

inovia – disrupting the patent arena



September 12, 2017

Agenda

How inovia
disrupted the
patent arena



How we have
continued to disrupt
the patent arena



Our future plans for
disruption in the patent
arena

How we disrupted the patent arena

- The traditional patent filing process
- Justin Simpson –The founder of inovia
- The inovia patent filing process

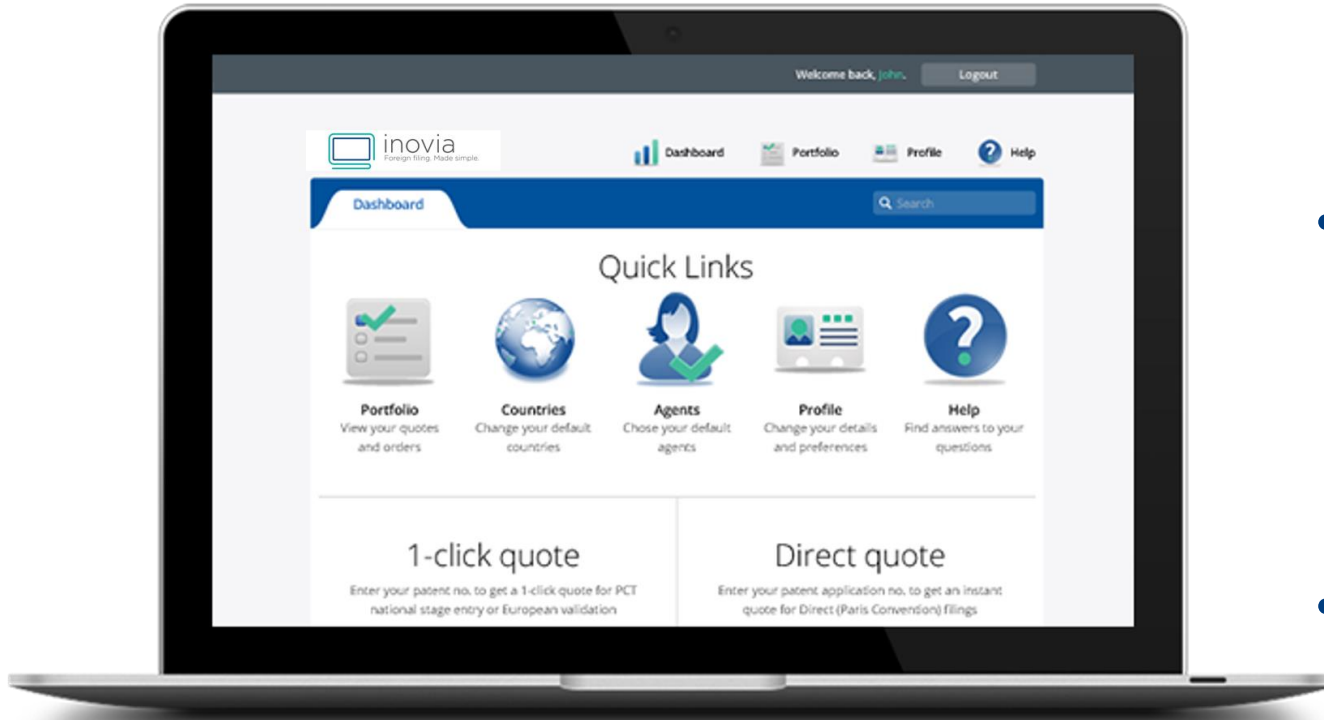
The traditional patent filing process

- Getting an **accurate quote** involved writing to a dozen firms and compiling the results over two weeks.
- Most attorneys didn't provide accurate quotes and clients got a **nasty surprise** when all the bills came in.
- Traditional method involved **charging high fees** for what was really an administrative task.
- Foreign agents were chosen primarily because attorneys shared a friendly drink at a conference and it was **rare for attorneys to negotiate** low rates for their local clients.

Justin Simpson: Founder of the inovia platform

- Realized there was a more efficient way to file patents overseas using computer automation.
- Created the inovia platform in 2000 and company in 2002 when the dotcom boom was taking off.
- Justin noticed smaller applicants could not afford to take their inventions overseas because of high patenting costs.
- Used his legal and computer science background to come up with an automated way of taking the published patent information and generating the standard letters needed to file patent applications overseas.

Disrupting the foreign filing process



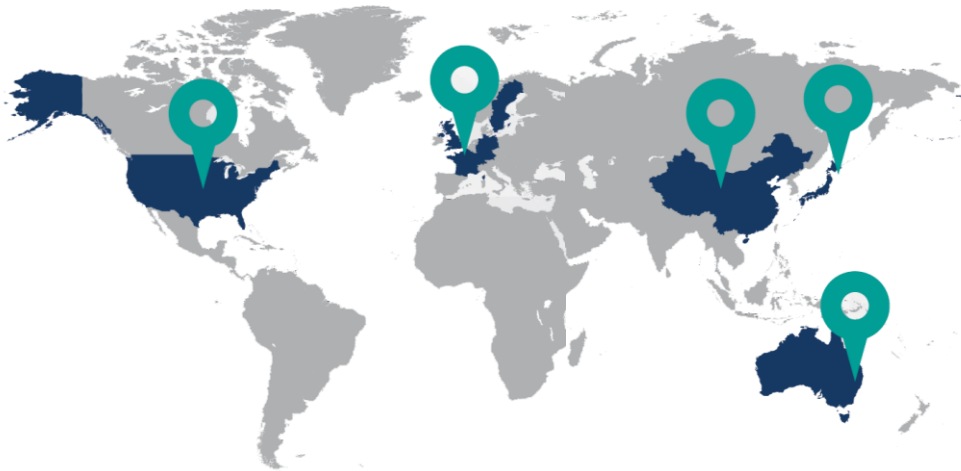
- Created with the idea that there was a **more efficient** way to file patents overseas.
- inovia reduces the cost and complexity of PCT National Phase Entry, European Validation and Direct Filing.
- 1-Click quotes are accurate and instant; 95% of agent interactions are fully automated.



inovia

Foreign filing. Made simple.

The market leader in intellectual property (IP) and language services.



Global service with 19 offices worldwide.

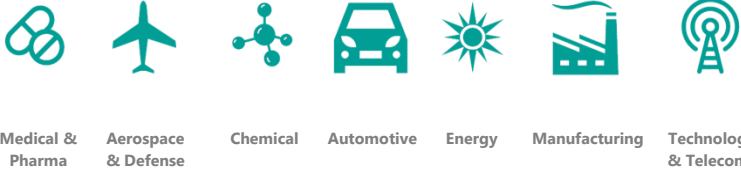


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Over 99% of customers happy with the quality of our services



835 million
words translated per year



A diversified international, blue chip client base

950+ staff



300+ In house translators & revisers



7K+ In-country translators



First translation provider to receive ISO 9001 certification



International translation standard ISO 17100:2015

Traded on



THE QUEEN'S AWARDS FOR ENTERPRISE: INTERNATIONAL TRADE 2015



More than 10,000 clients served



2006: £40.8m 2016: £122m

Revenue of over **£122 million**

Services



Patent Translations



PCT National
Phase Entry



Direct Filing



European Validation



Patent Search

Technology & Platforms



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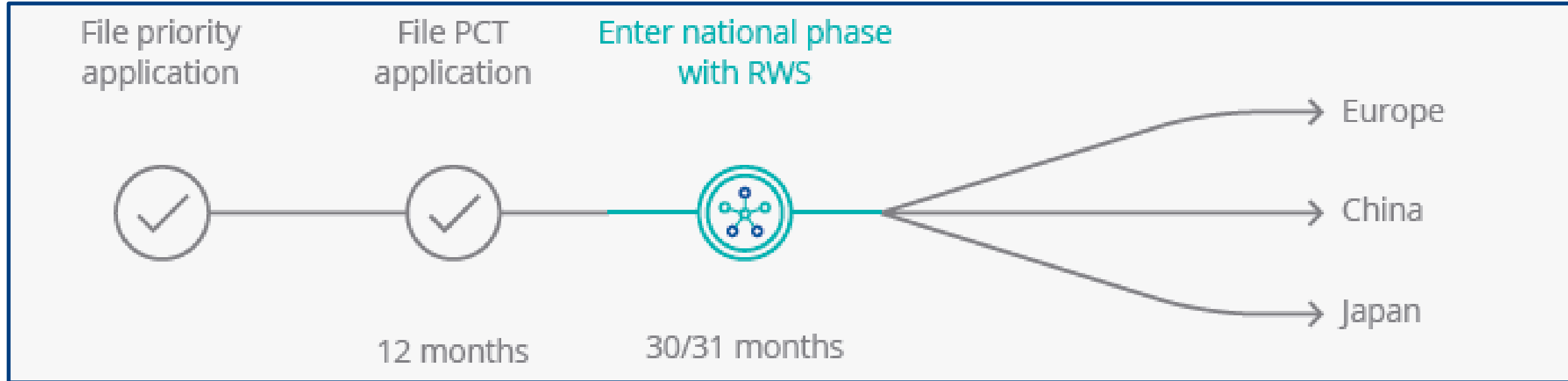
PatBase

RWS Technology & Platforms: PatBase

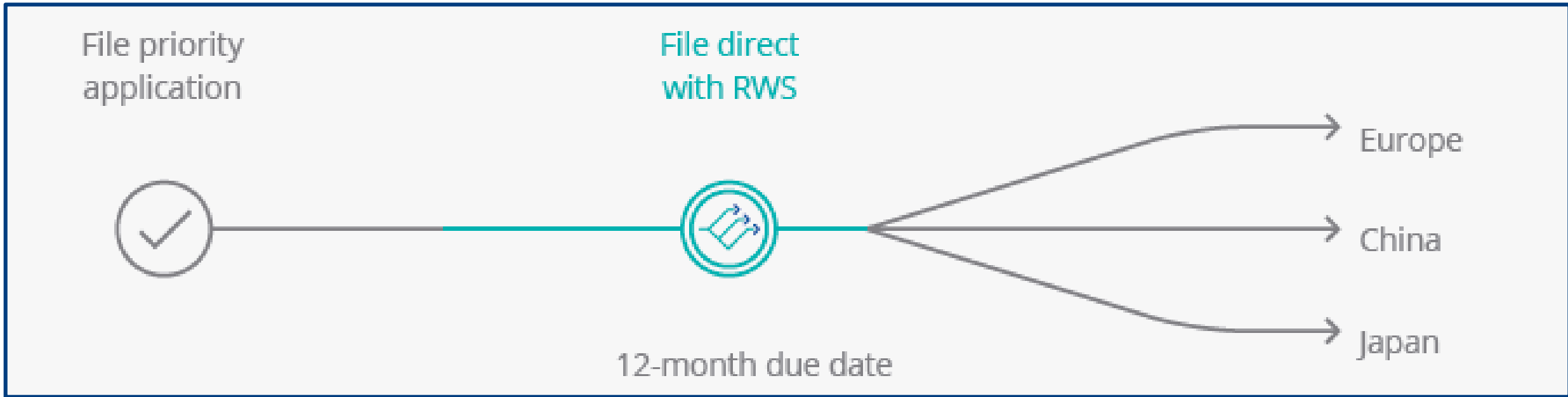
- 109+ million patent & related documents from over 105 countries, updated weekly
- Organized into 57+ million patent families saving time and reducing duplication
- Used for legal IP searches by a range of IP professionals
- Over 50,000 users worldwide



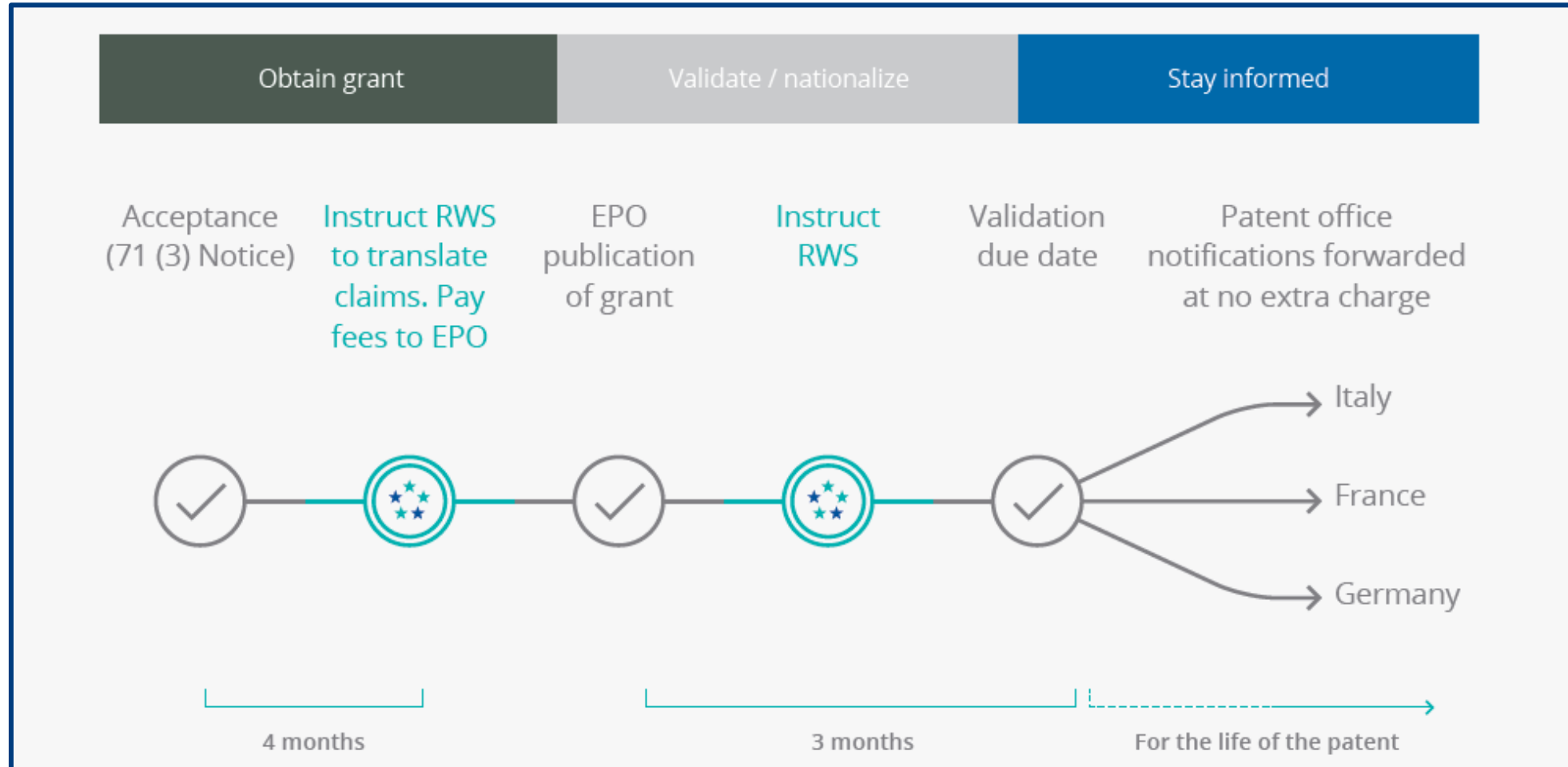
PCT National Phase Entry



Direct Filing



European Validation



How we have continued to disrupt the patent arena

- How the inovia platform developed
- Flexibility of the platform
- Case Studies

New features of the inovia platform

inovia, our industry-revered online platform, streamlines foreign patent filing by providing tools and resources backed by an intellectual property team dedicated to providing full customer support.

- > 1- click quote
- > European Validation
- > Translations
- > Direct Filing
- > PCT National Phase Entry



inovia
Foreign filing. Made simple.



Lower Costs
Less time spent on obtaining costs 1- click quote
Streamlines instruction process (cuts instruction time by 50% according to recent analysis by one of world's leading automotive equipment suppliers)
Flexibility with facility to work with either our network of attorneys or the clients'
Can be integrated with docketing systems

Flexibility



Clients have different priorities: whether it's saving time, saving money or both.

The flexibility of RWS' inovia platform suits each client's individual needs.

Agent Network

We've built a global agent network with world-class patent attorney firms, with whom we've negotiated low fixed rates.

Our approach is flexible. You may choose to use our agents, your own or a combination.



Case Studies from 3 of our Danish Clients

Invoicing

Management report- detailed analysis on time spent checking each country invoice compared to our one invoice showing time savings of approx 1 hour for each PCT application

Budgeting

Preparing budgets for 18 months ahead for patents approaching filing deadlines – able to prepare very accurate filing and translation costs

Translation Memory

Client with applications including similar paragraphs and sections of text saved € 30K in one year on translation costs using TM

Current and future plans to disrupt the patent arena

- Translation Memory
- Client quoting for law firms
- Unitary patent cost calculator
- Bulk quoting
- Fixed price prosecution

Harnessing Translation Memory

Translation memory tools store previously translated text in reusable segments. This text is automatically located and reused when it appears in later documents.

Benefits:

- Reduced translation costs
- Increased consistency within and between applications
- Improved delivery times

Translation memory savings can be automatically included in your inovia quote

Client Quoting Feature for Law Firms

RWS' online foreign filing platform, inovia, goes one step further for law firms. In a few clicks, you can generate client ready foreign filing quotes with your branding and fees included to simplify your administrative processes.

You no longer need to manually edit the inovia estimates and add your branding.

This feature automatically includes your firm's

- service fees
- logo
- contact details.

Get your free login
at inovia.com
Thank you.



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