

Innovative Project of the Month

Client: A big F100+ FMCG company.

Domain: Oral Care

Molecular Connections' IP experts formulated various strategies to capture Patents, Literatures, Products, etc. and refined it based on the inputs from the client. A taxonomy was devised and all the shortlisted documents were mapped appropriately. Few key insights from the study:

- Colgate Palmolive Company is leading with 5 times more activity than its competition.
- Patents are majorly into Composition, but there is also a significant chunk into Devices and methods.

