

IPST – a classification of Intellectual Property Related Services

State of the Art

IP markets have witnessed great developments during the last two decades. Nevertheless, research on IP-related service markets remains minimal. The intermediary concept is already extensively discussed in the context of IP transactions by Mittag (1985), Fu and Perkins (1995), Pollard (2006) and Tietze and Barreto (2007) who state that intellectual property intermediaries either support the whole intellectual property

exchange process (e.g. auctions, intellectual property exchanges, matchmaking) or provide patent owners with particular services in certain stages of the transaction process (e.g. intellectual property valuation or drafting). The current role of these service providers is quite diverse (U St. Gallen 2011). More recent works of practitioners have looked further into the business models of IP market intermediaries (Millien and Laurie

2007, 2008). But an overall and detailed categorization of these services is missing.

IPST - classification for all IP related services. This IP service taxonomy is constructed by collecting IP service market data, by conducting industry interviews and studying existing literature. The taxonomy defines and divides more than 80 different services present on current IP service markets into 6 main categories.

The top-categories of the IPST (Intellectual Property Service Taxonomy)

The IPST defines the following six top-categories of IP-related services:

100 IP-related Finance Services – defined as services involving IP related resource allocation (resource management, acquisition and investment with respect to intellectual property).

200 Matchmaking & Trading – defined as services that ensure that IP development needs meet available resources. Trading related services include IP brokerage, IP scouting, as well as IP auctions and exchanges.

300 Patent and Portfolio Processing – defined as operational services involving IP portfolio management, - aggregation and - augmentation of patents

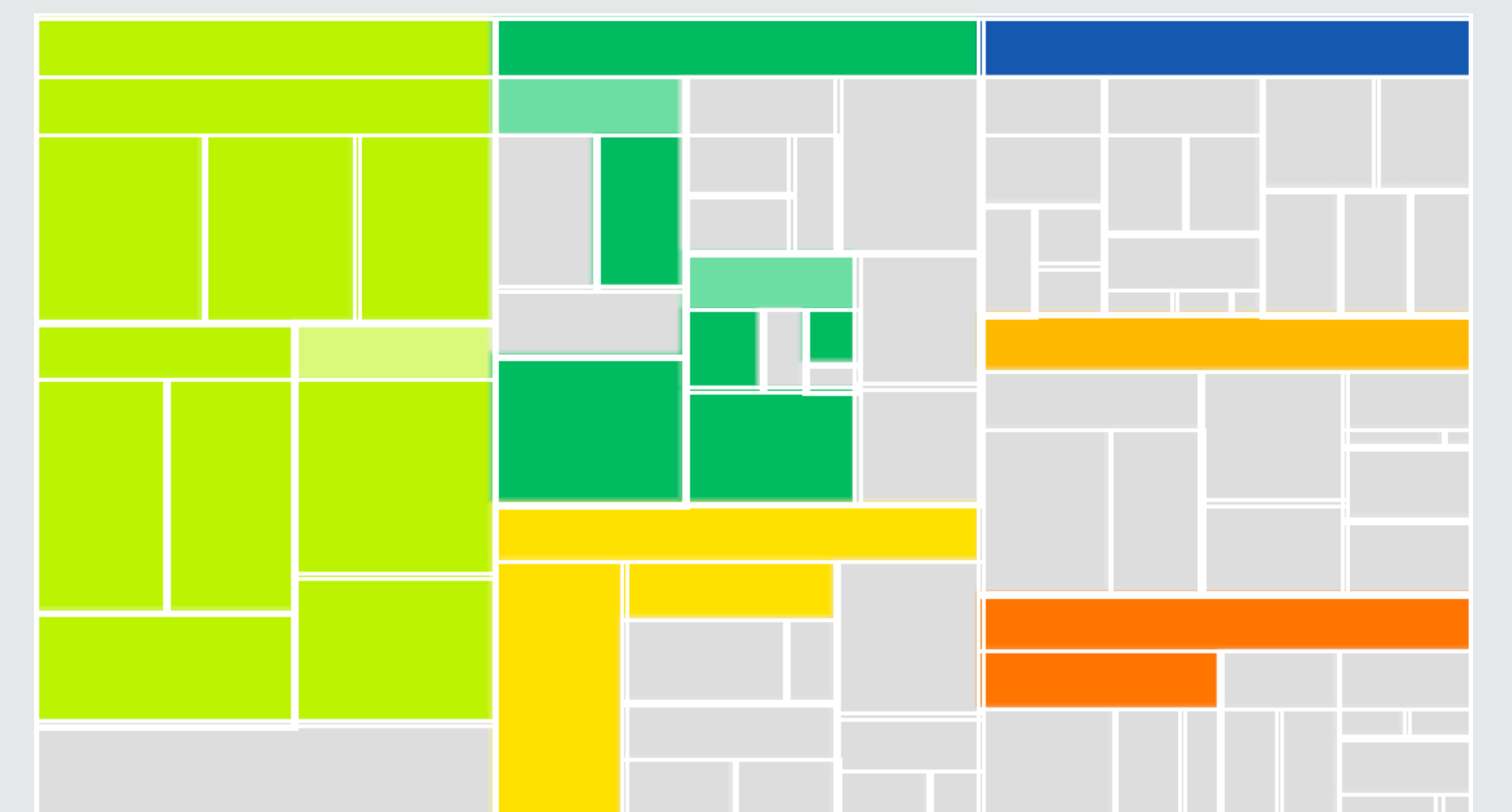
owned (or controlled) by a single entity (or group of entities).

400 Legal Services – defined as services involving legal or law related matters like issue of patents. It includes IP protection, - contracting and - litigation.

500 IP Consultation – defined as advisory services related to intellectual property. It includes IP portfolio analysis, strategy development, IP driven M&A support, fighting infringements, counterfeiting & piracy as well as internationalization support.

600 Media & People – defined as publications, journals, blogs and education programs focused on IP related topics. It includes IP software, databases as well as IP-centric human resource services.

The latest version of the IPST is always available at <http://ipib.ci.moez.fraunhofer.de/ipst>



Methodology

In order to find an initial set of services for the IPST an extensive desktop research was accomplished by examining media and literature and by investigating practitioners' point-of-view. In a second step a database of more than 600 IP service companies was established. For each of the companies the service portfolio was defined by a set of service descriptions from the IPST. Within this process new types of services emerged and the overall structure of the classification was accomplished. Finally industry companies were asked to confirm and agree upon the final IPST in 25 semi-structured telephone interviews. As result 6 top-categories of services have been defined (see the box) which are divided into more than 80 subcategories. IPST is under continuous revision because we constantly observe the industry developments and translate new trends into new categories.

How to use IPST?

The IPST is meant for developing a deeper understanding about the current IP-related business models and market developments. The IPST should be used to categorize, analyze and compare IP service providers.

The IPST is currently used in the IP Industry Base (IPIB)¹. This is a continuously extended database that today has more than 600 international IP service providers, developed by the Fraunhofer MOEZ. The IPIB uses the IPST to define a service profile for each service provider (Prilop et al. 2012). This profile is the set of all services which are externally provided by a given company. As depicted in figure 1 the profile is currently used for visualizations, but also for improved searches or the automatic calculation of similar companies.

The IPIB has shown that besides some popular services like IP patent search (executed by 212 companies) a wide variety of service is provided very infrequently, like IP litigation insurances for inventors (currently 1 company in the sample).

In the future, the IPIB will continuously be updated. The continuous updates of the IPIB ensures that the information available in the database will always provide possibilities for accurate and timely analysis of the IP service industry.

References

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