



Technical Intelligence Using Patents: Through the Fog

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Opening Statement



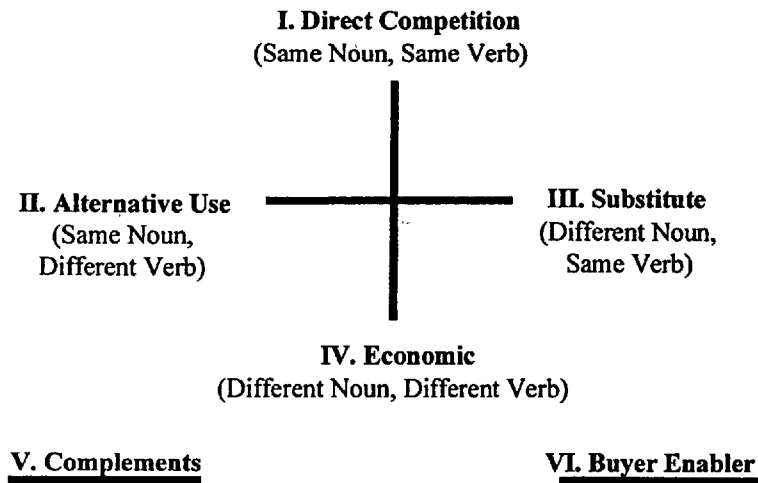
*If it is rainy and foggy for you, it is rainy
and foggy for the enemy.*

Rain and fog generally favors the offense.

*[Rain and fog also favors those who can see
through it.]*

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The Six Angles of Competition



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IP/Technology Business Advancement Model



Home Company
Intellectual Property

Other Company
Intellectual Property

Six Angles of
Competition

- Employ
- Lend
- Block
- Hold
- Discard



- Buy
- Borrow
- Better
- Sue
- Avoid

- Direct Competition
- Alternative Use
- Substitute
- New Market
- Complement
- Client Enabler

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The "Seventh" Angle – Journey vs. Results



Therefore, if profiting from carrying buyers through a journey that itself is not the buyer's ultimate result, you must have double the vigilance for the six competitive angles that impact your business. Competitors may seek both to replace you and to eliminate you...

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