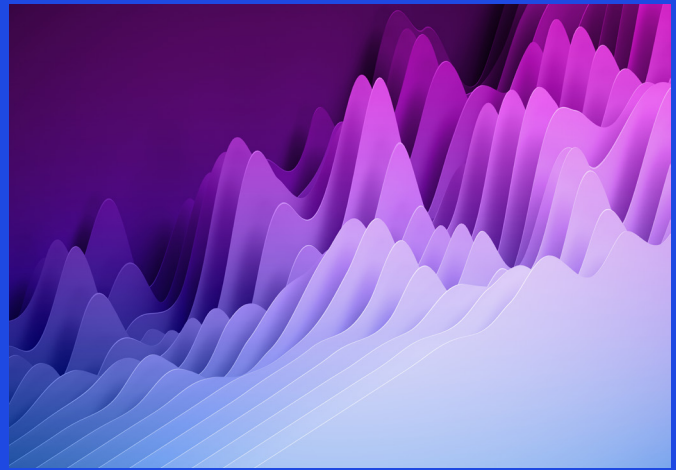


Benchmarking of your IP Department



How does your IP department measure up when being compared to your individual peers? We offer an extensive and industryproven benchmarking for your IP function.

The challenge

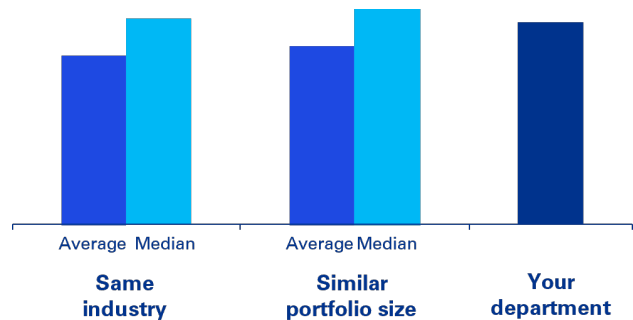
In our ever complexing and technology-driven world, innovative ideas are of increasing advantage for competitive businesses. For many companies, their intellectual property is of paramount value to maintain a thriving business. The proper management of that portfolio is imperative to support the financial and strategic goals of the company. An optimally structured and efficiently working IP department therefore lies at the heart of successful IP management.

With our benchmarking, you can assess the performance of your IP department on a quantitative basis. In knowing what financial and personnel expenditures your competitors create, we can help guide you on your way to becoming an even more efficient and modern IP department, and help in ensuring that the IP department is seen as a success contributor rather than a cost center.

Our offer – your benefit

KPMG Law has long-standing experience in benchmarking IP departments and has gathered an extensive database over the past 8 years. This valuable information provides the unique possibility for an individualised benchmarking in order to gain transparency on your department’s performance. You will know about your department’s status quo, identify deviations in relevant quantitative and qualitative KPIs and learn about best practices in order to improve the efficiency of your IP department.

Total costs per patent family



Source: KPMG Law in Germany, 2023

The KPMG Law IP Benchmarking Series



Source: KPMG Law in Germany, 2023

Our Database – The IP Benchmarking Report

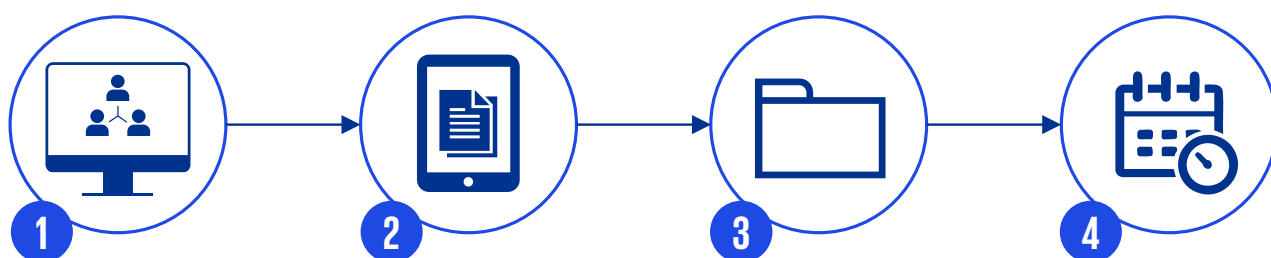
Since 2012, we have been evaluating the IP Benchmarking Report, reporting on trends, structures, processes, headcounts and costs of the top 400 European Firms. The reports bring transparency to the common setup and best practices of daily challenges in staffing, cost reduction and outsourcing practices.

Sample qualitative output

- Reporting line of the head of IP
- IT support in the IP department
- Setup and integration of the IP department in the company
- Numbers of direct reports to the head of IP
- Use of patent coordinators in the group
- Procurement and evaluation of external service providers
- Outsourcing practices of the patent/trademark department
- IP filing strategy
- Collaboration with the R&D/marketing department
- ...

Sample key performance indicators

1. Number of first filings to invention disclosures
2. Number of invention disclosures to total patent families
3. Number of first filings to total patent families
4. R&D costs per first filing
5. Share of total costs for patents to R&D expenses
6. Number of patent families per attorney
7. Share of total costs for patents to company revenue
8. Total costs per patent family
9. Number of existing trademark families per FTE Trademark
10. Total costs trademark to company revenue



Selection of peers

Jointly, we will select two peer groups with ensured comparability.

Data provision

Quick, independent and virtual data delivery is possible through our online questionnaire. If desired, we can support you in evaluating your data.

Data adjustment

We will ensure that the setup of your department is comparable to your peers.

Delivery of Benchmark

Within 5 days upon the data delivery, we guarantee the delivery of the results and together with our interpretation of the benchmark.

Source: KPMG Law in Germany, 2023

How to proceed

Our entire benchmark procedure can take place remotely, in the timespan of one week.

Step 1: You select your peers

You can select two relevant peer groups from our database. We recommend a peer group that is industry-specific and a second group comparable to your department or portfolio size, in order to ensure sustainable results.

Step 2: You provide your data

In order to develop an accurate benchmarking document, we need you to provide us with some quantitative information about your IP department. Of course, we can also assist you in evaluating the relevant numbers on a groupwide level.

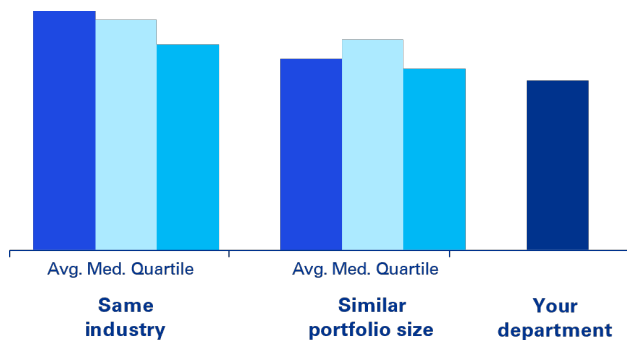
Step 3: We make the numbers comparable

Task portfolios may vary greatly between IP departments, as the covered topics may differ (e.g. licensing etc.), or outsourcing rates may fluctuate. This and other differences will be accounted for. In order to ensure that we are not comparing apples to oranges, we adjust the data sets of your peers according to your individual setup.

Step 4: We deliver the benchmarking

Five days after your data provision, we deliver and present the results. You will know the performance of your IP department in comparison to the aggregated values of your peers. Of course, we will never disclose your data or the data of any other single participant.

Total R&D costs per First Filing



Source: KPMG Law in Germany, 2023

Optimally equipped for you

We would be pleased to support you in benchmarking your IP department. We guarantee a highly precise, but still quick and pragmatic approach, delivering fast results. Our team has an interdisciplinary and international composition, ensuring that we have the optimal and relevant experience in understanding all aspects of your IP department's service offering. You can rely on our broad industry knowledge since 2012. Our experienced IP operations experts are at your disposal at any time for further information or questions.

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