

**ERREQUADRO**  
*Research over Research*

**Software and service for advanced  
Intellectual Property analysis**

*“If you want something new,  
you have to stop doing something old.”*

Peter F. Drucker

At **ERRE QUADRO** we are dedicated to developing **high-performing patent discovery solutions** for SME and corporate customers.

Our goal is supporting the customers, discovering *the patent strategic zone* where to orient their R&D effort.

Thanks to our technology and competencies we help you to find *your patentability space* and to have a *clear landscape of your specific competitive environment* in terms of business investments and technology trends.

The founders of **ERRE QUADRO** are active in the field of IP since 2002, with many publications and research projects at the University of Pisa; they founded the company as business entity in 2008.

Over the years our multidisciplinary team, composed of **PhD seniors** in mathematics, physics, informatics, engineering(s), economics, law, as well as **experienced engineers** covering different sectors, has been integrated with a strong management structure to guarantees efficiency and quality.

# We are different

## Erre Quadro *surf* technology

A proprietary technology to select, compare and organize IP, based on scientific research outcomes and already successfully applied in many industrial sectors.

## Performance in IP discovery

High performance on key parameters such as signal to noise ratio, recall VS precision, granularity: saves time, increases clearness, improves decisions.

## Multidisciplinary competences

Effective answers to specific needs in different sectors: from automotive to biomedical, from textiles to Oil&Gas etc.



# Tired of hidden obstacles?

## Limits of the traditional patent search

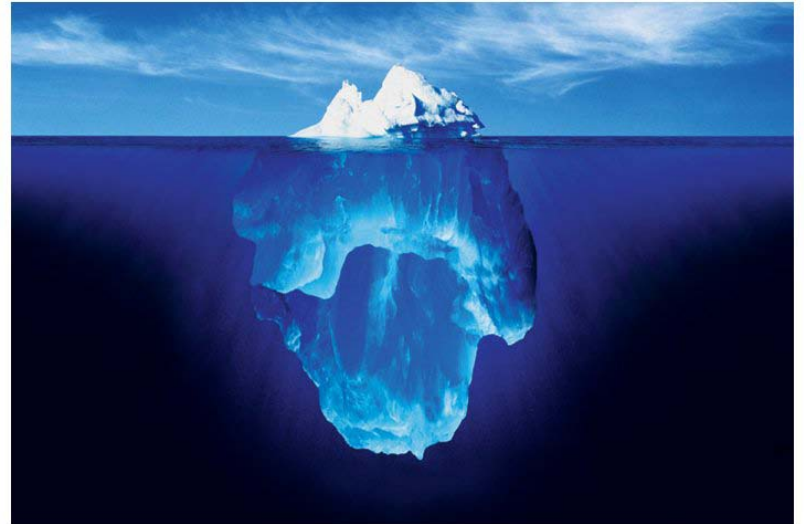
Detecting the *right set of the patents related to a defined technical area* is the key of a successful patent search.

Inadequate recall loses important elements.

Low precision and noise produce unexpected results.

## Typical issues

- Natural language: alternate spellings, synonyms, technical slang, polysemy.
- Obscure or ambiguous language, often intentional
- Incompleteness, omissions: non-standard classes, “hidden” assignees, etc.
- Errors, mistakes... by inventors, lawyers, or examiners



# Find your real *white space*

## **Free zones to patent today**

Which technical areas are not covered by the competition?

Are there free areas where I can direct my R&D?

Are there new sectors in which I can file patents to expand my business?

## **Cool zones to patent tomorrow**

Which are the forthcoming trends? Where are my competitors going to invest? How can I keep up with the evolution of the technology and on the market?

## **Strategic zones to patent after tomorrow**

Pioneers act as first movers on the market, anticipating innovative solutions and developing cutting edge technologies: what will be the next generation?



# Into the *Invention Life Cycle*

## Explore *technology*

Analyse both the state-of-art and the technology trends. Get an IP competitive landscape and identify emerging markets. Guide the R&D activity and apply a strategy as first mover or fast follower.

## Monitor

Detection of Infringement threats; surveillance of the technology.



## Exploit

Freedom to Operate, due diligence, cross licensing studies, partner search.

## Conceive *ideas*

Design around obstacles. Spot new concepts and conceive fresh ideas. Evaluate their innovation potential. Assess the patentability and the IP density of the competitors close to the idea.

## Protect *patents*

Find alternative solutions to strengthen patent. Get the right area where locate IP and make it grow.

# Erre Quadro services

We support our clients in all the phases of the Invention Life Cycle

## Strategic Area

Focus: market & technology

Analysis of the technological area and industrial sector. Delivery of **specific analytics reports** on:

- State-of-art, technology trends
- Competitive landscape
- Emerging technologies & markets
- Foresight

## Design Area

Focus: concept

Assess the IP density near the concept; find free alternative technology:

- Soundness of concept
- Technology Mapping
- Design Around

## Management Area

Focus: patent

Identify, assess and control the risk of infringement for your IP set:

- Patentability & Prior Art
- IP Ranking of similarity
- IP Surveillance



# ERREQUADRO

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Leader in patent exploration

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