

The Global Patent Landscape

23rd Annual Advanced Patent Law Institute

The University of Texas School of Law, Austin, TX

November 2, 2018

Technical Minds. Legal Muscle.

The Times They are a Changin'

The Old World

- Slow-moving innovation
- Focus your IP strategy at home
- Pick your market and let the legal strategy follow

In a Global Economy:

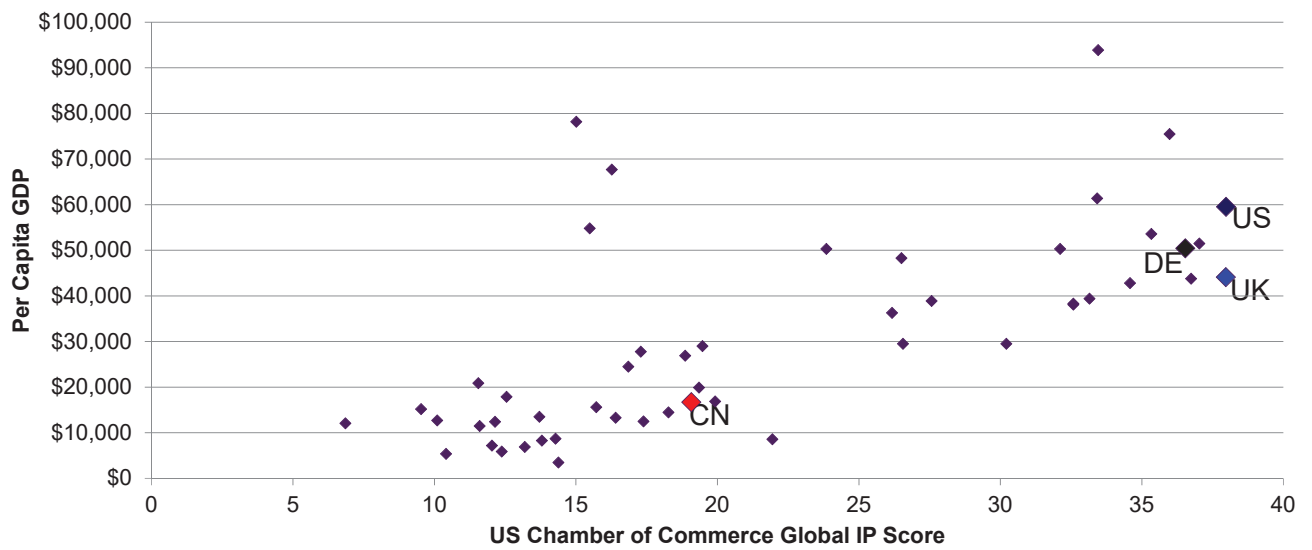
- Protect products and services globally
- Choose where to enforce, but must coordinate efforts worldwide
- Increased pressure to maximize ROI on IP expenditure



The Global Patent Landscape

	Population	GDP	Perception of Patent Value
	326M	\$20T	
	508M	\$19T	
	1.4B	\$12T	

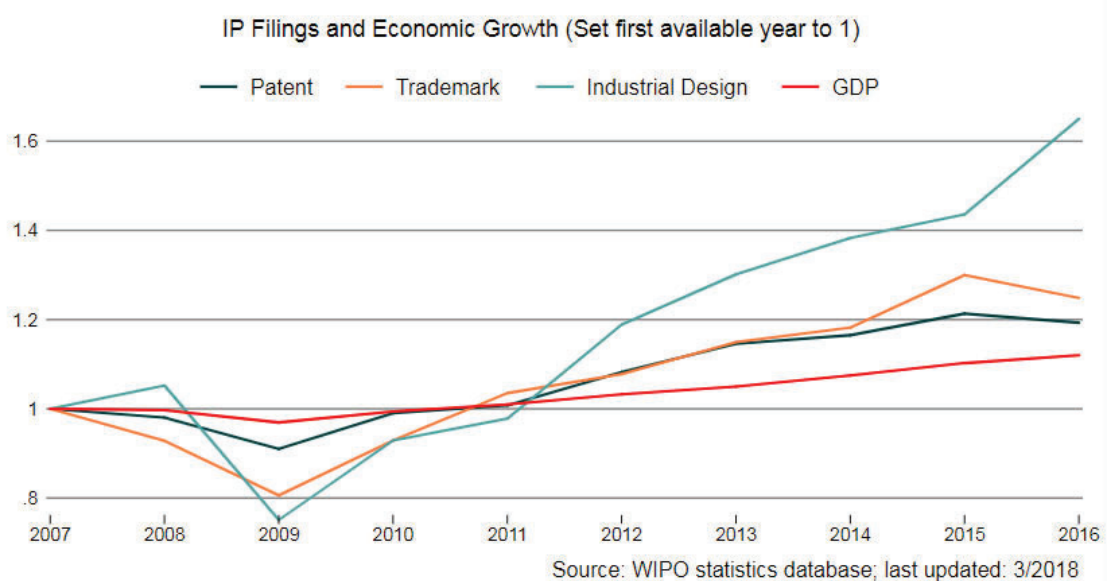
Per Capita GDP vs. Global IP Score



Key IP Strength Metrics

	US	UK	Germany	China
US COC International IP Index Overall Rank, 2018	1	2	5	25
US COC Patent Rank, 2018	12	10	3	20
TaylorWessing Overall, 2016 (2008)	Tier 4 (Tier 1)	Tier 1 (Tier 1)	Tier 1 (Tier 1)	Tier 4 (Tier 5)
TaylorWessing Patent, 2016 (2008)	Tier 2 (Tier 1)	Tier 1 (Tier 1)	Tier 1 (Tier 1)	Tier 4 (Tier 5)

Filing Statistics: United States



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First appeared as part of the conference materials for the
23rd Annual Advanced Patent Law Institute session

"The Global Patent Landscape"