

IAMIP SUPPORT

Tips for how to monitor your competitors

PREPARE IN ADVANCE



If you plan to track a competitor in the near future, look into your competitive landscape and define the topics you want to track. Do you want to track a complete company or just a specific technical area of a given company?

Set-up a strategic approach of what you want to track.

ALLOW A ROBOT TO DO THE PATENT WORK



Keep in mind that about 100k new patents are published every week. Once the strategy is defined, use a robot that automatically captures relevant patents in the specified technical area of your competitor.

Make sure that the robot searches on all public patent sources regardless of markets or languages.

DEFINE TIMES



Patents are published on a regular basis. Don't get lost by the amount of information that were captured over time.

Define (bi)-weekly timeslots where you look into all new captured patents and define next steps.

INVOLVE COLLEAGUES

You're probably not the only expert in a technical area. Don't underestimate the in-house expertise of your colleagues.

Involve your colleagues and define specific workflows in your company to review patents of interest in a team meeting.



STORE INFORMATION DIGITALLY

Once you reviewed the patent information (with your colleagues), save your assessment for future work and patent search.

Setup an intuitive, digital work zone and use it as your company's future IP knowledge base.



BE FLEXIBLE

Be empathetic of the (current home) situation of your colleagues as they are always busy and may not have the patent knowledge as you have.

Involve you colleagues by supporting them with best practice and likewise leverage their technical expertise.

