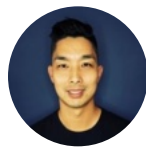




CASE STUDY

How Abnormal Security Maximized ROI on Patent Portfolio Legal Spend

Abnormal



Kenneth Jenq
Director of IP & Litigation
Abnormal Security

About Abnormal Security

Abnormal Security is the leading provider of AI-powered email and cloud security software to the Fortune 500. They develop an abundance of cutting-edge technology which generates a large potential patent portfolio. As cyberattackers continue to get more sophisticated, Abnormal continues to develop more novel and complex cyber-defenses, leading their patent "surface area" to expand every year.

That's great news for Abnormal shareholders but a huge potential challenge (and workload) for the Abnormal legal team.

Problems

Kenneth Jenq, Director of IP and Litigation for Abnormal Security, explains how a large portfolio of intellectual property causes legal problems. "We had so many patents, and we struggled to determine what or who they covered. That makes patents hard to defend, which in turn lowers the value of the patents."

This problem expands if you work for a technology firm like Abnormal that constantly generates new software that is potentially patentable or might infringe on an existing patent. This problem isn't easily solved, even if you have a lot of money to solve it.

It requires a great deal of research to determine if either an invention can be patented or an existing patent has been infringed by your company's latest innovation. Hiring an outside law firm to perform that research can be both time- and cost-prohibitive -- especially if you spend that money only to learn you don't have a winnable patent case.

"I've heard of people waiting weeks to months and paying \$20,000 to \$30,000 for a single patent claim chart, which is crazy, especially if all that chart tells you is that you don't have a case," Jenq recalled. "The problem gets worse if you're actively being sued for infringement, because you can't wait that long to determine your legal position. You need to know how your patent or the other party's patents fit into the case as soon as possible."

By the same token, companies like Abnormal Security can't hire a firm to preemptively build a claim chart for every patent in their portfolio, especially when new patent applications are filed every day.

"Management asks you what the ROI on paying for a patent claim chart is, and your answer has to be, 'I don't know,' because we might not find any evidence we're infringing or that someone is infringing on us. Even worse, what we find today can be wrong in a month or a year," Jenq said. "That's the scariest part."

Solutions

Abnormal Security turned to Patlytics to alleviate their patent portfolio management issues. Jenq described the three features that Patlytics offers that won his team over.

1

Patlytics can quickly **identify up-to-the-minute evidence of patent infringement within a specific patent set.**

Per Jenq, "The only way to understand the value in a patent portfolio is by having clear answers for who your patent actually targets for infringement, and having the ability to prove that those parties actually did infringe on your IP. Patlytics can do that in just a few clicks."

2

Patlytics offers a workflow-streamlining platform that **automates tedious, repeated patent-work activities.**

"A lot of patent work is a high-skill job, but a lot more of it is literally just looking up who owns a patent, are they practicing it, and for how long," Jenq said. "It's cross-referencing patent numbers and descriptions. A good in-house counsel has better things to do with their time. Luckily, I can let Patlytics handle most of this drudge work, so I can get back to actually being a lawyer."

3

Patlytics can **increase the overall efficiency of managing a patent prosecution process.**

"Every dollar I'm not spending on outside counsel, and every minute I'm not waiting for an outside legal service to manually research a patent, is a huge win for my team and my company," Jenq said. "Patlytics doesn't just save me time and money, it stops me from wasting time and money. Its ROI is through the roof."

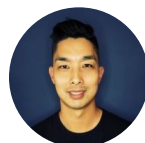
KEY RESULT #1

Lowering patent application filing costs

"I've seen companies pay an outside research team \$500 to \$750 to pre-screen filing docs to see if they would run up against any existing patents," Jenq said. "If they did, you'd need to narrow the scope of the documents to see if you could get clear with a more targeted patent application, and pay the screening fee again. With Patlytics, the same screening process can happen within a few minutes, for no extra charge. Every patent application filed can be \$500 to \$750 less expensive because of Patlytics."

"Before filing, I have a better understanding of how to scope each patent application. Therefore, I don't run into early problems with significant 102 and 103 prior art. This saves money, especially by avoiding the worst case scenario that a patent is never granted. This worst case scenario costs \$30k to \$50k and up."

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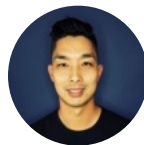
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KEY RESULT #2

Lowering costs and time for determining potential infringement

"I usually know when a competitor has a patent application under review," Jenq said. "If I think their underlying technology is infringing on my IP, I could spend \$20,000 to \$50,000 to investigate further, and that's before starting the pre-suit investigation process, which is also costly. With Patlytics, I can determine how strong my potential case is beforehand."

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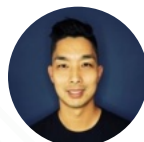
KEY RESULT #3

Identifying patent usage scenarios

"When it comes to invalidating patents, the key is to combine two references together," said Jenq. "Let's say you've invented a bicycle and you're suing me for making bicycles, but I found this wheel patent and this frame patent, and it's an obvious application to put them together, right? That's a very effective way to invalidate a patent. **Patlytics can actually identify patent combinations, which is super different from other patent management apps.** That's not just keyword searching or building a query. It's actual artificial intelligence thinking about patents the way a researcher would. This makes them so much more different than a company who only lets me perform an apples-to-apples comparison between two specific patents. **I'm getting the value of a real patent researcher, but at the price and the speed of software.**"

There is also one other, unquantifiable area where Patlytics makes Jenq's life easier. **"When my CEO asks what the value of a patent is, or if we have a winnable patent case, Patlytics shines.** If I can give the executive team an answer in a few minutes, that's priceless. Patlytics makes me look good to my boss, which is always a sound investment."

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Conclusion

Patlytics makes it possible to effectively manage a large and expanding patent portfolio, especially for software firms like Abnormal Security that are constantly churning out new IP. Using cutting-edge AI, Patlytics allowed Abnormal to instantly assess patent validity -- both for themselves and their competitors -- and effectively decide where to prosecute or defend their patent rights. The result was tens of thousands of dollars in annual savings -- and better use of their legal team's time and budget.

If you'd like to maximize the ROI on your patent portfolio, [contact Patlytics today.](#)