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# IP analytics and data visualizations: the art of effective communication

Chris Harrison, Head of IP Analytics and Data Science





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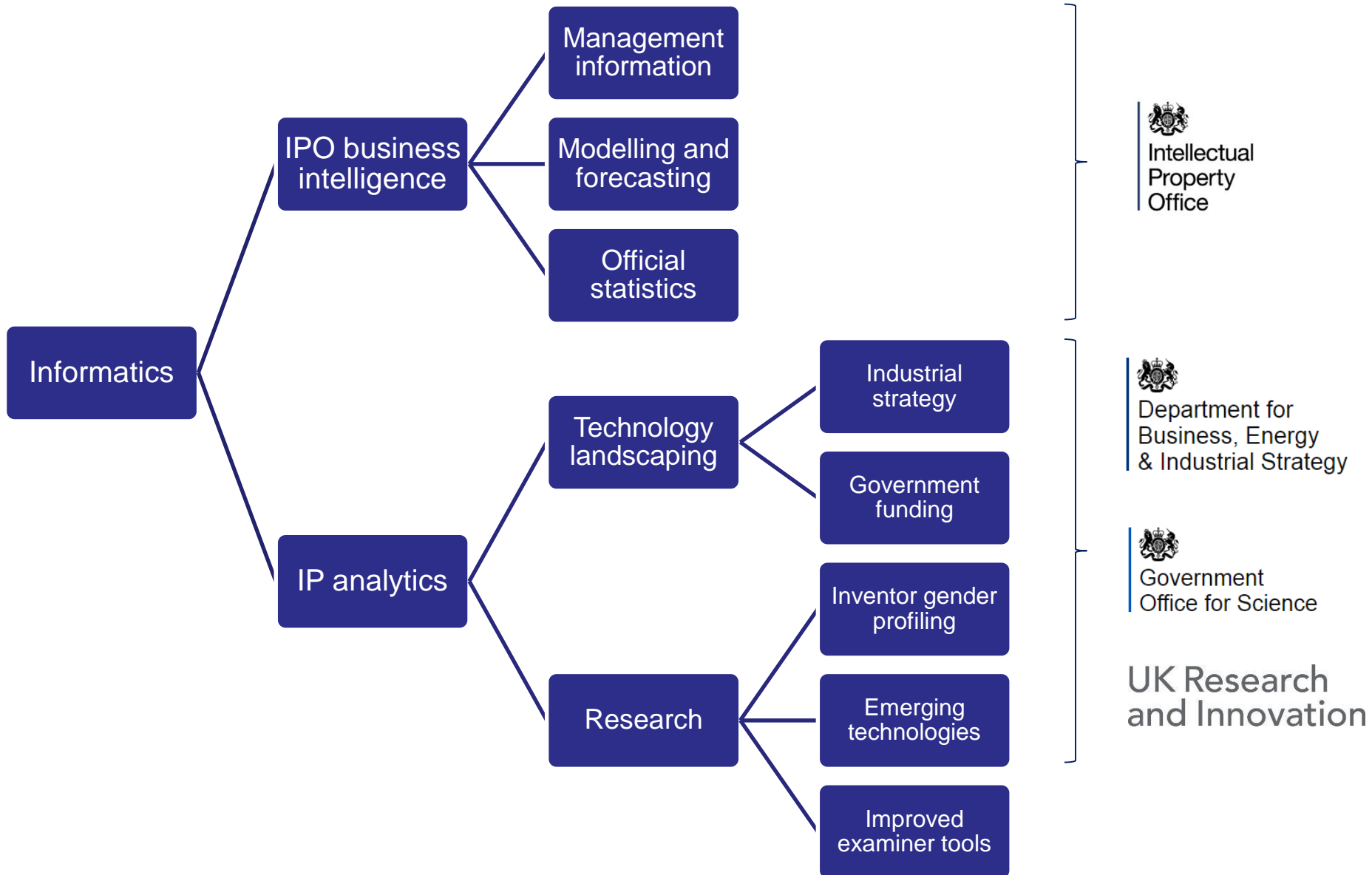
OUR ROLE

MAKING LIFE BETTER  
**THROUGH IP**

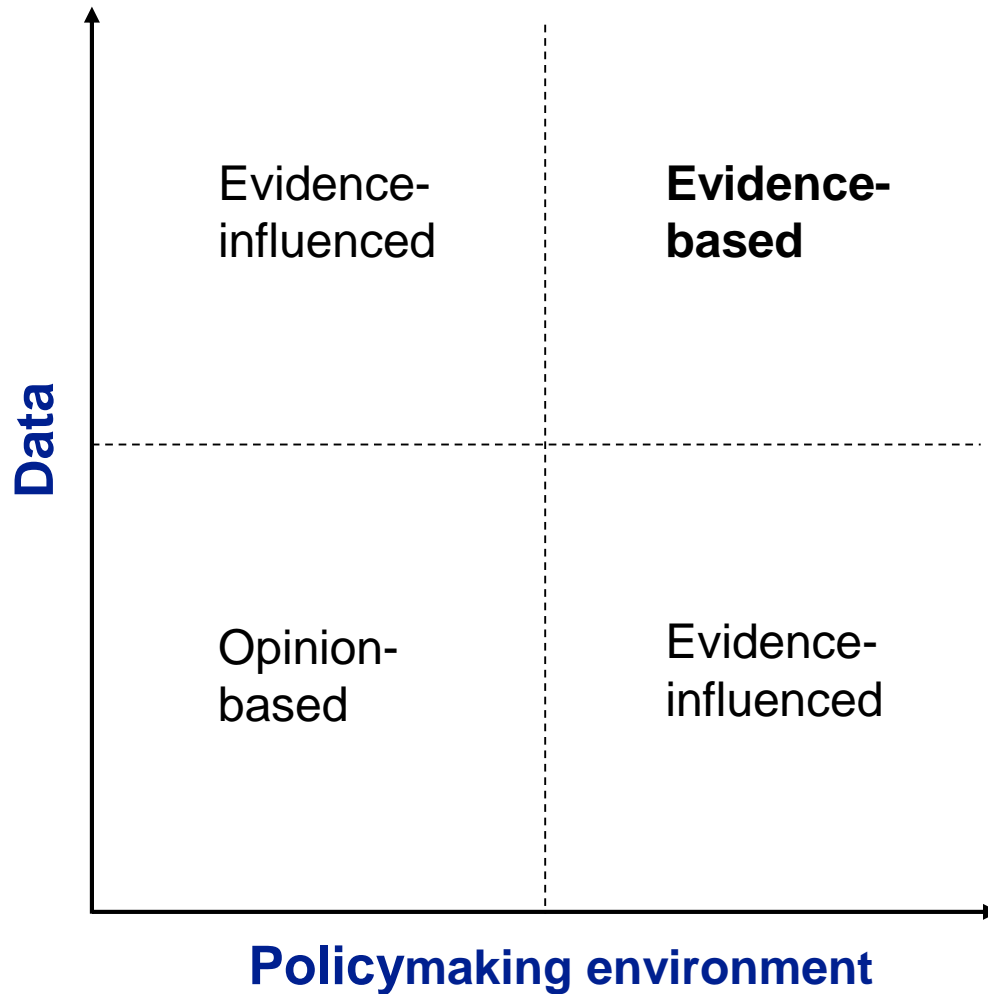
OUR AMBITION

TO BE THE  
**BEST IP OFFICE**

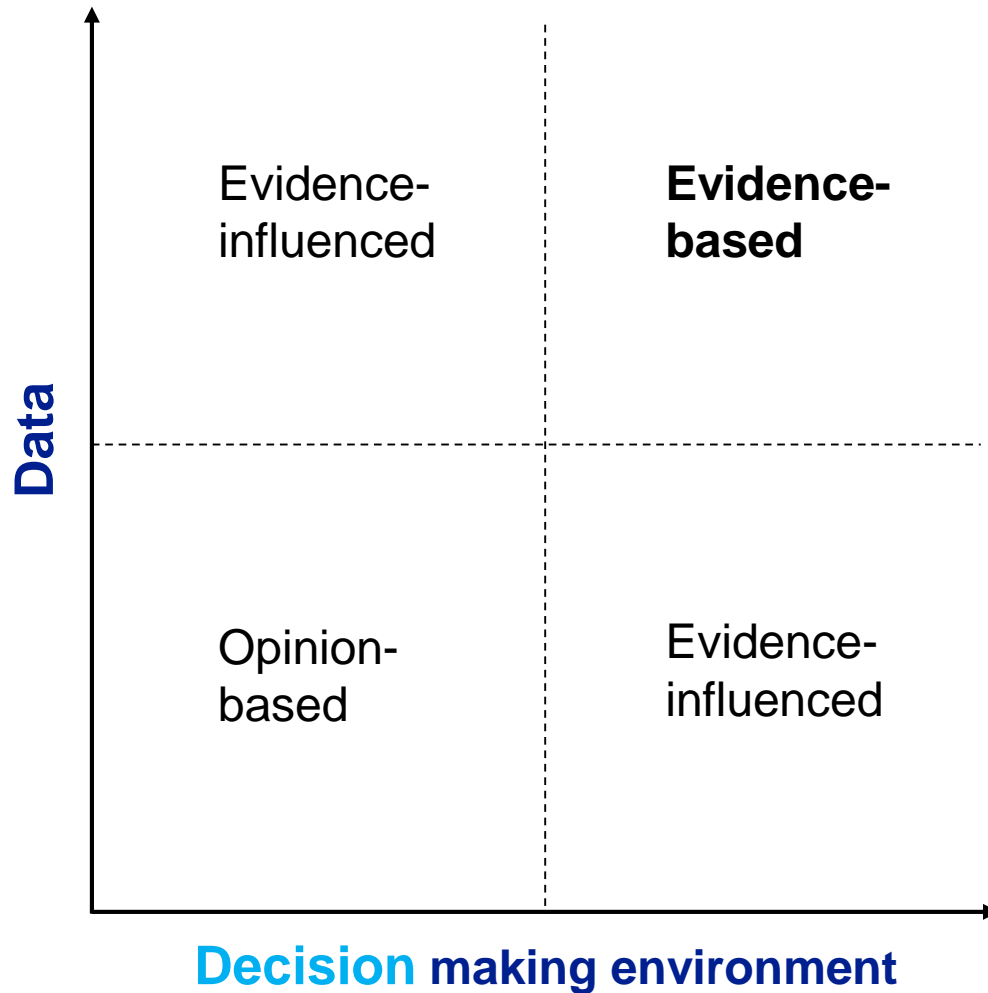
# IPO Informatics - what do we do?



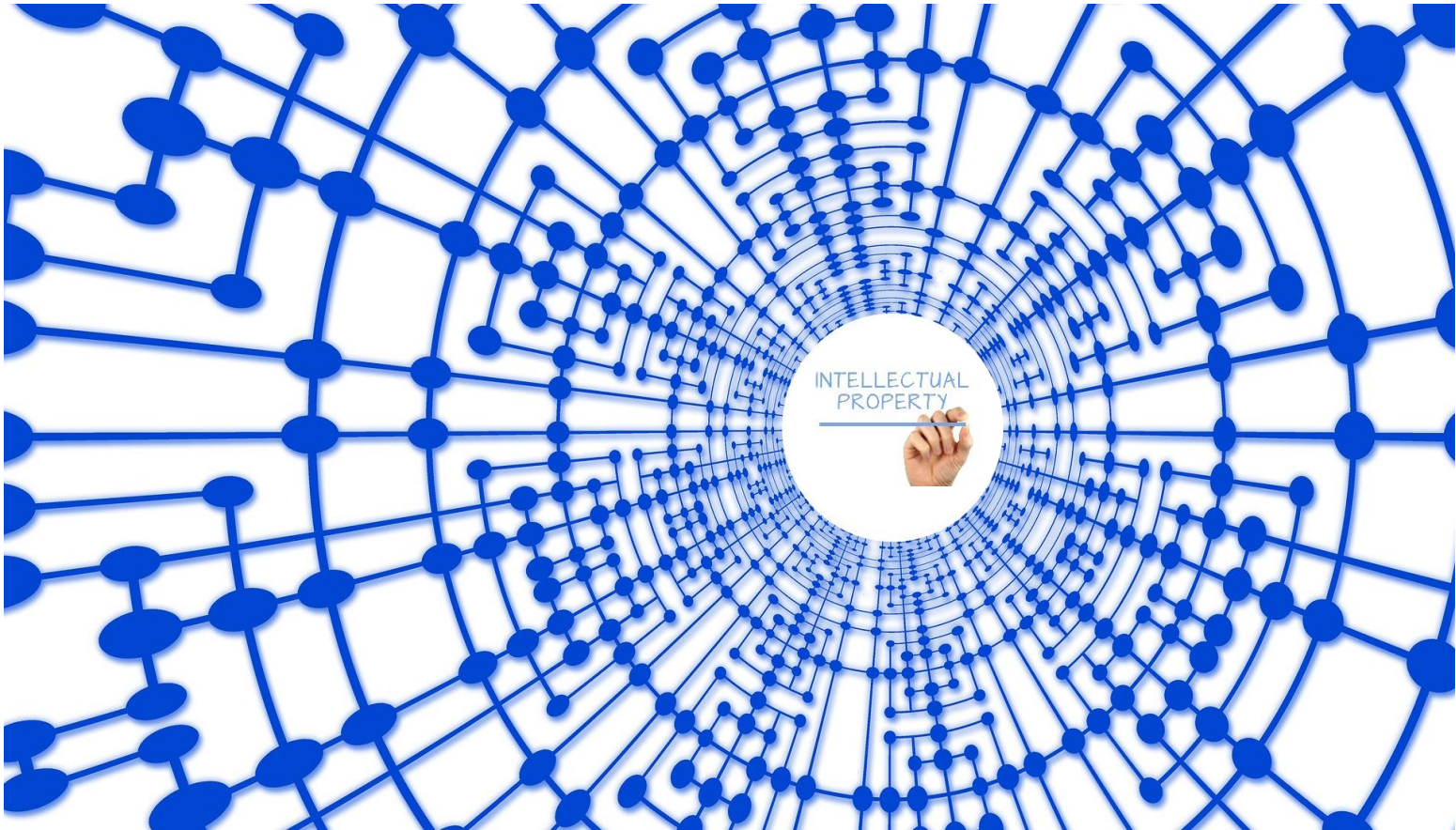
# Why evidence-based policymaking is important?



# Why evidence-based **decision** making is important?



# Why the problem exists?

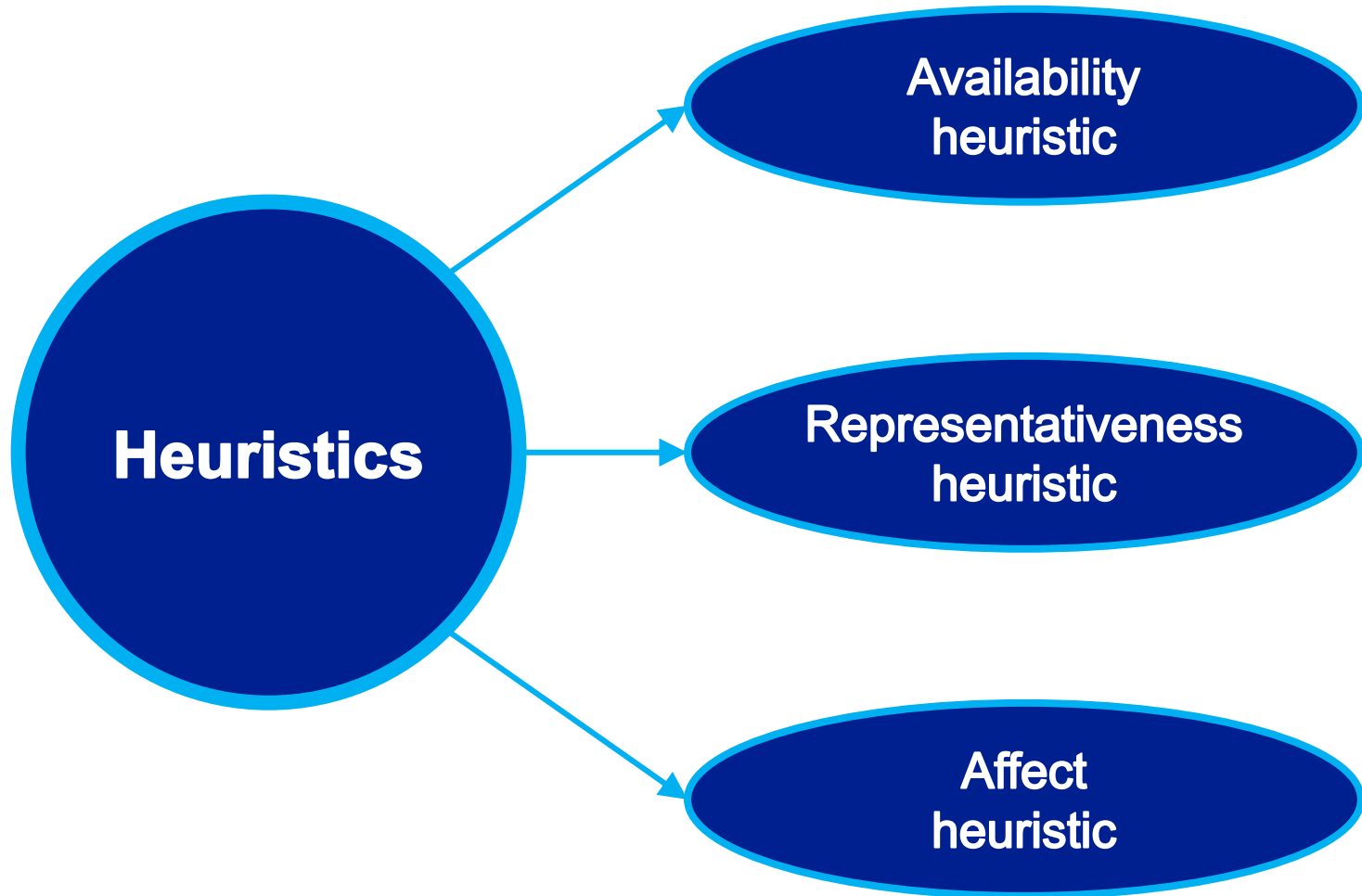


IP is complex

IP data is complex

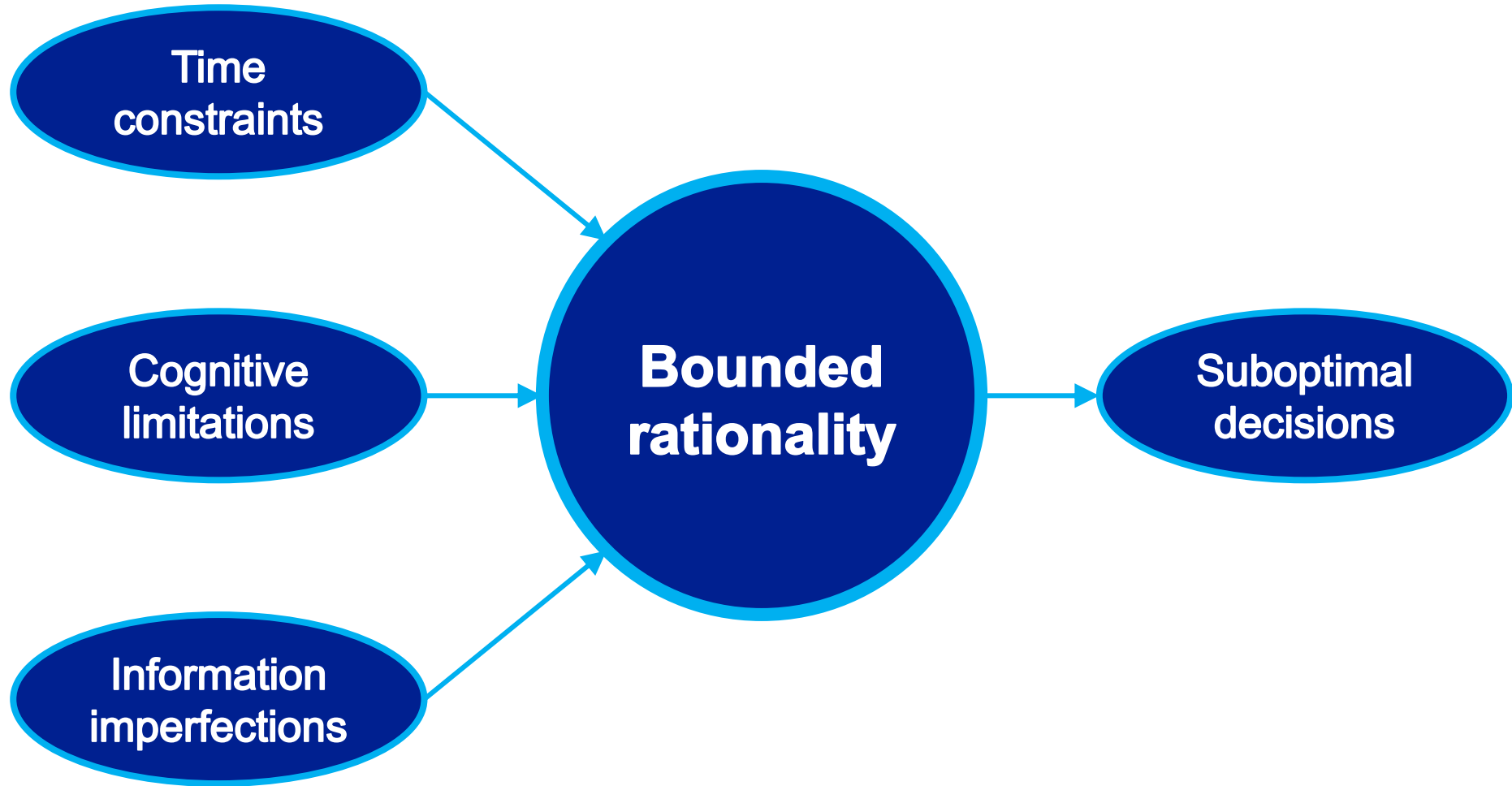
Analysis of IP data is full of caveats, assumptions and ambiguities

# The science behind it

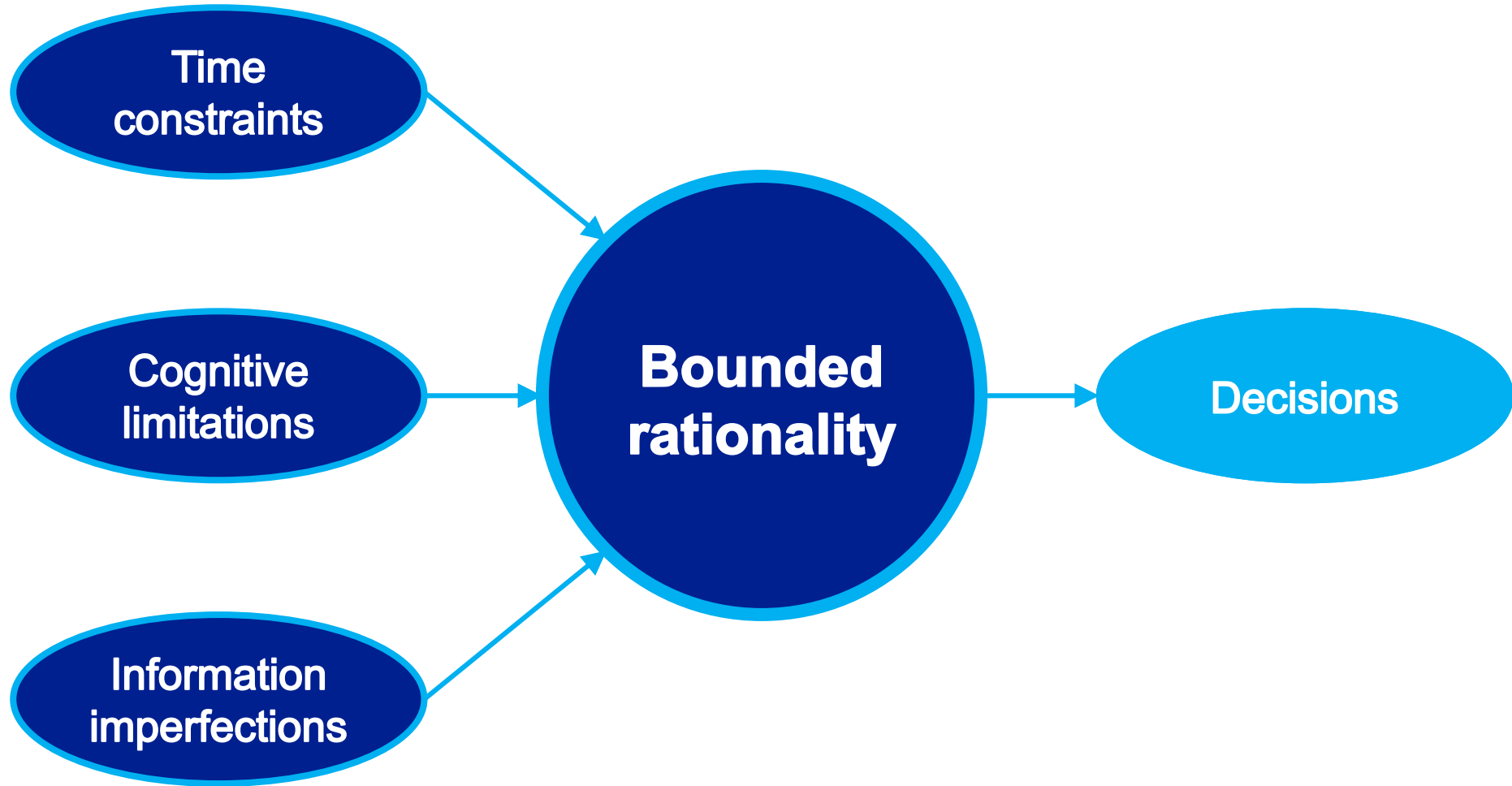




# The science behind it



# The science behind it



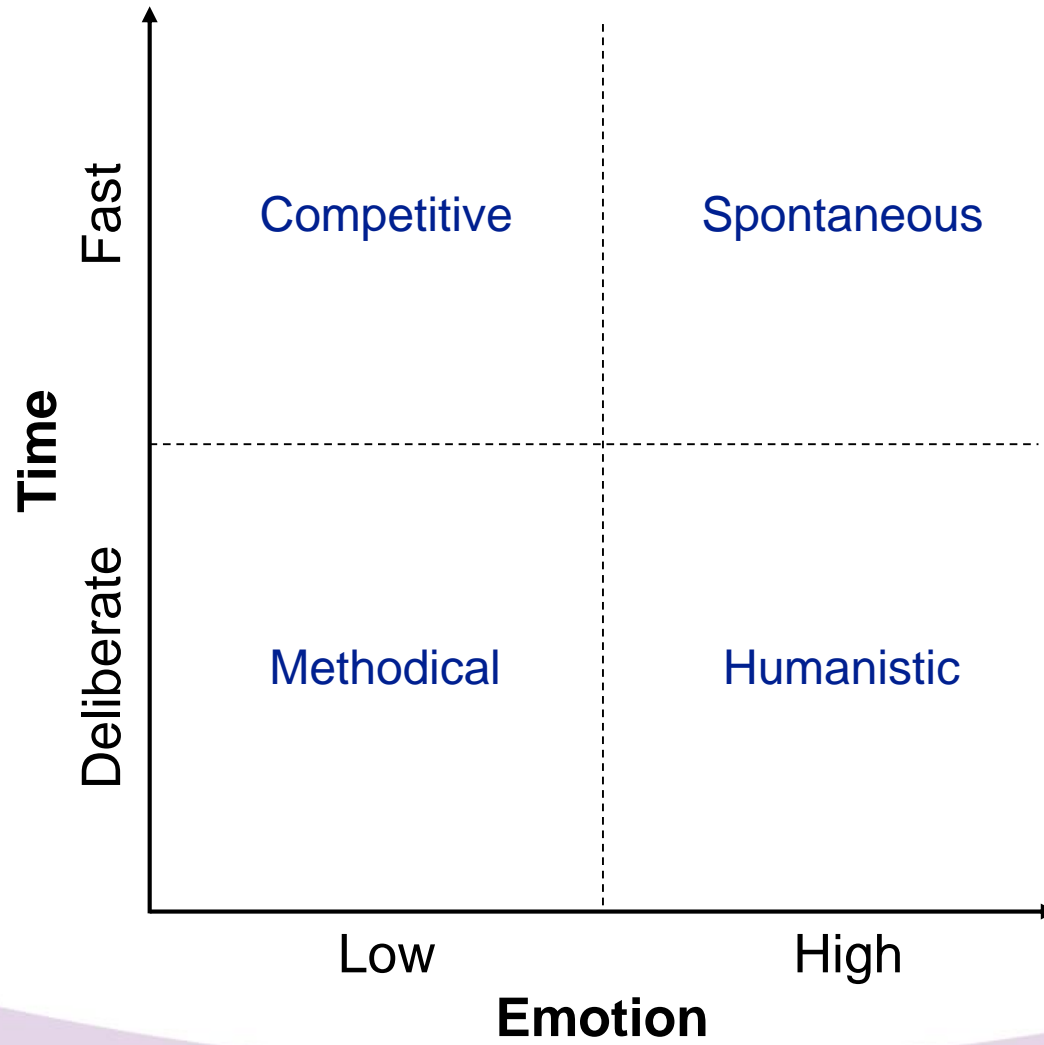
# How do we try to communicate effectively?

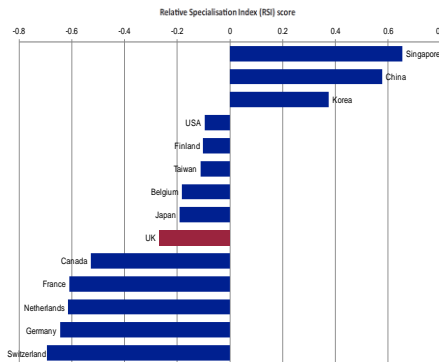
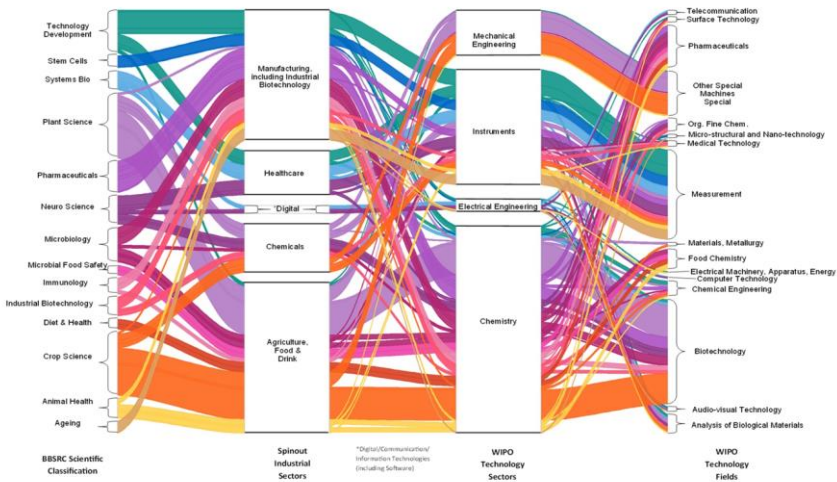
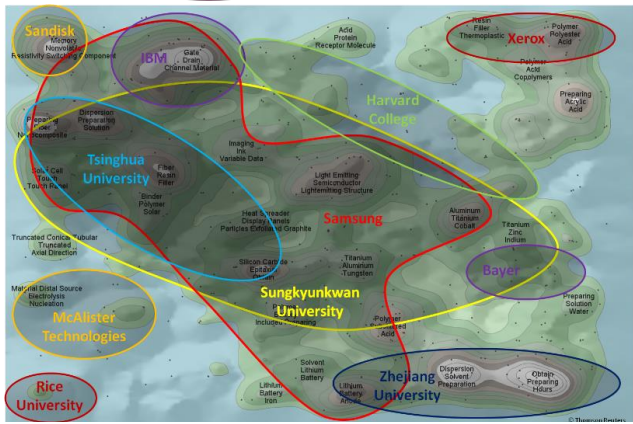
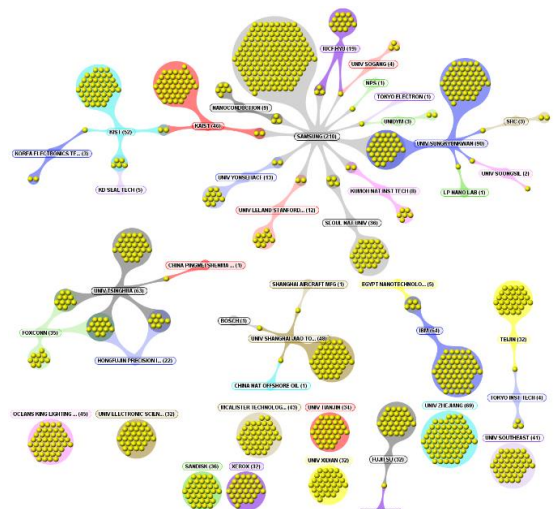
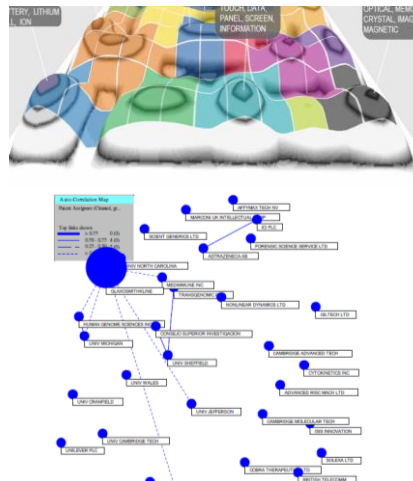
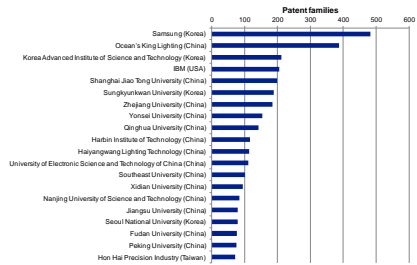
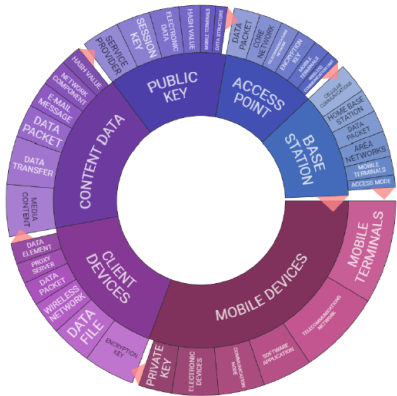
- The importance of IP education
- The question behind the question
- The power of advanced analytics software
- The role that visualisations play
- The feedback loop

**Policymakers want to engage with the decision  
... not necessarily the data**



# Effective decision making





## Eight Great Technologies Satellites

published patent applications (2004-2013)

**85,000**

which relate to

**22,000** patent families (inventions)

**Faster growing** than the worldwide increase in patenting across all technologies

**6.5%** UK annual growth in patenting activity (Japan 3%, USA 4%)

**Airbus UK** top UK applicant

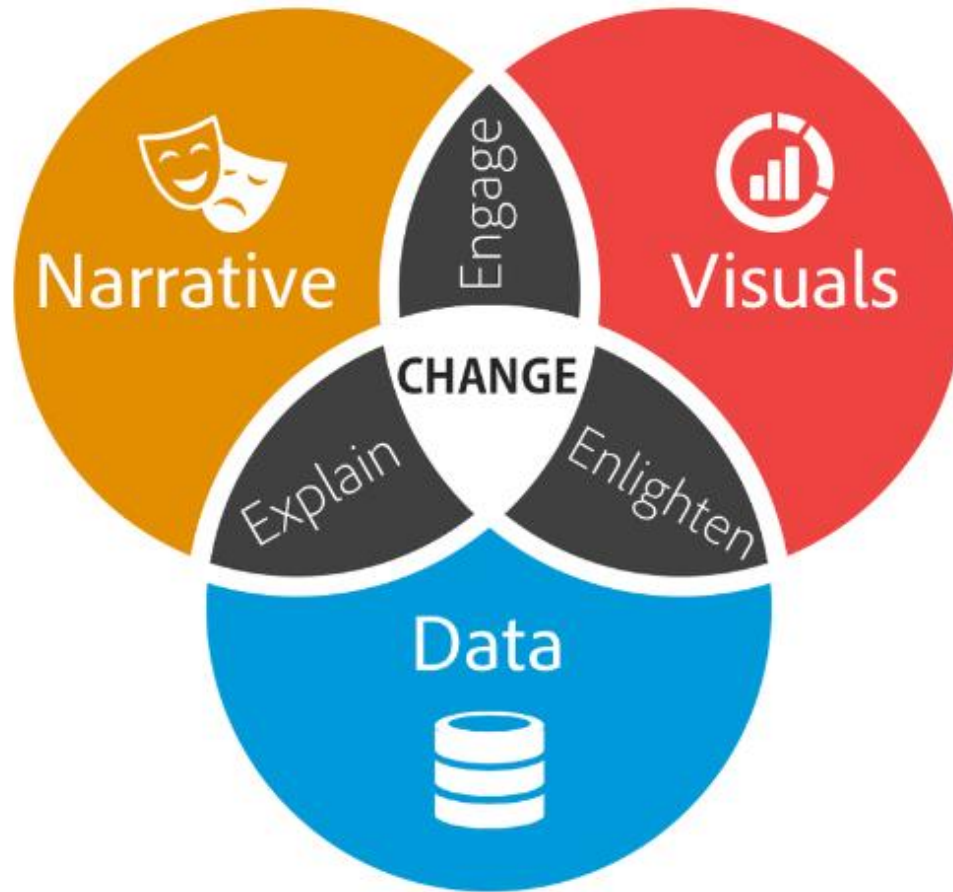
Full patent landscape report available to download from [www.gov.uk/government/publications/eight-great-technologies-satellites](http://www.gov.uk/government/publications/eight-great-technologies-satellites)

**#8Great**

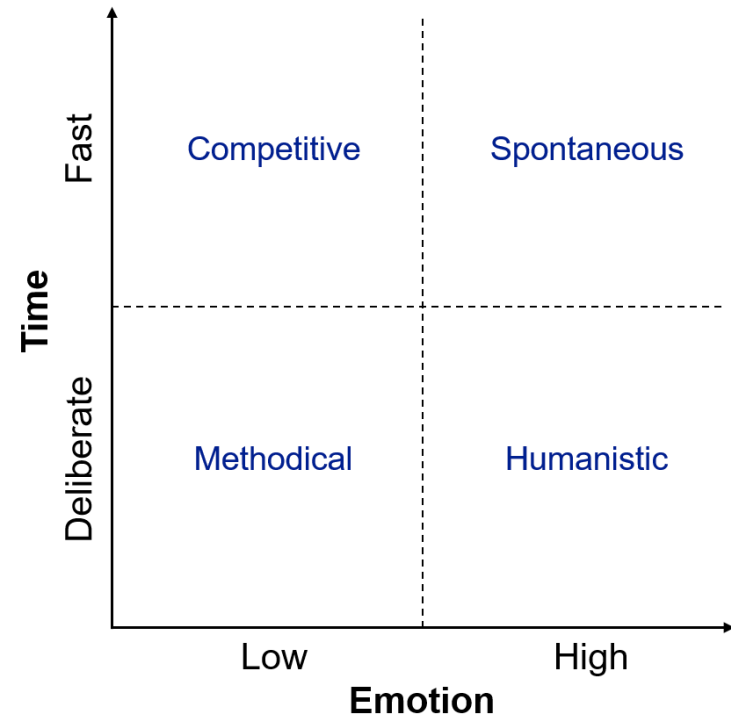
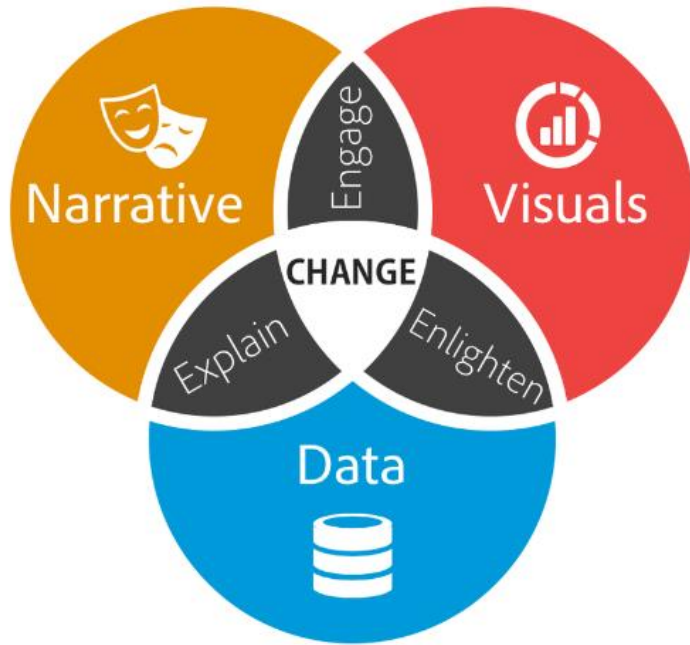
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# Data storytelling



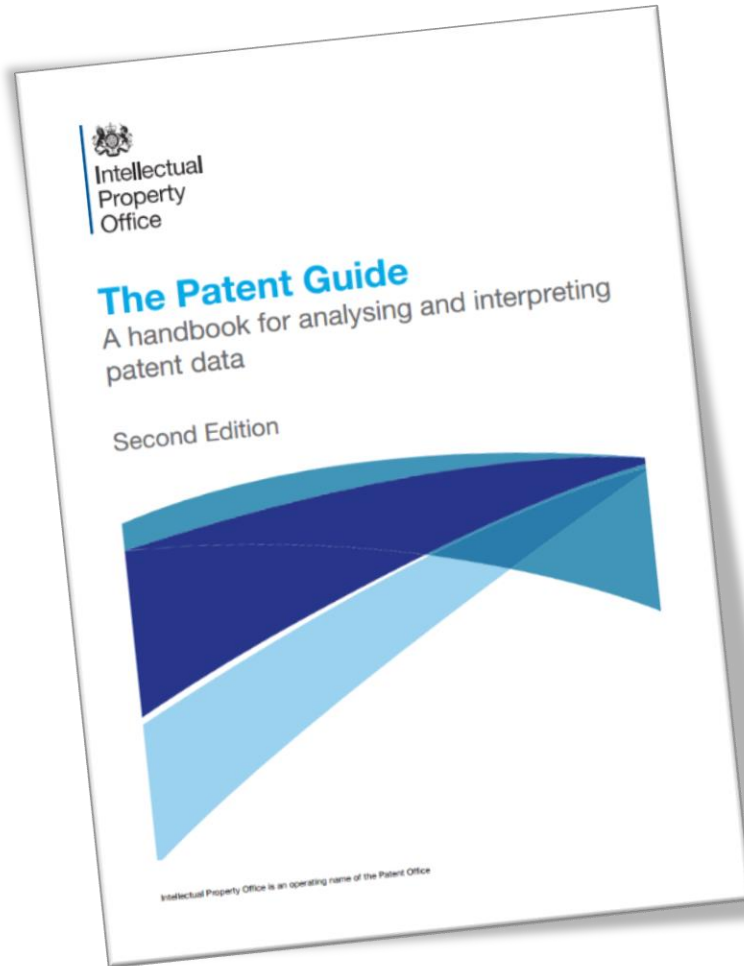
# Data storytelling



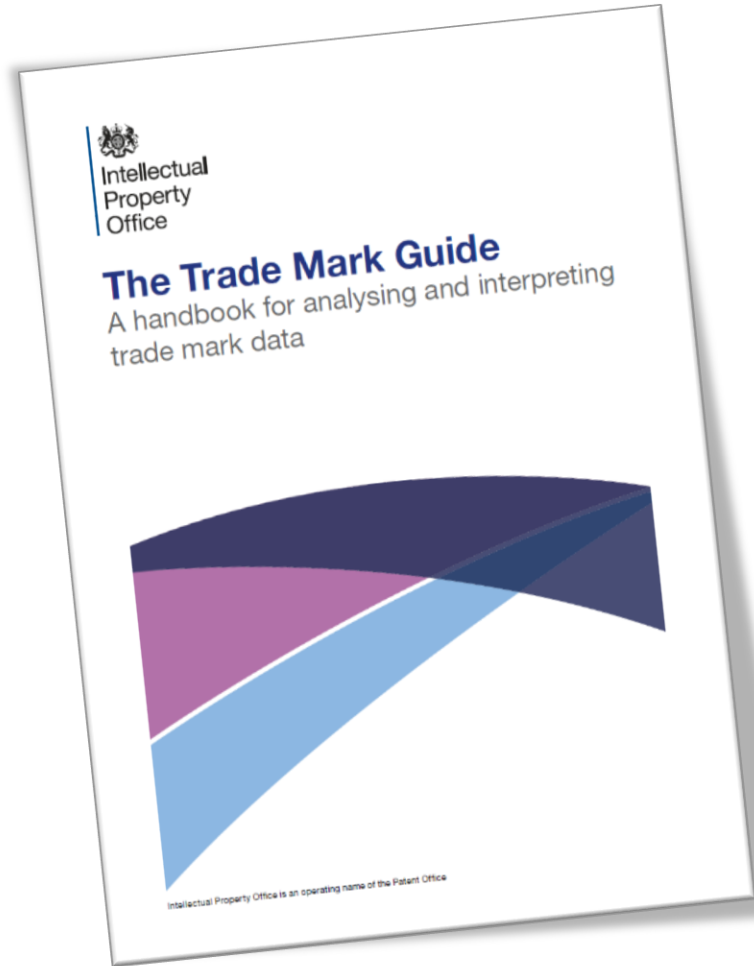
**People hear statistics, but feel stories**

<https://www.gov.uk/government/publications/the-patent-guide>

<https://www.gov.uk/government/publications/the-trade-mark-guide>



**February 2015**



**March 2019**

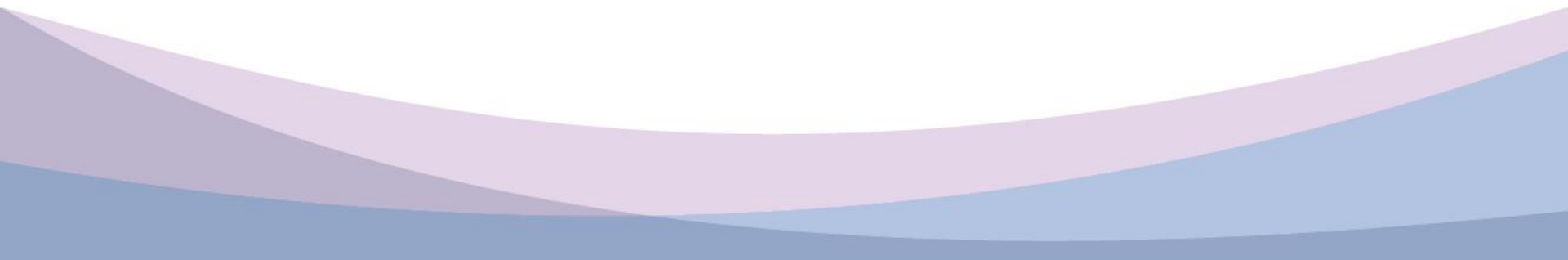


# In summary...



# My final thoughts

The problem remains unsolved

- What more can we do?
  - What more should we do?
  - Are we trying to achieve the unachievable?
- 

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