



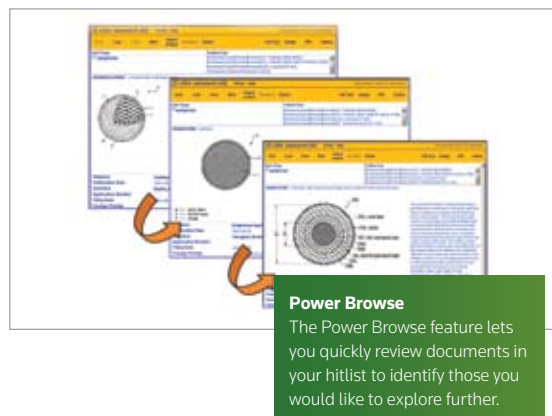
## RESEARCH THE FULL TEXT OF MILLIONS OF GLOBAL PATENTS

Aureka® enables powerful and comprehensive research of the full text of millions of global patent documents, including:

- United States (US) patents and applications
- European (EP) patents and applications
- World Intellectual Property Organization PCT patent applications (WO)
- German (DE) patents and applications
- French (FR) applications
- British (GB) patents and applications
- Japanese (JP) applications

## WITH YOUR AUREKA SEARCH, YOU CAN:

- Use Boolean operators, truncation, and hone in on specific topics or patent fields for precise querying
- Sub-search your hitlist to drill down to a level of detail relevant to your needs
- Power Browse documents looking at a snapshot of bibliographic information and the front-page drawing for each record
- Import non-patent content to analyze alongside patent information



### Power Browse

The Power Browse feature lets you quickly review documents in your hitlist to identify those you would like to explore further.

## VISUALIZE DATA TO REVEAL TRENDS AND OPPORTUNITIES

Quickly get the information you need to make smart business decisions—such as whether or not to increase development, file new patent applications, devise a competitive strategy or investigate licensing.

## CLUSTERING BY VIVISIMO

Aureka's clustering tool, powered by Vivisimo, extracts and groups records by like concepts into hierarchically organized folders for a quick snapshot—ideal for portfolio analysis and licensing review, as well as for expanding your search strategies.

## PATENT MAPPING WITH THEMESCAPE

ThemeScape® transforms a seemingly complex set of patent and non-patent documents into a hierarchy of common themes and displays them in a visual two-dimensional landscape for your review, so you can spot predominant concepts and pinpoint areas of opportunity and risk.



### ThemeScape

Peaked mounds in the map represent a concentration of documents and their relevance to one another is determined by proximity.

## WHEN TO USE IT

- Maximize the top-line revenue your patent portfolio generates
- Conduct competitive IP portfolio analysis
- Manage your global R&D, IP and strategic planning processes
- Support R&D project prioritization and optimize R&D spending
- Support M&A activities
- Improve productivity and workflow efficiencies

## WHO USES IT

- Competitive/Market intelligence
- Intellectual property specialists
- Information managers
- Legal
- Licensing
- R&D

**CITATION ANALYSIS WITH HYPERBOLIC CITATION TREES**

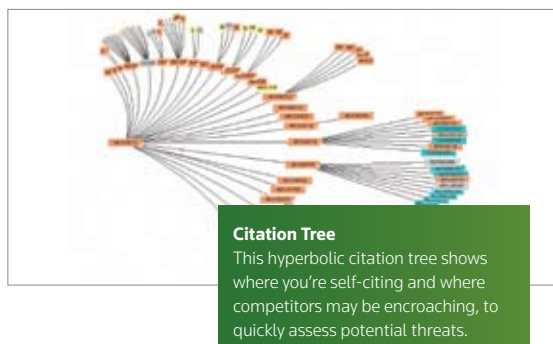
Citation Trees visually depict all referencing and referenced patents to a source document in an interactive tool that captures the history, competitive activity, and future of a technology—up to five generations in each direction. See where you're protected—and where you're at risk.

- US, DE, EP, FR, GB, and WO citation information available

**REPORTING AND EXPORTING**

Pre-set reports allow you to create detailed company profiles, gather and decipher competitive and technical intelligence, compare portfolio data for mergers and acquisitions, and determine marketplace importance.

- Choose from five report categories: assignees, inventor, patent classes, citations and general
- Get quick overviews of top categories using Basic Reports
- Get reports on the full dataset using Standard Reports
- Export your data into Microsoft® Excel® and analyze it with *Aureka* Add-Ins or by user-defined pivot tables and graphs
- Data may also be exported into other third-party systems for use within those applications

**CONTENT MANAGEMENT**

*Aureka's* knowledge management capabilities create a confidential, virtual workspace within which project teammates, management, legal counsel, and other select individuals can collaborate and contribute whether in the same building or across the globe.

- Portfolio information can be saved, viewed, and analyzed by IP-related topics of significance to your group, such as competitor profile, your own portfolio, attorney, business unit, technology area, year and more
- Document annotations enable you to communicate with team members on .pdf files, lists, folders, queries, citation trees, clusters and theme maps
- Annotations can be stored as annotation objects and even color-coded to easily trace comments to individual team members
- Non-patent documents are searchable and can be used in creating theme maps
- Create your own proprietary fields to search patents and non-patent documents by additional criteria meaningful to your team

**CHOOSE THE MODEL THAT'S RIGHT FOR YOU: HOSTED OR LOCAL**

*Aureka* can be accessed via either an online (hosted) or local model. In the online version, your company's data resides with us in a secure hosting environment accessible only to your authorized users. In the local version, the data and objects you create are stored behind your company's firewall and reside on your local intranet.

**LEARN MORE ABOUT AUREKA**

Contact us today to learn more about *Aureka*, view a system demonstration and find out about our trial options. For more information, visit [scientific.thomsonreuters.com/products/aureka/](http://scientific.thomsonreuters.com/products/aureka/).

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"Implementing the *Aureka* platform and Thomson Reuters offerings has increased the productivity not only of my own department, but of all Honeywell users requiring access to patent information. As a result, we have been able to continue to grow and expand our services without adding additional headcount, resulting in cost saving across the company."

– David Hoiriis  
Chief IP Counsel, Honeywell

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