



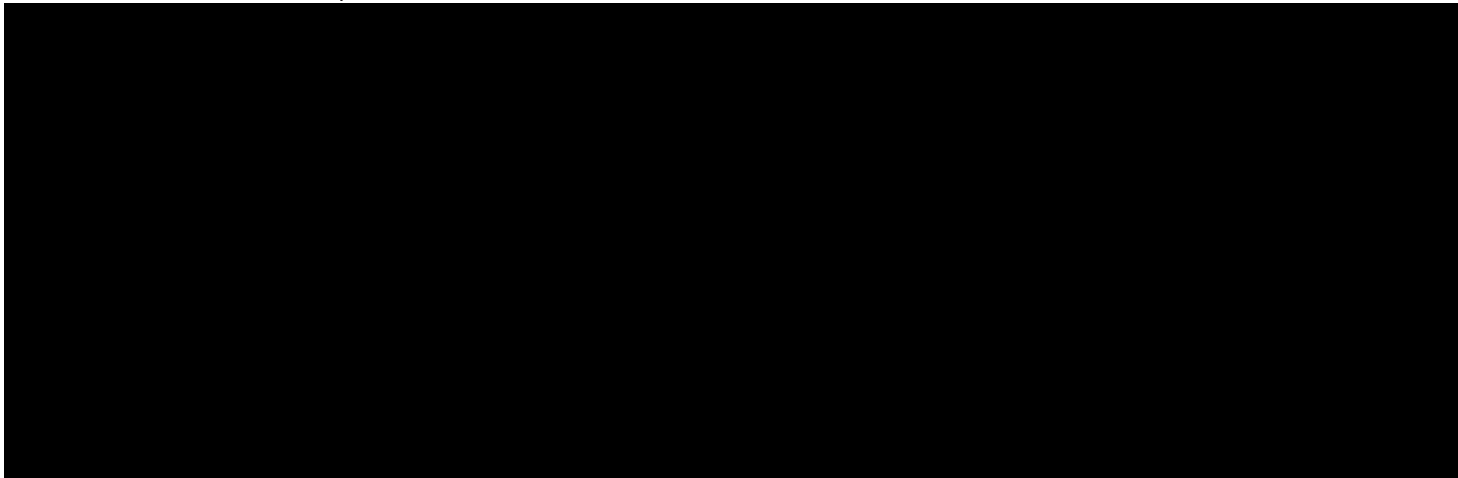
Kevin Jakel <kevin@unifiedpatents.com>

Video Codec Presentation

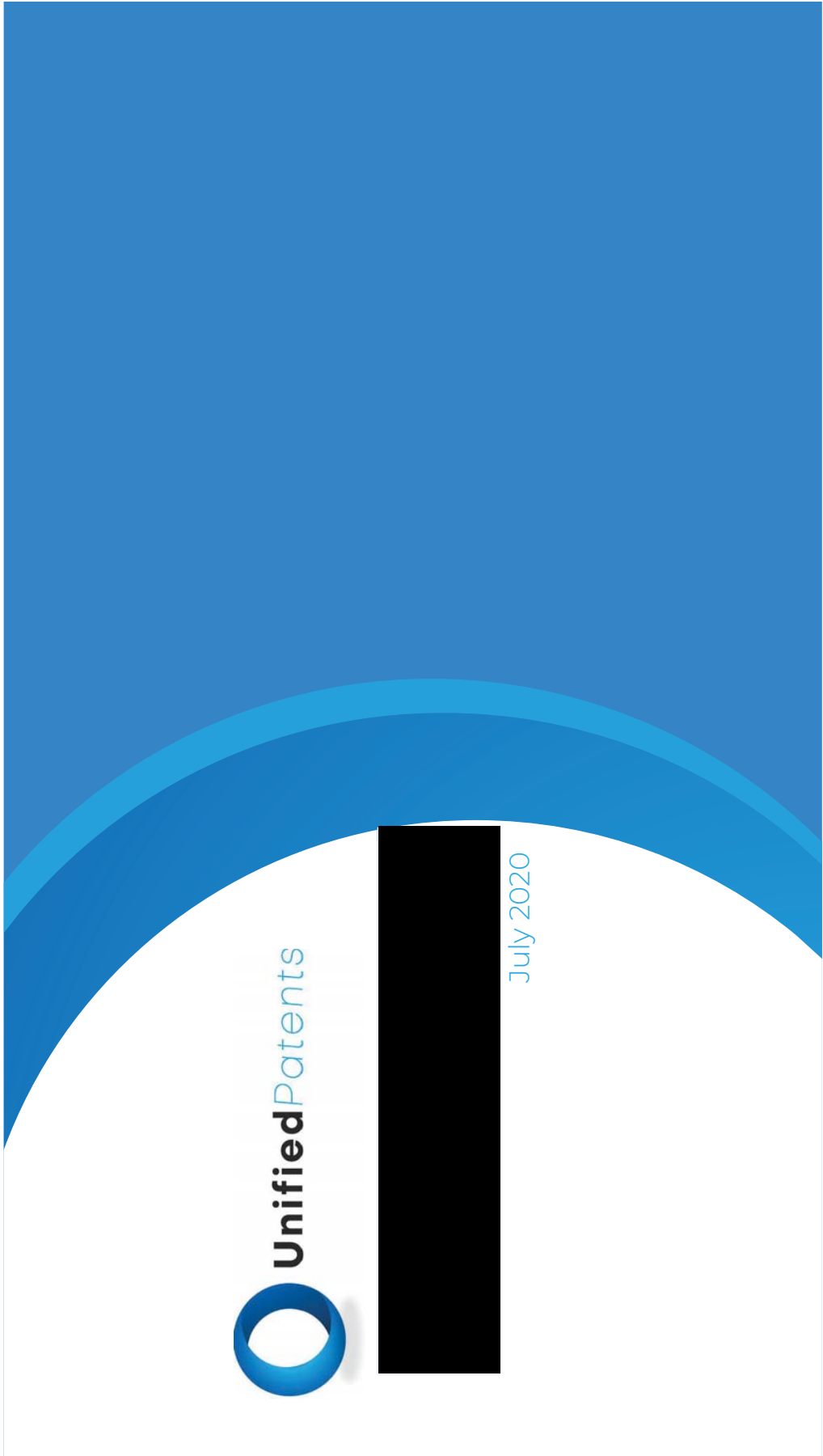
1 message

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Thu, Jul 2, 2020 at 5:14 PM



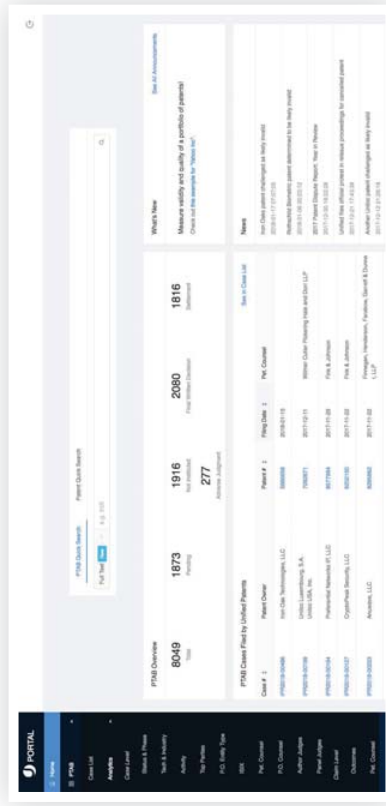
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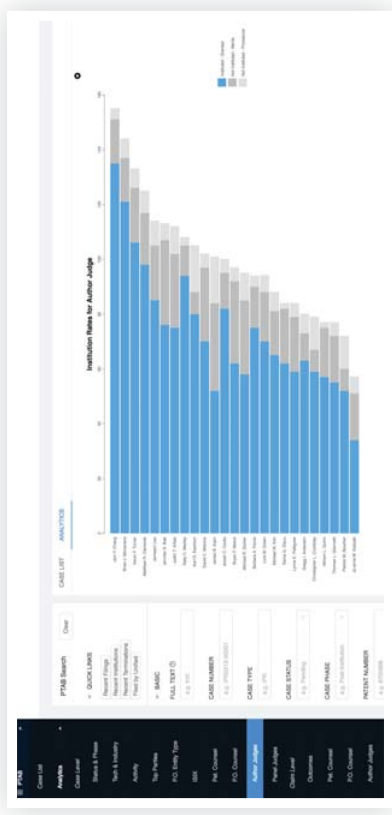
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Detailed Analytics for PTAB, Patents, & Zones



- Prior Art Database
 - Over 400 patents evaluated and posted
- Unique claim & prior art level PTAB analytics



- Law firm lawyer success rates
 - Helps in selecting firms to use and in securing better rates
- PTAB Judge analytics predicts outcomes
 - Helps in calibrating settlement decisions

Proprietary Tools to Improve Portfolio Quality

- **APIX – Validity Ratings**
 - Based on PTAB institution decisions
 - Uses over 30 patent variables
- **CITX – Value Ratings**
 - Based on Forward Citations in same year
 - Proxy for value
- **BRIX – Broadness Ratings**
 - Based on number of terms and unique claim language within CPC
- **ISIX – Law Firm Ratings**
 - Measures PTAB success of petitioner and patent owner law firms
- **PVIX - Measure Patent Portfolio Value**
 - Score is based on Family, Market, and Reputation
 - Identify valuable patent families based on published academic studies

The screenshot displays the PORTAL website interface. At the top, there's a navigation menu with options like News, PTAB, Case List, Analytics, Case Law, Status & Phase, Tech & Industry, Activity, Top Patents, PLO Entry Type, ISIX, PLO Counsel, PLO Counsel, Author Judges, Panel Judges, Case Law, Outcomes, and PLO Counsel. The main content area features a search bar for 'PTAB Quick Search' with a 'File Year' dropdown and a search button. Below the search bar, there are several data points: '8049' (Total), '1873' (Pending), '1916' (Not Instituted), '2080' (Final Written Decision), and '1816' (Settlement). A table titled 'PTAB Cases Filed by Unified Patents' lists various cases with columns for Case #, Patent Owner, Patent #, Filing Date, and PLO Counsel. The table includes entries for Iron Oxide Technologies, LLC, United Laboratories S.A., United USA, Inc., and others. To the right, there are sections for 'What's New' and 'News' with brief updates and dates.

www.PORTAL.UNIFIEDPATENTS.com

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 - Identify valuable patents
 - Make better decisions on patent prosecution, patent divestitures and acquisitions, maintenance fees, hiring outside counsel.

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