



## Case Study: SenseIP

### AI-based IP portfolio management system with a performance guarantee

#### The case

In the digital and information age, many companies are struggling to connect their Intellectual Property (IP) to real business goals. Patents are often low-quality, while applying for and maintaining them involves considerable expense. The cost impact is estimated at roughly US\$ 1.5bn per week. Traditional methods of IP landscape evaluation are time-consuming due to the enormous amount of manual work and variety of institutions involved. This aspect can be improved by adding artificial intelligence to the process of IP portfolio alignment, valuation and control. SenseIP uses AI technology to match IP to products and features, generate continuous IP-to-business value analysis, estimate risks, and provide recommendations on whether to keep or dissolve patents. The IP portfolio management system improves the value of the portfolio while reducing the overhead of managing it.

#### The challenge

Aligning IP portfolio management with a company's business and product strategy can be time-consuming and costly. IP managers have to keep an eye on the optimisation and maintenance of patents, and on payment or prosecution deadlines, while also attending to inefficient administrative tasks. Tracking the competition and potential threats to business products is challenging due to the complex and fragmented nature of global IP data. Companies are often confronted with potential IP lawsuits and fake demand letters. Many of these potential IP lawsuits are intended to disrupt business rather than prove legitimate IP infringements. Hiring lawyers to assess the risks of IP infringement is extremely costly, yet most companies use this method to decide whether or not to respond to demand letters.

## The solution

With an AI-based solution, SenseIP connects IP with products and features, providing business insights into IP value, spending, and strategy. It generates continuous assessments of IP value in relation to business goals and risks posed by competitors. The platform automatically generates tasks, while curating all IP-related documents and updates, allowing full control over IP portfolios and budgets. SenseIP reinvents the IP management process and helps managers to work efficiently and maintain focus on more important and strategic aspects, rather than spending time on tasks that can be automated. The solution can also identify potential threats and risks concerning the quality of patents.

Munich Re Group ran a due diligence on the performance of SenseIP's AI. With this additional seal of quality, trust and credibility is added to the IP portfolio management solution. More specifically, SenseIP now offers its solution together with a performance guarantee, which is insured by a Munich Re Group company. In case of an algorithm failure, SenseIP will provide financial compensation reimbursed by Munich Re.

## Profile Munich Re

Munich Re is one of the world's leading providers of reinsurance, primary insurance and insurance-related risk solutions. Since it was founded in 1880, Munich Re has been known for its unrivalled risk-related expertise and its sound financial position. It offers customers financial protection when faced with exceptional levels of damage. Munich Re possesses outstanding innovative strength. The company is playing a key role in driving forward the digital transformation of the insurance industry, and in doing so has further expanded its ability to assess risks and the range of services that it offers. The insurance for SenseIP is underwritten by a primary insurance carrier of the Munich Re Group, which is an S&P AA-rated international insurance company.

## Profile SenseIP

SenseIP is a leading provider of business-based IP management platforms and IP-based competitive intelligence. Its ground-breaking AI solution allows companies to understand the real value of their IP and the risks they are exposed to, to determine whether their operative businesses are advisable, and to determine whether their IP actually serves their business goals. SenseIP's services save organisations time and money, while also reducing uncertainties for IP management. SenseIP is based in New Jersey, USA, and Israel.

## Contact



**Jascha Prosiegel**  
Market Lead North America  
[jprosiegel@munichre.com](mailto:jprosiegel@munichre.com)

© 2022  
Münchener Rückversicherungs-Gesellschaft  
Königinstrasse 107, 80802 München, Germany

Picture credit: [M] Munich Re / (1/2) bortonia/  
Getty Images / (3) JakeOlimb/Getty Images

Münchener Rückversicherungs-Gesellschaft (Munich Reinsurance Company) is a reinsurance company organised under the laws of Germany. In some countries, including in the United States, Munich Reinsurance Company holds the status of an unauthorised reinsurer. Policies are underwritten by Munich Reinsurance Company or its affiliated insurance and reinsurance subsidiaries. Certain coverages are not available in all jurisdictions.

Any description in this document is for general information purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any product.