

## THE MARKET'S MOST COMPREHENSIVE PATENT SEARCHING SERVICE

We have an in-house team of patent research engineers working across all major industry sectors. They're backed by a world-class pool of attorneys and resources across 18 global offices. Which gives us the power, reach and flexibility to be your single point of contact for all your IP needs.

### STRATEGIC SEARCHING AND SUPPORT

To help you achieve the maximum return on your IP investment, we'll develop a search strategy that supports your overall business and IP goals. So we'll be working to protect and maximize the value of your IP throughout its lifecycle, from creation and capture to securing, management and regeneration.



### OUR TEAM

Our team of full-time, in-house patent research engineers covers a complete range of technical specialties and sectors. Our patent searching team is headed by Michael B Chernoff and John Wootress.



Michael is a Registered US Patent Attorney and is one of Intellectual Asset Magazine's IAM Strategy 300 world-leading IP strategists. In more than 22 years, he has served global organizations in-house and externally, and has been a Patent Examiner at the USPTO.



John has more than 16 years of experience in the IP field. He's worked at senior level with a number of global firms and corporations. John is a Registered US Patent Attorney and has extensive experience of managing IP search and analysis teams and projects.

### OUR SEARCHING AND ANALYSIS SERVICES

You'll need a range of searching and analysis services as you progress through the IP lifecycle. Here's a quick summary of the services we provide. All are customizable to your needs.

#### SEARCHING

**Patentability searching** to determine the novelty of your invention prior to a patent application.

**Validity and invalidity searching** to find prior art that will confirm the validity or enforceability of your patent, or that will invalidate a third party patent.

**Freedom to operate and infringement searching** to clarify that your own product is free to use or to prove that a third party product is infringing yours.

**Competitive technology landscaping** to help you monitor trends in the technology relevant to your sector.

#### ANALYSIS

**Detailed patent reviews** to provide in-depth patent analysis according to your custom criteria.

**Patent categorization** to determine which patent classifications your idea will fall into.

**Filing and grant trends** to monitor patent application, enforcement and grant activity in your field or across a wider area.

**Analysis of key inventors and companies** to identify opportunities for collaboration as well as potential competition.

## WHY MURGITROYD?



**Trusted**  
global IP firm



**All your global IP needs**  
managed in one place

**40**

years of  
**experience**



**Easy integration** with  
additional IP resources



**ISO 9001:2015**  
accredited for quality



**Client liaison**  
in the US and Europe



**Unrivalled commitment to client**  
service and responsiveness



**Tailored service**  
for every client



**Innovation**  
and problem solving



**Fixed quotes** up front for  
total cost transparency



**Attorney-led**  
service



**Online case**  
management portal



**Full-time patent research engineers**  
in-house quality control



**Multiple languages**  
and currencies

## CONTACT US



**MICHAEL B CHERNOFF** - Director, IP Strategy and Portfolio Management  
+1 919 864 2885 | michael.chernoff@murgitroyd.com



**JOHN WOOTRESS** - Director, IP Research and Analysis  
+1 919 864 2884 | john.wootress@murgitroyd.com