

The Lens: An 'Innovator's Perspective'

World Intellectual Property Organisation

Standing Committee on the Law of Patents

Dec 4, 2018

Richard A. Jefferson PhD CEO & Professor of Biological Innovation



The Jigsaw Puzzle and Science- and Technology-Enabled Problem Solving (STEPS)

Creating products and practices for improved health is like assembling a jigsaw puzzle of capabilities.

Patents are only one type of piece of the puzzle.

Scholarly, Regulatory, Standards & Clinical Knowledge, Manufacturing & QC, Market, Policy & Support Capabilities are all equally important.

Understanding how patent knowledge and patent rights impact the assembly of the puzzle is crucial.



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TURNING SCIENCE INTO SOCIAL OUTCOMES

For innovation to bring public benefit, mapping the influence of academic papers is just the beginning

ligsaw puzzle of complementary and essential market and manufacturing knowledge, quality assurance, and legal standards, and regulatory

Finding, understanding, visualizing and g these capabilities is expensive and difficult. Knowledge lies in silos of specialijoined and manned if the social and economic utcomes from science and technology are to he increased and the benefits more equitably

To develop maps of how science and technology influence industry, the idea of innovation cartography', the primary knowledge corpora need to be open, linked, standardized and made more meaningful. Openness is essential to achieve a network effect.

Patents are a critical part of the primary knowledge corpora. They are a main tool in the innovation strategy used by the private findings and inventions that have anticipated economicuse

Because a patented invention must be pub licly disclosed, patents offer a valuable insight into the actors, capabilities and aspirations of inventive product development. They also contain metadata links to diverse knowledge, including people and institutions, science. standards, legal and regulatory issues. Almost 50 million patent inventions disclosed in the in a free, open, private and secure format that vate, and enables more effective and equitable last 100 years include aspects of virtually all encourages scientists and investors to discover

But, simply inferring the performance of innovation system. the public sector by counting a university or scholar's patents or patent applications is of marginal use to determine or improve cannot justify the investment and risks of Cambia, a social enterprise, and Lens.org. impact. In many cases, these patents are - and mainly indicate the ambitions of the

takes much more than science to make an academic applicant, and the willingness of the vastly more than the research that unimpact on society. The complex nature of university's commercialization office to fund ▲ modern innovation requires assembling a the application in anticipation of licensing revenue. It is more often patents owned by capabilities before benefits reach the public as third parties, informed by and citing academic useful and affordable products. These include work that expose the influence of research on have to know which institutions and research findings, intellectual property, the development of products and services.

To map such influence on industry and the innovation process, we need to combine published research with the patent corpus. When patents are filed, the applicants or the

patent examiners often cite published scholar- nity and its public funders to better ship that informs, contextualizes, influences zation, curated and overseen by expensive, or enables their new inventions. By linking skilled, practitioners. These silos must be these published citations to unambiguous identifiers, we can begin connecting the two property - or inventing around it bodies of knowledge, creating an influence

map. This would allow anyone to explore how published research findings and scholarship enable the process of innovation; and how the people and institutions interact to advance or hinder the uptake for society. This must occur and build bridges with the other actors in the

Consider a disease vaccine whose lack of profitability means private industry alone

This is a classic market failure. Effective disease prevention by immunization needs to

discovery of the vaccine's immune tan the other components are as imporas demonstrating safety and efficacy ti neonle should be 'at the table' to get their done, and each needs to find sufficient. tive to participate and stay the course

In this instance, open influence mi would allow the academic research or stand the complex innovation eco-It can ensure the project operates by I or acquiring rights to third-party inte

Too often this process is tied up with a reogrammes conducted by academic so tho neither know nor care about this intellectual property considerations. standing the patent landscape can fosts and more transparent partnerships.

Most innovative businesses spento understand and map the knowled patent ecosystem in which they work annot afford not to do it — the lega ness, financial and technical risks from

For the public sector, or for public targets, the same constraints and need but they cannot afford it, nor is it par culture of public science and investm it must be done. The resolution is to make it cheaps

and more effective to join the know corpora in a way that increases the our decisions for all participants, public and policy and practice of innovation.

Richard lefferson is professor of Biological Technology in Australia, and the founder of



GAME-CHANGERS

Some papers have a profound and obvious influence on future research and industry applications. Patents citing these life science papers indicate their bearing on developments which have widespread health implications.

IANUARY 2018 **NATURE BIOTECHNOLOGY**

articles garner considerable attention entists demonstrate the societal or economic cle has had profound impact on industry and,

ists of the most highly cited academic patents are a general indicator of the dynamic selected from the Lens platform, based on between science and technology, and can articles cited in patents. Each paper had been from the research community. But infer that a piece of research has influenced cited in more than 1,000 patent families by articles that are highly cited in patents don't an invention (see Patently clear). Here, the 2016. Patent families represent a single invenindex profiles three life science articles that tion. Inve given the demand from governments that sci- have been highly cited in patents. Each arti- countries, which is why the number of citing patents is larger than the number of paten value of their research. Citations of articles in eventually, consumers. These papers were families

PATENTS

Mapping the global influence of published research on industry and innovation

Osmat A Jefferson^{1,3}, Adam Jaffe^{1,2}, Doug Ashton³, Ben Warren³, Deniz Koellhofer³, Uwe Dulleck^{1,4,5}, Aaron Ballagh⁴, John Moe⁶, Michael DiCuccio⁶, Karl Ward⁷, Geoff Bilder⁷, Kevin Dolby⁸ & Richard A Jefferson^{1,3}

Public investment in science and technology

is increasingly expected to demonstrate social

and economic benefits1-4. Much effort has

been focused on developing metrics, data-

quantifying impacts of past investments and

actions3-5. Understanding the connections

ducted many years earlier will at best provide

and complex innovative environments, this

ex post assessment provides limited guidance

The term 'impact' implies causation.

Measuring citations to scholarly works in the global patent literature enables assessment of the influence of published research on invention, industry and enterprise, at the individual and institutional level.

nomic and social impact occurs only when and guide future partnerships. research outputs are combined, used and reused with other elements and capabilities, to Linking the scientific and patent deliver a product, practice or service. Assessing the context and influence of scholarship during the dynamic process of innovation rather than measuring ex post impact, may improve performance. With this aim, we have integrated global patent literature and created new tools to link the scholarly literature with the patent literature. The resulting tools we present here between desired outcomes and research conenable diverse stakeholders to freely evaluate the influence published research has on the signposts for current public policy or to help generation and potential use of inventions evaluate past policy. But in rapidly evolving as reflected by the patent system. We outline an evolving toolkit, Lens Influence Mapping, that allows assessment of individual scholmeasured by citations within patents. This likelihood of impact in the future. performance measure, applied at many levels and normalized by either research disciplines

(QUT), Brisbane, Queensland, Australia. ²Motu Economic and Public Policy Research. Wellington, New Zealand, 3Cambia, Canberra, Australia .4ANU. Research Services Division, Canberra, Australia, 5 CESifo Ludwig-Maximilians-Universität, Center for Economic Studies, Munich, Germany, 6National Library of Medicine, National Institutes of Health, Bethesda, Maryland, USA, 7Crossref Oxfordw Centre for Innovation, New Road, Oxford, United Kingdom. 8 Medical Research Council, London, United Kingdom. e-mail: osmat@cambia.org

¹Oueensland University of Technology scholarship rarely 'causes' the delivery of such products or services. The concept of influence, rather than impact per se, reveals one-to-many relationships or many-to-many relationships,

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Sanger⁶, monoclonal antibodies by Kohler and Altschul et al.8, have influenced and inspired tens of thousands of scholarly works and

uptake of the scholarship.

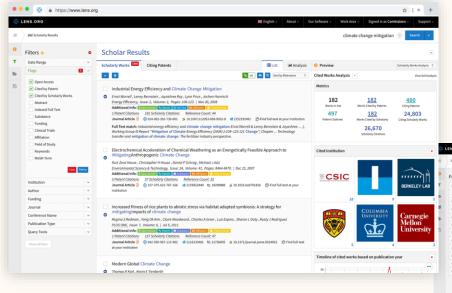
Dublic research is critical to the economy or technology fields of use, may expose and led to many products, without being themand to society. However, tangible eco-highlight institutional strength and practices, selves patented or monetized by the authors' institutions.

Few, if any, products in the marketplace are produced solely by public research institutions, and while spinouts may contribute some inventions, almost all products and services with social and economic impact require an innovation system9 and participation by diverse actors, to assemble complemenand interconnected scholarly citations with bases and methodologies for identifying and tary capabilities with diverse incentives and norms. Aligning these incentives, minimizing risk, decreasing transaction costs between these actors and motivating them in common pursuit of product development is thought to be the fundamental driver behind the evolution of companies, as articulated by Coase's "The Nature of the Firm"10. Optimum choices of persistent partnerships in product developas to how to improve performance. We need ment will determine the effectiveness of any arly works and aggregated outputs of authors tools that provide guidance throughout the attempt to use science and technology as critifor influence on industry and enterprise, as trajectory of innovation that can increase the cal components in innovation. For outcomeoriented philanthropy or for public funding that seeks a deliverable product to improve Research findings can strongly influence or the public good (e.g., a vaccine), these conenable the development of a product or service siderations should be paramount and should with economic value, but a particular piece of drive decisions. Regrettably, for much public investment, they are not paramount.

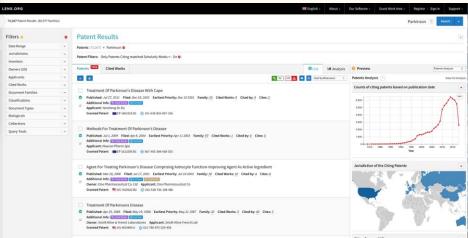
Modern innovation-the marketplace introduction of a new product or practice11requires the aggregation of scientific and and surfaces opportunities to alter decisions inventive inputs with other components, such and partnerships dynamically to enhance as intellectual property (IP) rights, regulatory compliance, and manufacturing or marketing For instance, contributions such as DNA capabilities 12, among many others. Can we and protein sequencing methods by Fred learn from this evolution of company behavior to generalize interventions that make all Milstein7, or BLAST algorithms by Lipman, innovation more effective and efficient, especially that for good public outcomes?

Here, we offer new open tools, including a similar numbers of patented inventions that new application, PatCite, for any party, not only

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Siloed Knowledge can now be linked and interpreted in various contexts. Features can be used openly, freely and securely.



Free

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Everyone gets the best we have at no cost; NOT 'Freemium'.

The ability for anyone to create new value should not be constrained by access to critical knowledge.

Our data is open, global and can be accessed, used, reused and shared by anyone.

We don't discriminate by who you are or where you are. We aspire to help problem solvers in any jurisdiction and any language.





Privacy matters. Your Lens use is your business and yours alone.

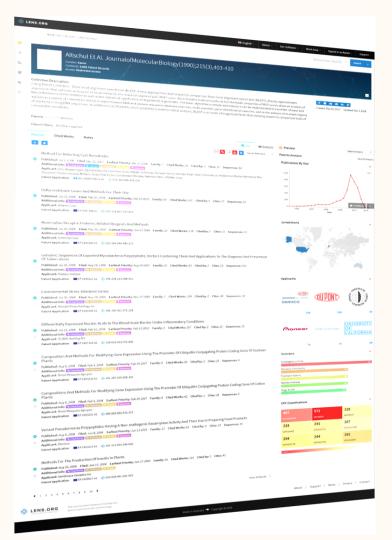
We don't share or sell any knowledge of your use of The Lens. We don't allow web beacons or click-trackers to monitor your experience. We don't keep track of what you do (unless you ask us to). We don't advertise or let others advertise on Lens. And we avoid any third party software and analytics that could expose your use to others.



Innovator's imperative: be in control of your own creative journey.

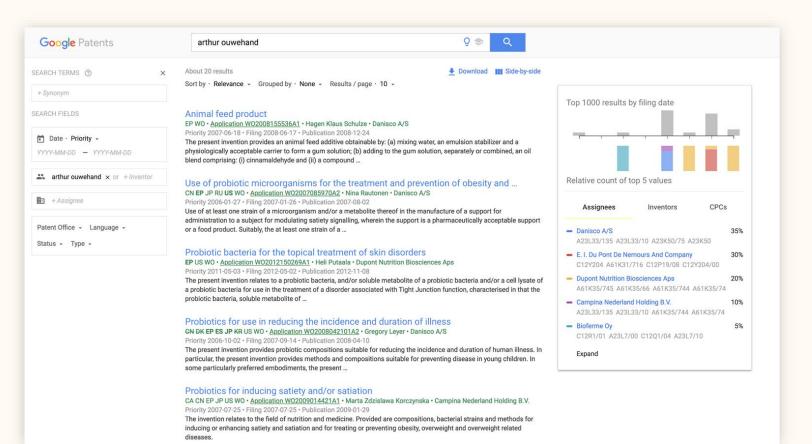
Privacy is the new battleground for public good on the internet.

A responsible public agency will respect this.





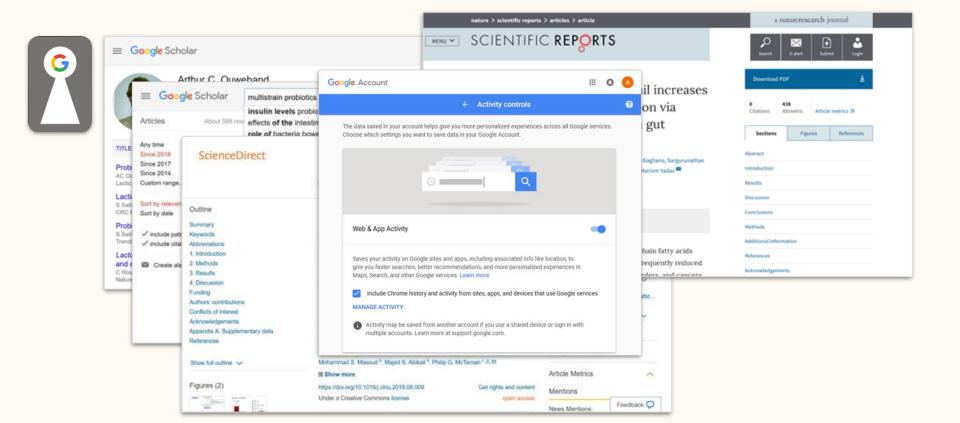
The Google journey - 'every click you make...







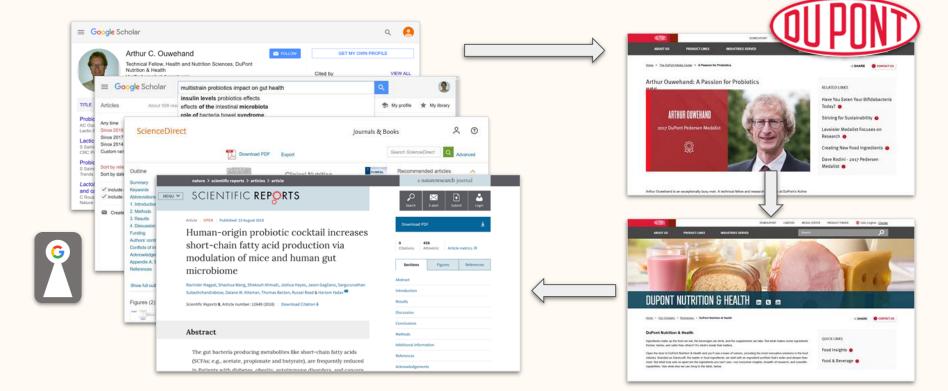
The Google journey - 'every link you take...

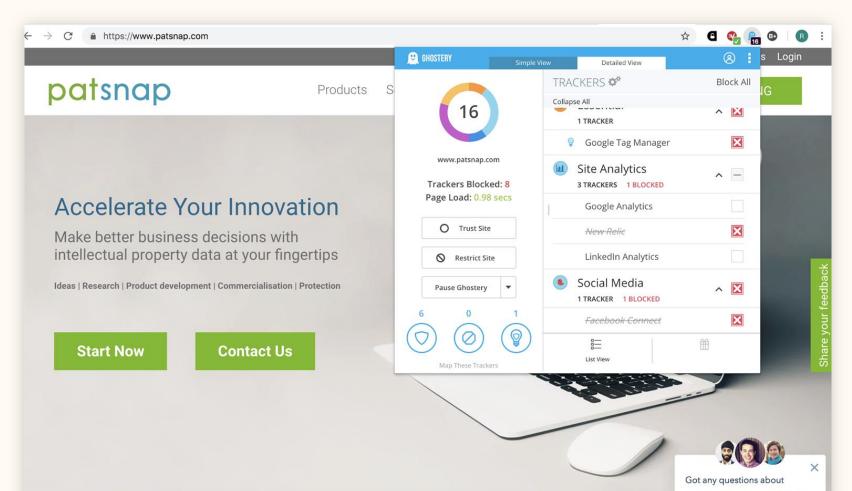






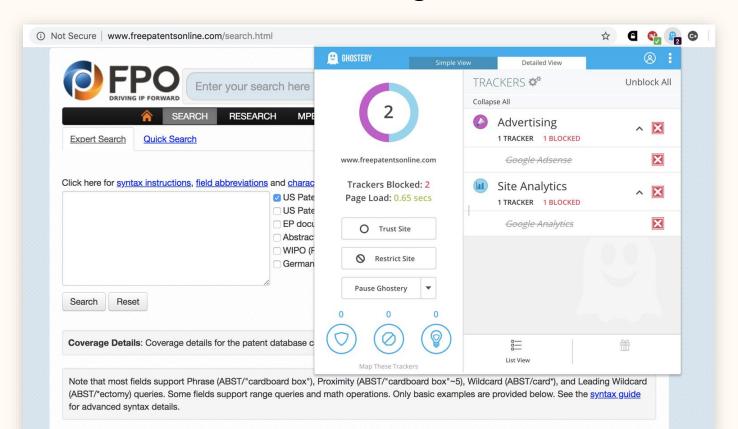
The Google journey - 'every click you make, every link you take...they'll be watching you.'







'Free' can cost a great deal

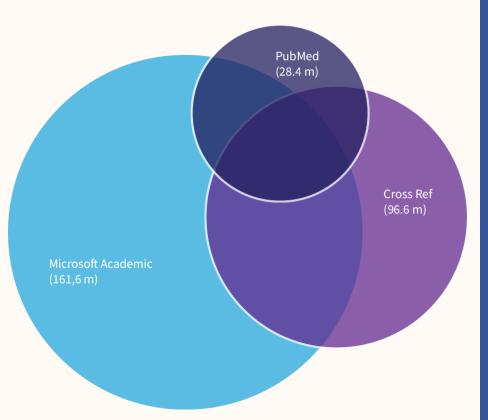


Lens Patent Data

112 Million Patent Records:

- 95 jurisdictions
- 61M patent families
- 550k biological patents
- 300M patent sequences





Lens Scholarly Data

195 million scholarly records:

- 103M journal articles
- 13.2M Books and book chapters
- 6.3M conference proceedings
- 3.7M works cited in patents
- 61.7M works cited by other scholarly works
- 1.3B scholarly citations



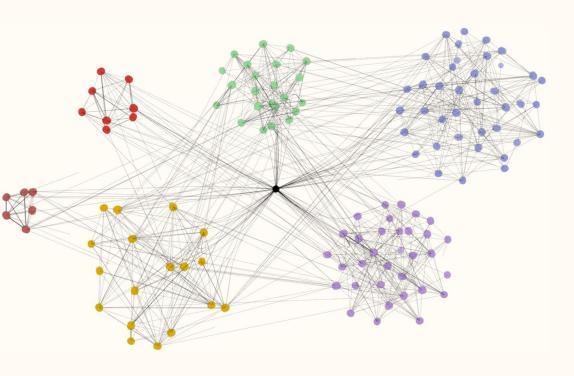
Patents

Features	EPO Espacenet	Google Patents	WIPO PatentScope	Lens
Jurisdictions	90+	17	41	95
Sequence Data	No	No	No	550k biological patents
Collections & Portfolios	Yes	No	No	Yes
Graphing and Analysis	No	Yes	Yes	Yes
Alert Service	RSS only	No	RSS Only	Yes



Scholarly Works

Features	Elsevier's Scopus	Clarivate Analytics Web of Science	Google Scholar	Lens
Number of Journals	23,700	33,000	unknown	39,594
Number of Works	72,000,000	105,000,000	389,000,000 (est.)	194,830,509
Period Covered	1996 -	1900 -	unknown	1800 -
Citation Analysis	Yes	Yes	Yes	Yes (patents & scholar)
Bulk Export	20,000 records	5,000 records	unknown	50,000 records



Our Special Sauce

Linkages between data silos

112M Patent Records

61M Patent Families

963k US Owners

195M Scholarly Works

30M Authors

19k Research Organizations

3.7M Works cited in patents

1.3B Scholarly citations

300M Bio Sequences

Lens history:

Founded in 2000, Lens was the world's first free and open full text patent search.

Lens has been up 24/7 for 18 years

Now serves global scholarly knowledge and analytics integrated with patents.

Lens created In4M - measuring influence of research through its citations in patents.

Lens is been supported by philanthropies, governmental donors, universities, visionary patent offices.

Lens honors privacy and its data is fully open and reuseable and combinable.





Our Data and Service Partners





















Our Supporters and Investors













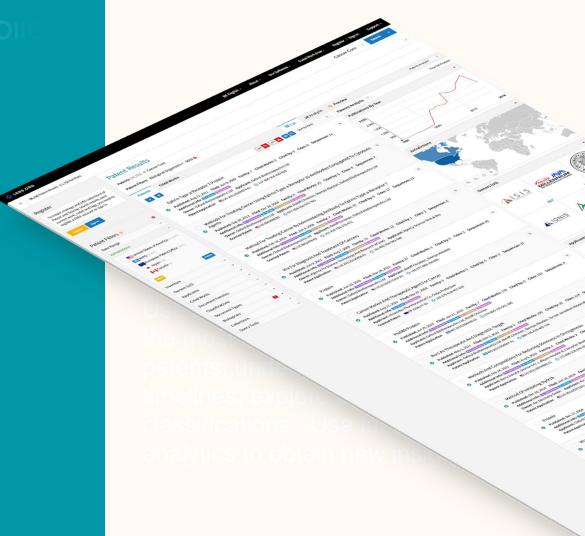


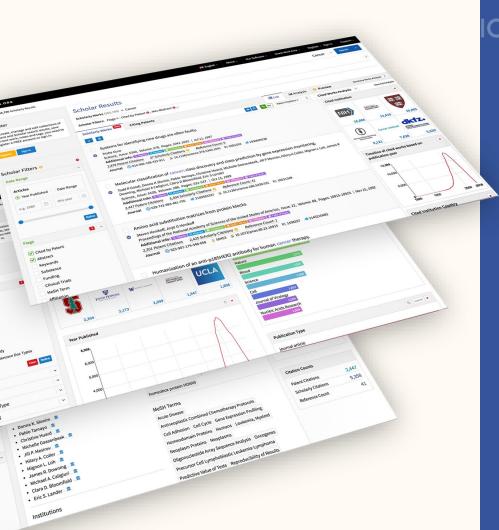


PATENT

Search & Analysis

Use advanced search options to find the most relevant and important patents; understand their families and timelines; explore the richness of classifications. Use facets and analytics to obtain new insights. .





SCHOLARLY

Search & Analysis

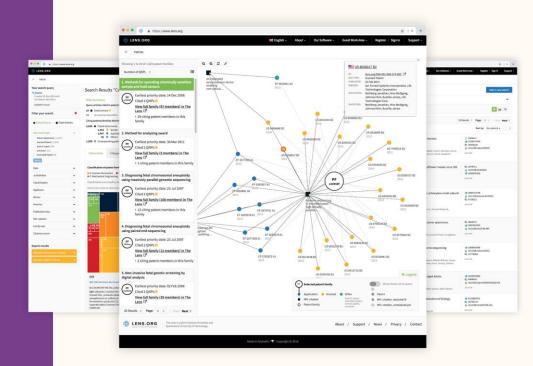
Find, collect and explore scholarly literature, fetch open access works and discover the influence of scholarship on both academia and industry. Share your findings with anyone.

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PATCITE

Patents & Scholarship

Discover which scholarly articles have influenced what patents and who is using scholarly work to build products. Visualise linkages and explore networks of collaborations.





In4M

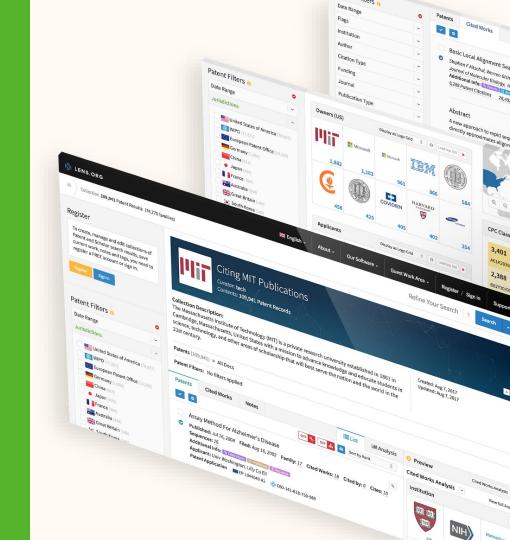
Using patent citations to map the influence of scholarship on academia and industry

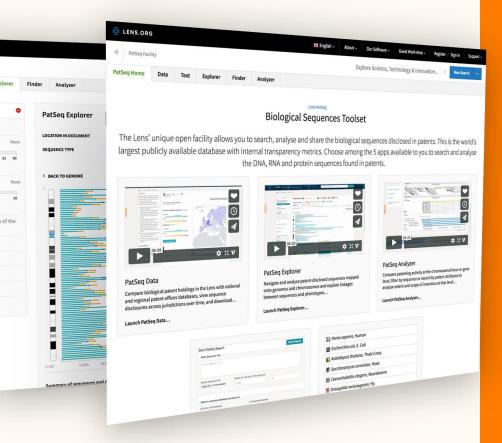
In4M explores, exposes and ranks the degree to which research works, scholars' work product, or whole institutions influence outcomes for society.

COLLECTIONS

Portfolios & Reports

Create and publish collections of patents or scholarship. Create and explore collections to understand who does what, when and where to inform decision-making.





PATSEQ

Explore Biological Sequences in Patents

DNA and protein in patents are crucial to understand and harness new science for health, agriculture and the environment.

Lens hosts the world's largest publicly available database and toolkit for biological patents, with internal transparency.

So what should patent offices do?

Focus on empowering problem solvers

- Move beyond only administering rights.
- Remember the compact: Patents must teach.
- Be proactive to stimulate *use* of the system to create social value within an innovation system.
- In health related patents, research, scientific and clinical knowledge provides such critical contest.

"IP offices of the 21st century"

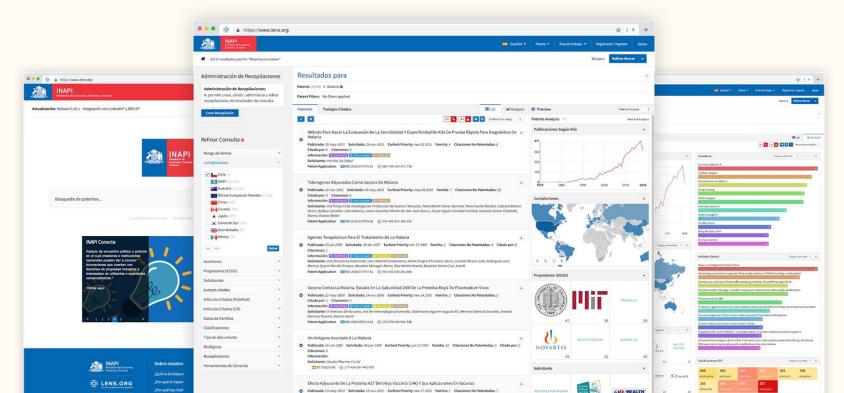
By Maximiliano Santa Cruz S., National Institute of Industrial Property (INAPI), Chile



- Make your data openly available & 'free' to public good entities.
- Focus on a good user experience that conveys context.
 - O The user experience is *not* an add-on. It is the essence of a knowledge journey, which is needed to create products and services.
- If you cannot or don't wish to create a rich user experience, partner with public good entity that does.
- Give your examiners the same rich web experience to understand context.



Lens Innovator's Platform: In your language with your data for your problem solvers



"Enabling more and different people to make better decisions, informed by evidence and inspired by imagination."



Solving The Problem Of Problem Solving ™

