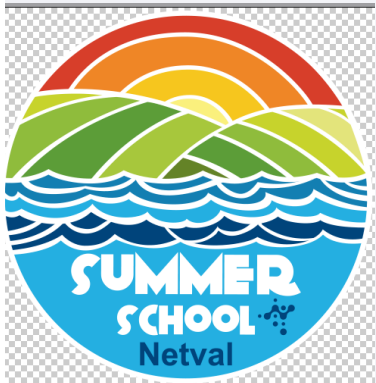


Ragionando di impatto del TT sul mondo finanziario (usando dati brevettuali)

Netval Summer School 2015

Rossella Osella

Calambrone, 10 settembre 2015



Case study

This case study aims to provide an insight on the patent portfolios of the top 50 European banks ranked according to market capitalization i.e. market value in millions Euro

More specifically it focuses on:

- Publication trend, Geographical coverage, Research locations
- Technological fields
- Top players

Use has been made of Questel's IP Business Intelligence module integrated in the Orbit portal and of information retrieved in the web.

Roadmap

- Top 50 European banks according to market capitalization i.e. market value in millions Euro
- Search strategy and results
- Analysis on
 - Assignees
 - 1° publication year, publication and priority countries
 - Technology domains, concepts, IPC subclasses, landscape
 - Collaborations
- Remarks

TOP 50 EUROPEAN BANKS

Capitalizzazione di borsa

La capitalizzazione di borsa indica per un'azione quotata il **controvalore** dato dal prodotto tra il **prezzo di mercato dell'azione** ed il numero di **azioni** che sono rappresentative del capitale sociale.

La **Capitalizzazione di Borsa** è quindi il **valore di mercato** della **società** dato dalla **moltiplicazione tra il totale delle azioni** di una società' e il **prezzo di mercato** delle azioni stesse.

- Per esempio: **azione XXX**
- Il **prezzo di mercato** delle azioni XXX e' supponiamo oggi di Eur 15
- il **numero delle azioni XXX sul mercato** è 10.000.000, quindi:
- $\text{Eur } 15 \times 10.000.000 \text{ azioni} = \text{Eur } 150.000.000$ è la capitalizzazione di borsa oggi della società XXX
- Ovviamente la Capitalizzazione di borsa di un titolo varia ogni giorno in base al valore di mercato delle sue azioni.

1 HSBC Holdings plc	26 London Stock Exchange Group plc
2 Banco Santander S.A.	27 Banco de Sabadell SA
3 BNP Paribas SA Class A	28 Bank of Ireland
4 UBS Group AG	29 Julius Baer Gruppe AG
5 Barclays PLC	30 Erste Group Bank AG
6 Banco Bilbao Vizcay Argentaria, S.A.	31 Banco Popular Espanol SA
7 Intesa Sanpaolo S.p.A.	32 Komerčni Banka as
8 Nordea Bank AB	33 Mediobanca S.p.A.
9 Deutsche Bank AG	34 Unione di Banche Italiane SCpA
10 Credit Suisse Group AG	35 Bankinter SA
11 UniCredit S.p.A.	36 Investec plc
12 Standard Chartered PLC	37 ICAP plc
13 Societe Generale S.A. Class A	38 Banco Popolare Societa Cooperativa SCRL
14 Credit Agricole SA	39 Banco Comercial Portugues S.A.
15 Royal Bank of Scotland Group plc	40 Die Raiffeisen Bank International AG
16 Svenska Handelsbanken AB Class A	41 Jyske Bank A/S
17 Danske Bank A/S	42 Banca Popolare di Milano S.C.A.R.L.
18 CaixaBank SA	43 IG Group Holdings plc
19 Skandinaviska Enskilda Banken AB Class A	44 National Bank of Greece S.A.
20 Swedbank AB Class A	45 Bolsas y Mercados Espanoles
21 KBC Groupe SA	46 Banca Popolare dell'Emilia Romagna S.C.A.R.L.
22 NATIXIS	47 Close Brothers Group plc
23 Bankia, S.A.	48 Alpha Bank AE
24 Deutsche Boerse AG	49 Banca Monte dei Paschi di Siena S.p.A.
25 Commerzbank AG	50 Banca Popolare di Sondrio S.c.p.A.

SEARCH STRATEGY AND RESULTS

ORBIT Database Fampat

Assignee search

Total hits: 73607

search executed on 22.07.2015

Menu Explorer << General search

Searches

- General search
- Assignee search
- Number search
- Citation search

My session

- Search history
- Search results

Past sessions

- Previous history

My searches

- My saved searches
- My alerts

My recent lists

Keywords

Classifications

Names

Assignee (original, intermediate, current) ☒ Corporate Tree E.g.:Siemens Nixdorf ?

Inventor: ☒ E.g.:Fleming Alexander, Moyer Andrew ?

Representative: ☒ E.g.:Baker Botts ?

Numbers, dates & country

Legal status

More fields

Collections

ANALYSIS ON 11484 HITS

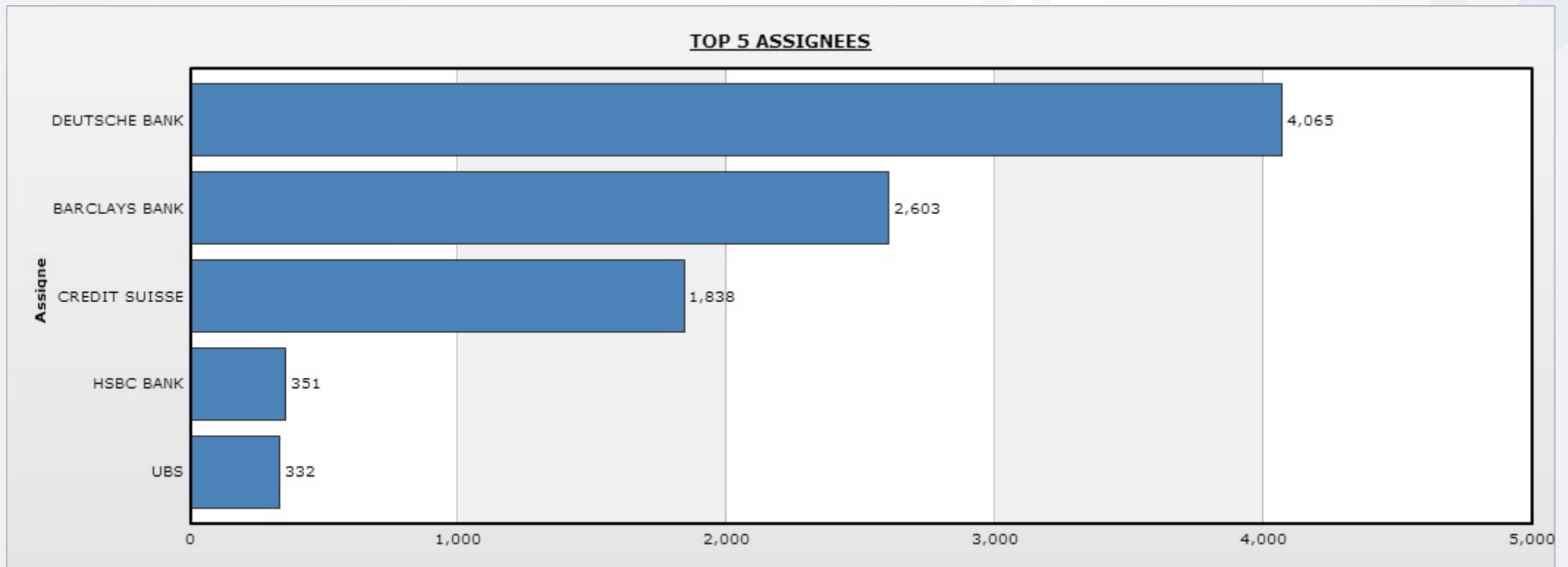
EARLIEST PUBLICATION DATE

FROM 2010-01-01 TO 2015-01-01

Analysis

- Top players
- Publication trend
- Geographical coverage
- Research locations
- Technology domains and Top 10 IPC subclass
- Main concepts
- Landscape
- Collaborations

Top players



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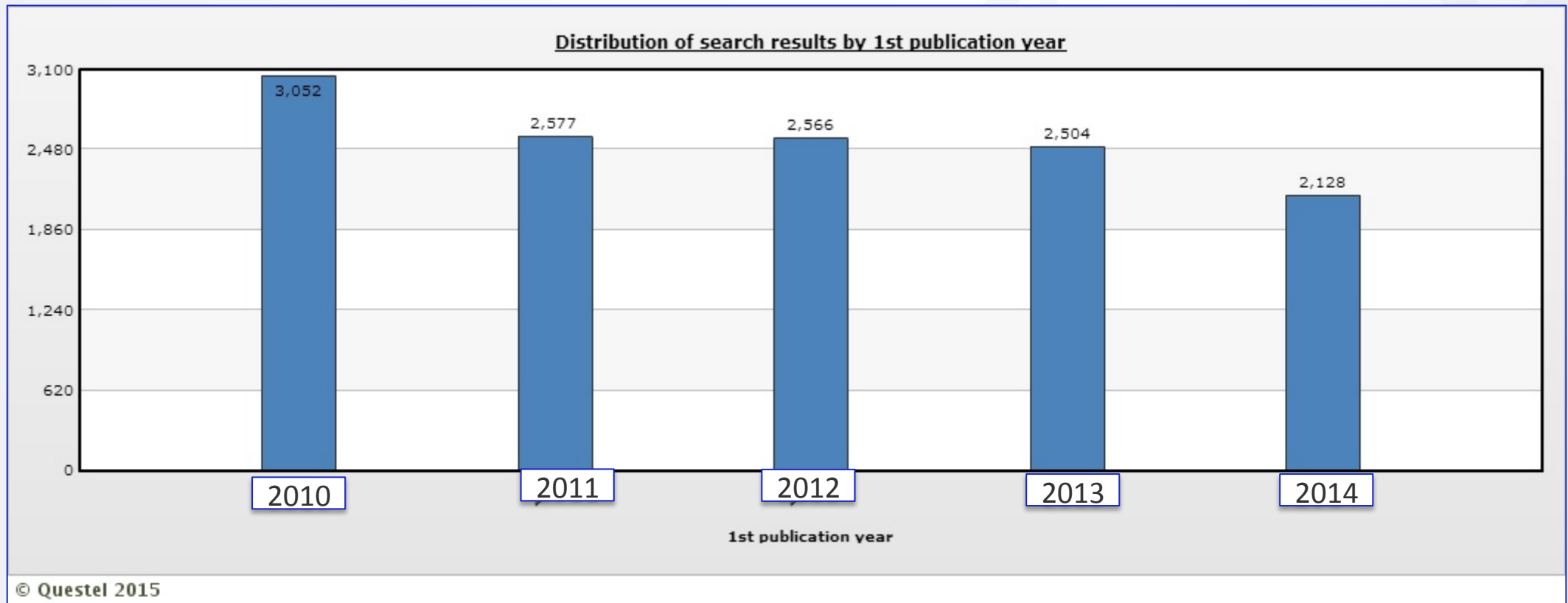
Patent assignee ranking Vs bank ranking

BANK	COUNTRY	PATENT RANKING	BANK RANKING
DEUTSCHE BANK	DE	1	9
BARCLAYS BANK	UK	2	5
CREDIT SUISSE	CH	3	10
HSBC BANK	UK	4	1
UBS	CH	5	4

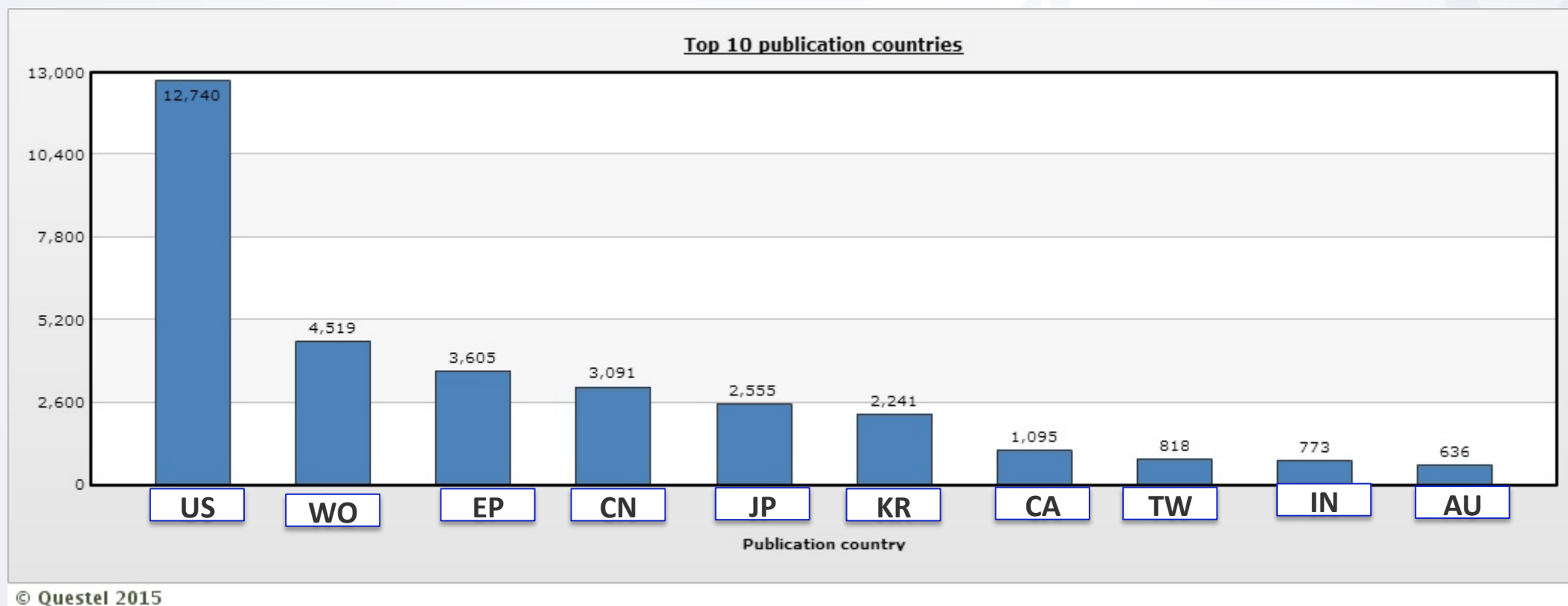
Italian banks

Bank	Bank ranking	Number of patent families Total hits
Intesa San Paolo	7	23
Unicredit	11	148
Mediobanca	33	0
Unione di banche italiane	34	1
Banco popolare	38	3
Banca popolare di Milano	42	14
Banca popolare Emilia Romagna	46	1
Banca Monte Paschi di Siena	49	6
Banca popolare di Sondrio	50	1

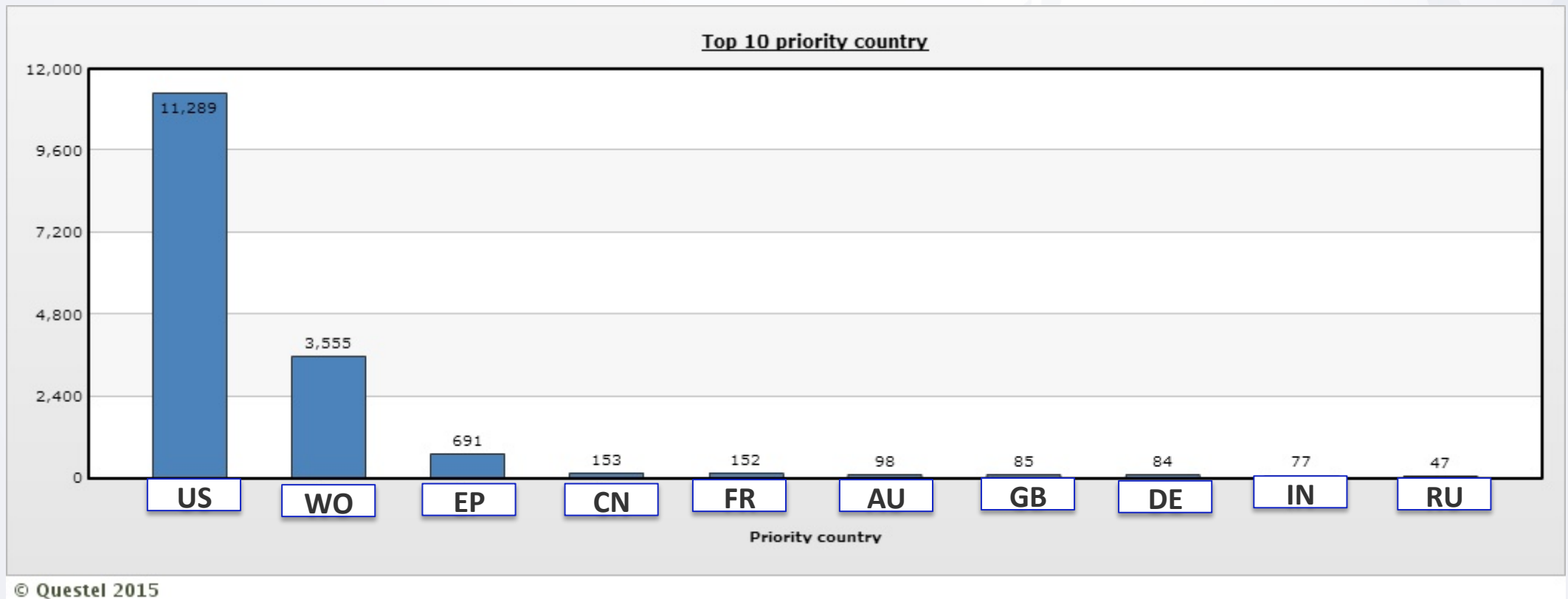
Publication trend



Geographical coverage

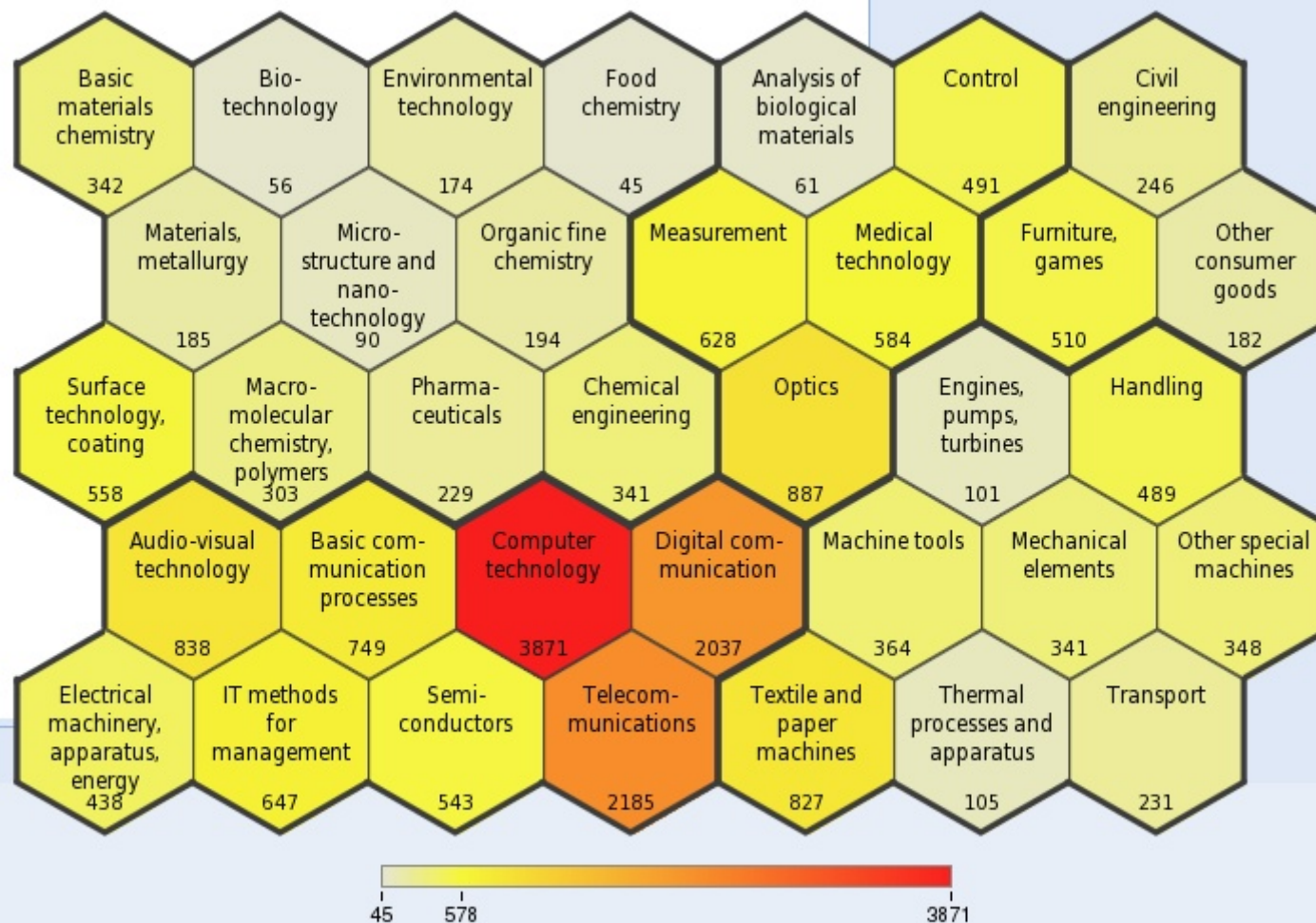


Research locations



Technology domains

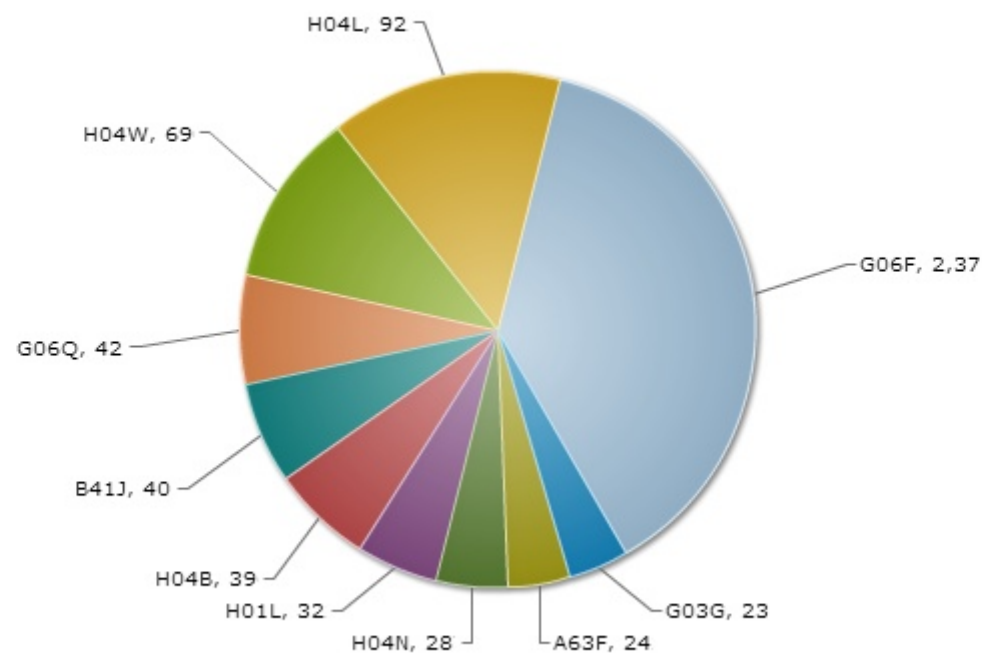
Distribution of search results by Technology domain



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Top 10 IPC subclass

Distribution of search results by Main IPC subclass

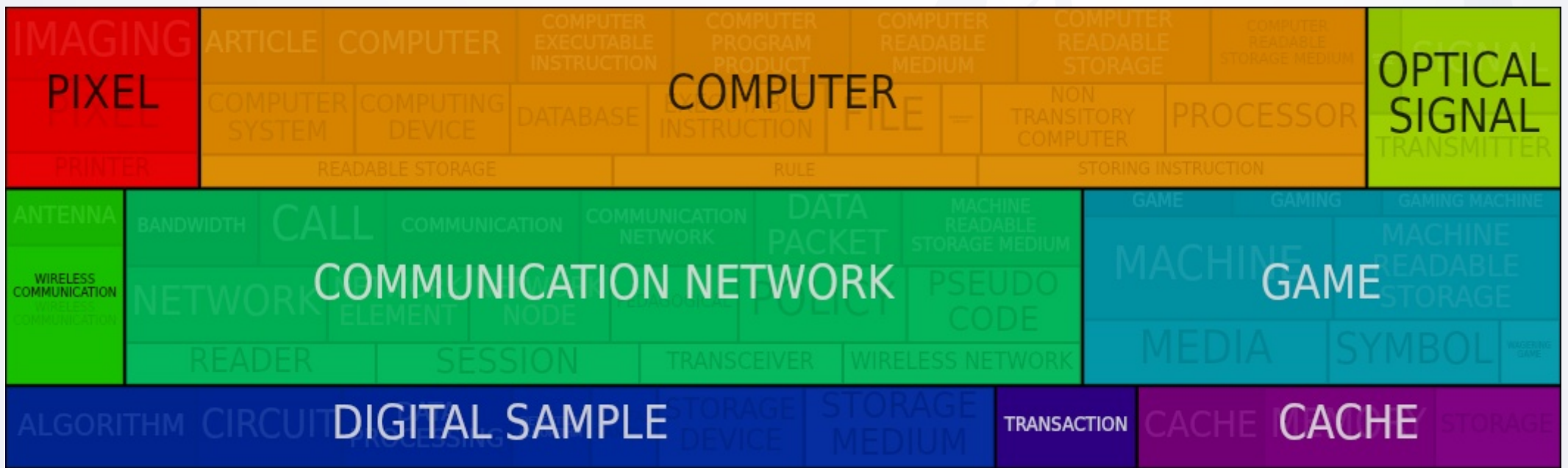


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IPC subclasses definition

IPC subclass	Definition
G06F	ELECTRIC DIGITAL DATA PROCESSING
H04L	TRANSMISSION OF DIGITAL INFORMATION
H04W	WIRELESS COMMUNICATION NETWORKS
G06Q	DATA PROCESSING SYSTEMS OR METHODS, SPECIALLY ADAPTED FOR ADMINISTRATIVE, COMMERCIAL, FINANCIAL, MANAGERIAL, SUPERVISORY OR FORECASTING PURPOSES
B41J	TYPEWRITERS; SELECTIVE PRINTING MECHANISMS
H04B	TRANSMISSION
H01L	SEMICONDUCTOR DEVICES; ELECTRIC SOLID STATE DEVICES
H04N	PICTORIAL COMMUNICATION, e.g. TELEVISION
A63F	CARD, BOARD OR ROULETTE GAMES; INDOOR GAMES; VIDEO GAMES
G03G	ELECTROGRAPHY; ELECTROPHOTOGRAPHY; MAGNETOGRAPHY

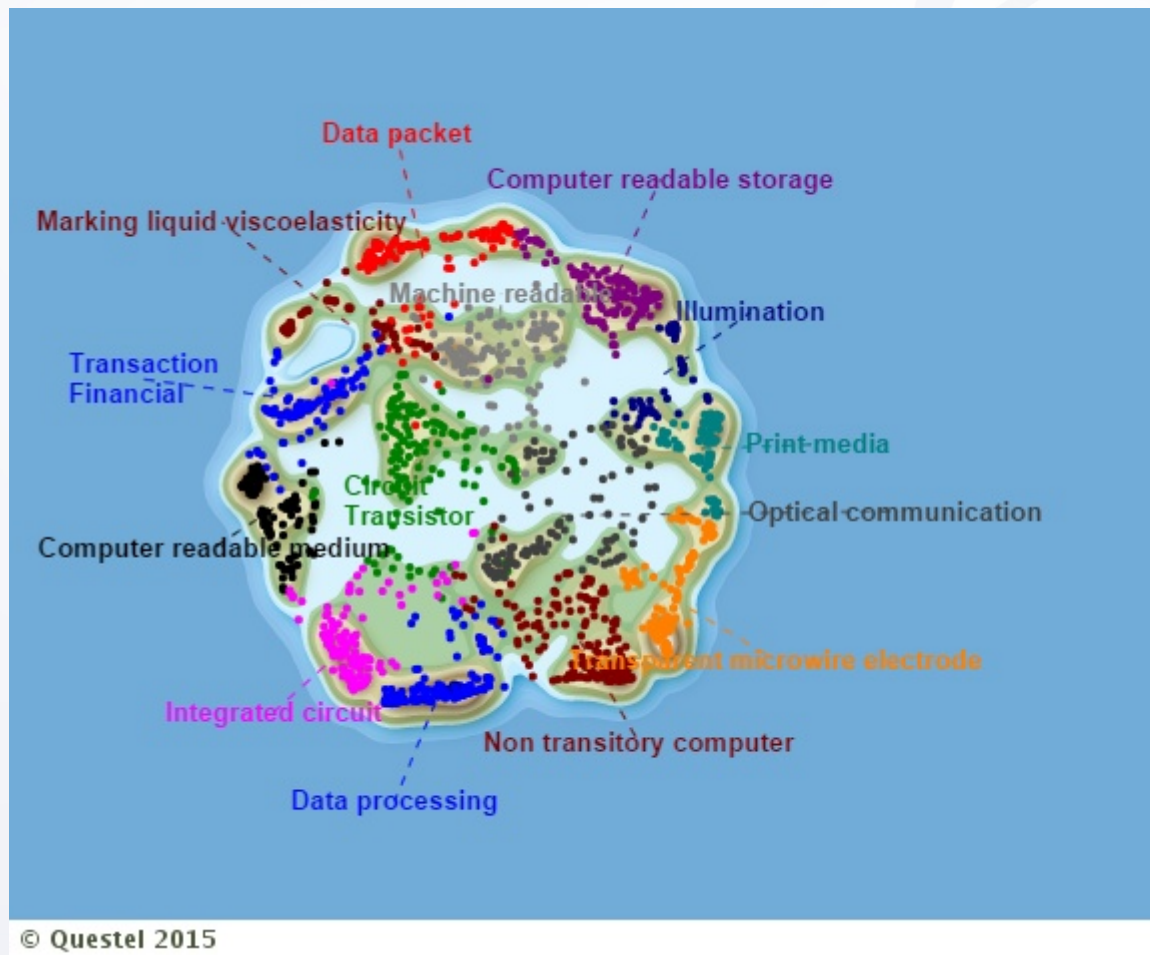
Main concepts



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Analysis Landscape

Earliest publication date 2014



Collaborations

Deutsche bank

Graph of co-assignees



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Collaborations

Barclays bank

Graph of co-assignees

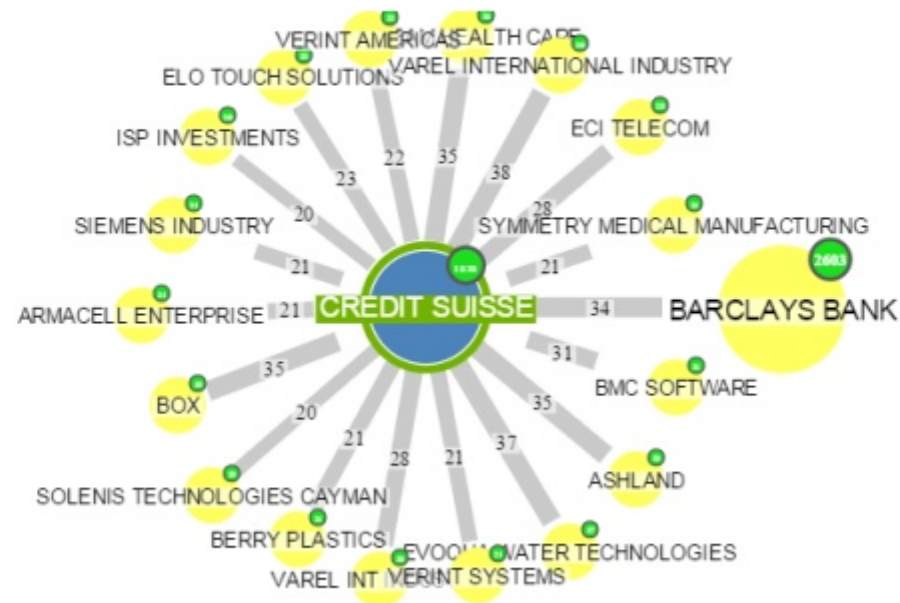


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Collaborations

Credit suisse

Graph of co-assignees



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Remarks

- **Publication trend** almost constant over the last 5 years
- **Geographical coverage** US, WO, EP
- **Top technological fields** computer technologies, telecommunication, digital communications,
- **Top players VS Top banks**
- **Collaborations** Multimedia Games Holding, Macdermid, Varel International
- **Assignee:** search, analysis, disambiguation

Questions and Answers



Grazie!
rosella@questel.com