

## Samsung Group regains the #1 spot

According to The Patent Board's Consumer Products Patent Scorecard<sup>™</sup> published in The Wall Street Journal, the Top Ten shuffle places, with Newell Rubbermaid dropping out

(Chicago – January 5, 2010) – The latest Consumer Products Patent Scorecard<sup>™</sup> was released today and has ranked 120 of the top Consumer Products companies according to the relative strengths of their patent portfolios as measured by Technology Strength<sup>™</sup>. The Patent Scorecard<sup>™</sup> provides an overall assessment of a company's recent intellectual property quality and quantity at a broad industry level. The Patent Board tracks seventeen industry scorecards and also creates customized scorecards that provide insight with leading performance indicators for an entire portfolio and its closest competitors, scalable at the technology or business unit level.

**Samsung Group** (Seoul, South Korea) moves up one spot back into 1<sup>st</sup> this quarter with a 54% increase in Science Strength<sup>™</sup> and a 7% increase in Industry Impact<sup>™</sup>. The company's Innovation Cycle Time<sup>™</sup> remains #1 in the Top 50 and 3<sup>rd</sup> overall in the industry. **Procter & Gamble Company** (Cincinnati, Ohio, USA) and **NIKE Inc.** (Beaverton, Oregon, USA) both move up two spots to 2<sup>nd</sup> and 4<sup>th</sup> respectively. **P&G** improved its Industry Impact<sup>™</sup> by over 8% and overall Technology Strength<sup>™</sup> by 7%. Improving its Science Strength<sup>™</sup> by 34% gives it the highest score in the industry and **P&G** maintained a Research Intensity<sup>™</sup> double the industry average. **Nike** had a 4% increase in patent growth for the quarter, and with an Industry Impact<sup>™</sup> increase of over 17%, the company's Technology Strength<sup>™</sup> climbed over 18% for the quarter. **NIKE** has continually climbed up the Patent Scorecard over the past year and a half; with this quarter's rank its highest ever.

**Kimberly-Clark Corporation** (K-C) (Dallas, Texas, USA) moved up one spot to 8<sup>th</sup>, fueled by an almost 12% increase in patent growth. While K-C's Science Strength<sup>™</sup> was up almost 4% over last quarter, they lost their #1 rank in this indicator for the first time, with fellow Consumer Products giant P&G taking the lead.- Still notable is **K-C's** Research Intensity<sup>™</sup>, which is almost three times the industry average, and their Technology Strength<sup>™</sup> improved by 14% for the quarter. Breaking into the Top 10, and up from 34<sup>th</sup> place 2 quarters ago, is **ICON Health & Fitness Inc** (Logan, Utah, USA). **ICON** moved up seven spots to 9<sup>th</sup>, showing improvements in every indicator. Patent growth was up 27%, Science Strength<sup>™</sup> is up 200%, and the company improved its Innovation Cycle Time<sup>™</sup> by 6%. A 49% increase in Technology Strength<sup>™</sup> this quarter helped the company move into the Top 10 for the first time. **ICON's** Industry Impact<sup>™</sup> is now nearly seven times the industry average, improving 15% over last quarter. **ICON's** most heavily cited patent this period was originally asserted against them by Cybergym in 2007. As a part of **ICON's** settlement with Cybergym, **ICON** acquired ownership of this patent as well as several other Cybergym patents.

# The Patent Board™

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**Black & Decker** (Towson, Maryland, USA) drops two spots to 3<sup>rd</sup> overall, primarily due to a decrease in patent growth of 8% compared to an industry average increase of 1%. **Callaway Golf Co.** (Carlsbad, California, USA) also falls two spots to 5<sup>th</sup>, also due to a decrease in patent growth, 11% in the case of **Callaway**. **LG Electronics Co Ltd.** (Seoul, South Korea) drops another spot this quarter to 6<sup>th</sup>. Even with patent growth up over almost 5% and an overall Technology Strength™ increase of 3%, the company could not offset its Industry Impact™ of .67, well below the industry average of 1.0. **Fortune Brands Inc.** (Deerfield, Illinois, USA) and **L'Oreal SA** (Clichy, France) both maintain their 7<sup>th</sup> and 10<sup>th</sup> positions respectively. Both companies had slight decreases in patent growth, 3% for **Fortune** and just over 5% for **L'Oreal**, but also had slight increases in Industry Impact™ helping them keep their rankings from the previous quarter.

The biggest movers in the Top 50 this quarter are **Steelcase Inc.** (Grand Rapids, Michigan, USA), up eight spots to 27<sup>th</sup>, **Bosch Siemens Hausgeraete GMBH** (BSH) (Munich, Germany), up eight spots to 39<sup>th</sup>, and **maxingvest ag** (Hamburg, Germany), up nine spots to 47<sup>th</sup>. **Steelcase** improved its Industry Impact™ by 70% and is more than double the industry average, and overall Technology Strength™ improved by 58% for the quarter. The company's recent patenting is around chairs and seating unit technology. **BSH** improved its Industry Impact™ by 38%, although the company still scores less than half the industry average. It still showed a 39% increase in Technology Strength™ for the quarter. **BSH** has been granted new patents on consumer appliances, such as dishwashers, refrigerators and cooking equipment. **maxingvest** posted a 17% increase in Technology Strength™, an increase in Industry impact™ of 24% and currently has a Research Intensity™ over three times the industry average. **maxingvest** has new patents in adhesive technologies, as well as through its Beiersdorf subsidiary. Beiersdorf sells skin care products through its Nivea, Eucerin and La Prairie skin care lines. It has a new patent which lightens age spots on the skin and also prevents tanning.

The biggest movers in the Patent Scorecard are **MTD Products** (Cleveland, Ohio, USA), up nineteen spots to 61<sup>st</sup>, **Burton Corp.** (Burlington, Vermont, USA), up 20 spots to 78<sup>th</sup>, and **Yamabiko Corp.** (Tokyo, Japan) which moves up twenty-one spots to 86<sup>th</sup>. **MTD Products** had a 69% increase in Industry Impact™ and an 84% increase in Technology Strength™. The company's latest innovations are in hybrid electric lawn mowers and lawn mower and garden tractor technology. **Burton** posted a 14% improvement in Innovation Cycle Time™, a 98% increase in Industry Impact™ and a 126% increase in Technology Strength™. **Burton's** latest patents are for snowboard bindings and toe straps. **Yamabiko** also had increases in the same three indicators as **Burton**. Through its Kioritz subsidiary, the company improved Innovation Cycle Time™ by 6%, increased its Industry Impact™ by 80% and improved its overall Technology Strength™ by 142%. **Yamabiko's** newest patents are for portable brush cutter technologies.

## The Patent Board Scorecard Ranks Samsung Group as #1 Innovator in the Consumer Products Industry

Top 10 Innovators in Consumer Products Patent Scorecard<sup>TM</sup> | Quarterly snapshot – 13 week averages

| Previous Rank |     | Current Rank | Company               | Patent Granted* | Science Strength <sup>TM</sup> | Innovation Cycle Time <sup>TM</sup> | Industry Impact <sup>TM</sup> | Technology Strength <sup>TM</sup> | Research Intensity <sup>TM</sup> |
|---------------|-----|--------------|-----------------------|-----------------|--------------------------------|-------------------------------------|-------------------------------|-----------------------------------|----------------------------------|
| 2             | △   | 1            | Samsung Group*        | 206             | 2.0                            | 8.3                                 | 1.07                          | 196.47                            | 0.15                             |
| 4             | △   | 2            | Procter & Gamble Co.  | 283             | 1878.5                         | 14.3                                | 0.76                          | 193.69                            | 2.23                             |
| 1             | ▽   | 3            | Black & Decker Corp.  | 141             | 2.3                            | 15.8                                | 1.44                          | 180.12                            | 0.40                             |
| 6             | △   | 4            | Nike Inc.             | 69              | 1.0                            | 15.8                                | 2.63                          | 160.16                            | 0.14                             |
| 3             | ▽   | 5            | Callaway Golf Co.     | 56              | 0                              | 13.7                                | 3.15                          | 157.19                            | 0                                |
| 5             | ▽   | 6            | LG Electronics Inc.*  | 252             | 0                              | 17.1                                | 0.67                          | 152.32                            | 0                                |
| 7             | < > | 7            | Fortune Brands Inc.   | 101             | 3.3                            | 11.3                                | 1.18                          | 106.24                            | 0.29                             |
| 9             | △   | 8            | Kimberly-Clark Corp.  | 152             | 1827.3                         | 14.1                                | 0.73                          | 99.37                             | 2.98                             |
| 16            | △   | 9            | ICON Health & Fitness | 14              | 15.0                           | 12.4                                | 6.99                          | 88.21                             | 4.57                             |
| 10            | < > | 10           | L'Oreal SA            | 124             | 853.0                          | 15.6                                | 0.80                          | 87.70                             | 3.23                             |

\*The Patent Scorecard rates U.S. utility patents that were represented by each entity. Only Consumer Products patents are used for companies that are represented in multiple industries of which there are 27. Industry Impact<sup>TM</sup> and Research Intensity<sup>TM</sup> indicators are both normalized to 1.0 for the industry average. Gray boxes signify a score above the industry average. The leading score among the top 10 are signified by the orange boxes. \*multi-industry The Patent Board continues to evolve its indicators and advance the importance of Intellectual Property as the New Asset Class. For more information on The Patent Scorecard please contact The Patent Board at [info@patentboard.com](mailto:info@patentboard.com).

### About the Industry

The industry encompasses companies involved in a wide range of products aimed towards consumers such as appliances, lawn and garden equipment, power tools, sporting equipment and apparel, office supplies, toys and furniture. It also includes personal care products such as cosmetics, toiletries and baby supplies, as well as general household cleaning and paper products items.

### About The Patent Board Indicators

**Patents Granted** – equals the number of U.S. patents granted in a given year, excluding design and other special-case inventions.

**Science Strength<sup>TM</sup>** - ranking measure to indicate how much a company uses science in building its patent portfolio with a combined measure of science and quantity.

**Innovation Cycle Time<sup>TM</sup>** - indicates whether a patent or patent portfolio is building off newer or older inventions (art).

**Industry Impact<sup>TM</sup>** - indicates the extent to which others are building upon a portfolio of issued US utility patents as compared to the total set of utility patents.

**Technology Strength<sup>TM</sup>** - ranking measure to indicate an overall strength of the company's patent portfolio holdings with a combined measure of quality and quantity.

**Research Intensity<sup>TM</sup>** – indicates the extent to which a portfolio includes patents with above average Science Linkage as compared to the control group.

### About The Patent Board

The Patent Board is the world's leading business-based patent advisor to Fortune 500 companies, technology-based start-ups, law firms, investment banks, and governments. With four decades of experience, The Patent Board utilizes proprietary data, tools, and analytics to leverage patent-based IP as an asset class. The Patent Board is the official patent ratings partner for The Wall Street Journal with a weekly Patent Scorecard column for the WSJ Market Data Center online and monthly publications in Intellectual Property Today.

The Patent Board<sup>TM</sup> tracks and analyzes innovation, movement, and the business impact of patent assets across 17-industries on a global basis. The Patent Board has offices in Chicago and Philadelphia. For more information visit The Patent Board's website at [www.PatentBoard.com](http://www.PatentBoard.com) or contact Christine Wren at [cwren@patentboard.com](mailto:cwren@patentboard.com) or +1.312.205.7037.