

BAIDU Inc. : Portfolio Report

Introduction

Baidu Inc. is one of the largest internet companies. Popularly known as China's Google, Baidu was established in 2000 by Robin Li and Eric Xu. It has the second largest search engine in the world. Baidu currently has offices in Brazil, India, Indonesia, Thailand, Egypt, Japan and the United States. ^[1]

Headquartered in Beijing's Haidian District, Baidu offers many services, such as a Chinese language search platform on its Baidu.com website that enables users to find information online in the form of images, videos, multimedia files, news, translations and other useful functions, as well as global mapping service Baidu Maps. The company offers 57 search and community services including a searchable, keyword-based discussion forum and Baidu Baike (an online, collaboratively built encyclopedia). ^[1]

Baidu's other key offerings include Baidu Cloud (the company's cloud arm), Baidu Brain (the company's AI-based artificial neural network), Baidu Music (music service), Baidu App Store (online digital distribution network), Baidu Waimai (food delivery service), and Baidu News Feed (news service). ^[2]

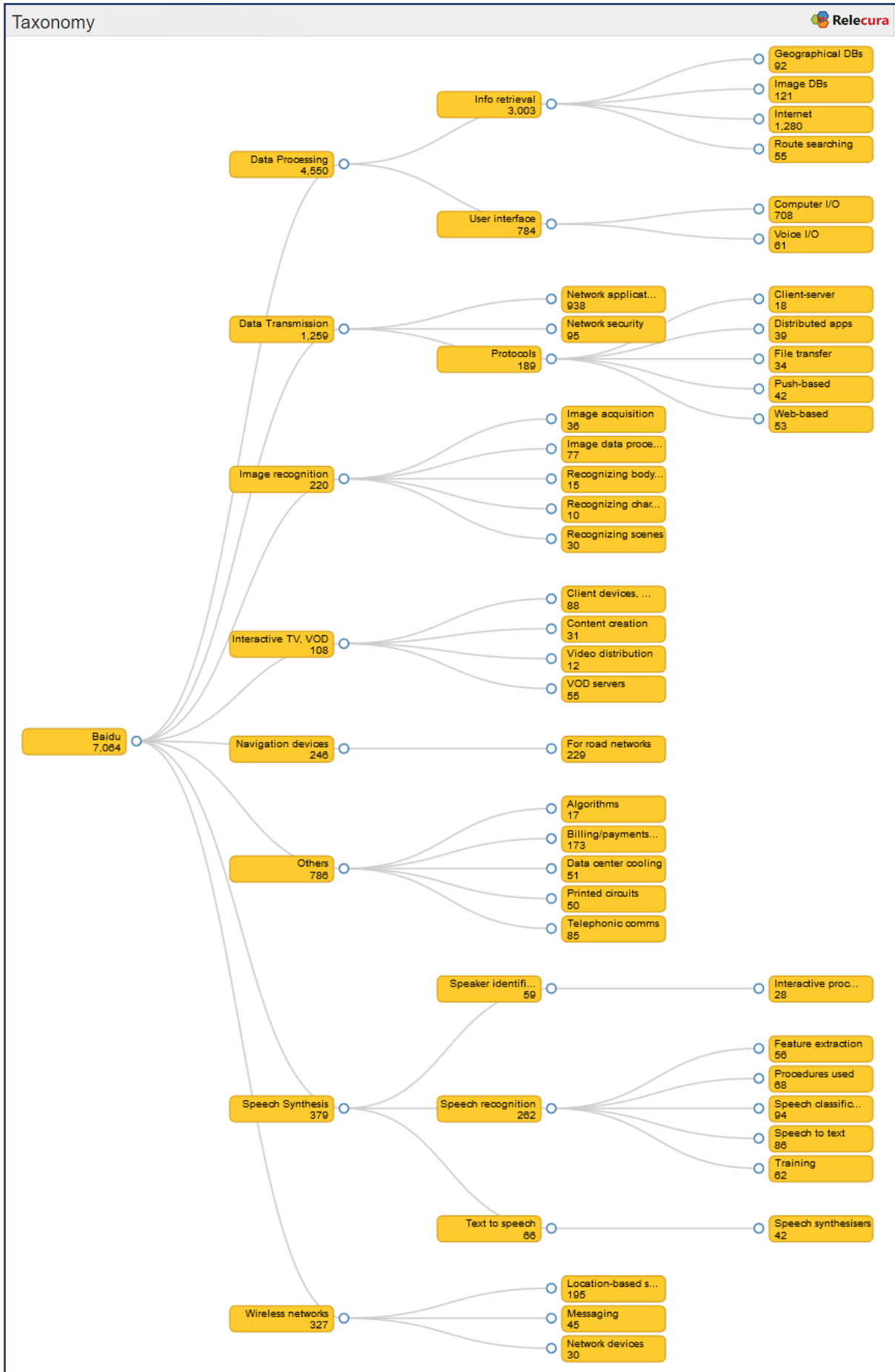
As of October 2017, Baidu's market cap rose to US\$93.27 billion, due to a recent surge in its revenue and net profit. ^[3] This report provides insights into various aspects of Baidu's patent portfolio along with a portfolio taxonomy.

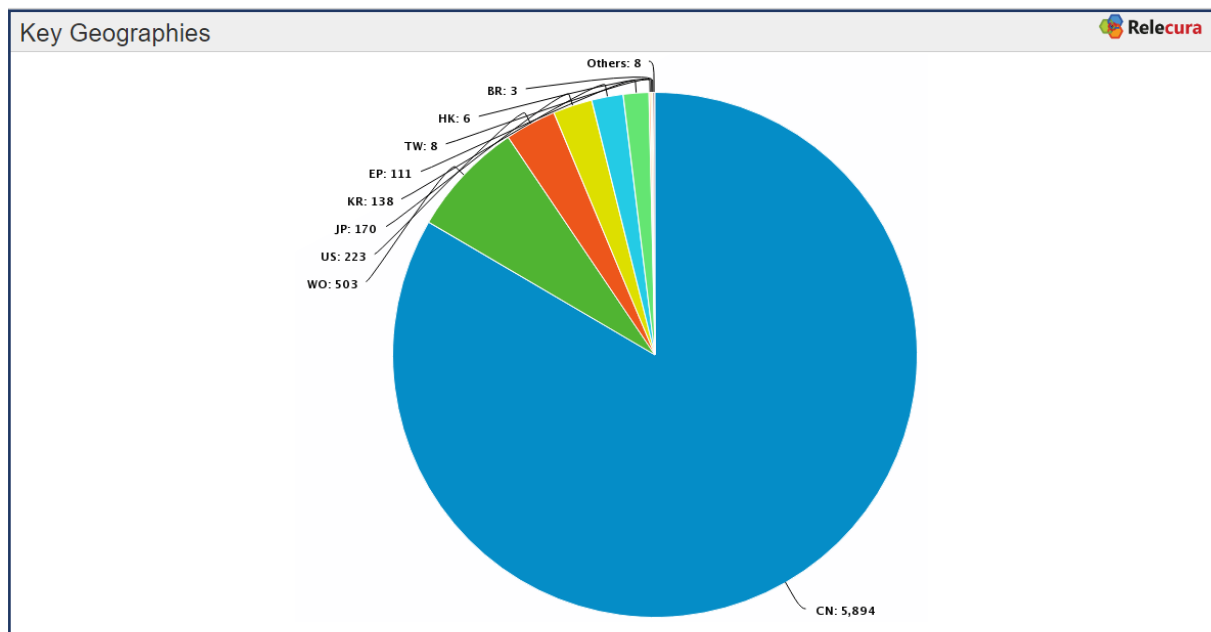
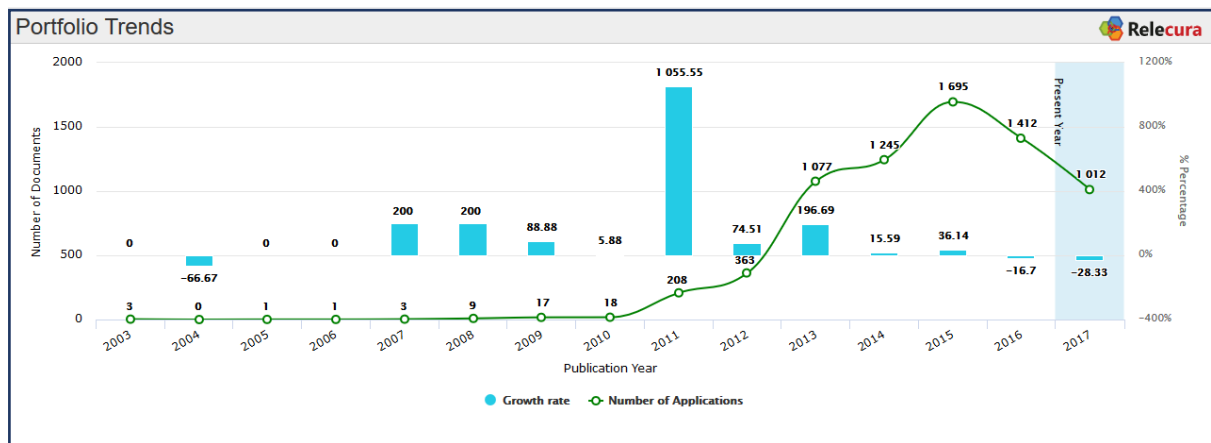
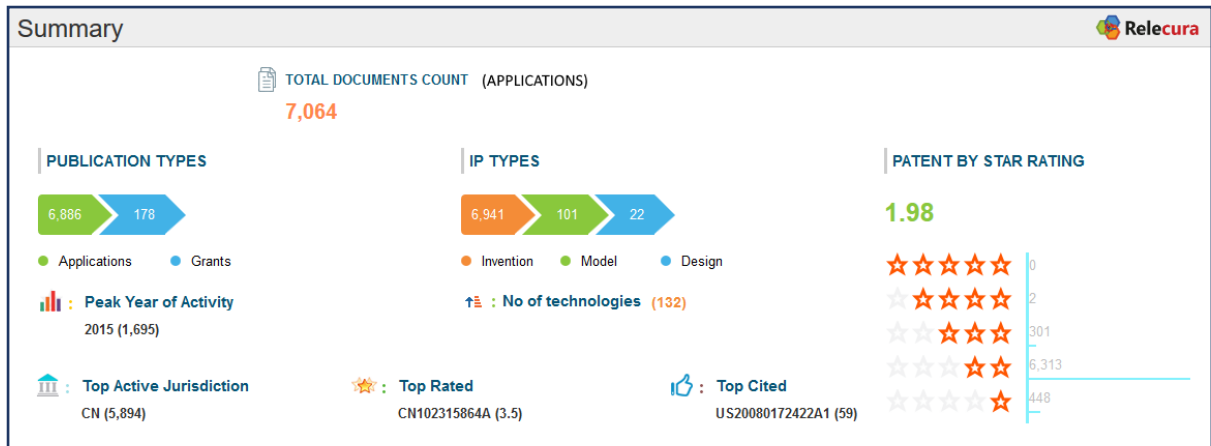
Contents

1. Taxonomy
2. Portfolio summary
3. Portfolio trends
4. Key geographies
5. Analysis of key technologies
6. Evolution of key technologies
7. Key sub-technologies
8. Patent quality by sub-technologies
9. Topic Map - Concepts
10. Key patents
11. Top forward-citing companies
12. Technology focus of forward-citing companies

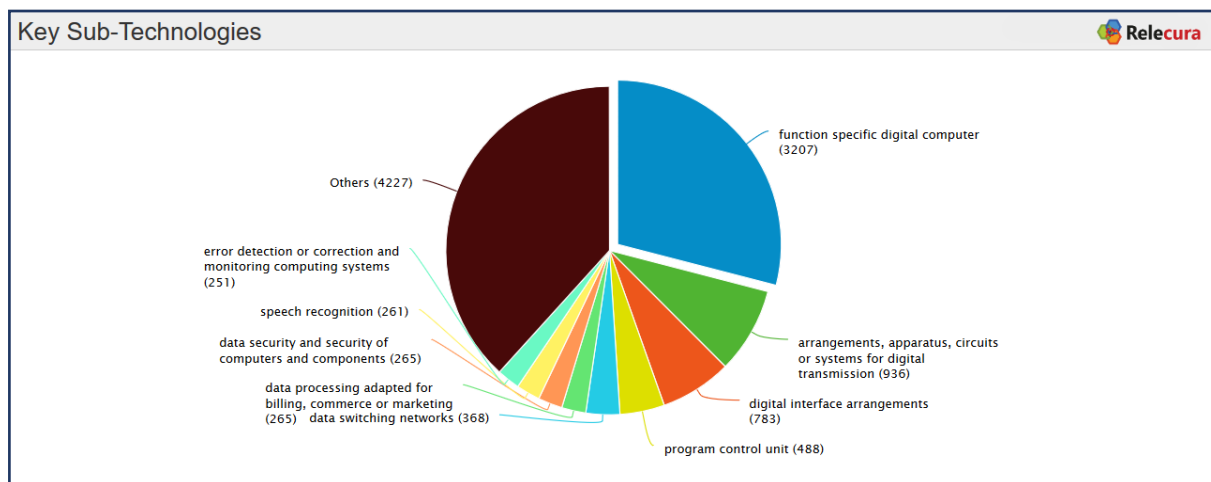
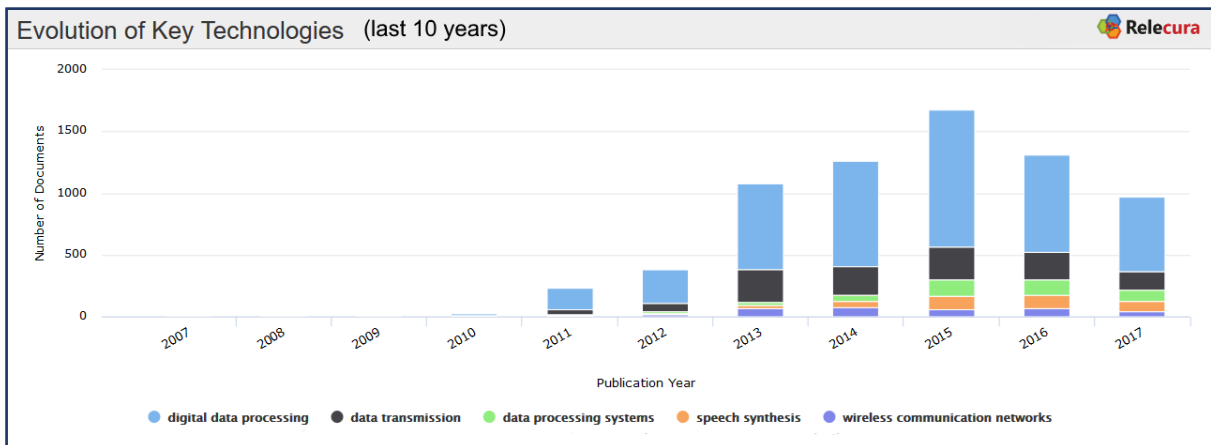
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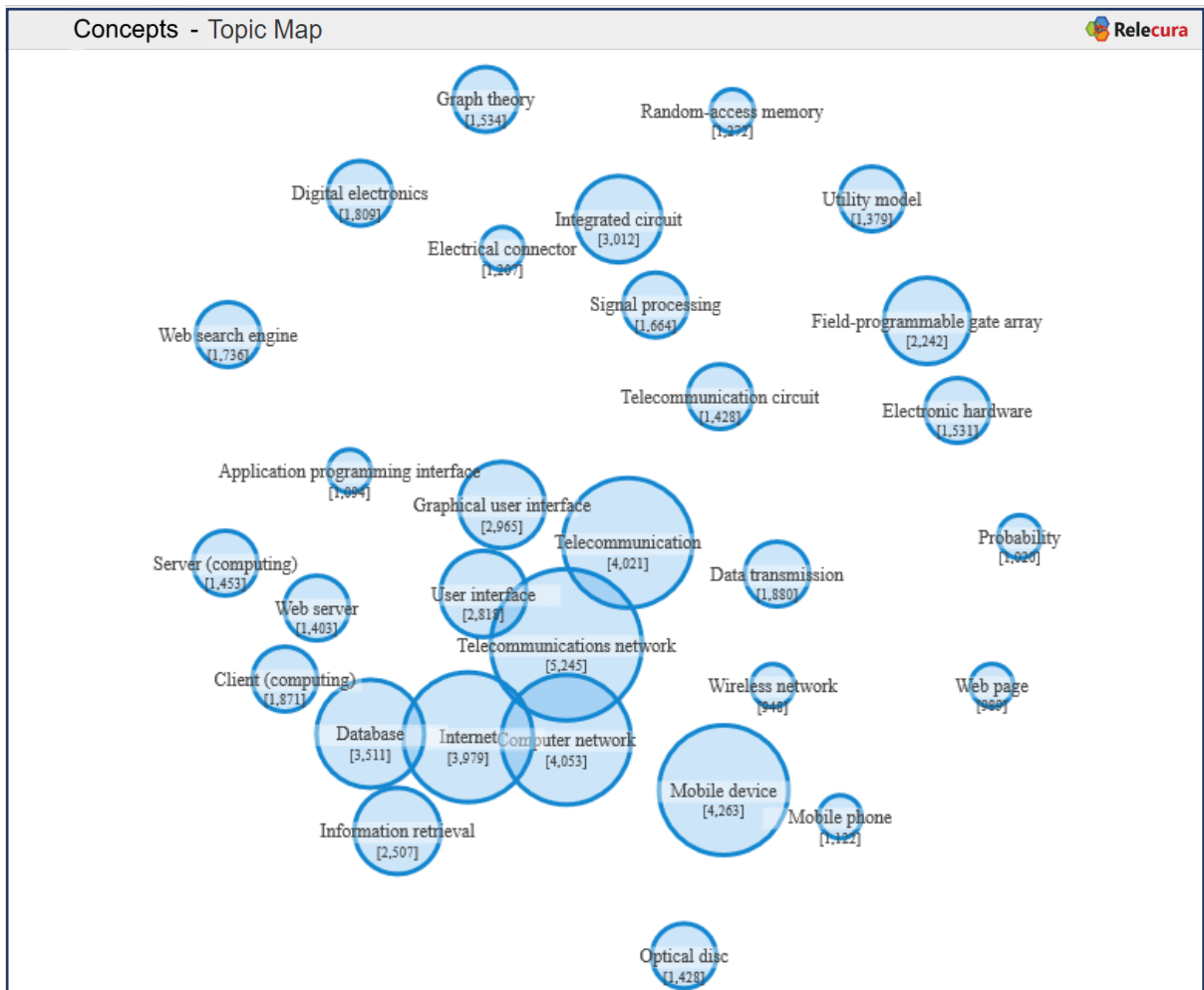
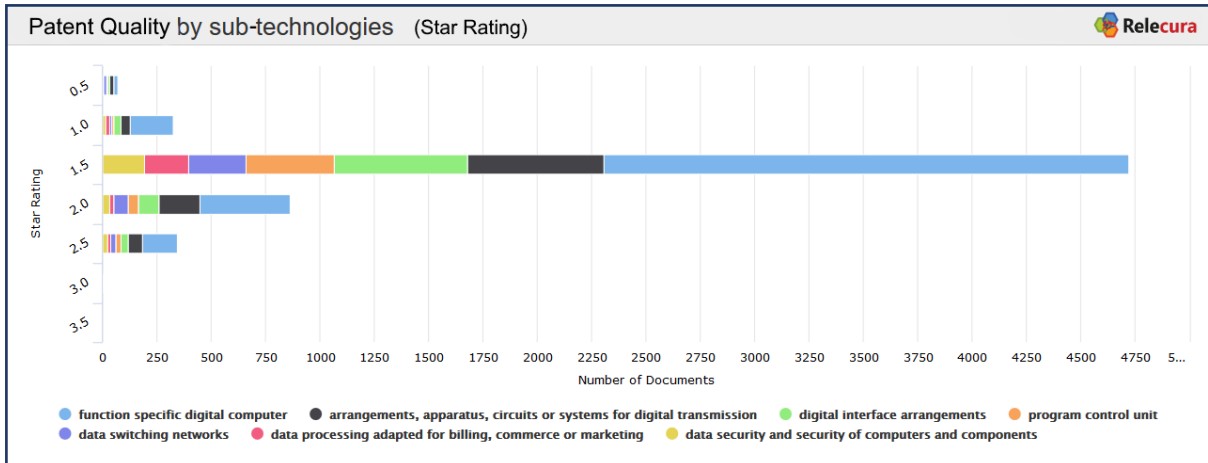
1. [Baidu \(Wikipedia\)](#)
2. [Baidu Company Overview \(Baidu.com\)](#)
3. [Baidu Market Cap \(YCharts\)](#)





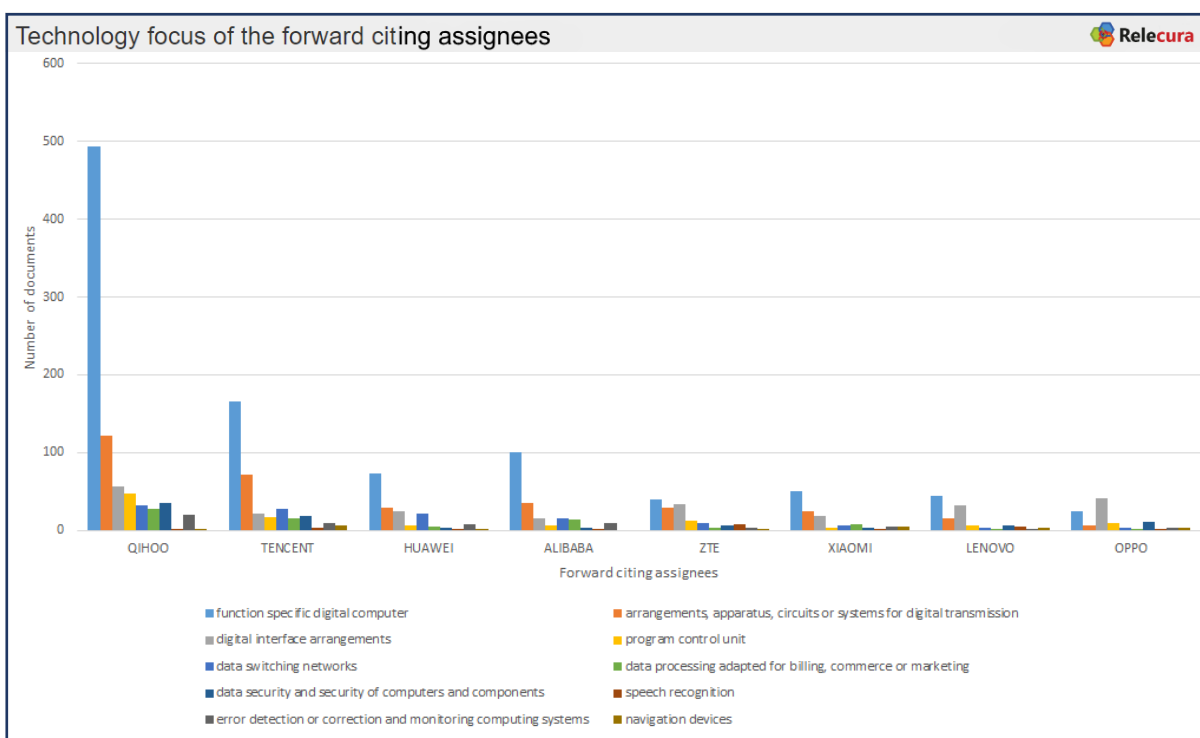
Analysis of Key Technologies Relecura				
Technologies	Applications	Grants	Sub Technologies	Geographies
digital data processing	4473	77	function specific digital computer (3215) , digital interface arrangements (783) , program control unit (489) , arrangements, apparatus, circuits or systems for digital transmission (286) , data security and security of computers and components (265)	CN (3738) , WO (340) , US (147) , JP (132) , KR (102)
data transmission	1241	18	arrangements, apparatus, circuits or systems for digital transmission (936) , data switching networks (370) , function specific digital computer (252) , communication protocols supporting network applications (188) , architecture for network security (95)	CN (1073) , WO (67) , US (41) , JP (28) , KR (25)
data processing systems	453	13	data processing adapted for billing, commerce or marketing (267) , function specific digital computer (226) , data processing in relation to administration and management (130) , data processing adapted for business sector (114) , data processing in relation to payments (43)	CN (339) , WO (35) , JP (27) , US (25) , KR (21)
speech synthesis	372	6	speech recognition (262) , speech synthesis, text to speech systems (66) , function specific digital computer (59) , speaker identification or verification (59) , speech or voice analysis techniques (49)	CN (290) , WO (26) , US (21) , KR (16) , JP (15)
wireless communication networks	319	8	providing wireless communication services to user via network (214) , arrangements, apparatus, circuits or systems for digital transmission (75) , locating users for wireless network management (64) , function specific digital computer (44) , telephone substation equipment (33)	CN (245) , WO (27) , US (17) , JP (14) , KR (14)





Key Patents in portfolio Relecura						
Publication No.	Title	Inventor	Filing Date	Star Rating	#Fwd Citations	
US7788216B2	Method and system for retrieving advertisement information	Yanhong Li, Hongbo Zhu, Jianguo Liu, Dan Guo, Limin Zhou, Zhan Wang, Zizheng Liu, Jie Yuan, Chuang Wang, Wenkai Yang	2007-07-12	3.5	59	
CN102315864A	Method of point-to-point data transmission for mobile device and device	HANG LUO	2011-09-07	3.5	46	
CN103023917A	Method, system and device for authorization aiming at intelligent household electrical appliance	ZHU JIANTING, ZHENG WEIDE	2012-12-26	3.0	27	
CN102523556B	Matching method and system of mobile terminal as well as mobile terminal and server	CHEN XIXIONG	2011-12-15	3.0	17	
CN103558916A	Man-machine interaction system, method and device	WU CHARLES	2013-11-07	3.0	12	

Top Forward Citing Assignees Relecura	
Assignee	Number of documents
QIHOO	726
TENCENT	313
HUAWEI	179
ALIBABA	164
ZTE	141
XIAOMI	128
LENOVO	114
OPPO	108



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