



SUCCESS STORY

UNCOVERING CRITICAL PRIOR ART AT A FORTUNE 500 COMPANY

CLIENT CHALLENGE

- Surface **critical prior art** that existing search platforms were failing to find.
- **Reduce enterprise risk** from incomplete, unreliable, or “roughly right” search results.
- Establish **defensible, governed patent search practices** to support confident IP decision-making.

THE SOLUTION

- InnovationQ+

IMPACTFUL RESULTS

- **Reliable discovery** of seminal and previously missed prior art across key technology areas.
- **Faster, higher-confidence** patentability, FTO, and competitive landscape analysis.
- **Improved strategic landscaping** to avoid blocked R&D paths and costly misinvestment.
- **Stronger, data-backed portfolio decisions** for filing, pruning, and monetization.

“After testing seven of the most popular and highly touted platforms, InnovationQ+ was a clear winner.”

IP STRATEGIST

A global Fortune 500 consumer-facing food and beverage company

ACCELERATE **POSSIBILITIES**



Beyond the Haystack: How a Fortune 500 IP Strategist Finds the Right Prior Art

Before stepping into her current role, this Fortune 500 IP strategist spent years at a top leader in RF and semiconductor technology, where she:

- Led three international patent committees
- Designed portfolio-pruning strategies that allowed the company to fund 30% more new patent applications by cutting low-value maintenance spend
- Generated claim charts for litigation, performed M&A due diligence, and even built an interactive IP budget model that helped secure a multi-million-dollar increase in IP funding

In other words: she is not just a “patent person.” She’s recognized as an expert IP strategist who practices her craft precisely at the intersection of legal, technology, and business—and she takes that responsibility seriously.

So when she joined a Fortune 500, multinational company operating in the consumer-facing food and beverage services sector, she stepped into an environment rich in global trademarks, yet still in its early stages of building a true technology and patent program.

Her first order of business? The right tools.

“You’re protecting the company’s value. You have to walk the legal walk and the tech walk and not forget the business. All of it has to come together in a portfolio that’s actually valuable, not just big.”



I Could See Our Side, But I Couldn't See the World

When she arrived, the company was just beginning to develop competitive, in-house technology. That meant new questions around patentability, freedom to operate, competitive landscapes, and strategic IP positioning.

For her, trying to answer those questions without the right solution set was a non-starter.

“For a couple of months before we had any kind of tool, I really couldn't give any guidance. I could see our side, but I couldn't see the world's side.”

Yes, there are free tools on the web. But for an experienced IP leader, it's not about their adequacy—it's the risk they introduce.

She worries about what happens when engineers and business stakeholders start using free patent search sites on their own, and rightfully so:

- They don't fully understand duty of disclosure
- They don't always grasp infringement implications
- They can create discoverable email trails with phrases like “I'm sure we're infringing this, but...” which can become problematic in litigation

“Some of the free tools are, frankly, scary. I want my engineers inventing, not running around creating discoverable documents about patents they don't fully understand. A free tool doesn't come with governance, auditability, or the controls I need.”

She needed more than “roughly right” search results. She needed repeatable, defensible, comprehensive intelligence she could use to advise the business—and sleep at night.

“The art you know about isn't usually the problem. It's the art you don't know about that comes back to bite you.”



Seven Platforms Enter. One Clear Winner Emerges.

When she joined the company, she set out to find the best possible search platform to support this new, tech-enabled IP strategy.

She tested seven of the most popular, highly touted platforms.

Her evaluation criteria were uncompromising:

CRITERION 1	CRITERION 2	CRITERION 3	CRITERION 4
SEARCH QUALITY Search quality and completeness were non-negotiable	VISUALIZATIONS & ANALYTICS Needed to be back by reliable data	SUPPORT & RESPONSIVENESS Looking for a partner, not a drop-and-go vendor	COMPETITIVE PRICE Competitive, but not at the cost of quality

She built test searches around patents she already knew were seminal in their fields. If a tool couldn't find them, she simply moved on.

"If your tool can't find the seminal patent in an area—the one cited everywhere—why would I trust it? When a platform missed things, I knew should appear, I stopped testing that tool."

That's where InnovationQ+ from IP.com changed the game.

"InnovationQ+ gives me both the quality and the visuals. With InnovationQ+, everything I expected to see was there – and more."

Her conclusion after testing all seven?

"After testing seven of the most popular and highly touted platforms, InnovationQ+ was a clear winner."



THE WINNER

InnovationQ+™

Powered by IP.com and IEEE

Reliable Data, Not Shiny Distractions

Her philosophy is blunt: visualization is meaningless if the underlying data is wrong or incomplete.

“There is little, or no, value in even the best visualization tools if the data is not reliable.”

InnovationQ+ allowed her to:

DEEP SEARCH

Run deep, semantic searches across a comprehensive corpus of patents and non-patent literature.

SMART FILTERING

Use intuitive filters and analytics to narrow millions of results down to the truly relevant set in minutes, not days or weeks.

LANDSCAPE MAPPING

Visualize competitive landscapes with maps and clustered views that quickly reveal where competitors are staking claims. not days or weeks.

PROACTIVE ALERTS

Set alerts to track new filings, monitor abandonments, and understand how dense specific technology spaces are becoming.

She describes it as her essential go to IP toolbox.

“I think of InnovationQ+ as my toolbox. Most days I’m grabbing the hammer—core search and landscaping—but sometimes I need something more precise. The key is that the toolbox is stocked with reliable data so every tool inside it actually works.”

And perhaps most importantly, InnovationQ+ helps her bridge the multiple “languages” she has to speak: legal, technical, and business. For the engineers, she can talk about technical novelty and design-around options. For the business leaders, she can show who’s filing where, who’s abandoning, and where the navigable white space is for blue ocean innovation. For the marketing and product departments, she connects technology direction to sustainable, customer-facing differentiation.

“Because there are so many different stakeholders in IP, having the right information to talk to each of them is crucial. InnovationQ+ gives me the evidence I need to speak everyone’s language.”

Turning Data into Insight— and Avoiding Costly Cliffs

At this company, her most powerful use of InnovationQ+ has been strategic landscaping.

In a world where it might take months or years to build and deploy a new technology, discovering too late that a path is blocked by third-party patents is not just frustrating—it's expensive.

“If we don't have good landscaping and we go off on a path where we're going to be blocked, that R&D money is flushed. It's not like renaming a product. It's months of engineering spend you can't get back.”

With InnovationQ+, the landscape comes into focus. Instead of reacting to isolated filings, she sees the full competitive terrain—who controls what, where the clusters are tightening, and where space still exists to move strategically.

Dense regions signal caution. White space signals opportunity. And shifts in abandonment and prosecution patterns provide early clues about where competitors may be hitting friction or stepping back altogether.

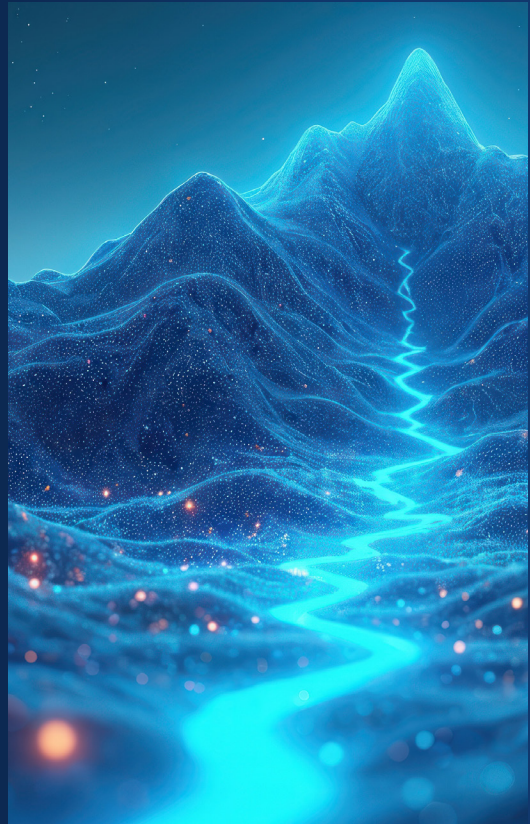
In her own words:

“I sometimes joke that my job is keeping us from falling off cliffs. The success of those efforts is 100% based on having the right tool. InnovationQ+ is what lets me give that kind of guidance with confidence.”

This isn't just about risk avoidance. It's about active portfolio strategy:

- **Filing Strategy:** Clarifies what to file and where to file it for maximum strategic impact.
- **Portfolio Pruning:** Determines what to maintain and what to let go to keep the portfolio lean and aligned with business goals.
- **Monetization Opportunities:** Spots potential licensing and revenue-generating opportunities within the portfolio.
- **Cross-Licensing Strategy:** Identifies where cross-licensing may make strategic sense in dense, competitive landscapes.

“A valuable patent is one that's being infringed—but we don't want to be the ones infringing other people's patents by accident. InnovationQ+ helps me see who's doing what so I can value our portfolio, make better pruning decisions, and even find candidates for monetization.”



Why a Subscription Platform Beats “Free”

She is realistic: free online tools have their place for quick lookups or grabbing a single document. But for serious portfolio strategy, they're simply not acceptable substitutes for an enterprise-grade platform.

FEATURE	INNOVATIONQ+ ADVANTAGE	“FREE” TOOL RISK
Data Reliability & Completeness	Comprehensive global coverage with advanced semantic intelligence designed for high-stakes R&D and IP decisions.	Limited coverage, inconsistent data quality, and keyword-only logic. “Roughly right” results can create costly blind spots.
Governance & Duty of Disclosure	Full traceability of who searched what and when, supporting compliance and proper duty of disclosure management.	No structured oversight. Creates risk of untracked “shadow searching” by engineers or non-experts.
Risk Management	Keeps search activity within a controlled legal and strategic framework managed by IP professionals.	Easy for teams to misinterpret results or create problematic paper trails that increase exposure.
Insight vs. Noise	Transforms raw data into maps, analytics, trendlines, and structured outputs that leadership can act on.	Dumps large volumes of undistilled results, requiring manual interpretation and increasing the risk of missed insights.

“With InnovationQ+, I have control. I can keep track of what we’ve seen, fulfill our duty of disclosure, and know that I’m not making decisions based on a random subset of data. Free tools don’t give you that.”

A Trusted Partner, Not Just a Platform

One of the themes she returns to again and again is partnership.

She doesn't experience IP.com as a distant software vendor. She experiences a team that listens carefully to what she's trying to accomplish—and moves quickly to support her.

A favorite example: she wanted more insight into why competitors were letting patents go—whether for non-payment of fees, abandonment in prosecution, or other reasons. That nuance matters for her competitive analysis.

She reached out to the IP.com team to ask if this could be surfaced in the platform.

“I wanted to see why certain patents had gone expired. By the time I went to bed the next day, that feature was already there. I could speak directly with the technical team, explain what I needed and why, and they just delivered.”

That speed and attentiveness didn't stop after the contract was signed.

“I feel like I'm IP.com's only customer—that's how responsive they are. I've dealt with other providers where I couldn't even get a test login for days. With IP.com, I get answers, features, and help when I actually need it.”

That sense of partnership is especially important as she pushes the organization forward—from pure search and landscaping into more structured idea evaluation and patentability assessment with tools like IQ Ideas+.



Confidence in Every Recommendation

At the end of the day, her job is about confidence.

Every time she tells R&D, “This is a safe path”—or tells leadership, “This filing is worth the spend”—she is putting her professional reputation behind that recommendation.

InnovationQ+ gives her the foundation she needs to do that.

“Good advice requires good data. If you’re making decisions on faulty or incomplete information, you’re going to spend a lot of money and it’s going to bite you. I don’t want to be the person who does that.”

It’s why she’s so adamant about search quality. Why she rejects “roughly right” as a standard. Why she insisted on having a serious platform as a condition of taking the role.

Or, as she put it in her own words:

“Effective management of valuable patent portfolios and innovation lifecycles requires a search platform that provides top-notch visualization tools, but, more importantly, provides the most reliable and relevant search results... I would be lost without InnovationQ+.”

Looking Ahead: IP in a Crowded, Accelerating World

She sees the IP world only getting more challenging:

- Landscapes are denser—more patents, more players, more overlapping claims.
- Patent office delays and shifting case law mean technology can outpace examination.
- Innovation lifecycles and IP lifecycles must stay tightly aligned to avoid misinvestment.

She believes the future will reward those who can make surgical insertions into crowded spaces—finding narrowly tailored, high-value inventions that align perfectly with business needs. That requires smarter tools, better analytics, and trusted partners. For her, InnovationQ+ is one of those partners.



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INNOVATION POTENTIAL**

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