

PRESCOUTER

Turning Patent Chaos into Competitive Clarity

Weaponizing rival IP intelligence
files into growth pathways



The Challenge

A Fortune 500 consumer-goods leader set an enterprise goal: turn IP from a passive cost center into an active growth lever.

However, the in-house team lacked the bandwidth to scan and compare thousands of global filings and translate them into white-space moves.

Without clearer visibility, the client risked duplicating R&D and responding late to competitor filings in its Consumer Good product category.



At a Glance Outcomes

3914

Competitor
Patents Mapped

Coverage spans
geography, technology,
and product taxonomy.

95%

Time Savings
Achieved

Manual search cycle:
40 hours -> 2 hours.

47

Opportunity
Areas

Plus 23 IP conflict
areas identified.

Competitive Landscape Mapped

Complete mapping across major players with direct links to underlying patents for fast decision-making and strategic planning.



✓ Major Players Identified

✓ Direct Patent Links

Real-Time IP Dashboards

Delivers alerts, trend analysis, and competitor monitoring, enabling faster responses to IP threats and opportunities.



Alerts
Real-time



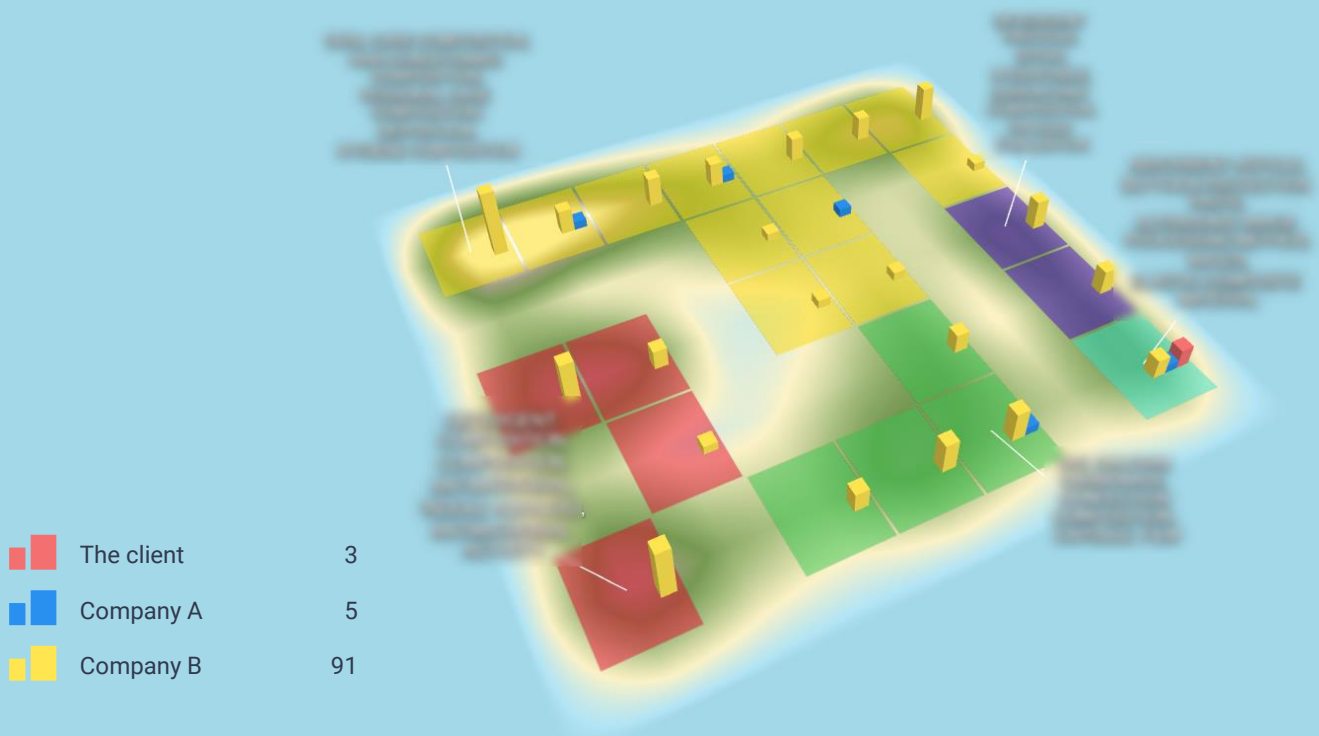
Trends
Analysis



Monitor
Competitors

Key findings

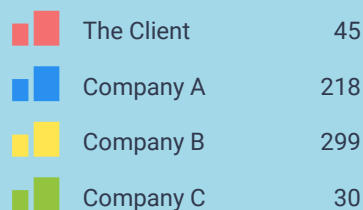
- ✓ Very little overlap between companies with most recent filings.
- ✓ Only one area where all three companies file in common.
- ✓ Company B has been much more active than the other companies (at least in early 2024).



Key findings



- ✓ Company A and B appear to compete in more areas.
- ✓ Company B is generally not very active in The Client's filing areas.
- ✓ Company C IP activity is very small relative to other companies.



Key findings

- ✓ Company B does not have any significant focus on nonwovens in recent IP filings.
- ✓ Company A's recent activity is more focused on detergent and cleaning technologies.
- ✓ The client had limited areas of IP overlap with the other companies.



CPC Codes vs Competitors (2023-2024)

CPC Code	The Client		Company A		Company B		Company C	
	2023	2024	2023	2024	2023	2024	2023	2024
2801.15	8	0	-	-	-	-	3	0
2801.22	4	1	33	0	-	-	13	0
2801.23	4	0	27	0	48	0	-	-
2801.24	-	-	23	0	18	0	-	-
2801.25	-	-	17	0	28	0	-	-
2801.26	4	0	-	-	-	-	-	-
2801.27	4	0	-	-	-	-	-	-
2801.28	-	-	10	0	-	-	-	-
2801.29	-	-	-	-	5	0	-	-
2801.30	-	-	-	-	4	0	-	-
2801.31	-	-	-	-	-	-	5	0
2801.32	-	-	-	-	-	-	2	0
2801.33	-	-	-	-	-	-	2	0



This chart shows the distribution of the top 5 CPC code filings for each of the 4 companies of interest for 2023-2024. (earliest priority date filings).

About PreScouter

Strategic Intelligence Through Stage-Gated Research Excellence

Our Proven Approach



Intelligence Briefs

Break topics into focused research segments



Bi-Weekly Reviews

Progress reviews & objective setting for next iteration



Actionable Insights

Strategic recommendations for immediate implementation

What Clients Rely On Us For



Technology Intelligence

- Technology & company landscaping
- Market trends, analysis & research
- Market sizing & forecasting
- Supplier identification
- Sample procurement



Research & IP

- IP landscaping & analysis
- Regulatory landscape mapping
- Academic literature reviews
- Partner vetting & due diligence



Competitive Intelligence

- Competitive landscape mapping
- Trends identification & analysis
- Early warning & monitoring systems
- Industry expert consultations



Data & Analytics

- Custom dashboards & platforms
- Anonymous market outreach
- AI consumer insights
- Data analysis & recommendations

Comprehensive Primary & Secondary Research Sources

Technology & Company Landscaping

Supplier Identification

Sample Procurement

Market Trends, Analysis, Research, & Sizing

Regulatory Landscape

Trends Mapping

Anonymous Outreach

Academic Literature Review

Partner Vetting & Due Diligence

Early Warning, Monitoring, & Detection Systems

Consult With Industry Subject Matter Experts

500+ Subject Matter Expert Interviews Annually