

Stine Seed, Altria and Ajinomoto maintain leads

According to The Patent Board's Food, Beverage and Tobacco Patent Scorecard[™] published in The Wall Street Journal, Danisco, Cargill, Japan Tobacco and Ajinomoto focus on science.

(Chicago, Illinois, USA – August 11, 2009) – The latest Food, Beverage and Tobacco Patent Scorecard[™] was released today and has ranked 31 of the top Food, Beverage and Tobacco companies according to the relative strengths of their patent portfolios as measured by Technology Strength[™]. The Patent Scorecard[™] 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.

Stine Seed Company (Adel, Iowa, USA) maintains its top rank on this week's Patent Scorecard[™], with a sizeable lead over its competitors, including a Technology Strength[™] score twice the size of the second-rank score. Stine Seed holds a stable patent portfolio size and continues to wield the most influence in the industry, with an Industry Impact[™] score over five times the industry average. Stine Seed's most highly cited patents relate to soybean cultivars and were issued in 2005 and 2006, but are being cited primarily by patents issued in 2008 and 2009. 68% of Stine Seed's total patent citations come from Monsanto, while the 2009 percentage so far this year is closer to 95%. Stine Seed is the industry leader in genetically modified soybeans and has been licensing its soybean cultivar patents to Monsanto, among other companies, since 1997.

Altria Group, Inc. (Richmond, Virginia, USA) and **Ajinomoto Co. Inc.** (Tokyo, Japan) continue to sit at second and third ranks, respectively. Altria shows steady, but slight, growth across the indicators, with a notable 41% increase in Research Intensity[™]: despite such an increase, Altria's Research Intensity[™] score is still well below the industry average. Ajinomoto, on the other hand, shows a consistently strong connection to scientific research and has the third-highest Science Strength[™] in the industry. Ajinomoto is also innovating at a faster rate than the rest of the industry, with the second-quickest Innovation Cycle Time[™] at 8.7 years – over four years faster than the industry average of 13.2 years.

The remaining seven companies in the top 10 see a shuffle in rank, mostly due to dramatic declines in Technology Strength[™] for 8th-ranked **Mars Inc.** (McLean, Virginia, USA) and 10th-ranked **Danisco A/S** (Copenhagen, Denmark), who dropped down in rank from 6th and 4th, respectively. Mars shows an increasing portfolio and positive gains in science scores, while Danisco's portfolio size decreases 25% and Science Strength[™] decreases 17%. Both companies are declining in their influence in the industry and show a 31% decrease in Industry Impact[™], bringing Mars' score below the industry average while Danisco's score was already below industry average. Danisco focuses on its connection to science rather than its impact and holds the highest Science Strength[™] and Research Intensity[™] scores, which are twenty-one and six times higher than the industry averages, respectively.

Japan Tobacco Inc. (Tokyo, Japan) and **Nestle SA** (Vevey, Switzerland) move up one position on the Patent Scorecard, to 4th and 9th, but don't show dramatic changes in their indicator strengths. **PepsiCo Inc.** (Purchase, New York, USA), **Cargill Inc** (Minneapolis, Minnesota, USA) and **Kraft Foods Inc.** (Northfield, Illinois, USA) each move up two positions, to 5th, 6th and 7th, all of which show significant gains in Science Strength[™]. Kraft shows a 1400% increase in Science Strength[™] due to the recent issuance of its patent for reduced-calorie flour replacer, which has the second-highest number of scientific references out of all patents in Kraft's active U.S. utility portfolio. However, Kraft still scores well below the industry average in Science Strength[™].

Kao Corp (Tokyo, Japan) is the biggest mover on this week's Patent Scorecard[™], jumping up 12 positions in rank to sit at 13th. Kao specializes in chemicals and cosmetics and has patents also in the Chemicals and Consumer Products Patent Scorecards. Increases in portfolio size and Industry Impact[™] were the primary drivers behind Kao's 443% increase in Technology Strength[™]. Kao has no science indicator scores, but its 150% increase in Industry Impact[™] puts Kao just above the industry average. If Kao can maintain its influence on the industry, it is just a few more steps to break into the top 10.

The Food, Beverage and Tobacco (FBT) industry is the smallest industry tracked by The Patent Board. Out of all 17 industries tracked by The Patent Board, FBT has the fewest number of patents per company and the lowest average Technology Strength[™] score as well. On the other hand, the FBT industry has the fifth-highest average Science Strength[™] score, coming in behind such research-intensive industries as Pharmaceuticals, Biotech, Information Technology and Semiconductors. The main contributors to FBT's Science Strength[™] are Danisco, Japan Tobacco, Ajinomoto and Cargill, all of whom have a Research

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Intensity™ above twice the industry average. Science leader Danisco provides a good example of how scientific references are being used in the FBT industry. 34% of Danisco's patents cite journals in the fields of Biochemistry and Molecular Biology, while 16% cite Microbiology journals, 12% cite General Biomedical Research journals and 10% cite Genetics & Heredity journals. Danisco's most recent patents citing such journals involve the genetic modification of bacteria cells to manipulate protein and polypeptide secretion, which can be used, for example, in the fermentation process of dairy products.

The Patent Board Scorecard Ranks Stine Seed #1 in the Food, Beverage and Tobacco Industry

Top 10 Innovators in Food, Beverage and Tobacco Patent Scorecard™ | Quarterly snapshot – 13 week averages

Previous Rank		Current Rank	Company	Patent Granted	Science Strength™	Innovation Cycle Time™	Industry Impact™	Technology Strength™	Research Intensity™
1	◀▶	1	Stine Seed Co	29	8	10.30	5.40	84.66	0.00
2	◀▶	2	Altria Group Inc	31	58	12.50	2.38	39.88	0.48
3	◀▶	3	Ajinomoto Co Inc	59	899	8.70	0.79	25.46	2.14
5	△	4	Japan Tobacco Inc	18	1422	10.50	1.26	12.01	2.36
7	△	5	PepsiCo Inc	26	39	15.60	0.64	9.11	1.06
8	△	6	Cargill Inc	22	852	15.40	0.73	9.01	3.09
9	△	7	Kraft Foods Inc	21	12	15.00	0.79	8.86	0.26
6	▽	8	Mars Inc	22	72	16.70	0.71	8.43	0.68
10	△	9	Nestle SA*	21	14	13.80	0.66	7.61	0.71
4	▽	10	Danisco A/S	49	7816	13.00	0.24	6.43	5.75

The Patent Scorecard includes all U.S. utility patents that were represented by each entity. Only Food, Beverage and Tobacco patents are used for companies that are represented in multiple industries, of which there are 6. Industry Impact™ and Research Intensity™ 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. 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. *multi-industry

About the Industry

The Food, Beverage and Tobacco industry includes companies that are involved in the development and production of food, beverage and tobacco products. It includes additives, flavorings, ingredients, oils, seeds and livestock feed.

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™ - 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™ - indicates whether a patent or patent portfolio is building off newer or older inventions (art).

Industry Impact™ - 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™ - ranking measure to indicate an overall strength of the company's patent portfolio holdings with a combined measure of quality and quantity.

Research Intensity™ – 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 many leading business-based magazines.

The Patent Board™ 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 or contact Christine Wren at cwren@patentboard.com or +1.312.205.7000.

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