

## IP LANDSCAPE TO DETERMINE AREAS OF OPPORTUNITY FOR NONWOVENS TO PROMOTE SKIN HEALTH



### A Major Personal Care Company

The Client engaged PreScouter in this Research Support Service Project to produce an IP analysis of patents relevant to their goal of developing a strategy for nonwoven innovations for improved skin health.



### CHALLENGE

The challenge for PreScouter was to landscape the nonwoven materials R&D arena and provide insights that would guide the Client in creating their development strategy.



### APPROACH

PreScouter began by conducting a patent search based on specific terms provided by the Client. With information gleaned from this search, the team executed an assessment of the key players along with the overall trends and white spaces for each patent set.



### OUTCOME

PreScouter delivered an analysis that included the following insights:

- Top assignees and their activity based on CPC codes
- Emerging players
- Geographic filing distribution
- Distribution of the patent filing statuses
- Granted vs application rates as a function of time
- Patenting activity by year for top assignees of interest
- Highest market-valued patents
- Most cited patents
- Most claim-heavy patents
- Largest patent invention families



**Impact of PreScouter's Work: PreScouter's insights were used by the Client to understand the competitive landscape and develop a product development strategy for the new business cycle.**