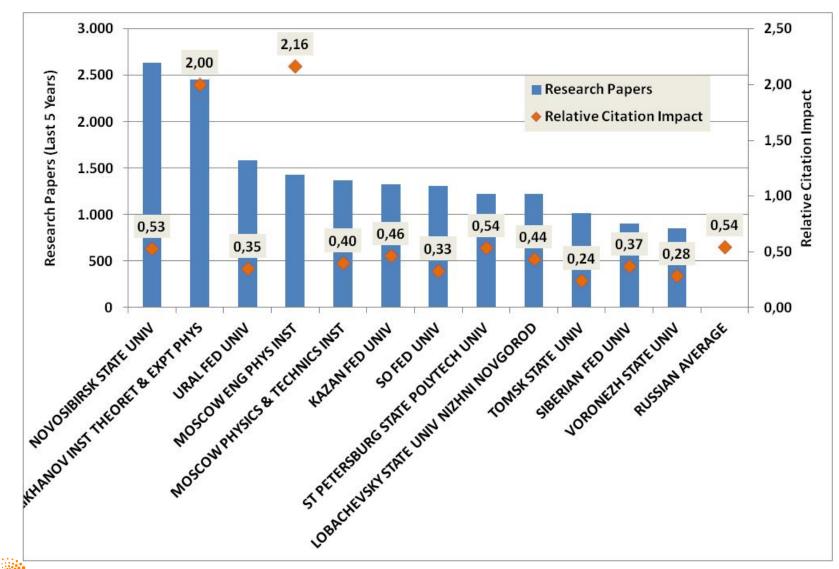


## CASE STUDY 3: INSTITUTIONAL BENCHMARKING





## PRODUCTIVITY & PERFORMANCE



# **CASE STUDY 4: TREND ANALYSIS**

#### The Challenge

- Provide information on the key trends globally for the national priority areas to enable strategic decision making about funding research and research direction in each technology area
- Deliver an interactive dashboard showing key trending and decline / growth in technology areas

#### Actions

- Using its unrivalled data resources, Thomson Reuters curated relevant patent and publication data to respond to this challenge
- Important common parameters were defined to assess different research activities and areas of research
- Areas of specialisation and innovation were highlighted and mapped geographically. Active companies and institutions were highlighted through their publication and patent filing trends

#### Benefits

- The funding body was able to highlight areas of research strength and weakness and plot trends over time by technology area
- The interactive dashboard provides real time information
- For the purpose of collaboration or monitoring, institutions and companies publishing patents that are close to the institution's IP are highlighted

#### Assess Overall Solar Landscape (2006 to date)



Example: Solar Energy Identification of regions with high impact publications

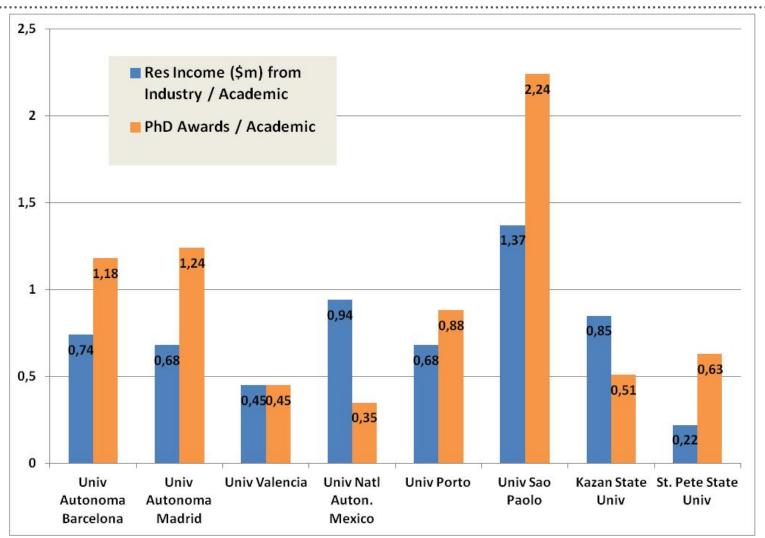
Primary Authorship Country or Region	# of Publications	Total Citations	Average Cites per Publication	Highest Cited Publication	
Europe	359	654	3.5	43	
Asia Pacific	246	388	4.3	47	
US/Canada	123	158	4.5	53	
Russian Repubs	58	46	2.7	11	
Mid-East	48	144	4.1	20	
Central/South America	47	67	2.7	17	
Africa	21	27	1.8	7	



# **CASE STUDY 5: RANKINGS CONSULTANCY**

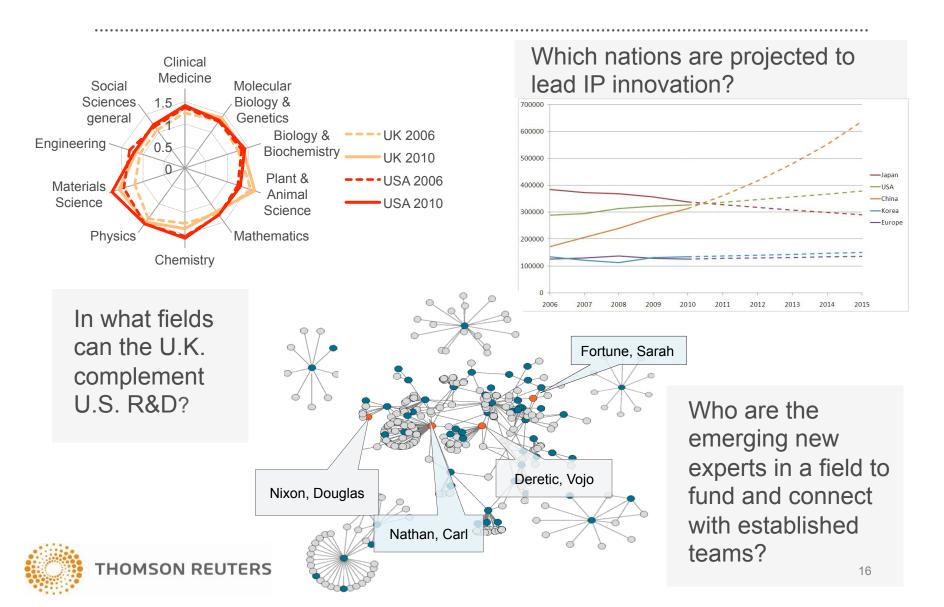


# **CASE STUDY 5: RANKINGS CONSULTANCY**





## CASE STUDY 6: COLLABORATION STRATEGY



# CASE STUDY 7: STEM CELL THERAPIES

#### The Challenge

- A biomedical research funding body in the Asia-Pacific region requested a competitive landscape of autologous stem cell therapies in development for specific indications
- The information was needed to understand the commercial potential of autologous cell therapies and the challenges facing their development

#### Actions

- Thomson Reuters developed an approach combining data mining of Thomson Reuters databases with additional primary research to provide insights from industry perspectives
- The resulting information was combined and analysed to produce concise overviews of the current competitive landscape and upcoming developments

#### Benefits

- The client was provided with a comprehensive database of autologous stem cell therapies in development together with profiles of key biotech companies
- The client was able to appreciate challenges facing the commercialisation of stem cell therapies and the key competitive advantages to realise their potential

# EXTRACT BONE MARROW

#### Day 1

- Bone marrow (approx. 50ml/3 tablespoons) is taken from patient's hip
- 15 minute outpatient procedure



#### Days 2-13

 Aastrom's proprietary automated system expands key beneficial cell types



#### Doy 44

- Expanded multicellular therapy is administered to the same patient
- 20 minute in-office procedure for CLI patients
- Endocardial catheter injections for DCM patients

SCI	Title	Sponsor / C o Naborators	Phases	Start Date	Completion Date	Country
NCT01676441	Safety and Efficacy of Autobgous Mesenchym al Stem Cells in Chronic Spinal Cord Injury	Pharm ice II Co., Ltd.	Phase 2 / Phase 3	Aug-08	Dec-14	Korea
NCT01490242	To Study the Safety and Efficacy of Autobgous Bone Marrow Stem Cells in Patients With Spinal Cord Injury	TotipotentRX CellTherapy Pvt. Ltd. / Fortis Healthcare	Phase 1 / Phase 2	-	-	India
NCT01186679	Safety and Efficacy of Autobgous Bone Marrow Stem Cells in Treating Spinal Cord Injury	International Stem cell Services Limited	Phase 1 / Phase 2	Jan-08	Aug-10	India
NCT01274975	Auto bgous Adipose Derived MSCs Transplantation in Patient With Spinal Cord Injury.	RNL B io Company Ltd.	Phase 1	Ju H09	Feb-10	Korea
NCT01624779	Intrathecal Transplantation Of Autobgous Adjoose Tissue Derived MSC in the Patients With Spinal Cord Injury	Bukwang Pham aceutical	Phase 1	Apr-12	Dec-13	Korea
NCT01162915	Transfer of Bone Marrow Derived Stem Cells for the Treatment of Spinal Cord Injury	TCA Cellular Therapy	Phase 1	Ju⊦10	Jun-12	USA



## CASE STUDY 8: EMERGING MEDICAL TECHNOLOGY

#### The Challenge

- A public investment body was looking for a commercial assessment of an emerging medical technology they were considering investing in
- Within the scope of the project the market outlook and technology commercialization processes were considered

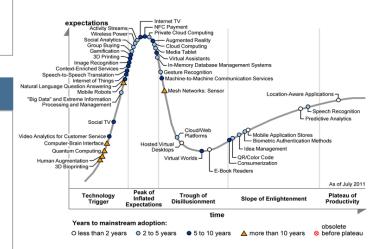
#### Actions

- Numerous interviews with industry experts involved in developing similar technologies were conducted
- Current and future clinical practices involving the technology were assessed in order to predict market sizes for potential use indications
- Funding for the technology and publication and patenting trends were investigated
- A competitive assessment of similar technologies in development was conducted
- · Cost expectations were investigated
- The path to commercialization including market access, regulatory and ethical considerations were assessed

#### Benefits

- The client was provided with a comprehensive report detailing the investment case for the technology
- The client was able to make an objective informed investment decision
- The client was made aware of potential risks to development, approval, market access and prescriber / patient usage

# Assessing potential expectations for an emerging technology:



# Product concepts for the emerging medical technology:















































