



## IP Research: Identifying licensing opportunities within the electronics manufacturing sector

### The client

The patent pool of a large **consumer electronics consortium**

### Solution elements

RWS IP Research:  
Crowdsourcing

### The challenge

The patent pool of a large consumer electronics consortium wanted to determine if non-compliant products were in their down-stream markets. In-turn, the pool would use evidence provided by RWS to compel those who were unlicensed to cooperate. Their goal was to create a level playing field and illustrate to both its founders and its licensees they were taking action.

The pool requires licensees to put a unique label on their retail packaging. With a visual inspection of a product, the label allowed for easy down-stream identification.

While the pool utilizes multiple tools to assess the sale of licensed products, the ability of RWS to perform a physical check at locations around the world was compelling; visual evidence would enable them to quickly react to trends in the market.

### The solution

Since each product needed an official licensed label from the pool on the box to establish legitimacy, RWS created a survey for its Crowd to identify products across the globe that lacked the proper label. In this case, the survey form asked for the store location, date, the product name and model number, and six photographs of the box (one for each side) to establish that the license label was not present.

There was a specific location where it was supposed to be displayed but the pool requested all six sides, so they did not pursue licensees who simply misplaced the label.

"The RWS approach provided documented and actionable information almost immediately. "

**Key benefits for the client**

- Aided compliance
- Unlocked incremental revenue opportunities

To further narrow the search to only unlicensed products, they carved out certain brands they knew to be in compliance. The objective was to clearly pinpoint brand owners in the channel who were not in compliance with the licensing standard and collect clear evidence (what they were selling and where, with photographs) to convince those companies to become licensees.

**The result**

The RWS approach provided documented and actionable information almost immediately. The pool was able to help companies maintain compliance, make recoveries, and establish a net gain with respect to incremental revenue from licensees. Most importantly is the intrinsic value the pool gained. They were able to show existing licensees they were enforcing a level playing field.

As a result, manufacturers and legitimate licensing entities were pleased that the pool was taking this initiative. The repeatable nature of this work allowed RWS and the pool to conduct this study on several occasions and sometimes with a specific geographic focus to identify new opportunities for licensing that presented themselves over time.



### About RWS IP Solutions

RWS is the world's leading expert in IP research, patent translations, foreign patent filing and database services.

For over 60 years, RWS has led the industry and helped more than 10,000 clients protect and enforce their IP rights around the world. We can help you:

- Ensure the highest quality patent translations
- Cut costs and save resources
- Simplify and streamline

### About RWS IP Research

RWS has the largest pool of IP researchers in the world, combining a team of in-house subject matter experts with a Crowd of over 40,000 skilled researchers.

Our Crowd works on a highly cost-effective 'contest' pricing model. This means you could have dozens, even hundreds of researchers working for you, with complete budget confidence.

Every study is managed by our team of skilled research managers who, in addition to years of research experience, have advanced educational degrees.

For more information, [get in touch](#).

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