

Case Study

How We Enabled a **Fortune 500 OEM** in Unlocking Value Through Strategic **Patent Licensing** Approach

Objective

A leading OEM from the Fortune 500 list engaged us to unlock value from their extensive portfolio of around 5,000 patents—aiming to identify high-value patents and monetize them through licensing, litigation, or sale. The study required navigating complex layers such as clustering technology focus areas, tracing potentially infringing products, and accounting for co-developed software platforms—ultimately enabling a strategic, insight-driven approach to IP monetization.

Our Strategic Approach

To unlock monetization opportunities from a vast IP portfolio, we deployed a multi-layered, analytics-driven framework—balancing scale with precision at every stage of the process.

AI Classifier Tool—powered Patent Relevance Classification

We applied AI Classifier and trained it using a manually selected subset of relevant and non-relevant patents, to automatically identify patents aligned with the client's monetization strategy. This streamlined the assessment of thousands of patents and surfaced those with the highest potential.

Technology Domain Clustering

The relevant patents were tagged using key metadata such as titles, abstracts, claims, and classification codes. These tags were used to form tightly grouped technology clusters—each representing a distinct area of innovation where the portfolio demonstrated concentrated strength.

Identification of Strategic Opportunities and Stakeholders

To spotlight "diamond patents"—those with higher licensing or litigation potential, each patent family was assessed and ranked based on the critical bibliographic and legal indicators. Some of the parameters are as follows:

- Remaining patent life
- Frequency of examiner citations
- Prosecution duration
- Legal status

OEM Product Mapping & Detectability Scoring (Integrated with Feasibility Insights)

To uncover real-world infringement scenarios, we mapped patents against OEM products using a layered search approach (web content, datasheets, videos, and sales sources). Each patent was scored as High, Medium, or Low based on detectability. This approach helped us prioritize patents most likely to be enforceable or commercially valuable.

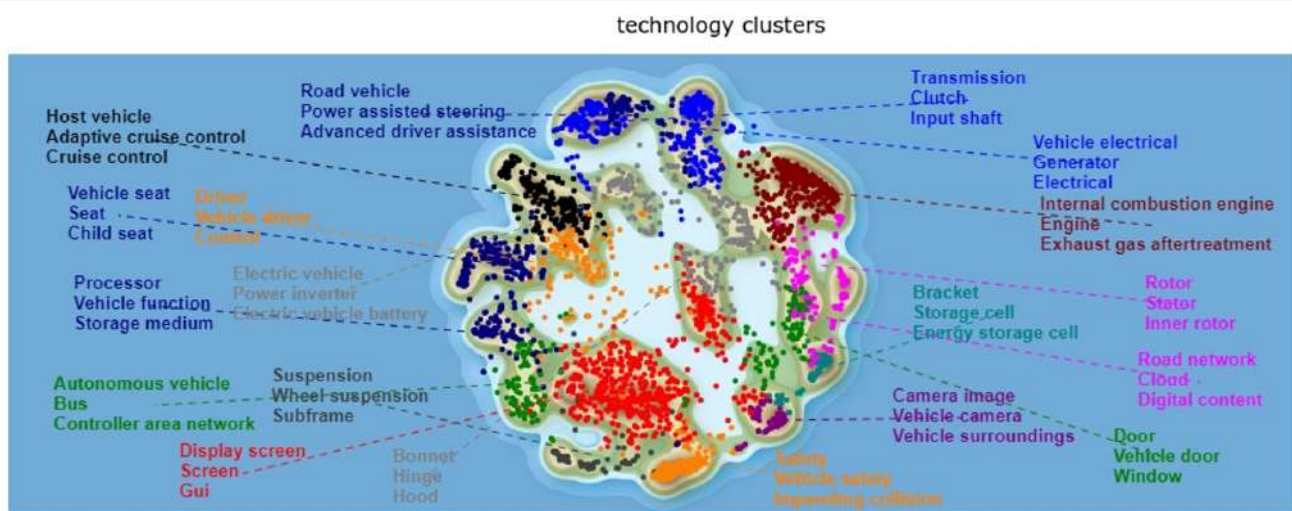
Validity Verification

Shortlisted patents underwent a rigorous invalidity contention test to ensure legal robustness and reduce the risk of future invalidation.

Evidence of Use (EoU) Documentation

We prepared detailed, high-resolution EoU charts for patents that passed the validity checks—enabling strong legal positioning and clear communication of infringement to target entities.

Snippets



HML Analysis

1. A vehicle (100) with autonomous driving capability, wherein the autonomous vehicle (100) is adapted for at least two different driving modes,

Commentary: Man Truck has introduced the truck platooning mode under which each truck is equipped with the assistance system such as the ACC adaptive cruise control. So, the truck uses two modes, which are a platooning mode and GPS cruise mode

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The truck having first mode i.e., the GPS cruise control mode

Platooning in this case refers to a system that vehicles use on the road in which at least two trucks drive in a tight convoy on a highway, supported by technical driving assistance and control systems. All of the vehicles in the platoon are linked to each other by an electronic "drawbar" that uses vehicle-to-vehicle communication. The truck in front sets the speed and direction, and the others follow. The advantage of the technology lies, on the one hand, in the slipstream effect that allows the following vehicle to drive more efficiently. On the other, the electronically linked vehicles respond as a single unit, which enhances safety. In particular, platooning helps make better use of the existing road space. MAN fitted two volume-production truck chassis with the platooning technology for the pilot. Both vehicles are identical and can each perform the role of lead or following vehicle. The vehicles are equipped with state-of-the-art assistance and safety systems.

The truck having second mode i.e., the platooning mode

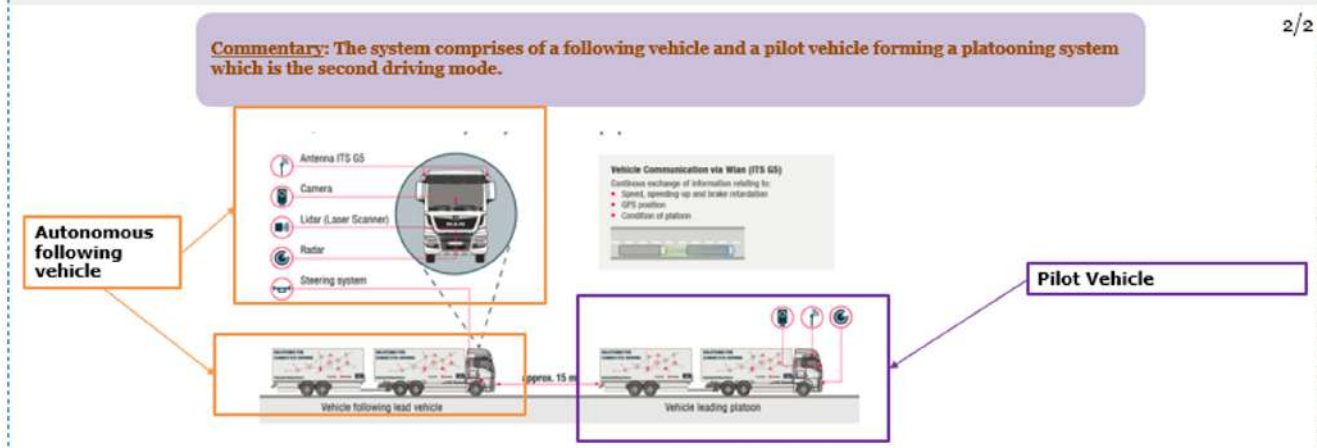
vehicles cutting in. The pilot operation showed a fuel saving of three to four percent was possible in the following vehicle of the platoon compared with the reference value of an identical MAN TGX truck, which systematically uses all the very latest efficiency technologies. In the lead vehicle the same figure is around 1.3 percent. The pilot project restrictions and the mandatory breakouts need, however, to be taken into account here. Furthermore, the reference vehicle uses additional fuel-saving technology (GPS cruise control Efficient Cruise 2), which could not be used for the platooning runs due to the stringent speed specification of 80 km/h. As such, it was not possible to efficiently use the coasting phases in platooning mode. Each breakup and safety maneuver also consumed around 0.1 liters of fuel. Consequently, additional optimization potential for platooning mode could be leveraged here under different conditions.

Patent Ranking

S. No.	PATENT #	Tech Concept	Family Citations in Prominent Assignees	Parameters	
				Weightage	Scoring
					Range of patents based on Objective parameters; patent score: Gold: 59 and above Silver: 45-less than 59 Bronze: below 45
5.	EP1928684B1	POWER TAKEOFF(100,14	ABC	★ 63.82	GOLD
8.	EP2389307B1	VEHICLE CHASSIS(100,25		★ 59.79	GOLD
9.	EP2478206B1	COLLECTOR COMPARTMENT(1		★ 62.37	GOLD
12.	EP1971511B1	VEHICLE(100,81)		★ 73.44	GOLD
14.	EP2041406B2	FOUNDATION VEHICLE(100,24)		★ 73.81	GOLD
16.	EP2044314B1	EXHAUST GAS BRAKE TORQUE(100,55)		★ 61.33	GOLD
21.	EP2097287B1	ENERGY STORAGE		★ 60.43	GOLD

Evidence of Use Chart

a second driving mode which is predefined for a more challenging traffic environment, such as a city, and configured for a second type of autonomous driving in which the autonomous vehicle is being guided by a pilot vehicle (200) in such a manner that the autonomous vehicle follows the pilot vehicle.



Impact

- Formed 7–8 strategic patent clusters using our AI Classifier tool, increasing licensee interest and monetization potential versus isolated patent targeting.
- Identified two high-value patents in litigation; our EoU documentation enabled favorable off-court settlement and cross-licensing opportunities.
- Early success led the client to expand scope beyond initial focus areas, revealing additional high-potential clusters for monetization.

Conclusion

Through an integrated methodology combining AI-driven relevance scoring, technology clustering, systematic infringement mapping, and rigorous validity checks, the client was able to unlock significant monetization opportunities within a vast patent portfolio. The approach promoted an agile shift from reactive litigation to proactive value capture, equipping stakeholders with clear, data-backed strategies for licensing, sales, and cross-industry negotiations.

Ingenious Brain

Ingenious e-Brain is one of the renowned consulting firms that provides 360-degree support to enterprises across the globe in improving their portfolios, be they Fortune 50 companies, startups, institutions, or independent inventors. With a team of 60+ IP professionals honing technical knowledge across various domains, we've been strategically guiding our clients throughout their journey, ranging from innovating to launching any product(s) or process(es) in the market, thereby avoiding last-minute roadblocks and associated commercial loss. We are an ISO-certified company with offices in India, USA, UK, Japan, and Germany.

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