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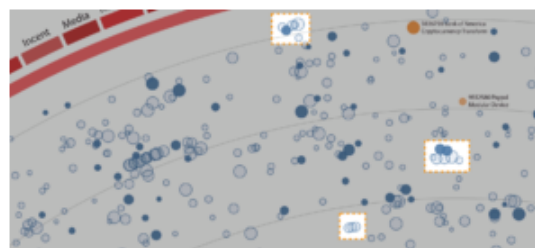
## 3 Ways Analyzing Cannabis Patent Trends Pays

By: Merilee Kern

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*Global IP strategist, JiNan Glasgow George, cites key reasons cannabis companies should capitalize on IP-driven growth opportunities*

The United States Patent and Trademark Office (USPTO) issued its 10 millionth patent number in June 2018 and continues to go strong. In fact, according to a PatentlyO.com-published report, "We are about three-fourths of the way through fiscal year 2019 (ends September 30, 2019) and the USPTO is on-track to issue the most patents ever in a single year period," with the author forecasting, "330,000 issued utility patents, which is up about five percent from the prior one-year high in 2017." While these kinds of milestones have created much ado about patents that have changed the world, including a number of popular culture pieces, the unfortunate truth remains that a great number of cannabis organizations (and those with interests related thereto) don't really understand how powerfully advantageous a tool patents can be.



As the pace of patent filings quicken—noting that it took fully 121 years to issue the first million patents but only three years to move from nine to ten million—businesses that understand how to analyze, identify and capitalize on various intellectual property (IP) trends can dramatically hasten and increase value creation, and valuation, within their companies. This is according to patent attorney and IP authority JiNan Glasgow George, a former USPTO patent examiner and engineer turned entrepreneur who launched the Magic Number Patent Forecast software—a comprehensive intelligence tool leveraging machine learning to uncover silent trends sweeping the business landscape, revealing who is filing patents, when and in what sectors. With this kind of AI-driven data, organizations can detect early-stage shifts and pinpoint other trends and marketplace insights to give companies a tremendous

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