



case study



Name:

Zynga

Ticker:

NASDAQ: ZNGA

Industry:

Online social and mobile games

Brands:

FarmVille, Zynga Poker,
Words With Friends, Hit it Rich!
Slots and CSR Racing

Customer since:

2014

Replaced:

Spreadsheet

Global IP Strategy Key to Social Gaming Growth

“Implementing IPfolio made me a hero at Zynga.”



- TEDDY JOE
SENIOR PATENT COUNSEL & PAYOR OF PATENTVILLE
ZYNGA, INC.

SILICON VALLEY'S PREFERRED IP MANAGEMENT TOOL

After confirming what Facebook, Dropbox and Square were doing with IPfolio, Senior Patent Counsel Teddy Joe knew he'd found the right tool to implement and manage Zynga's global patent strategy.

BACKSTORY: APPLYING SALESFORCE.COM LESSONS @ZYNGA

In May 2014, Teddy Joe left Salesforce.com, inc. to join Zynga, Inc. as Senior Patent Counsel. During three years on Salesforce's IP team, he'd learned how to build up a company using organic innovation and patent-driven technology growth, as well as tackle expansion through acquisition and product integration.





CSR2 is Zynga's popular urban drag racing game that lets gamers compete against friends or opponents from around the world. Player options include officially licensed vehicles from Ferrari, McLaren, Bugatti and Koenigsegg.

It was excellent preparation for his new home; Zynga's Facebook-driven FarmVille adolescence and 2011 IPOs were in the past and the public company's "connect the world through games" vision was more strategic and comprehensive. It was now time for an updated IP strategy reflecting the changing market for its poker, social gaming and racing franchises, and the way customers were playing them.

"When I came aboard, there were a large number of assets pending, but not a lot issued. Everything was in a Google spreadsheet shared with outside counsel. I knew I needed a patent management tool to help me understand the assets that were already filed, as well as help bring in new assets as I was growing the portfolio."

SELECTION CRITERIA AND A WISH LIST

As the sole IP patent attorney for the entire company, Teddy was (and remains) responsible for designing and executing on the global patent strategy. He needed a robust patent management system that "could easily map out my portfolio and tell me what I have." With the potential of mobile gaming becoming ever clearer, he needed to adjust the IP activities to protect future revenues in that area.¹

Joe's wish list reflected financial, usage and operational criteria:

- Portfolio status and progress: Ability to look quickly at the portfolio and compare his patent strategy and progress
- Reporting flexibility: Ability to create visualizations for the C-suite
- Ease-of-use (IP staff): The paralegal had zero docketing or IP management experience
- Ease-of-use (inventors): An invention disclosure portal that engineers would actually use
- Total Cost of Ownership: Initial and on-going costs and support requirements

COMPARING VENDORS AND SELECTING A WINNER

"I looked at a lot of different patent management tools during this process. IPfolio was the clear winner and the only one that met our portfolio mapping and management needs. Although I knew we wouldn't do the completely customized IPfolio implementations like at Dropbox and Square, just knowing that the system was so flexible was really impressive."

Joe cites three key areas where IPfolio far surpassed alternatives:

1. Portfolio mapping: The ability to easily map then visualize (using the reporting functionality) his execution of the patent strategy. The ability to then easily drop charts and graphs into PPT decks for presentations to executives was an added bonus.



¹ Zynga's 2016 mobile revenues rose 20% year-over-year.



Spin it Rich is one of Zynga's social casino games, which combine Vegas-style slots, and movie and television properties like Sex and the City and Willy Wonka and the Chocolate Factory.

2. Total Cost of Ownership: By choosing a cloud-based option built on Salesforce, the projected five-year TCO was much lower than with either Lecorpio or Thomson IP Manager.
3. Ease of use: Make sure that the invention disclosure portal was easy for engineers and inventors to access and use.

IMPLEMENTATION

From budget approval and contract signing, to going live, implementation required just over a month. Between Thanksgiving and Christmas, Zynga's IP database was rebuilt in IPfolio, workflows and Single Sign On access were configured, and an engineer-friendly invention disclosure portal built. When everyone returned from end-of-year vacation, Zynga was ready for a new chapter in its innovation history. Receiving the first unsolicited invention disclosure in January was, according to Joe, "fairly eye-opening."

RESULTS: EVERYONE GOT WHAT THEY WANTED

"IPfolio pretty much made me a hero in my first year at Zynga. Once I had it up and running, I was able to explain how I thought the patent strategy should go, where we should file, and which innovations we should pursue. I was able to drop report data and charts into PowerPoint decks and PatentVille quarterly reports that summarized and showcased to executives and our GC that I was not only designing a strategy but executing on it as well."

Portfolio mapping and reporting were not the only benefits. IPfolio's PAIR integration, which provides daily updates and fully searchable document syncing, has delivered important administrative efficiencies and streamlined work with outside counsel. Engineers regularly submit ideas through the invention portal, which enables Zynga to systematically evaluate, nurture and protect them, and then ultimately reward their creators. With Joe's concise quarterly reports, executives don't have to worry whether the company's game franchises are protected.

PATENTVILLE IS A HAPPY PLACE

"The right tool for the job" is a concise summary of IPfolio's impact at Zynga.

"I highly recommend IPfolio. It's an excellent tool for anyone who's really interested in managing and monitoring their assets and showcasing how their patent strategy is being executed upon. When I interviewed with Zynga, I think the reason why they selected me was that I came in with a proposed patent strategy using their publicly available information and a strong idea of where I thought the business should go. Fortunately, I found an IP management system that helped me translate that conviction into action."

