Apex Standards
Pseudo Claim Charting

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Date: _____

Company: _____ Contact: _____ Email: _____

Jurisdiction: ☐ US ☐ EP ☐ CN ☐ JP ☐ KR ☐ WO Patent No.: _____ Kind Code: _____
· Attach separate sheets upon a batch order

Timeline: ☐ incredibly urgent ☐ 72 hr ☐ 1 week ☐ 2 weeks ☐ 1 month ☐ time permitting

Special requests: _____

Standard Essentiality Analysis: Against Post Dated Standardization Documents	Invalidity Analysis: Against Prior Arts	Monetization Analysis: Against Goods/Services
☐ Unspecified ☐ 3GPP Unspecified ☐ 3GPP TS / Radio Access Network ☐ 3GPP TS / Telecom Services ☐ 3GPP TS / Security ☐ 3GPP TS / NTN & Satellites ☐ 3GPP TS / Mission Critical ☐ 3GPP TS / Infrastructure ☐ 3GPP TS / Broadband Audio Video Codec TS 26/46 Series ☐ 3GPP Generation: ☐ 5G ☐ LTE ☐ UMTS ☐ GSM ☐ 3GPP Release: ☐ 14 ☐ 15 ☐ 16 ☐ Other _____ ☐ 3GPP TS XX.XXX (specific) _____ ☐ Open RAN (O-RAN) ☐ ASTM F04 Series / Medical Device ☐ ASTM F38 Series / UAV Drone ☐ FAA UAV Drone Remote ID Automotive Communication Subsystem ☐ 3GPP V2X ☐ IEEE 1609 ☐ IEEE 802.11p (DSRC) ☐ IEEE 802.3 (2.5,5,10G BASE-T, PoE) ☐ SAE: ☐ J2735 (DSRC) ☐ J2945 (V2V) ☐ J3161 (V2X) Banking / Blockchain (IEEE P2140) ☐ Authentication ☐ Key Management ☐ Access Control ☐ E-Commerce ☐ Asset Class ☐ Contract ☐ Other _____ Banking Financial Information eXchange (FIX Trading) ☐ Pre-Trade ☐ Trade ☐ Post-Trade ☐ Infrastructure ☐ Order State Changes ☐ Banking Mobile Payment (ISO 12812) ☐ GS1 (Business Communications) ☐ Biochip ☐ Display ☐ e-Health Standards / ETSI TR 103 477 ☐ e-Health Standards / IEEE 11073 ☐ e-Health Standards / ITU-T H.800s ☐ IEEE 802.11ax (Wi-Fi 6) ☐ IEEE 802 LAN & WLAN Series ☐ IEEE P1872 / Robotics and Automation ☐ Apollo / Autonomous Driving Platforms ☐ IEEE P2048 / Immersive AR & VR ☐ IEEE P7130 / Quantum Computing ☐ Industry 4.0 Smart Factory Standards ☐ IoT Data Exchange Standards ☐ IEEE P1857 / Audio Video Coding ITU-T ☐ H.264 AVC ☐ H.265 HEVC ☐ H.266 VVC ☐ AV1 ☐ VP9 ☐ ATSC 3.0 JEDEC Semiconductor/Memory Standards ☐ DDR4 ☐ DDR5 ☐ GDDR4 ☐ GDDR5 ☐ LPDDR4 ☐ LPDDR5 ☐ NVM ☐ UFS ☐ e.MMC ☐ Packaging ☐ Other _____ ☐ Qi Wireless Charging ☐ SAE Electric Vehicle Wired & Wireless Charging ☐ Other preferred standards _____ _____ _____ _____	☐ Unspecified ☐ Patent Literature ☐ Patent Arts in the same jurisdiction ☐ Patent Arts across different Jurisdictions: ☐ US ☐ EP ☐ CN ☐ JP ☐ KR ☐ WO ☐ Non-Patent Literature ☐ Scientific Literature (Academic Publications) ☐ 3GPP TDoc Standardization Documents ☐ ETSI Standards Documents ☐ IEEE Standards Documents ☐ JCT-VC Video Coding Standardization Documents ☐ Other preferred prior arts _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ ☐ Semantic Mapping Suggestions ☐ Legal Clause Suggestions	☐ Unspecified Purpose ☐ Valuation ☐ Transaction ☐ Collateral Asset ☐ Tax Classification ☐ Out Licensing ☐ Technology Transfer Infringement Evaluation ☐ Industry _____ ☐ against Company _____ ☐ against Goods _____ ☐ against Services _____ ☐ against Methods _____ Emerging Tech Application: Comparison against patents filed by VC-backed startups ☐ Seed / Series ☐A ☐B ☐C ☐ Late-Stage/pre-IPO Vertical ☐ 3D Printing ☐ Advanced Manufacturing ☐ Apparel Tech ☐ Advertisement ☐ Precision Agriculture ☐ AI/Big Data ☐ IoT ☐ Robotics and Drones ☐ AR/VR ☐ Autonomous Driving ☐ Gig Economy ☐ Clean Tech ☐ Cloud/DevOps/SaaS ☐ Cybersecurity ☐ e-Health ☐ E-Commerce ☐ Education Tech ☐ Fintech ☐ Mortgage Tech ☐ Real Estate Tech ☐ Food Tech ☐ Gaming ☐ HR Tech ☐ Insurance Tech ☐ Legal Tech ☐ Lifestyle & Wellness ☐ Micro Mobility ☐ Nanotechnology ☐ Pet Tech ☐ Supply Chain Tech ☐ Tech/Media/Telecom (TMT) ☐ Travel Tech ☐ Wearable/Health Tech ☐ Other _____

Q&A

What is Pseudo Claim Charting (PCC)?

The promise of Apex Standards Pseudo Claim Charting (PCC) is not to replace expert opinion but to provide due diligence and transparency prior to high precision charting. PCC conducts aggressive mapping (based on Broadest Reasonable, Ordinary or Customary Interpretation and Multilingual Translation) between a target patent's claim elements and other documents (potential technical standard specification or prior arts in the same or across different jurisdictions), therefore allowing for a top-down, apriori evaluation, with which, stakeholders can assess standard essentiality (potential strengths) or invalidity (potential weaknesses) quickly and effectively before making complex, high-value decisions. PCC is designed to relieve initial burden of proof via an exhaustive listing of contextual semantic mapping as potential building blocks towards a negotiation-ready work product. Stakeholders may then use the mapping to modify upon shortlisted PCC or identify other relevant materials in order to formulate strategy and achieve further purposes.

What kind of problems does PCC solve?

The **First Order of Business** for any portfolio manager is to decide what patents to file an application for, what to keep or drop, what to buy or sell, what to use to align with business objectives, what to monetize, what to use as a defense, what to use to secure a preferred position and what to use as a bargaining chip.

PCC is designed to shed light along various stages of aforementioned decision making. With clarity, portfolio managers can thusly formulate better strategies backed by data. A popular **SWOT** analysis comes as follows:

Strengths	·Standard Essentiality ·Used by the Industry ·Emerging Tech ·Next Generation Tech ·Degree of Protection	**W**eaknesses	·Scope of protection covered by the claims ·Quality issues in the claim elements ·The ability to sustain invalidity challenges
Opportunities	·Investors love patents ·Monetization ·Transaction ·Financing ·Tax Credits ·Out Licensing ·Technology Transfer	**T**hreats	·Recurring maintenance fees ·Consistency with dynamic business objectives, both short term and long term ·Technology landscape shifting ·Legal fees and lengthy processes for patent value communication due to lack of supporting evidence

Two sides of one coin. For a long time, the value of patents depends on the position one takes. For example, licensors (or plaintiffs, sellers) tend to emphasize strengths and overlook weaknesses of owned patents, while licensees (or defendants, buyers) focus on the opposite in order to keep a consistent position. If a portfolio manager can see through both sides of any patent, he or she will be able to negotiate more proactively and less reactively, therefore maximizing the return of R&D investments every step of the way.

How does the PCC process work?

Complete the form above and email it to <support@apexstandards.com>. The Apex Standards team will create a ticket and do homework for you. We will try to accommodate the timeline as indicated in your form and get back to you with our initial finding accompanied by sample charting, free of charge. If you feel happy with our homework and determine that a full-scale PCC is justified, we will prepare a formal quotation for you.

Does PCC suffice for a serious conversation regarding patent value?

Consider PCC as a pre-charting technology, whereby term mappings are crosswalked and building blocks are provided. With PCC, a stakeholder can assess success rate of the pursuit better and faster.

More than a hunch before one spends big.

Put simply, average intellectual property expense per case ranges between $500K and $2M USD just to get started. PCC serves as early-stage signals, with which, a pursuer has his or her claims backed up by supporting materials that may facilitate effective business conversation down the line.

Beyond PCC, we have a separate service line for high-precision, litigation ready charting that is offered on a customized, case-by-case basis. Consult <support@apexstandards.com>.

How is confidentiality handled?

Apex Standards has a boilerplate Non-Disclosure Agreement (NDA) that strictly protects the privacy and interests of a client. If you or your organization have a preferred NDA to begin with, let us know.

References

PCC & Use Cases: https://www.apexstandards.com/apex.pcc.pdf
PCC Examples: https://www.apexstandards.com/pcc/
PCC Work Products for Unified Patents (Anti-TROLL Campaign): https://www.apexstandards.com/Unified/
PCC to support patent-standard essentiality and mapping: https://www.apexstandards.com/apex.landscaping.pdf
PCC to support global patent-standard landscaping: https://www.apexstandards.com/global.landscaping/