Clemson University

From the SelectedWorks of Jan Comfort

June 23, 2006

Patents as a Source of Competitive Intelligence Information.pdf

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Patents as a Source of Competitive Intelligence

Jan Comfort Reference Librarian Clemson University

What is Competitive Intelligence?

"... the identification of strategically important corporate intelligence (knowledge) needs and the process of resolving those needs through ethical information-gathering, analysis, and the presentation of such analysis to clients (internal or external)."

Jim Underwood. <u>Competitive Intelligence.</u> London: Capstone Publishing. 2002.

It is estimated that 80% of information found in patents is unique.

Office of Technology Assessment and Forecasting. <u>Eighth</u> Report. Washington, DC: GPO. 1974.

Patent literature vs. Journal literature

Patents

- Usually no theoretical discussion
- Different writing style; uses legal terminology
- Keywords may even be different
- Will usually give one example with full detail
- Technology is generally in the early stage

Journals

- Written to document original research as opposed to solving a problem
- Goes through a review process before being published
- Research may use the patented process, but research results are what's important

Sources of Patent Information

- PTDLs
 - Special resources furnished by the PTDLP
 - Expert Searchers
- uspto.gov
 - Statistical reports
 - Full-text databases
- Other multi-subject databases such as LEXIS-NEXIS
- Scientific Databases

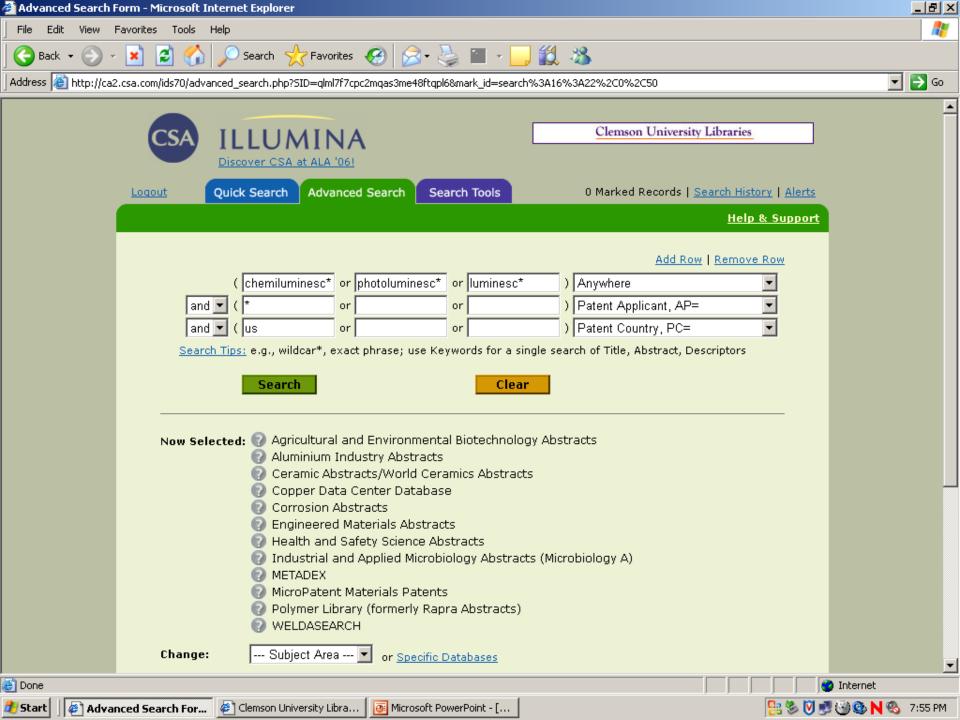
Databases with Patent Information

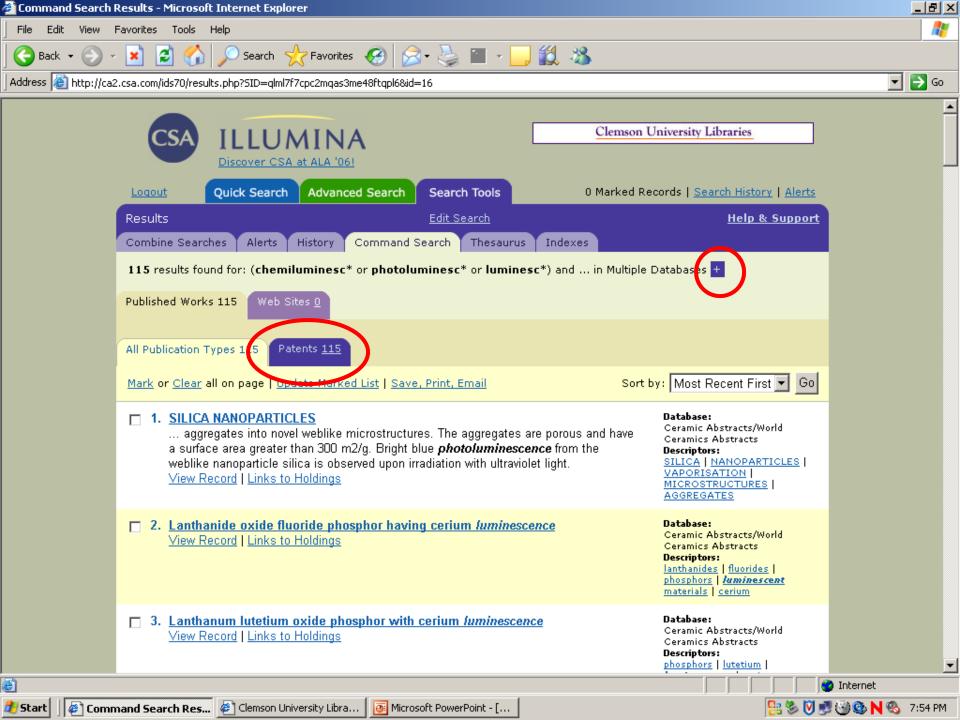
- Various CSA databases
- Web of Science
- SciFinder Scholar
- Biosis
- PubMed (nucleotide)
- Textile Technology Index
- Lexis/Nexis
- Pirabase
- INSPEC
- Food Science and Technology Abstracts

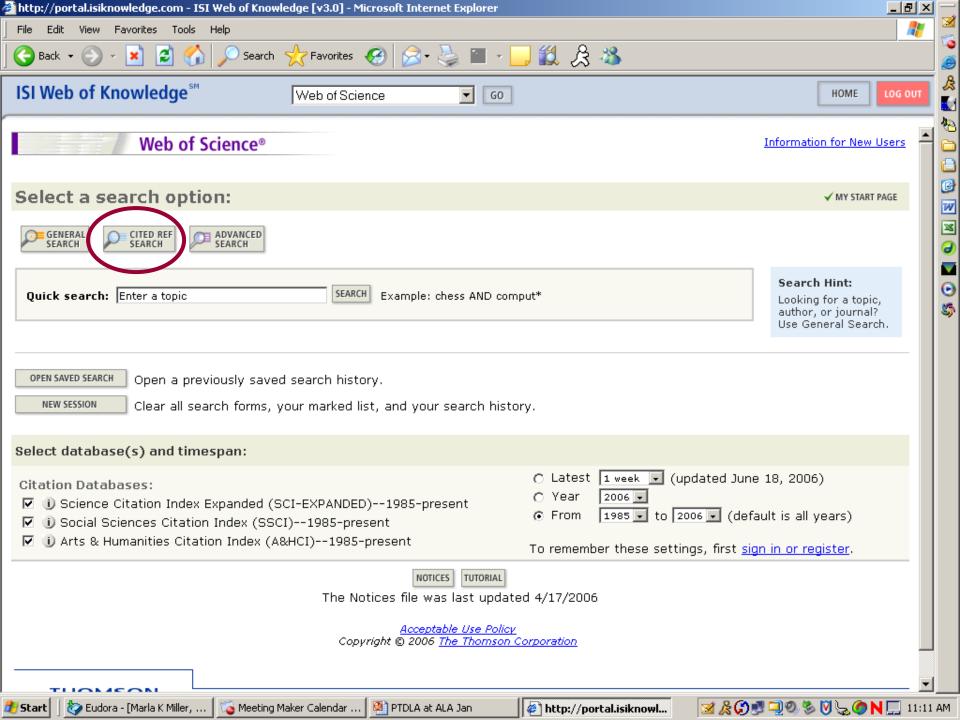
Case Study for competitive intelligence

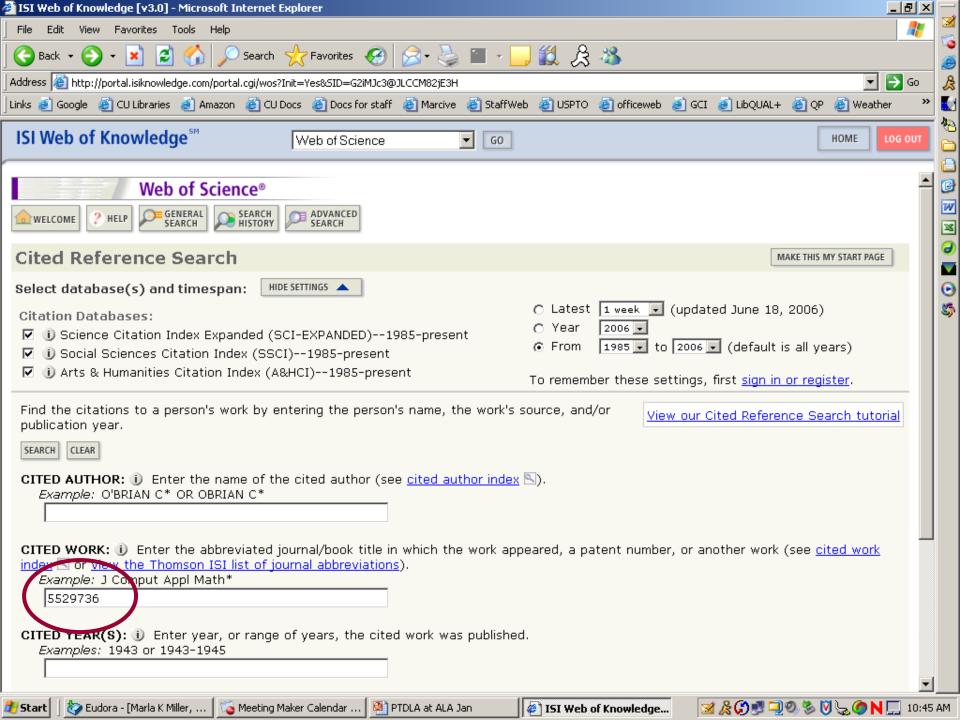


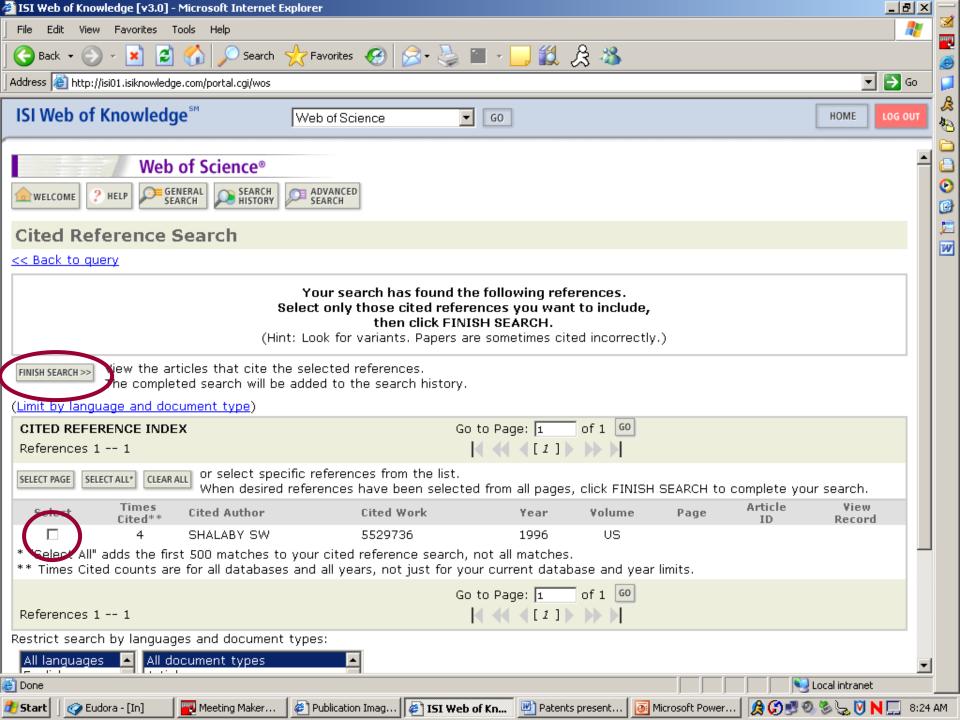
Glow in the dark Bracelets

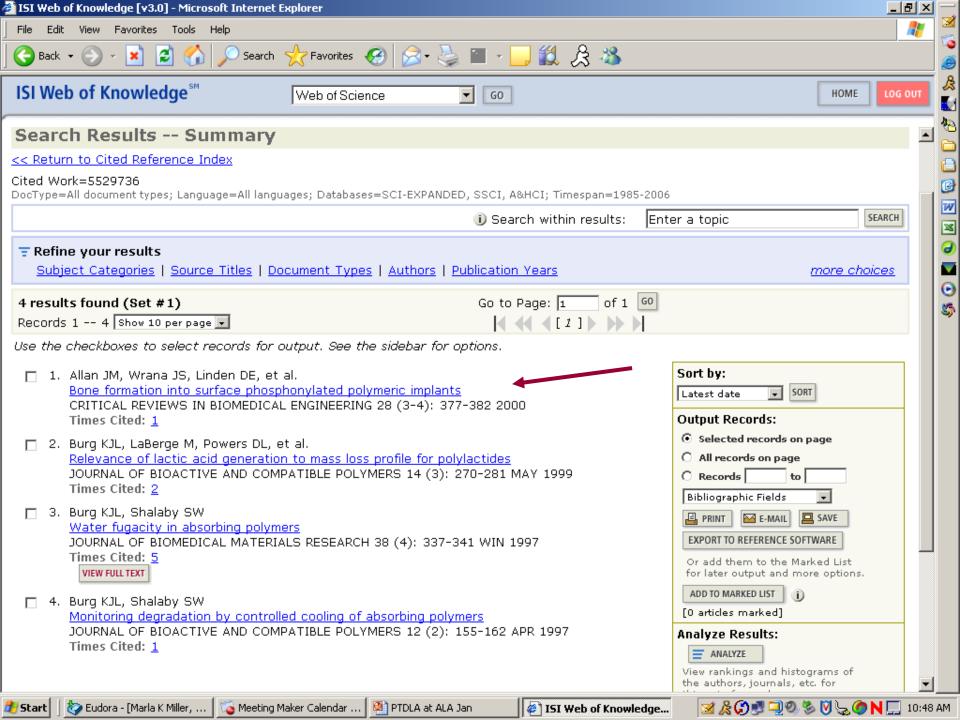


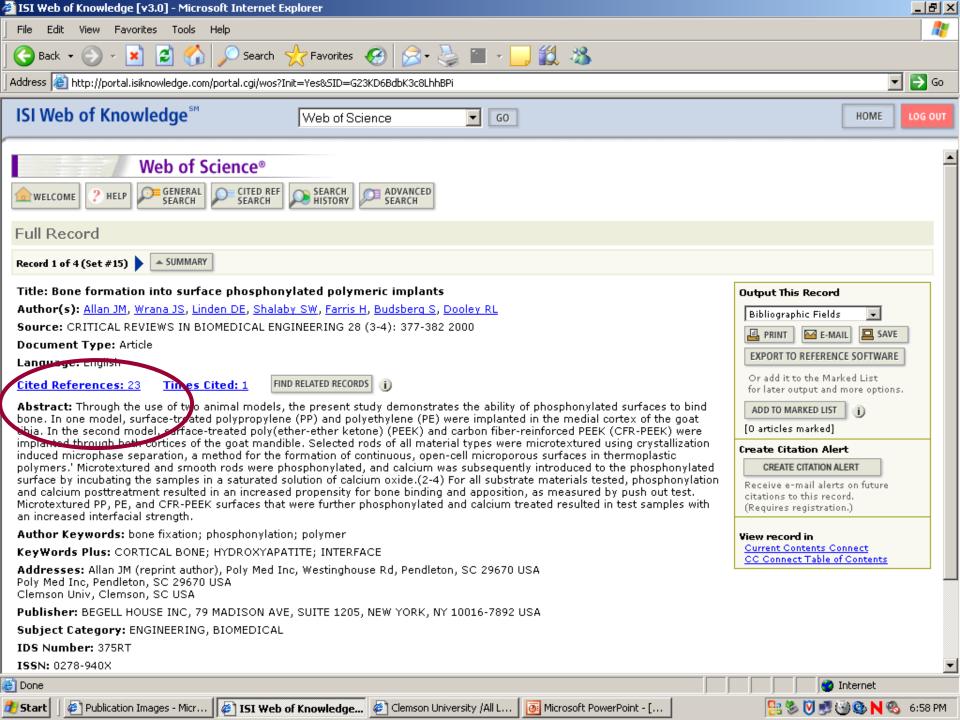


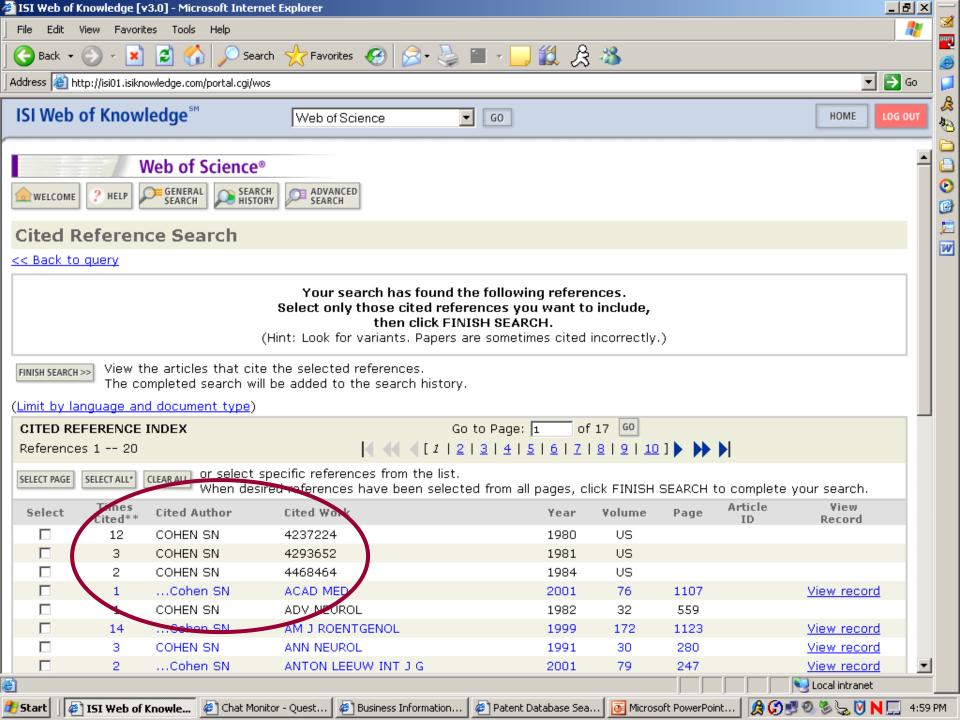






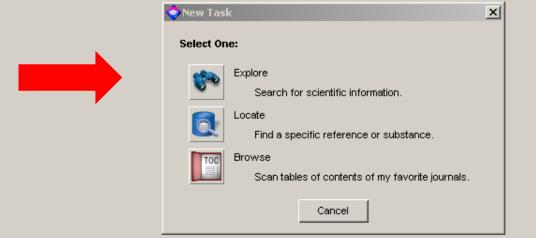








SciFinder Scholar









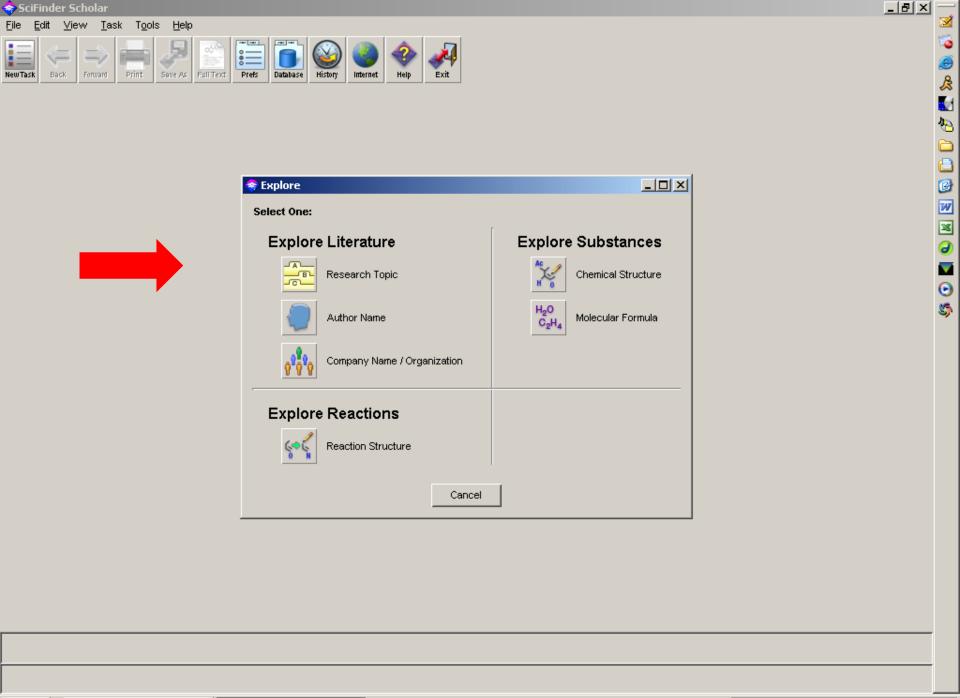
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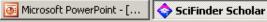




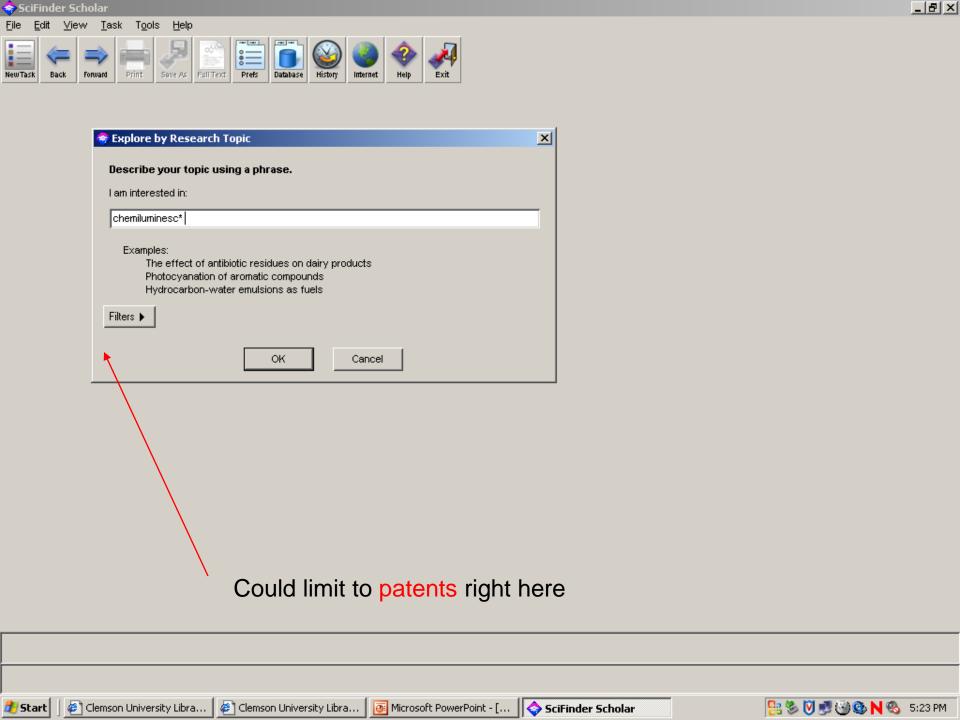


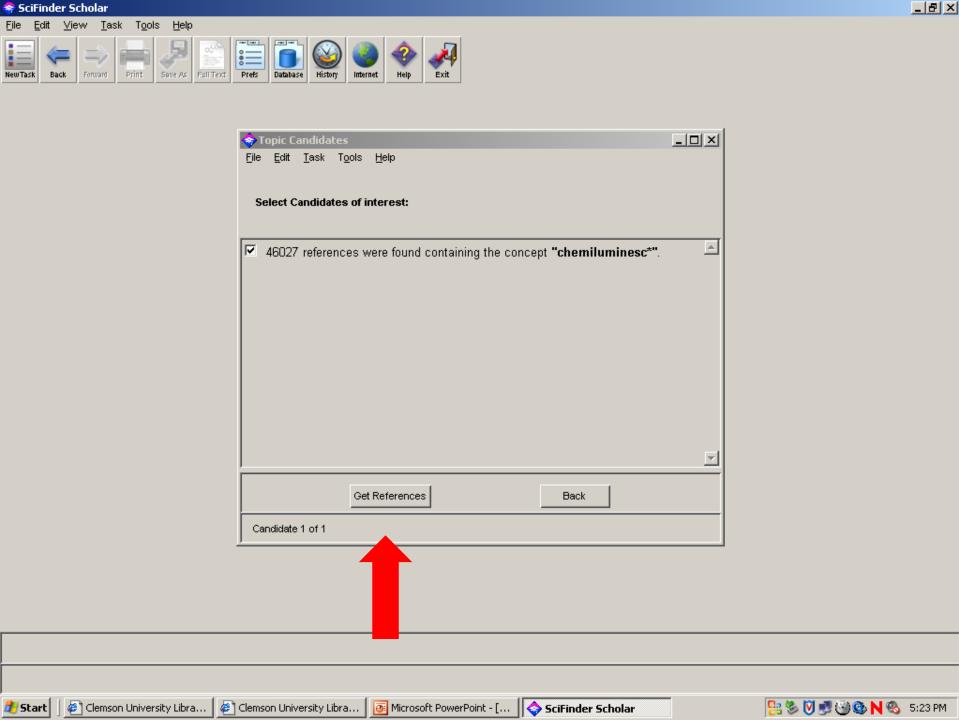


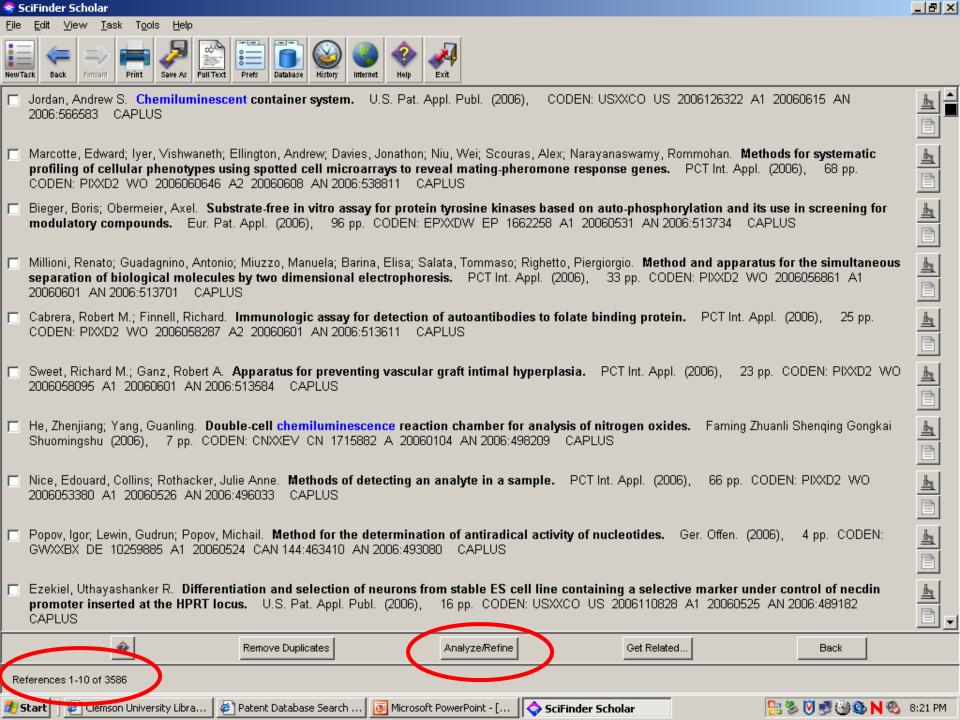


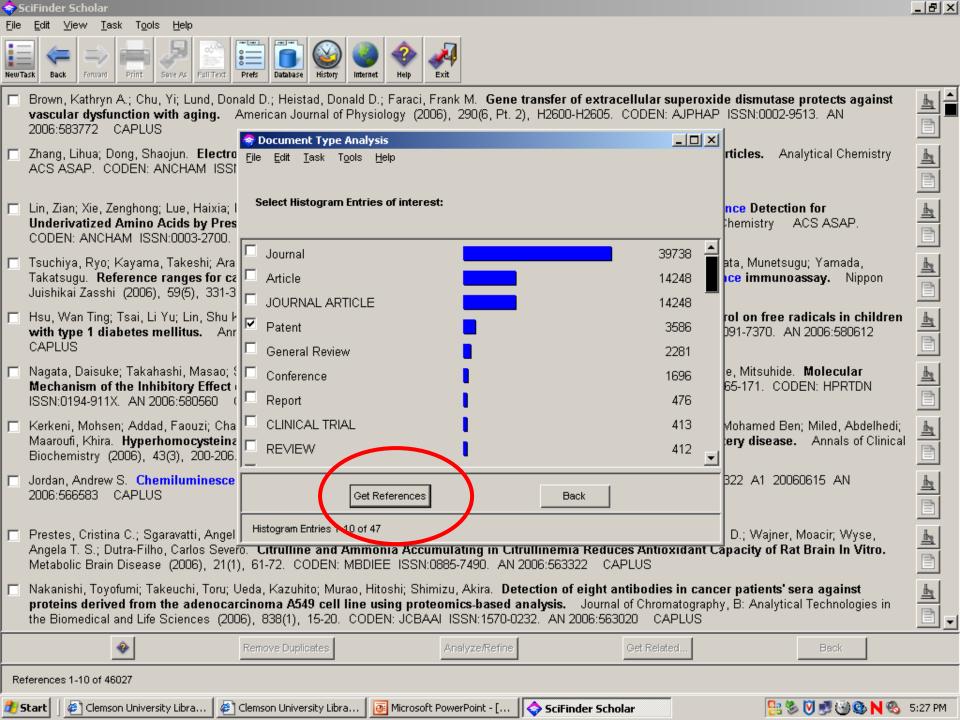


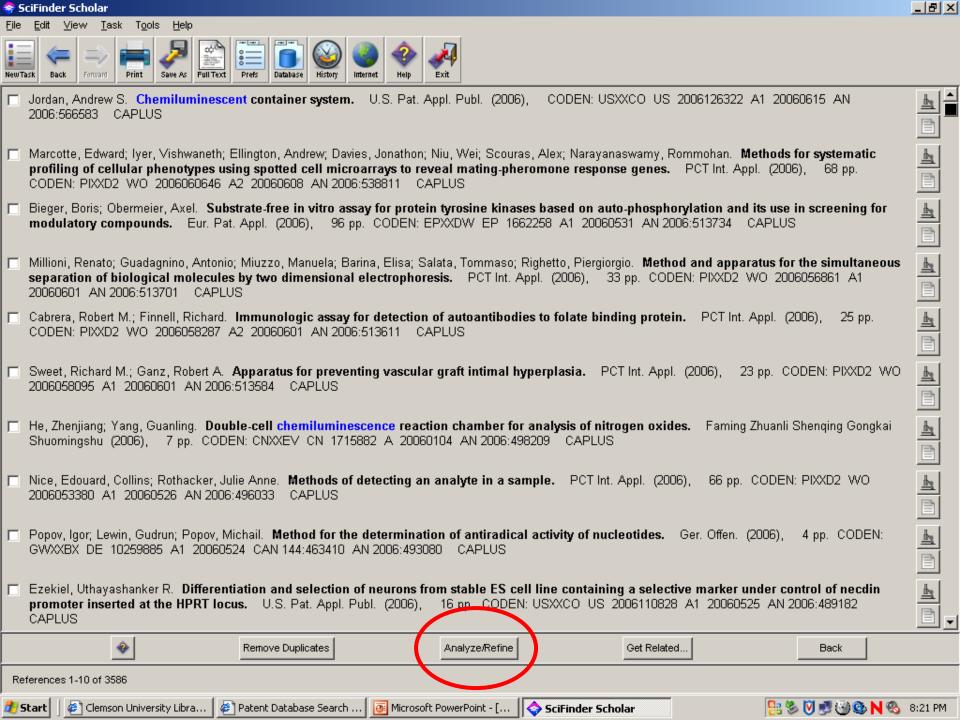


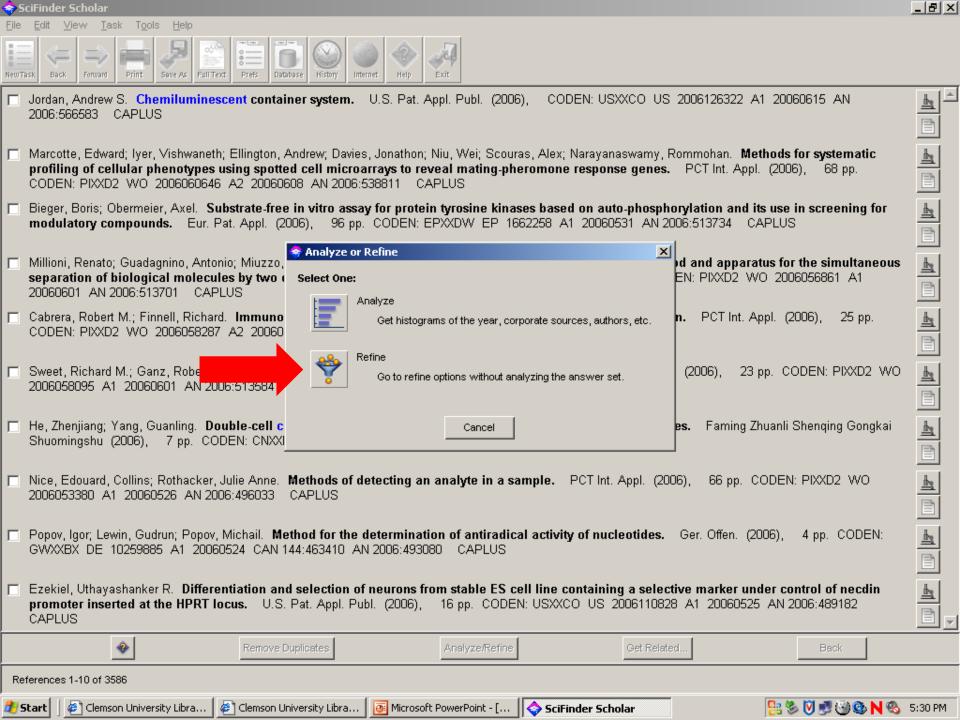


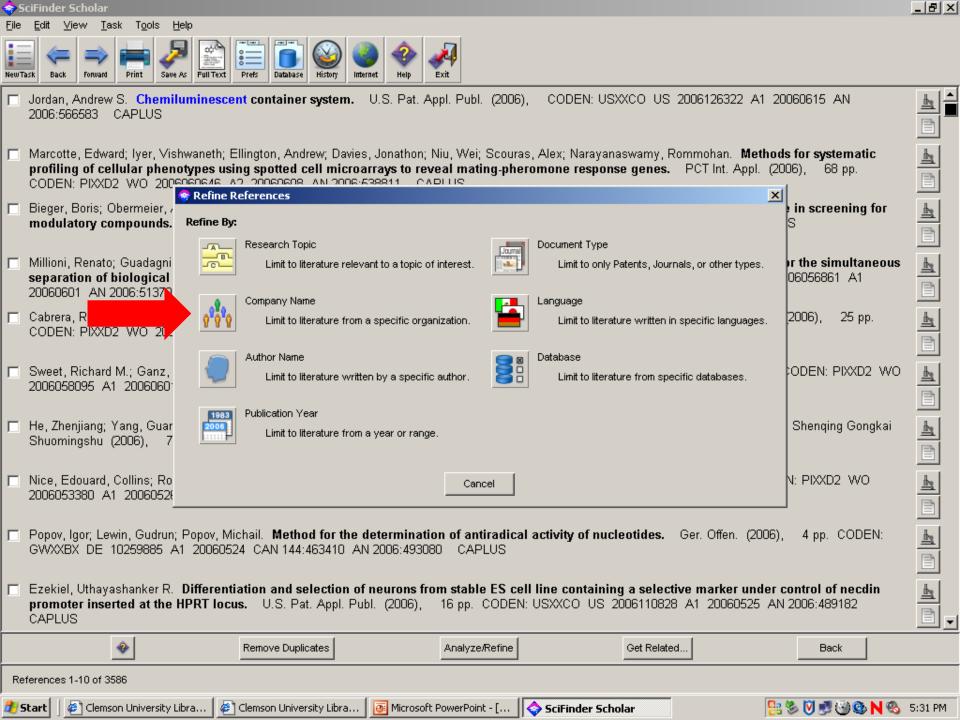


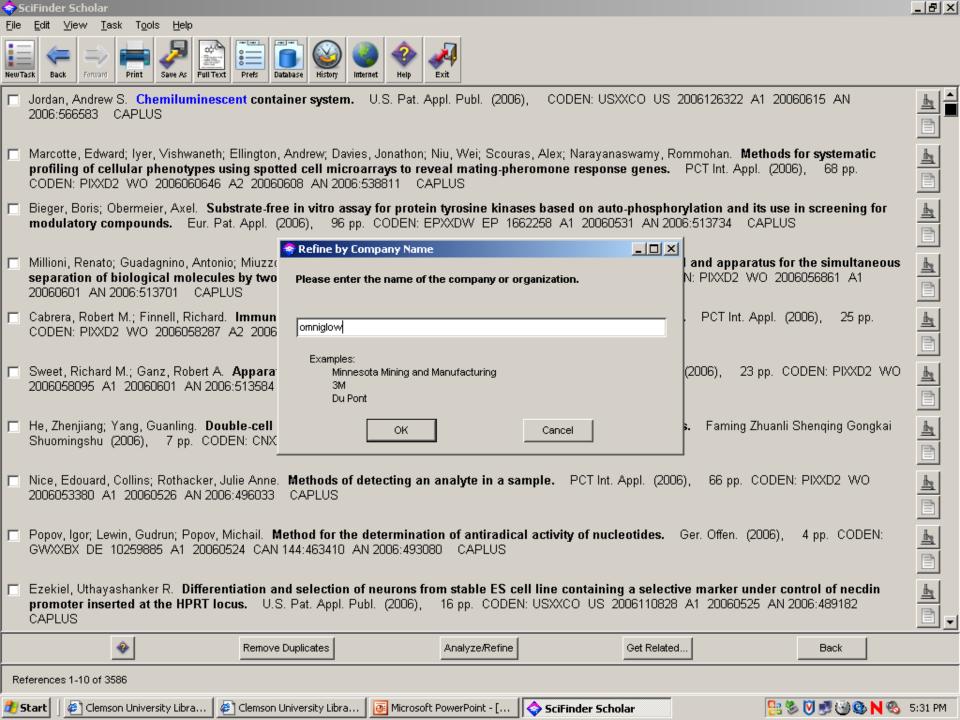


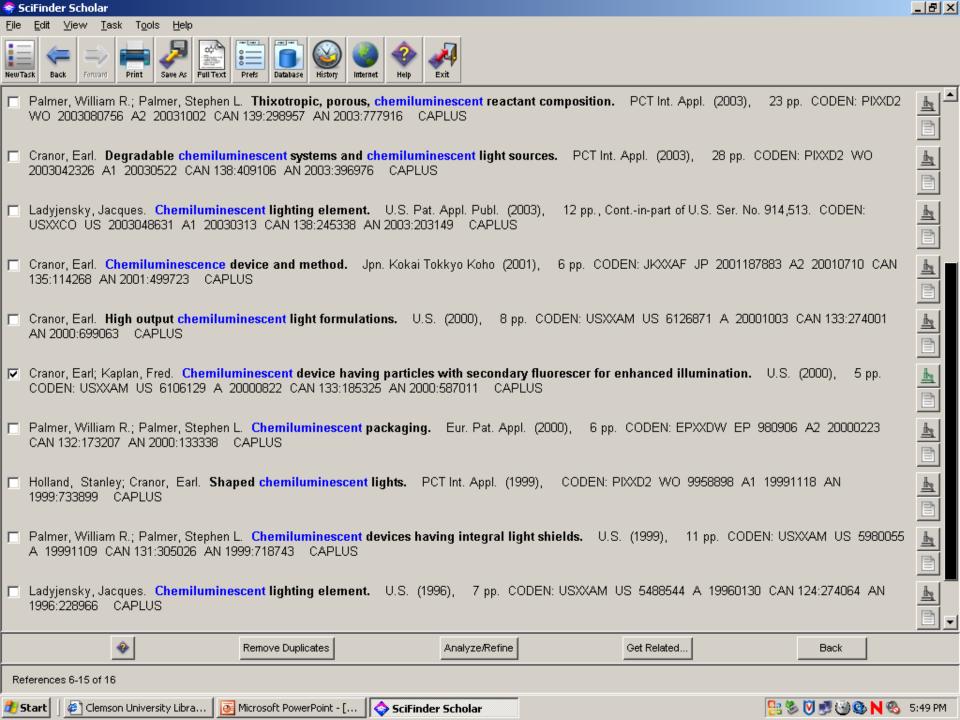


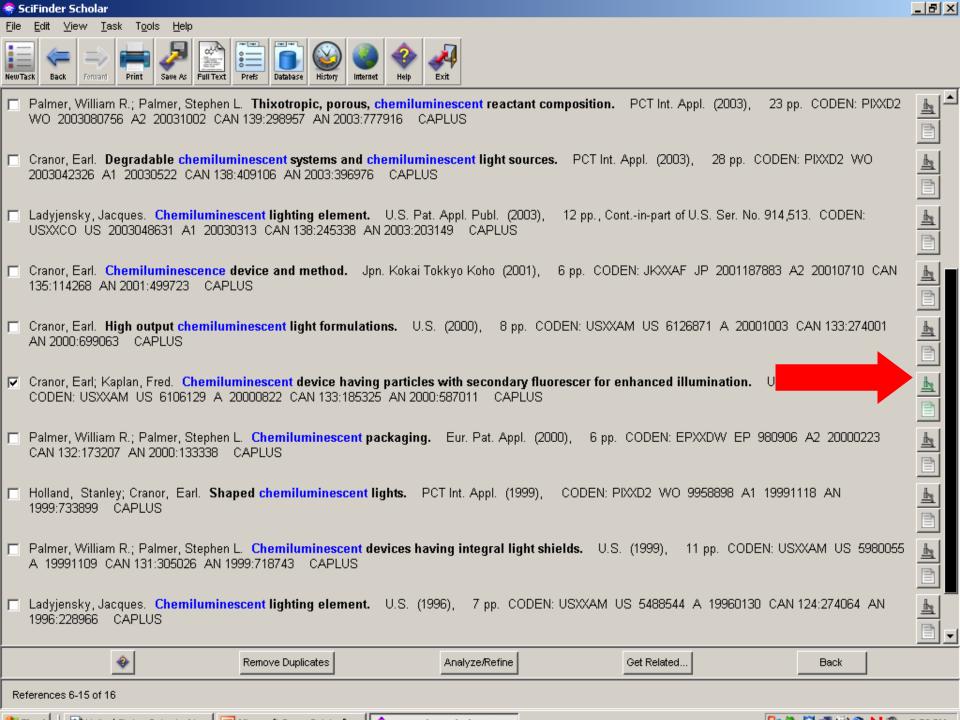


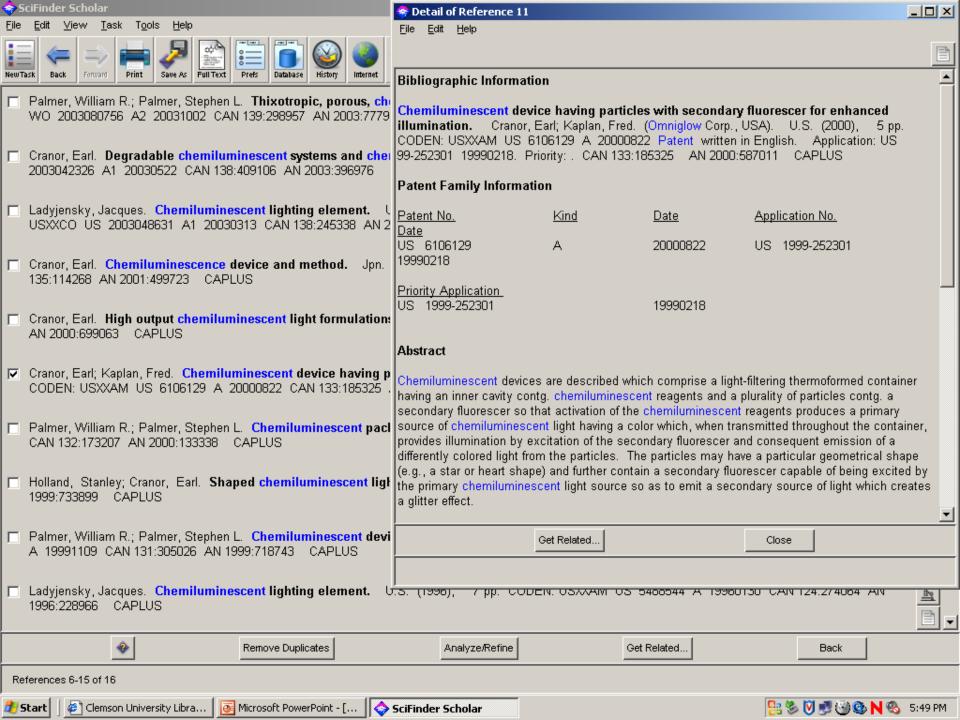


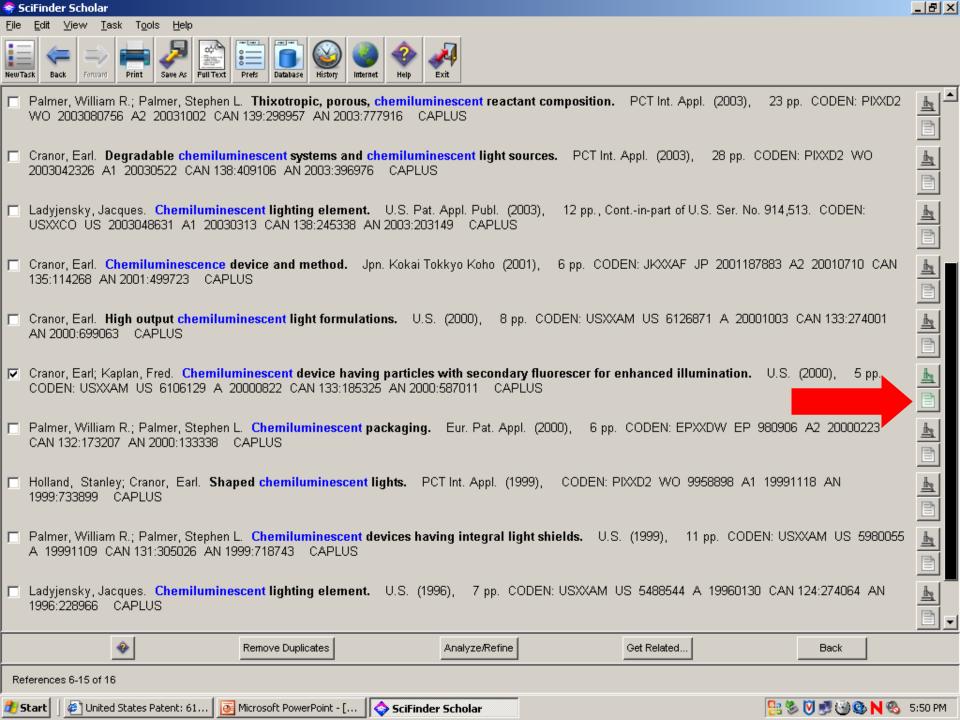


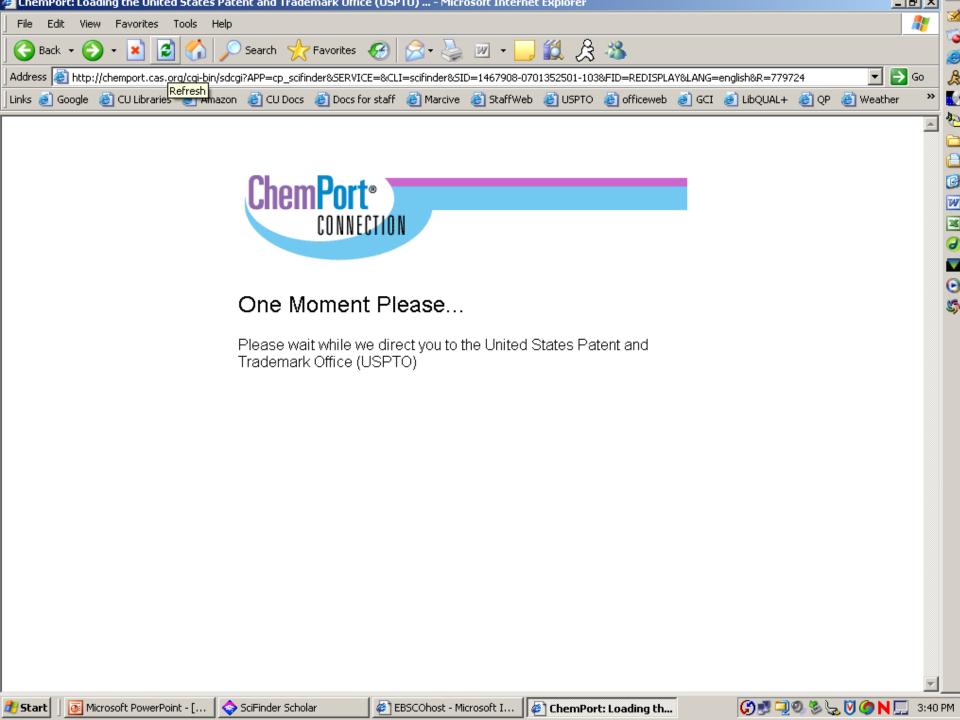


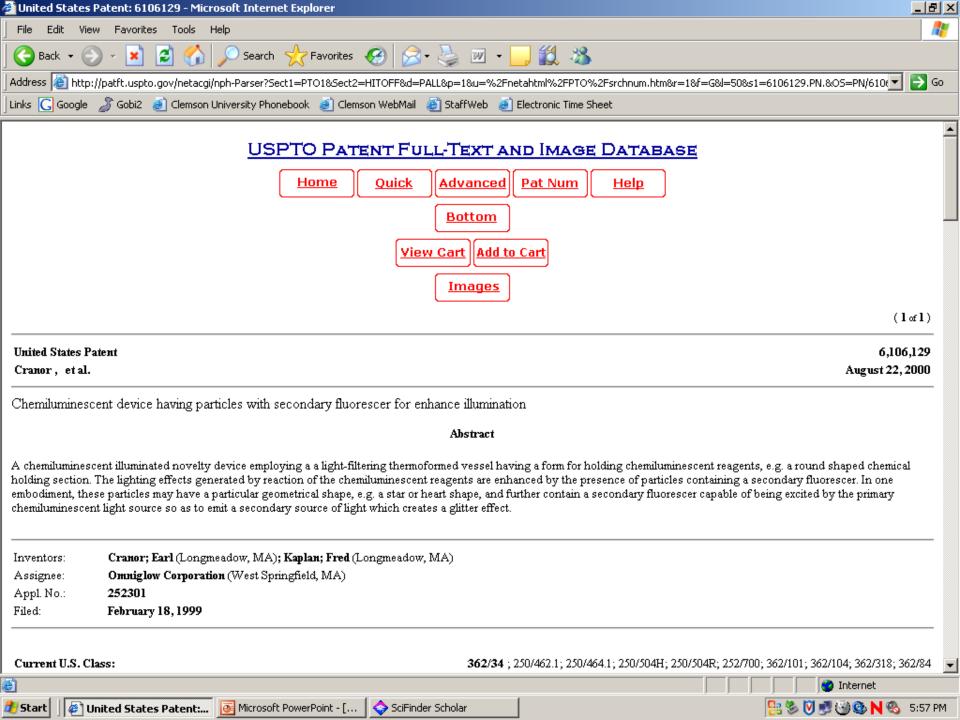


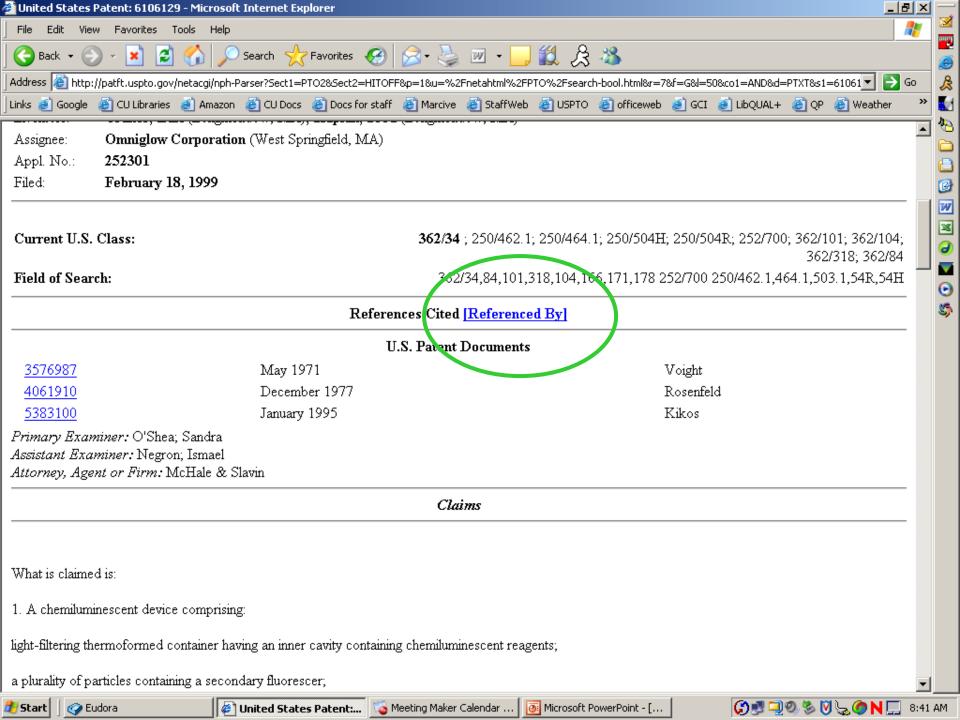


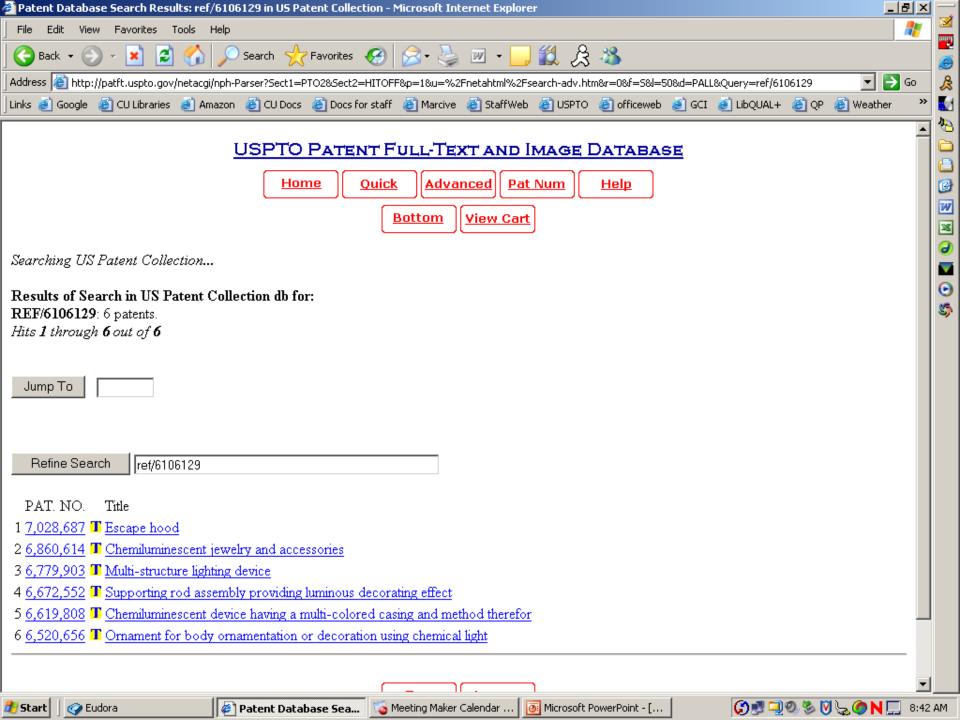


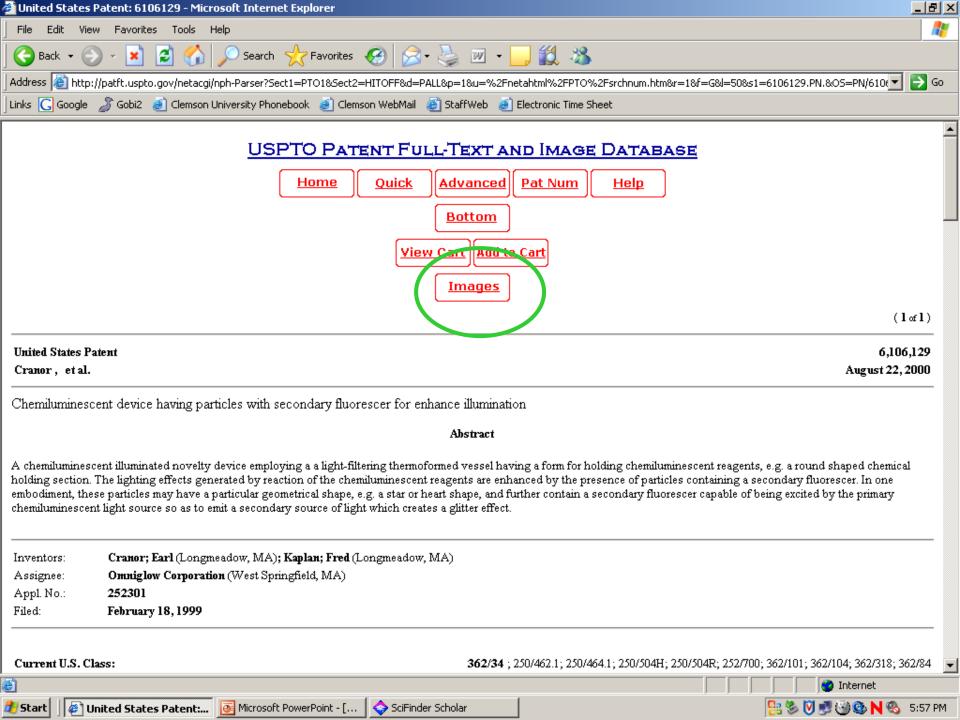


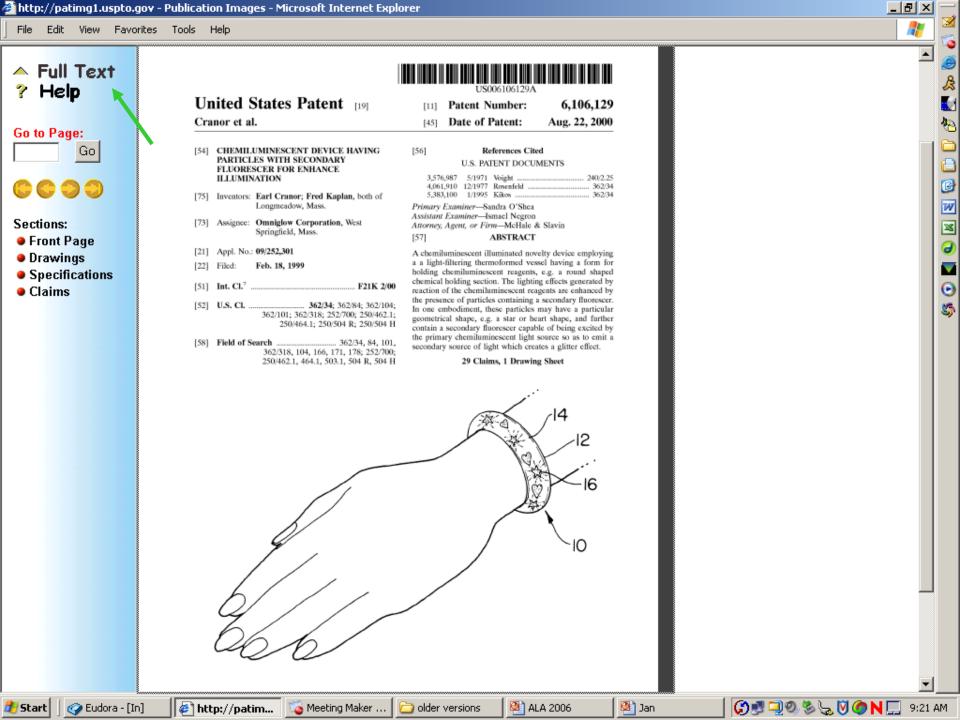


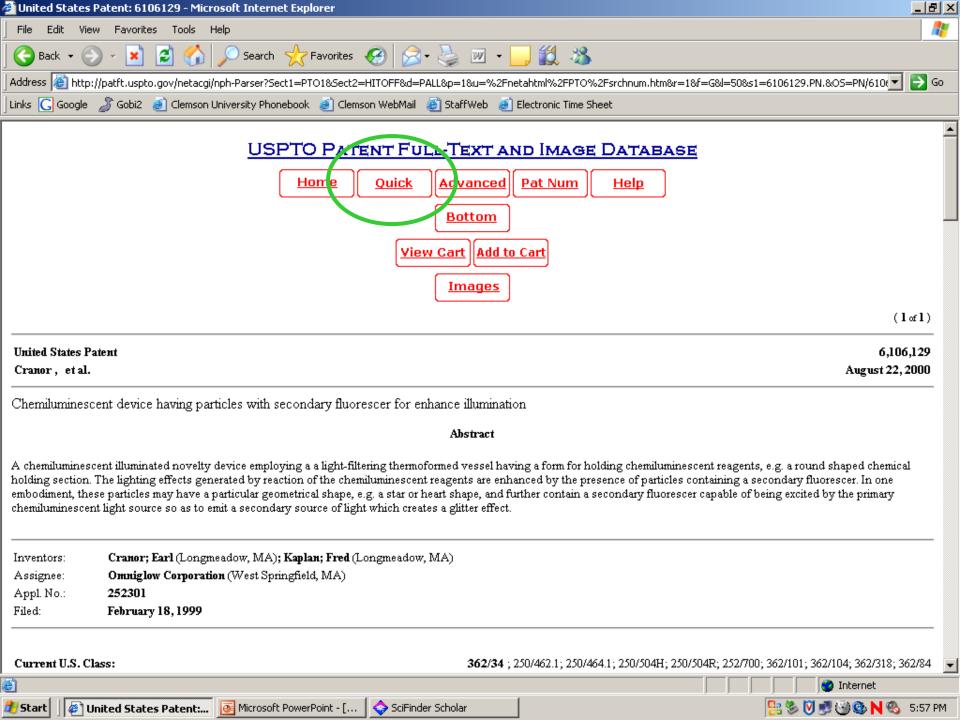


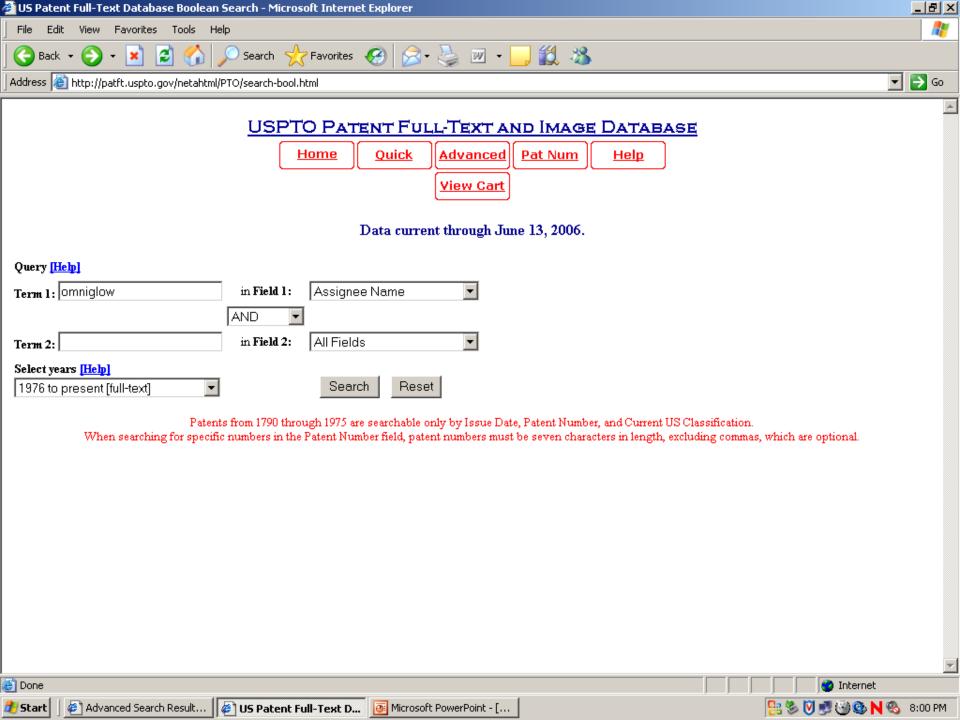


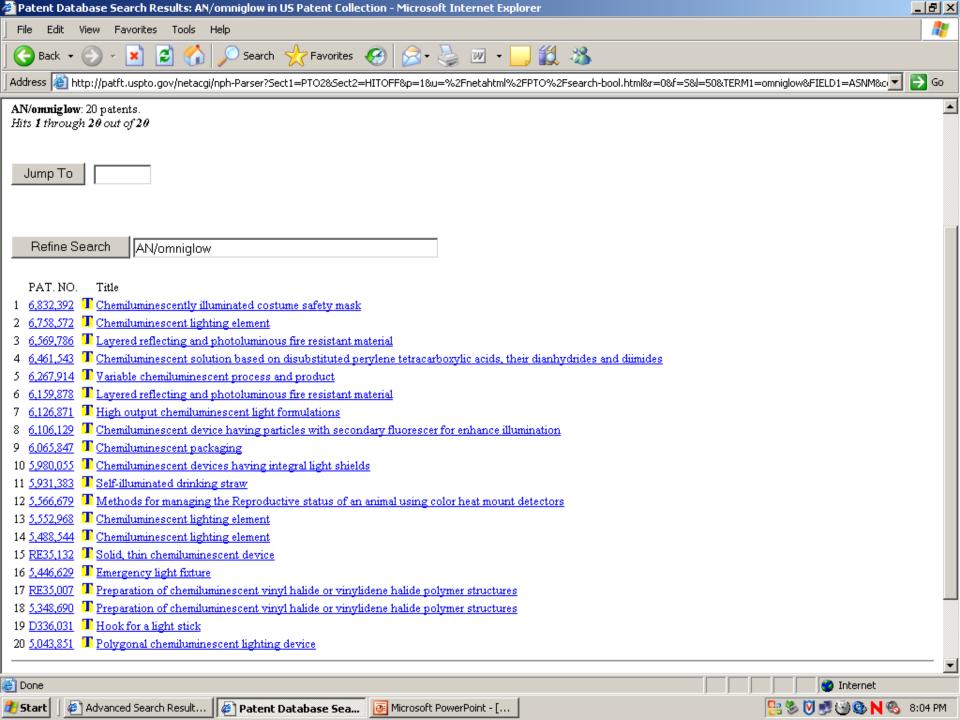


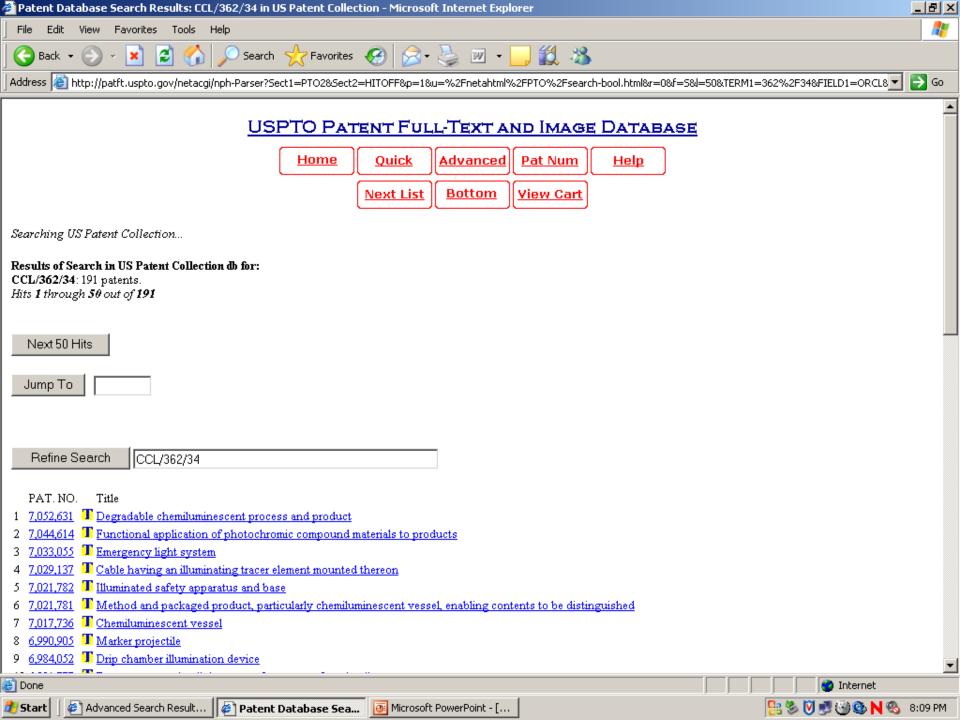












Thank you!

Slides available at

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