

Proposal for Seminar on “Creating and Using Patent Maps”

*(EFFECTIVELY CREATING AND USING PATENT MAPS
FOR RESEARCH AND INDUSTRY)*

Case study demonstration

-Key Tools and Resources for Patent Mapping-



PROPERTY CO., LTD
Intellectual Property Research





About our company

The Property Co., LTD is a professional intellectual property research firm. Established in August 1996, with staff of the technology research departments, the commercial consulting department, and the legal advisement department, Property provides fine quality technological development and IP strategy support and service for our clients.

Mission-critical Tasks

1. The investigation and reporting of patents for legal requests
2. Data mining and mapping of patents and technical documents for economic requests



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High-precision patent research and

Home Industrial property rights research Patent Analysis Services Patent Search System Patent Translation

Intellectual property system development Intellectual property education content Intellectual Property Seminar

PRODUCTS AND SERVICES

INDUSTRIAL PROPERTY RIGHTS RESEARCH

PICK UP

— Industrial property rights research

— Patent Research

Optimizing research services

Since industrial property rights such as patents, utility models, trademarks, and designs are filed on an

RECENT SERVICE



At Property Co., LTD we continuously research and organize information derived from patent documents. For each project commissioned by corporate IP departments and other clients, we deliver a range of core services tailored to the specific workflows involved—always aiming for optimal performance and refinement.

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PRODUCTS AND SERVICES

Patent Analysis Services

- Patent Map
- Text mining/Data mining
- Output service from commercial databases
- Data Processing Services
- Database delivery
- Creating business analysis reports

Patent Analysis Service Overview


The "Patent Analysis Service" is an analysis service that uses a huge amount of patent documents as a data resource to analyze patent data according to purpose from various perspectives to obtain more advanced and strategic information. Traditionally, it has been called "patent maps" or "landscapes" because it provides an overview of the whole.

Due to the large amount of patent data, the old buzzwords that have been used are "information downsizing" → "from microanalysis to macroanalysis" → "big data visualization" → "landscape," but the "patent analysis service" referred to here is used in a broader sense.

Multidimensional Scaling Mining Examples

"Patent Landscape" is a trademark of Property Co., Ltd., filed in 2007.

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[Analysis of patent information by itemizing its contents]

When it comes to patent mapping, the most important thing to do, even if it takes time, is to analyze the technical (rights) content shown in the patent information. There are various possible approaches to this, but generally, you create categories (technical elements as items) according to the physical properties/chemical properties/electrical properties/psychological properties, etc., shown in the patent information, and then analyze them. You can also create a hierarchy based on attributes such as the problem/solution/purpose/effect, etc. There are three main ways to do this:

Substitution by classification and search formula

Itemization by morpheme words

Granting by reading judgment



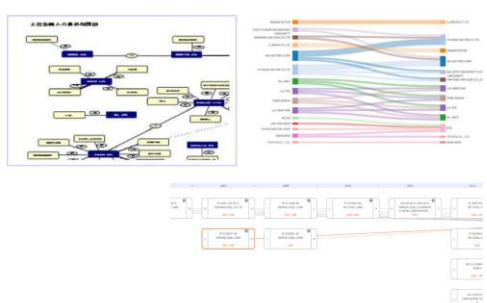
PRODUCTS AND SERVICES

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[Related diagram analysis]

This is an analysis using a diagram that shows the relationships between interrelated elements (different from correlation analysis). Representative examples include a diagram showing the relationships between applicants based on the state of joint applications, and a diagram showing citations and cited applications.




PRODUCTS AND SERVICES

Patent Analysis Services

- Patent Map
- Text mining/Data mining
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(1) Matching applicants and applicant groups

If the same applicant has different spellings due to a company name change or transfer, it is necessary to process the data as if it were the same applicant. Especially in the case of overseas patent data, there are many cases where the English spelling is different even though the applicant is the same. If these are tabulated separately, the statistics will be unclear. Also, in competitive analysis, applicants that can be considered the same are better grouped together to show the actual barrier to entry, so such processing is necessary. The figure on the left is an example of a case where such a name matching function is available on the patent search system. The 6th and 12th applicants are considered to be the same, and the same spelling is entered in the box on the right



We also serve as a distributor, introducing a variety of tools—such as IP databases and mapping software used in our daily operations—through close collaboration with tool developers and manufacturers.



- **Objectives of the presentation**
 - ❑ Developing and analyzing patent maps using tools
 - ❑ Organize, edit, and classify data to prepare practical reports
 - ❑ Understand the key points for application to work
-

Overview of the presentation

1. Real-world example of patent mapping using WIPS Global



Developing patent maps using WIPS Global

► Features of WIPS Global

► Is an online search tool that uses many AI-supported features, helping to search for widespread patent and industrial design information worldwide.

► Scale of the stored data

► Scale of the stored data
Full text of patents from 16 countries, DOCDB information from over 100 countries. Full text of patents from other 34 countries, including Vietnam, will be added soon.

		NEW 34 authorities		
1	United States	Spain	Singapore	Greece
2	EP	Soviet Union	Thailand	USSR - Soviet Union
3	PCT	South Africa	East Germany	
4	Japan	Austria	Hungary	
5	Korea	Brazil	Belgium	
6	China	Switzerland	Malaysia	
7	Germany	Denmark	Argentina	
8	United Kingdom	Sweden	Portugal	
9	France	Poland	Viet Nam	



Developing a patent map using **WIPS Global**

▷ Purpose

▷ Understand the main types of mechanical pencils currently available on the market to serve product development activities, and have useful information to apply to technology or administration work.

▷ Scope of data collection

▷ Information published in the patent gazette is as follows.

- IPC Classification: Including “ B43K-021 /(Propelling pencils) ”
- Patent Name: Including “ Mechanical pencil”

▷ Scope of data collected

Country: Japan

Application date: 19930101-20250131





Developing a patent map using WIPS Global

1. Mechanisms

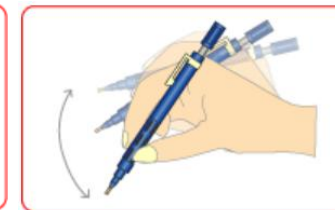
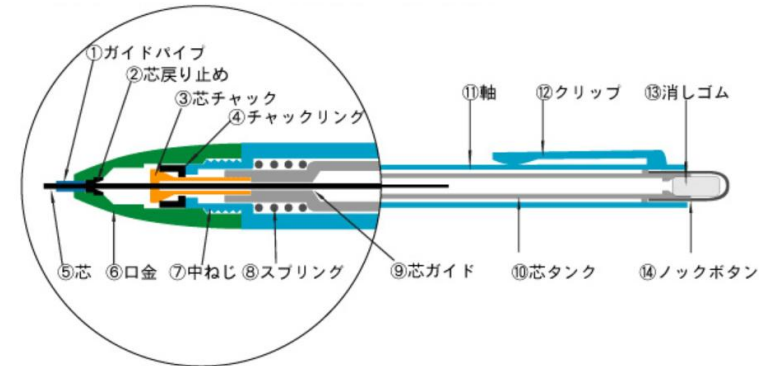
2. Functions

3. Solution

Rotary Type	Lead Break Prevention	Shaft Tube
Knock Type	Lead Retraction	Tip Collar
Tip Knock Type	Misoperation Prevention	Lead Protection Tube
Side Knock Type	Compact Design	Lead Retention Mechanism
Twist Type	Failure Prevention	Lead Case
Side Slide Type	Multi-Size Lead Compatibility	Broken Lead Removal Pin
Flexible/Bendable Type	Auto Lead Refill	Tip Protection Cap
Shaking Type		Connection Structure
Auto Lead Advancing Type		

▷ Organize and edit data

▷ Read the gazette found with the search command and correspondingly tag one in the left panel.





▷ Create search command, collect data

▷ Use Boolean functions or search commands with appropriate patent classifications (IPC, CPC) to avoid noise information (irrelevant patents) and get the most relevant set of patents.

The screenshot displays the WIPS Global patent search interface. At the top, there's a header with the WIPS Global logo, a user greeting 'Hello', a 'Logout' button, and a language selector set to '中文'. Below the header, there are three main sections: 'Search' with a magnifying glass icon and a list of fields (Field, Number, Step, AI, Drawing Text); 'Theme' with a cube icon and a list of categories (Trial & Appeal, Litigation, Family, Legal); and 'IP Expert' with a circuit board icon and a list of tools (Insight Plus, Invalidation Advisor, FTO Generic, Chem Sight). The main workspace is titled 'Query Matching Board' and contains a search bar with the query '(S1 OR S2) AND S3'. Below the search bar, there's a table titled 'Step Search List' showing the results of the query. The table has columns for 'No', 'STEP', 'Query', 'Doc(s)', 'View', 'Memo', and 'Delete'. The results are as follows:

No	STEP	Query	Doc(s)	View	Memo	Delete
4	S4	(S1 OR S2) AND S3	2,075	List		X
3	S3	(@AD>=19930101<=20250131)	15,016,262	List		X
2	S2	(mechanical ADJ3 pencil).TI.	1,458	List		X
1	S1	(B43K-021*).IPC.	2,382	List		X

At the bottom of the interface, there's a note: 'TIP Step Search can be conducted up to 200 levels.'



▷ Check data quantity

- ▷ Remove duplicates in patent status (published, granted). Only retrieve information on the first filed patent among similar patents. Avoid double counting the same invention.

The screenshot shows a patent search results page. At the top, there are two tabs: 'Results' (selected) and 'Chart'. Below the tabs, a red box highlights the text 'Search Results 1,000'. To the right of this, there are several buttons: 'Initial Search 1,458', 'Remove Duplication ?' (disabled), 'Registration' (disabled), 'Publication' (highlighted with a red box), 'Family Grouping' (disabled), 'Within Results' (highlighted with a red box), and 'To Extend' (disabled). Below these buttons, there is a row of icons and labels: 'Max' (dropdown), 'SmartAngle', 'Easy Viewer', 'Dual Viewer', 'My Folder', 'Report', 'Download', 'SmartCloud', and 'Insight Plus'. Below this row, there is a table header with columns: 'Number', 'Date', 'Appl. Date', 'Applicant', and 'IPC(Main)'. The table contains two entries. The first entry is '1. FLD JP 2025-007329 A' with a red box around the 'FLD' label. Below this, the title 'Mechanical pencil (シャープペンシル)' is shown. The abstract text is: '[ABSTRACT] [Technical problem] The mechanical pencil which can use a plurality of writing cores which have a chuck mechanism 30 holding the writing core 100, and the chuck mechanism 30 has a plurality of claw members of a diameter direction, and presses them. [Chosen drawing] Drawing 3'. The date information is: 'Date : 2025.01.17 | Appl. Date : 2023.06.30 | Applicant : PILOT CORPORATION | IPC(Main) : B43K-02'. The second entry is '2. FLD JP 2025-007336 A' with a red box around the 'FLD' label. Below this, the title 'Mechanical pencil (シャープペンシル)' is shown. The abstract text is: '[ABSTRACT] [Technical problem] It controls that the pin for writing core extrusion bends or breaks. [Means for S...'. The interface also includes a 'Max' dropdown menu, a 'SmartAngle' button, and a 'Dual Viewer' button. The table header includes columns for 'Number', 'Date', 'Appl. Date', 'Applicant', and 'IPC(Main)'. The first entry is '1. FLD JP 2025-007329 A' with a red box around the 'FLD' label. The title is 'Mechanical pencil (シャープペンシル)'. The abstract text is: '[ABSTRACT] [Technical problem] The mechanical pencil which can use a plurality of writing cores which have a chuck mechanism 30 holding the writing core 100, and the chuck mechanism 30 has a plurality of claw members of a diameter direction, and presses them. [Chosen drawing] Drawing 3'. The date information is: 'Date : 2025.01.17 | Appl. Date : 2023.06.30 | Applicant : PILOT CORPORATION | IPC(Main) : B43K-02'. The second entry is '2. FLD JP 2025-007336 A' with a red box around the 'FLD' label. The title is 'Mechanical pencil (シャープペンシル)'. The abstract text is: '[ABSTRACT] [Technical problem] It controls that the pin for writing core extrusion bends or breaks. [Means for S...'. The interface also includes a 'Max' dropdown menu, a 'SmartAngle' button, and a 'Dual Viewer' button.



▷ Tagging Patent Publications for Qualitative Analysis

▷ Use Boolean functions or search commands with appropriate patent classifications (IPC, CPC) to avoid noise information (irrelevant patents).

The screenshot displays a patent document viewer interface. At the top, a search bar contains the text "Mechanical pencil (シャープペンシル)" and a red box highlights a set of search filters: "1-6 × 2-6 × 3-2 × ...". The main area shows a technical drawing of a mechanical pencil, labeled "Rep. Drawing", with various parts numbered (30, 32, 34, 36, 38, 100) and a vertical arrow indicating the direction of the writing core (前方/後方). To the right, the "Description of the Drawings" tab is active, showing the text of the patent document. The text includes sections for [TECHNICAL FIELD], [BACKGROUND ART], [PATENT LITERATURE], [TECH PROBLEM], [TECH SOLUTION], and [1] It is the mechanical pencil provided with the chuck mechanism holding a writing core, The above-mentioned chuck mechanism, and [0005] this invention is made in consideration of such a point, and an object of this invention is to provide the mechanical pencil which can use a plurality of writing cores which have a diameter which is mutually different without exchange of parts.



▷ Organize and edit data

▷ List the cards and organize and edit them to prepare for map developing.

	number of cases		number of cases		number of cases
Rotary Typ	12	Lead	130	Shaft Tub	149
Knock Typ	437	Lead	56	Tip Collar	127
Tip Knock	15	Misoperat	30	Lead Retr	82
Side Knock	58	Compact	108	Lead Case	166
Twist Typ	10	Failure Pr	53	Lead	167
Side Slide	63	Multi-Size	14	Broken Le	5
Flexible/E	3	Auto Lead	14	Tip Protec	13
Shaking T	86			Connectio	318
Auto Lead	53				

	Lead Brea	Lead Retr	Misoperat	Compact	Failure Pr	Multi-Size	Auto Lead	Refill
Rotary Typ	2	0	0	0	0	2	0	
Knock Typ	79	34	9	59	22	9	5	
Tip Knock	3	2	0	2	5	0	1	
Side Knock	6	3	2	4	2	0	0	
Twist Typ	0	1	0	1	1	0	0	
Side Slide	4	5	1	11	8	1	2	
Flexible/E	1	0	0	1	0	0	0	
Shaking T	8	1	14	0	3	0	0	
Auto Lead	10	4	4	1	4	0	6	

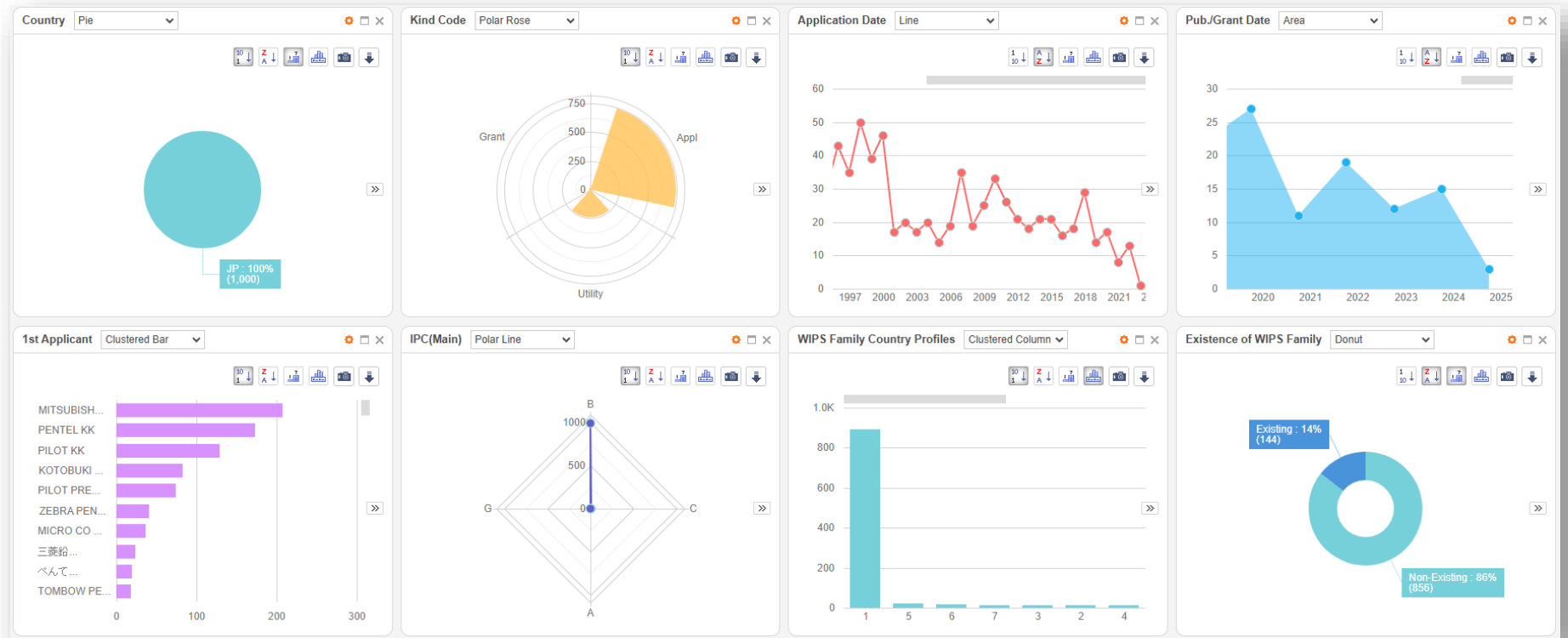
	Shaft Tub	Tip Collar	Lead Prot	Lead Retr	Lead Case	Broken Le	Tip Protec	Connectio
Rotary Typ	3	0	0	0	2	0	0	5
Knock Typ	83	64	32	83	97	1	7	188
Tip Knock	2	4	2	5	2	0	0	4
Side Knock	14	3	4	7	12	1	0	15
Twist Typ	0	0	0	1	3	0	0	1
Side Slide	12	26	3	19	5	1	0	23
Flexible/E	1	0	1	0	0	0	0	1
Shaking T	23	8	0	7	14	1	2	39
Auto Lead	2	5	12	7	4	0	0	12

	Shaft Tub	Tip Collar	Lead Prot	Lead Retr	Lead Case	Broken Le	Tip Protec	Connectio
Lead Brea	22	28	13	26	17	1	2	46
Lead Retr	13	12	11	14	18	0	0	17
Misoperat	6	5	0	4	5	0	5	9
Compact	7	29	38	52	8	0	1	29
Failure Pr	3	21	6	20	7	1	2	24
Multi-Size	2	1	0	2	5	0	0	3
Auto Lead	0	1	1	1	3	0	0	3



▷ Data table as dashboard

▷ Maps can be developed directly in WIPS Global

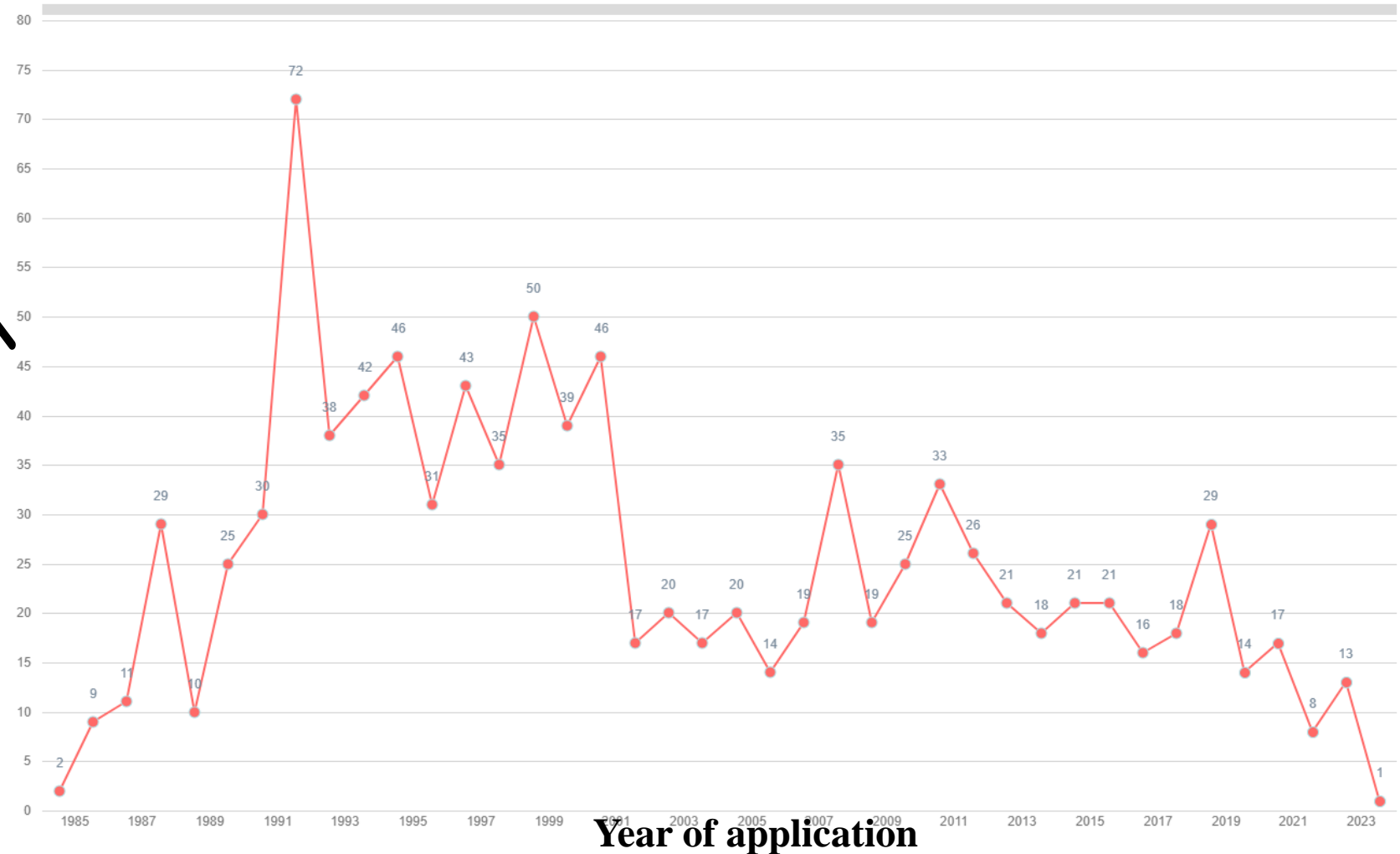




▷ Application trends

▷ Maps can be built directly in WIPS Global

Number of applications



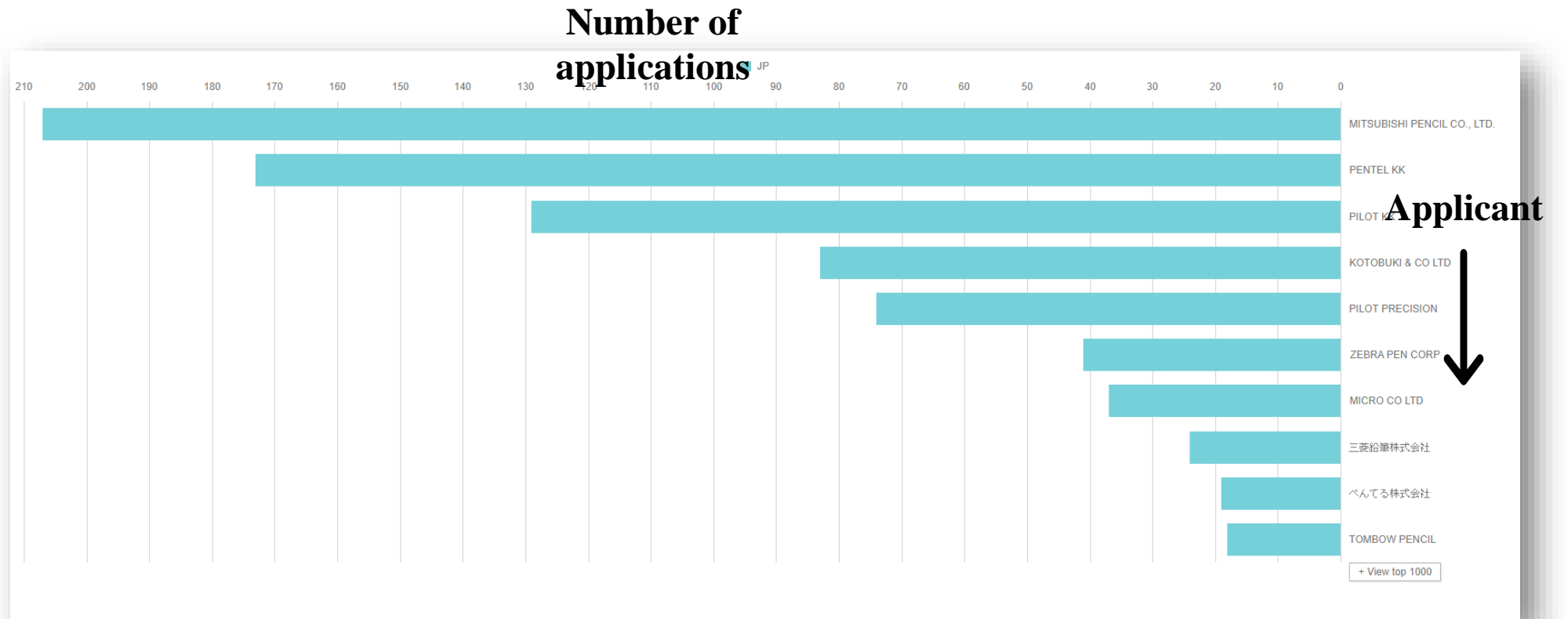
Year of application





▷ Applicant ranking

▷ Maps can be built directly in WIPS Global

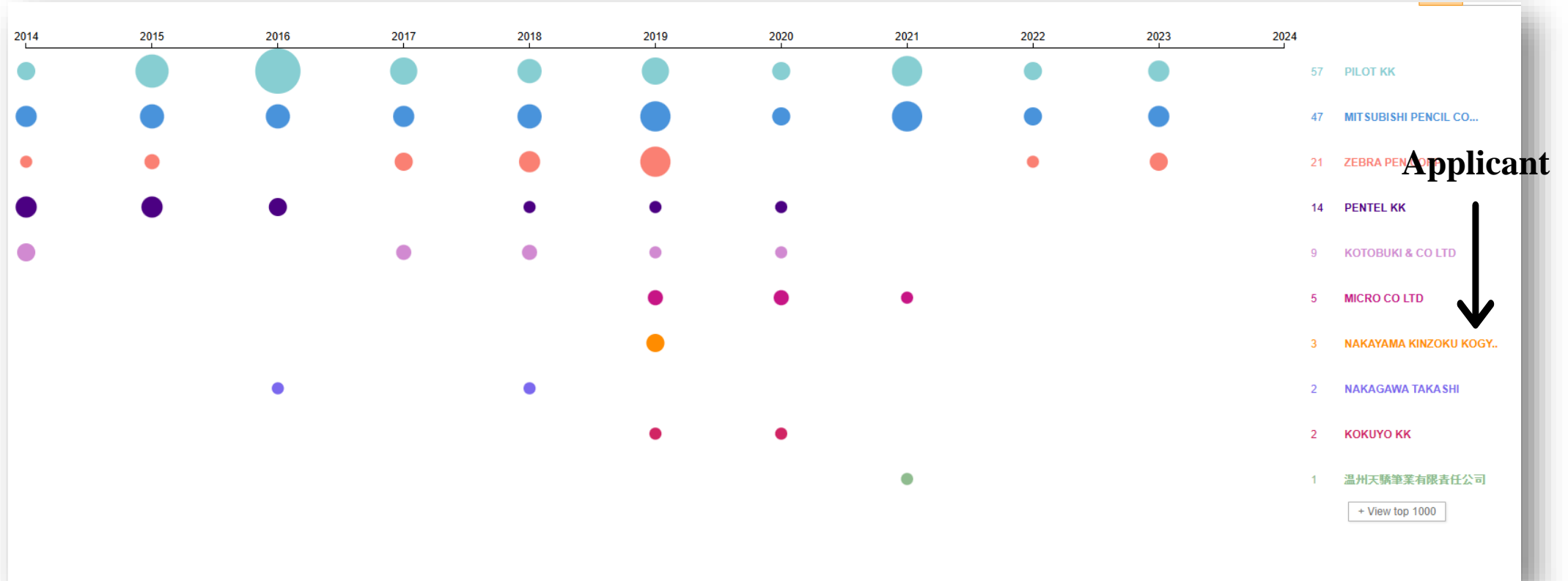




▷ Application trends

▷ Maps can be built directly in WIPS Global

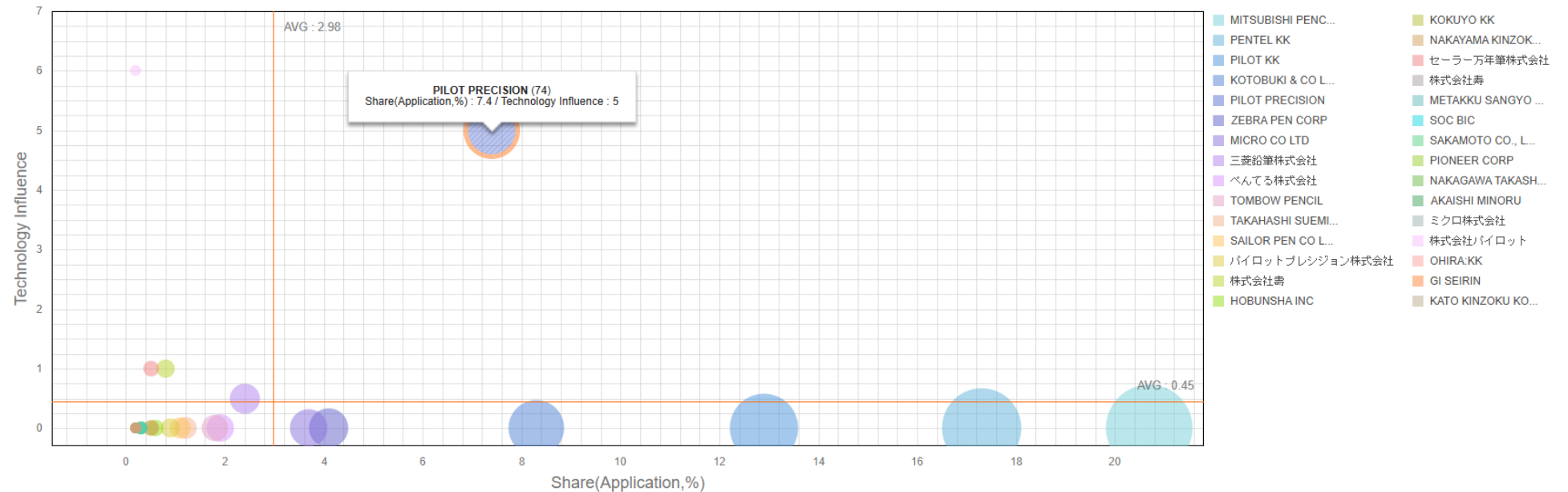
Year of application





▷ Comparison of competitiveness in intellectual property

▷ Maps can be developed directly in WIPS Global



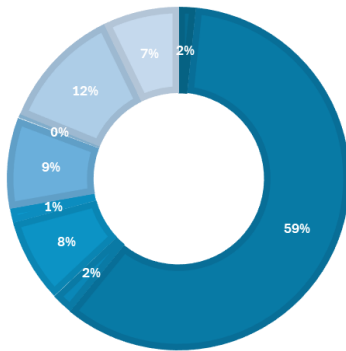


▷ Application Rate by tag

▷ Develop maps from the tagged statistics

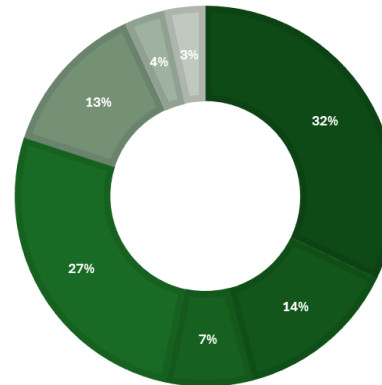
MECHANISMS

Rotary Type
Knock Type
Tip Knock Type
Side Knock Type
Twist Type
Side Slide Type
Flexible/Bendable Type
Shaking Type
Auto Lead Advancing Type



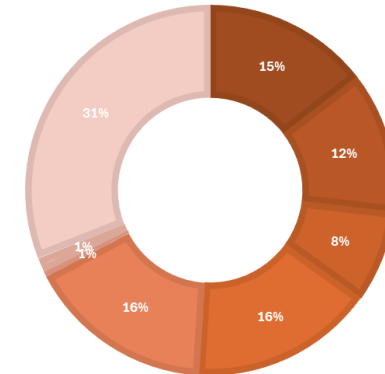
FUNCTIONS

Lead Break Prevention
Lead Retraction
Misoperation Prevention
Compact Design
Failure Prevention
Multi-Size Lead Compatibility
Auto Lead Refill



SOLUTION

Shaft Tube
Tip Collar
Lead Protection Tube
Lead Retention Mechanism
Broken Lead Removal Pin
Tip Protection Cap
Connection Structure



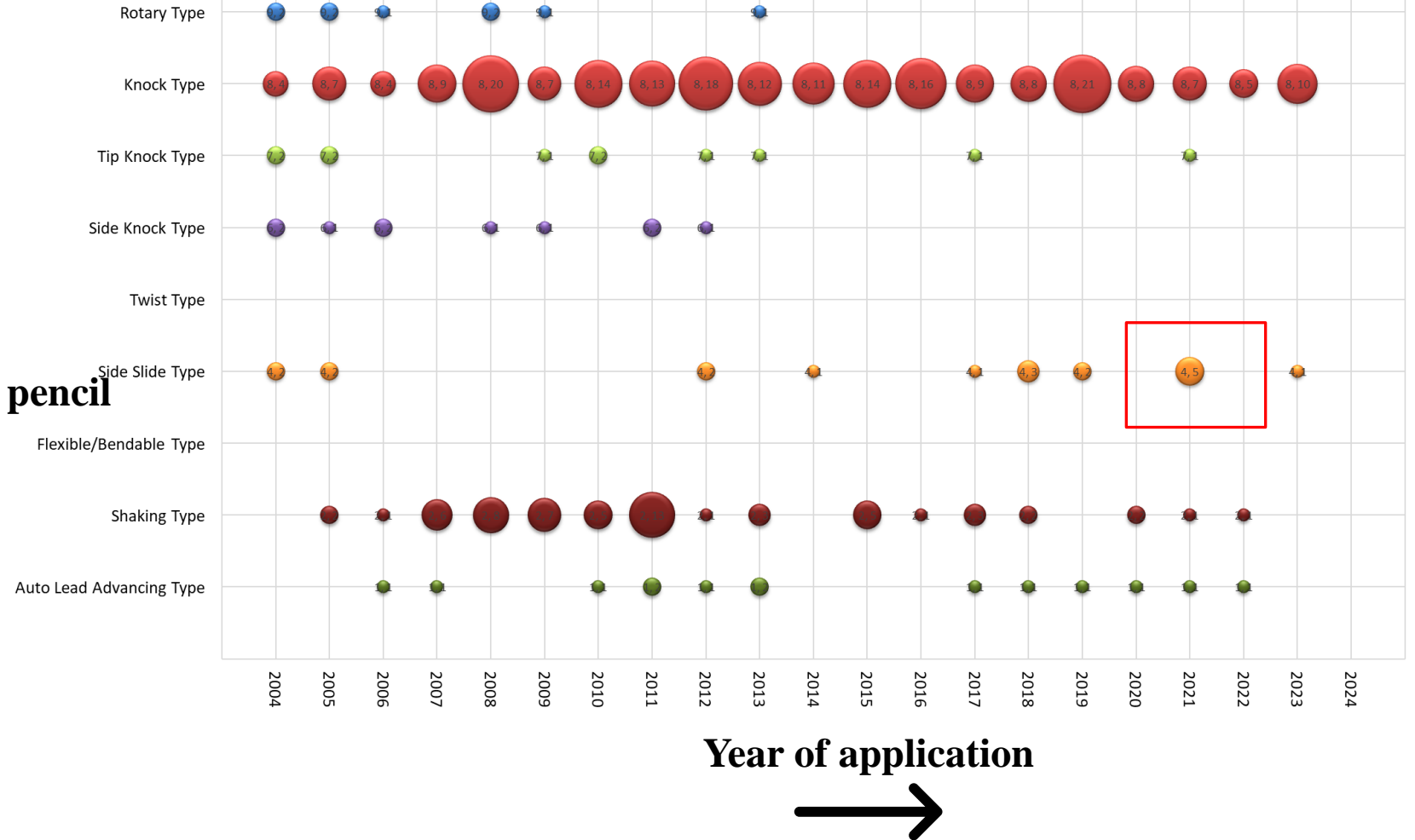
We organize the tag data aggregated earlier and generate maps for each category.
By conducting qualitative analysis of patents, we can visualize the market through the lens of technological content.



▷ Application trends related to mechanical pencils

▷ Develop maps from the tagged statistics

Mechanical pencil

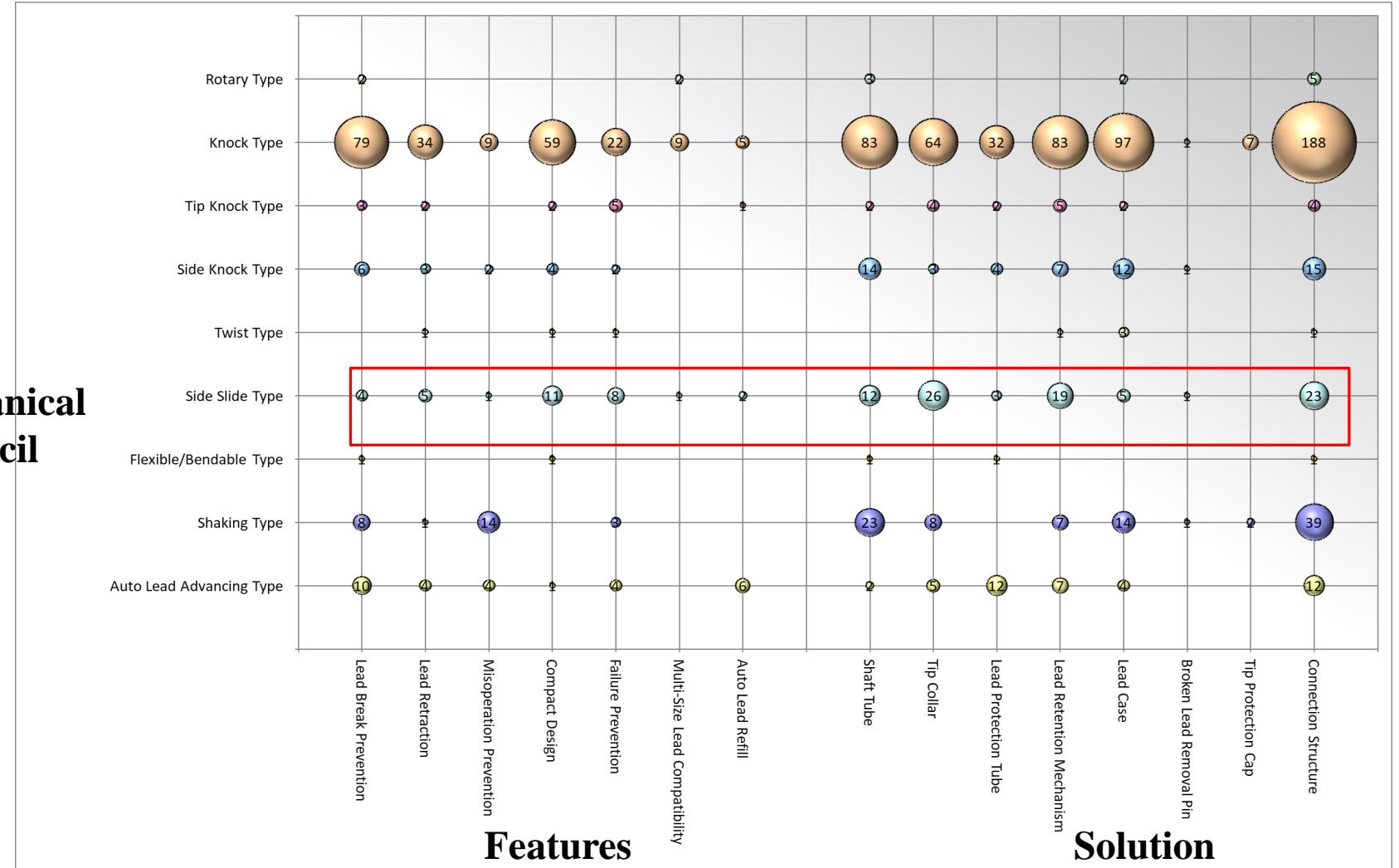




▷ Mechanical Pencil × Features / Solutions

▷ Develop maps from tagged statistics

**Mechanical
pencil**

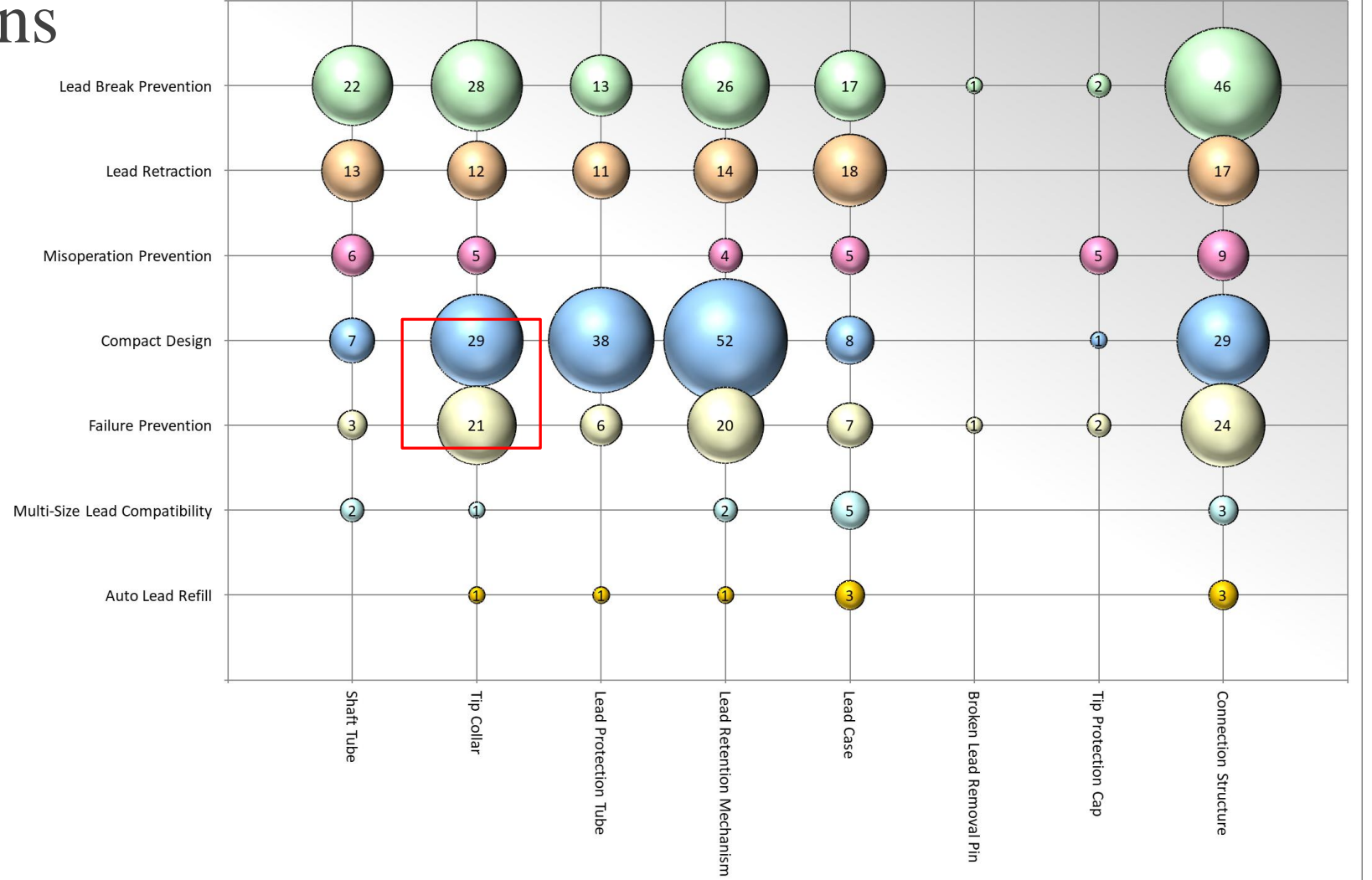




▷ Features × Solutions

▷ Develop maps from tagged statistics

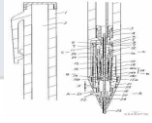
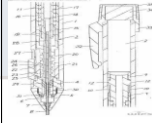
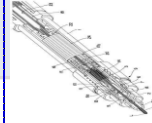
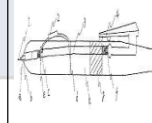
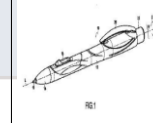
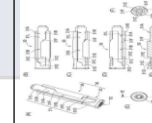
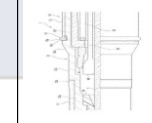
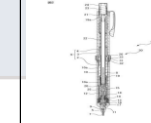
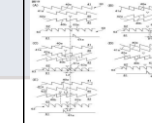
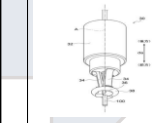
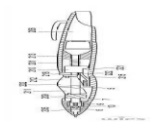
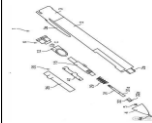
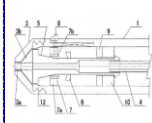
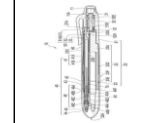
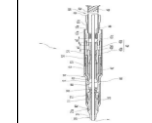
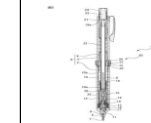
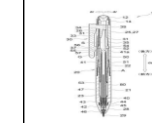
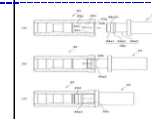
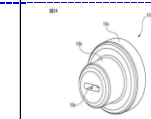
Features



Solution

▷ Specific information on the notable trend of mechanical pencils

▷ Specific patent information about Side Slide mechanical pencil

2004	2005	2012	2014	2017	2018	2019	2021	2023	
<p>JP 2006-095948 A [App] 2004.09.30 PENTEL KK (JP) Mechanical pencil 1-6</p> 	<p>JP 2006-205582 A [App] 2005.01.28 PENTEL KK (JP) Mechanical pencil 1-6</p> 	<p>JP 2013-237162 A [App] 2012.05.11 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-63-43-6</p> 	<p>JP 3192907 U [App] 2014.04.10 MITA HIDEKI (JP) Mechanical pencil 1-6</p> 	<p>JP 2019-508291 A [App] 2017.02.08 SOC BIC (FR) A mechanical pencil provided with the side button and the eraser dispenser, and its method of assembling 1-6</p> 	<p>JP 2019-136909 A [App] 2018.02.08 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-63-8</p> 	<p>JP 2020-110928 A [App] 2019.01.08 ZEBRA PEN CORP. (JP) A mechanical pencil unit and frequent appearance type pens and pencils 1-63-8</p> 	<p>JP 2022-170445 A [App] 2021.04.28 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-6</p> 	<p>JP 2023-015864 A [App] 2021.07.20 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-63-4</p> 	<p>JP 2025-007329 A [App] 2023.06.30 PILOT KK (JP) Mechanical pencil 1-62-63-23-4</p> 
<p>JP 2006-044219 A [App] 2004.12.22 KATO HIROKO (JP) Mechanical pencil 1-63-1</p> 	<p>JP 2007-001154 A [App] 2005.06.24 TOMBOW PENCIL (JP) Mechanical pencil 1-6</p> 	<p>JP 3177481 U [App] 2012.05.24 榎本 龍介 (JP) A mechanical pencil with easy alignment operation with a short remaining core 1-62-43-1</p> 			<p>JP 2019-136908 A [App] 2018.02.08 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-63-8</p> 	<p>JP 2020-116739 A [App] 2019.01.18 ZEBRA PEN CORP. (JP) A mechanical pencil unit and frequent appearance type pens and pencils 1-62-13-8</p> 	<p>JP 2022-170207 A [App] 2021.04.29 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-6</p> 	<p>JP 2023-066669 A [App] 2021.10.06 PILOT KK (JP) Mechanical pencil 1-6</p> 	
					<p>JP 2020-093407 A [App] 2018.12.10 ZEBRA PEN CORP. (JP) A mechanical pencil unit, frequent appearance type pens and pencils, and a manufacturing method of a mechanical pencil unit 1-6</p> 		<p>JP 2023-015861 A [App] 2021.07.20 Mitsubishi Pencil Co., Ltd. (JP) Mechanical pencil 1-63-4</p> 		



► Automatic classification

► Automatic classification by
Insight Plus

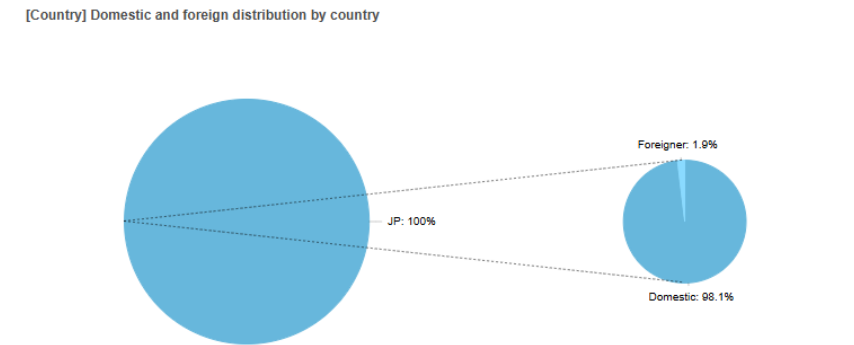
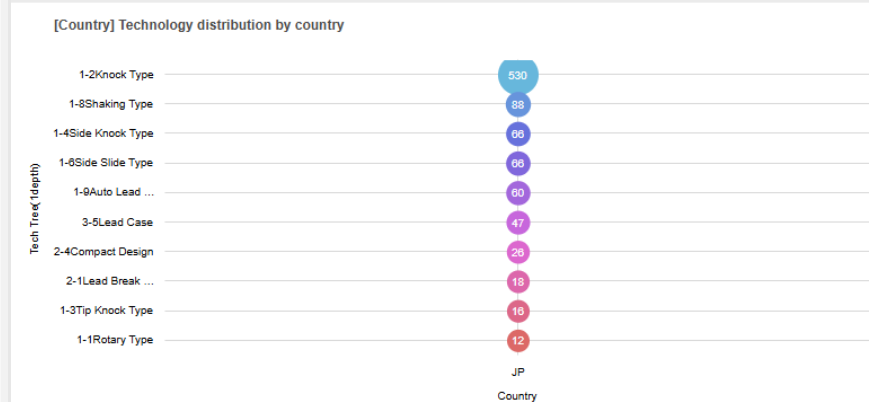
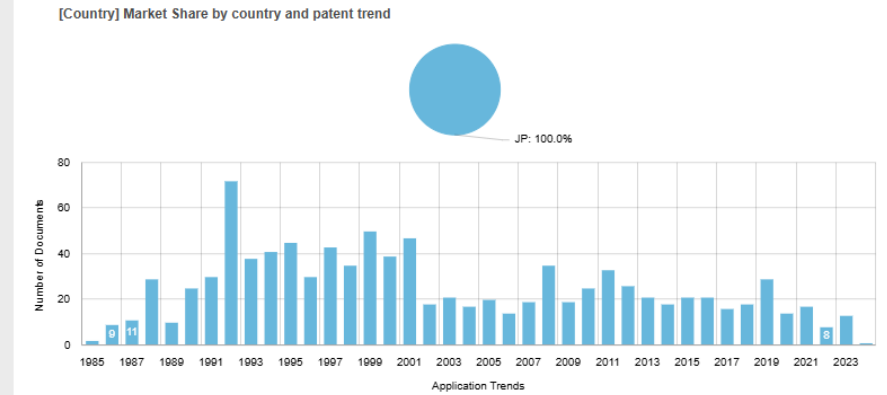
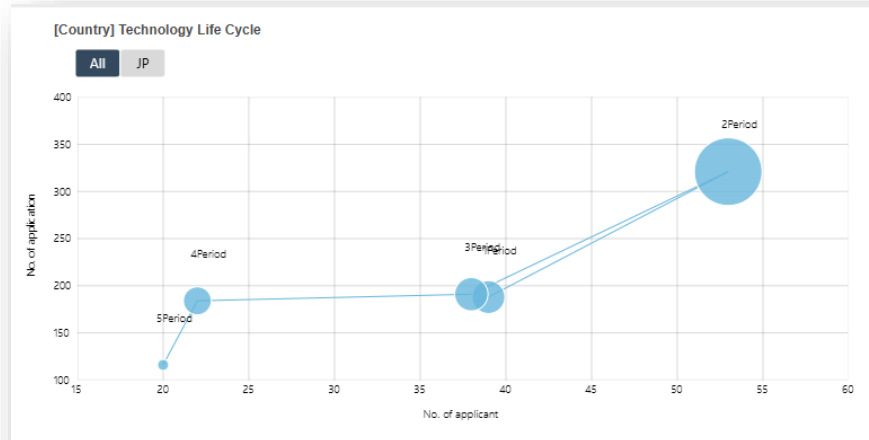
The screenshot displays the WIPS Global Insight Plus interface for the "Mechanical pencil" category. The left sidebar shows a "Tech Tree" with 12 categories and their counts: A 1-1Rotary Type (12), B 1-2Knock Type (452), C 1-3Tip Knock Type (16), D 1-4Side Knock Type (58), E 1-5Twist Type (10), F 1-6Side Slide Type (63), G 1-7Flexible/Bendable... (3), H 1-8Shaking Type (86), I 1-9Auto Lead Advanc... (53), J 2-1Lead Break Preve... (17), K 2-2Lead Retraction (6), L 2-4Compact Design (26), M 2-5Failure Prevention (5), N 2-6Multi-Size Lead C... (1), O 3-1Shaft Tube (7), P 3-2Tip Collar (10), and an Unclassified bin (127). The main area lists 10 items, each with a star icon, a classification label (e.g., "Mechanical pencil (シャープペンシル)", "The mechanical pencil which has a core supplement mechanism and a core supplement mechanism (芯補充機構及び芯補充機構を有するシャープペンシル)"), a sub-type (e.g., "F 1-6Side Slide Type", "B 1-2Knock Type"), and patent information (e.g., JP 2025-007329 A (2025.01.17) | 2023-108639 (2023.06.30) | B43K-021/00 | PILOT KK).

► Automated analysis with Insight Plus



► Automatic classification

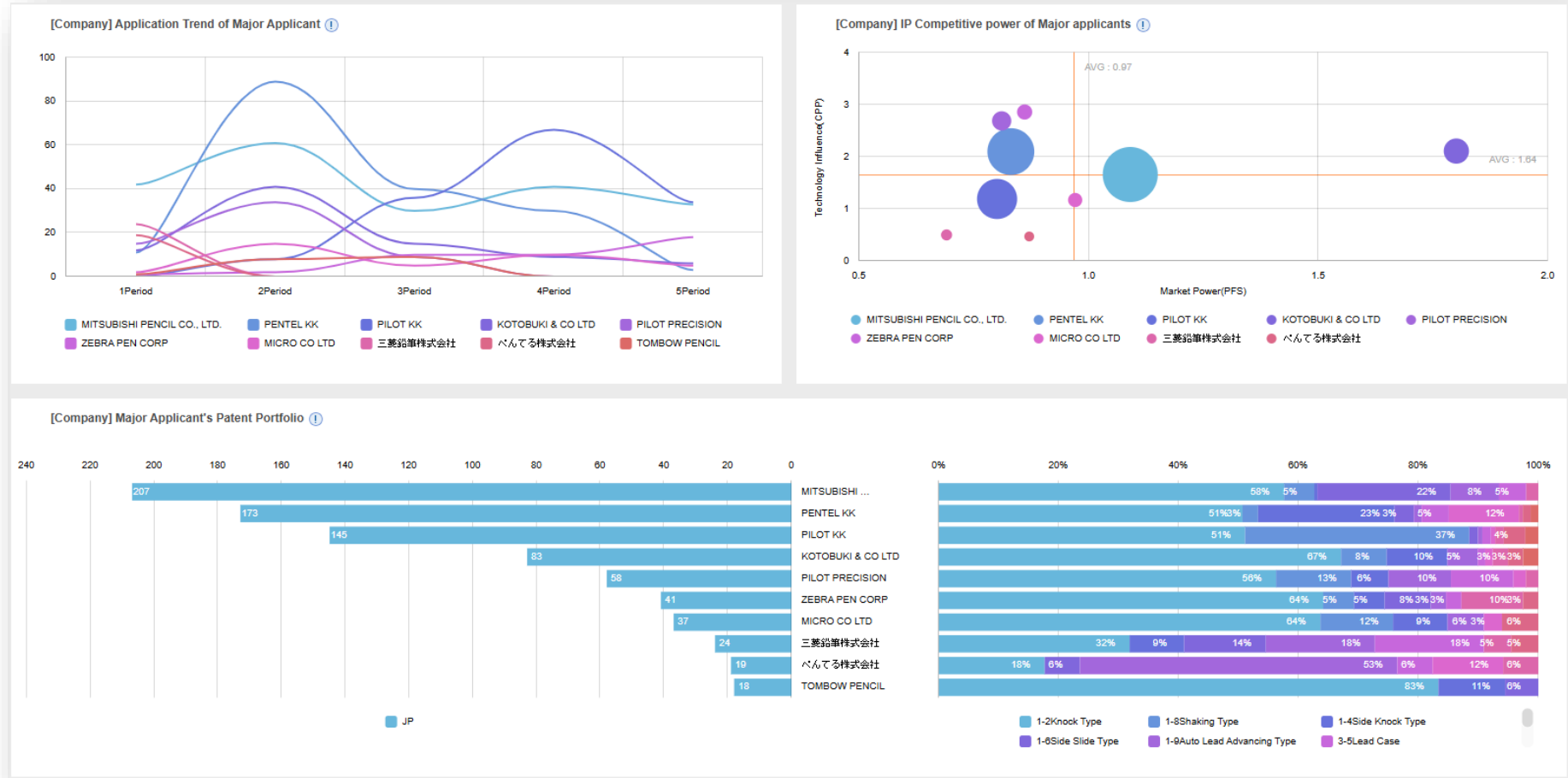
► Automatic classification by
Insight Plus





► Automatic classification

► Automatic classification by
Insight Plus



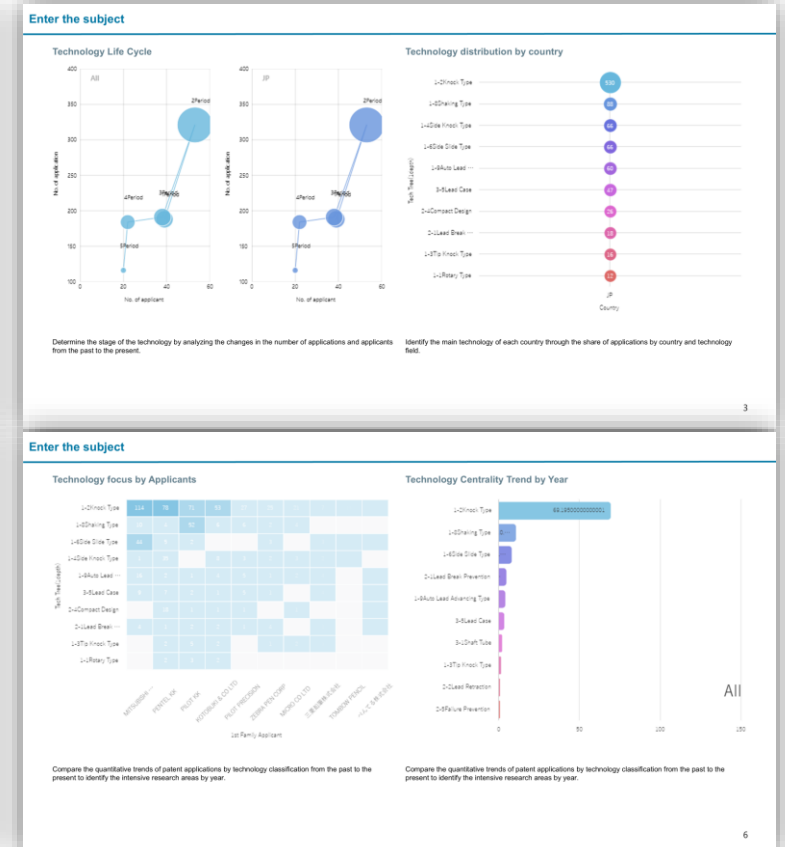
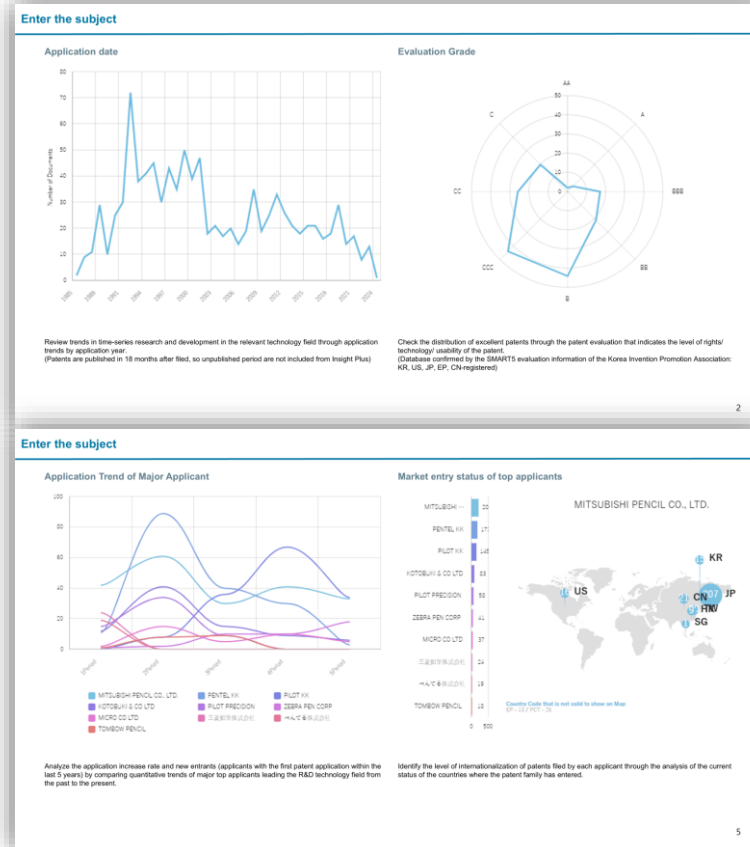
► Automatic classification by
Insight Plus





▶ Automatic classification

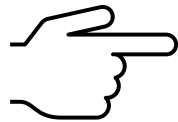
▷ Automatic classification by Insight Plus



Summary of presentation content

In this section, we followed a practical example of developing a patent map using the tool.

Real-life examples have helped us to explain the analysis process in detail. To improve the accuracy of analysis, tool setup and data processing are extremely important.



- **Next Steps**

Combined with market research to create patent maps from working practices, analyze and apply effectively to product development and business decisions



Market Research

COMBINE PATENT MAPS AND OTHER INTELLECTUAL PROPERTY (IP) INFORMATION WITH MARKET DATA, FINANCIAL INFORMATION OF COMPANIES, AND OTHER RELEVANT BUSINESS INSIGHTS. BY INTEGRATING THESE ELEMENTS, THE VALUE OF ACQUIRED INFORMATION IS SIGNIFICANTLY ENHANCED, LEADING TO MORE PRECISE CORPORATE STRATEGIES.



Market research steps

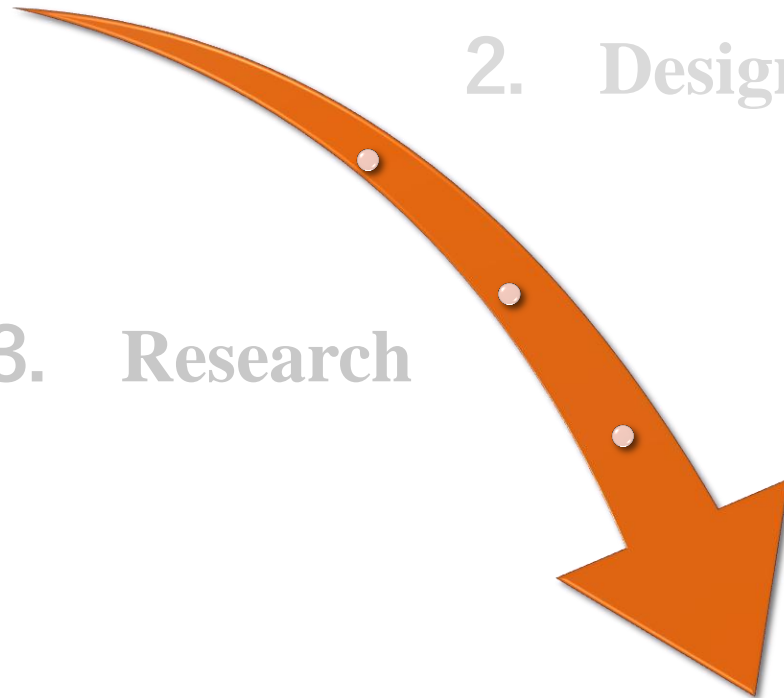
1. Crystalizing the Vision for Strategic Precision

2. Design

3. Research

4. Analysis

5. Leveraging Insights for Strategic Advantage





Research methods

Web research

- **Company information**

⇒ Search Engine 【Google/Yahoo/etc...】

- **Products information**

⇒ E-commerce Site 【Shopee /Alibaba/etc...】

- **Market trends**

⇒ SNS 【X/Instagram/Facebook/etc...】





【Company information】

Company A

Company information

Company name	株式会社プロパティ
Head office	〒100-0001, Tokyo, Japan
Business	Real Estate
Established	1990
Employees	1000
Capital	¥100,000,000
Age group	20s ~ 60s
Website	www.propaety.co.jp



Business activities & expansion strategies



Company history

1990: Founded as Propaety Co., Ltd.

1995: First office opened in Tokyo.

2000: Expanded to Osaka.

2005: Expanded to Fukuoka.

2010: Expanded to Seoul.

2015: Expanded to New York.

2020: Expanded to London.

Company history

2021: Expanded to Paris.

2022: Expanded to Sydney.

2023: Expanded to Melbourne.

2024: Expanded to Auckland.

Company history

2025: Expanded to Wellington.

2026: Expanded to Christchurch.

2027: Expanded to Dunedin.

2028: Expanded to Invercargill.

Company A information

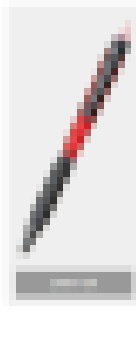
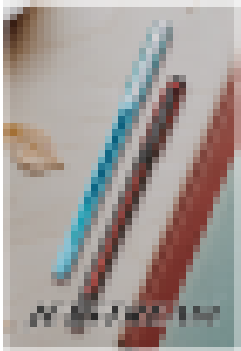
The following excerpts are taken from the company's official website.

From this, you can learn about the company overview, expansion areas, and company history.



【Products information】

Company A

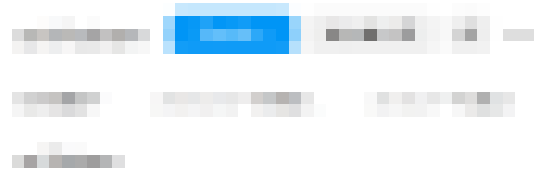


**This product information has been collected from e-commerce sites and other sources.
In recent years, e-commerce sites have been rapidly expanding,
and they serve as useful sources for information on product release dates and availability.
Additionally, customer reviews, which general consumers refer to, may also be considered valuable information at times.**



【Market trends】

Company A



**This is information from Company A's Instagram account.
The daily updates reveal the products they aim to market and their target audience.
For example, this account represents Company A in Vietnam, showcasing its country-specific strategies.**



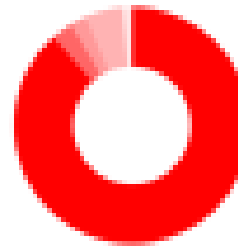
【Company information】

Company B

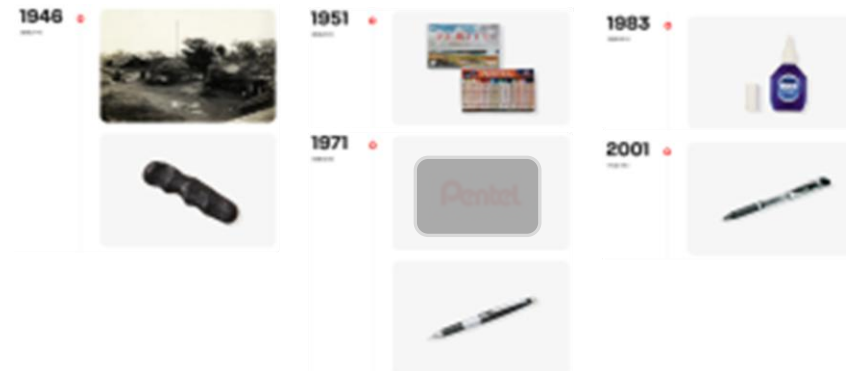
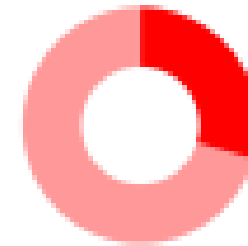
会社概要	
所在地	〒100-0001 東京都千代田区千代田1-1-1
設立	1946年1月
資本金	4000万円
業務内容	1. 文具・事務用品の企画、開発、製造、販売 2. 電子機器の企画、開発、製造、販売 3. 文具・事務用品の企画、開発、製造、販売 4. 文具・事務用品の企画、開発、製造、販売
代表取締役	田中太郎
役員	田中太郎、田中太郎、田中太郎、田中太郎



国際市場への展開状況-2020年度実績



国内市場への展開状況-2020年度実績



This is part of Company B's corporate information.

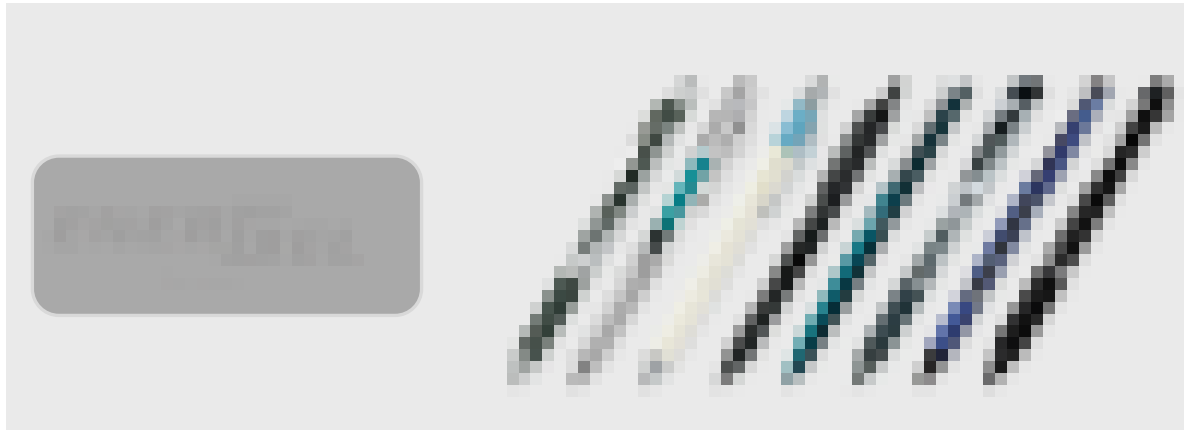
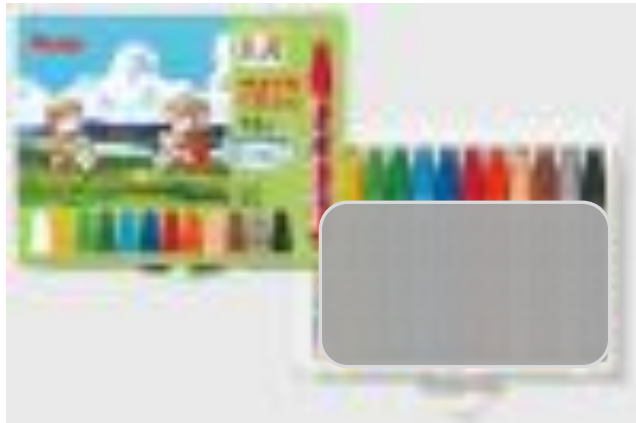
Similar to Company A, this information has been excerpted from the company's official website.

It includes details such as the company overview, expansion areas, and corporate history.



【Products information】

Company B

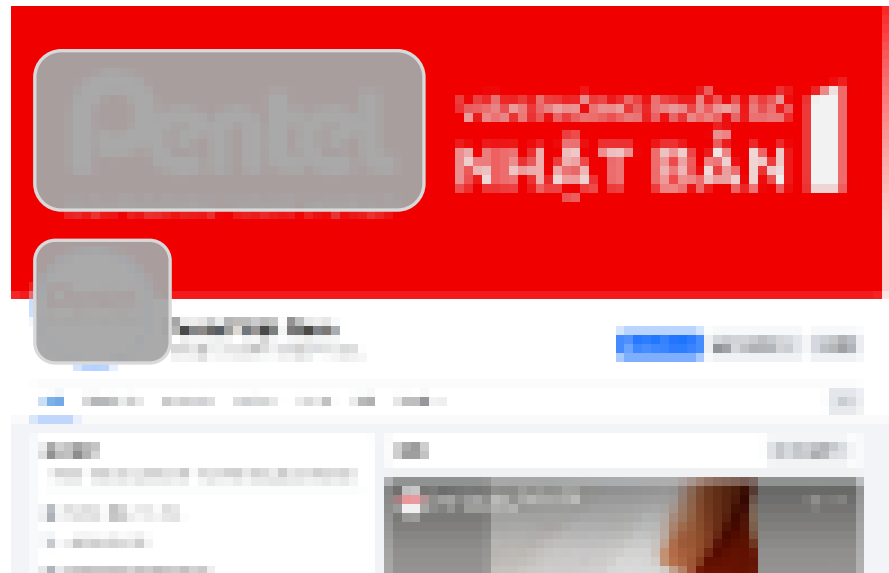


**The following is a partial list of product information obtained from the e-commerce site.
Several representative products are listed.**



【Market trends】

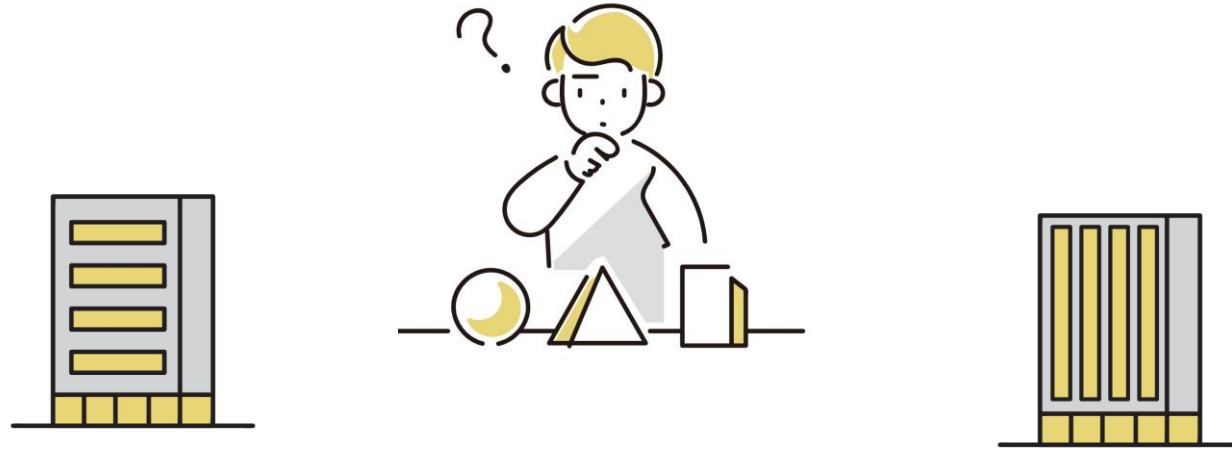
Company B



**Here is the information regarding Company B's Facebook account.
By reviewing the Vietnam-based account, we can also gain insight into the company's strategy within Vietnam.**



【Market trends】



I have briefly summarized Companies A and B, with the key point being that both are structured within the same framework and contain comparable corporate information. This approach makes it easier to compare different companies and clearly understand their unique characteristics.

Today, I introduced an example using free web research. However, similar to patents, we may also utilize paid data sources when necessary.



[Summary of presentation]

Market research provides access to the latest information that cannot be captured solely through intellectual property data, such as patent maps. By integrating market data with IP information, the value of the acquired insights can be further enhanced.




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For inquiries regarding our services, collaboration opportunities, or project consultations, please feel free to get in touch.