



Norton To Acquire Czech Cybersecurity Firm Avast

August 23rd, 2021

Table of Contents

Click on a page number to read

Background

[3](#)

Patent Portfolio

Coverage and Status

[5](#)

Technologies

[8](#)

Top Inventors

[9](#)

Transaction History

[10](#)

Litigation History

[11](#)

Quality and Value Evaluation

Quality and Value Rankings

[13](#)

Peer Comparison - Quality and Value

[15](#)

Quality and Value Highlights

[17](#)

Do more with Due Diligence

Download Report

[22](#)

Matrix Analysis in Patent Vault

[23](#)

In a deal reportedly worth over \$8 billion, Norton is set to acquire cybersecurity company Avast.

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- U.S. cybersecurity company NortonLifeLock has confirmed it is acquiring rival Avast, leading to a mega-company with more than 500 million users. However, employee numbers will reduce from 5000 to 4000.
 - Founded in 1988, Avast is based in the Czech Republic and is listed on the London Stock Exchange. Specializing in privacy technology, the company has 435 million customers — predominantly consumers and small to medium-sized enterprises. The deal is expected to close by mid-2022.
 - We found that 44% of Avast's patents related to electronic digital data transmission are high-value. We also identified four inventors that should be retained post-acquisition.

Coverage and Status - Global Coverage

Applications: 207

Families: 132

Active

93 (45%)

of them are active and enforceable.

Pending

89 (43%)

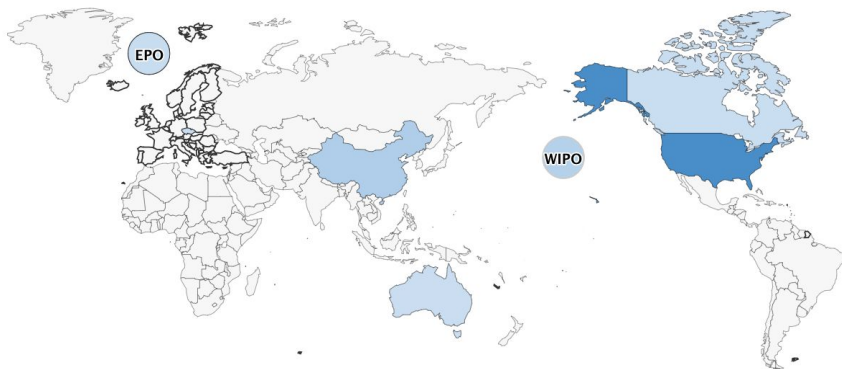
of them are still pending and may acquire patent rights in the future.

Inactive

25 (12%)

Inactive

Country : US(137) CN(31) WO(24) EP(5) CA(4) AU(3)
CZ(3)



Country	Patent Appl.	Legal Status		
US	<u>137</u>	77	52	8
CN	<u>31</u>	4	27	
WO	<u>24</u>	7	17	
EP	<u>5</u>	4	1	
CA	<u>4</u>	4		
AU	<u>3</u>	3		
CZ	<u>3</u>	2		

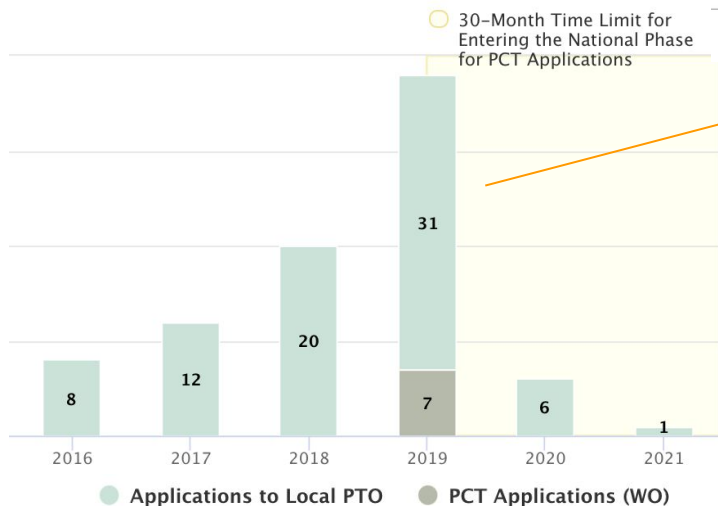
Most of its patents were filed in the U.S., and a large proportion of them are pending.

The company also has a fair amount of patent applications with CNIPA — China's patent office.

● Active ● Pending ● Inactive

Coverage and Status - Pending Patents

Avast has had a number of patent applications over the past five years. As a result, patent managers at Avast should take a look at older applications to move the applications forward.



Data Selected 31 Applications; 30 Families

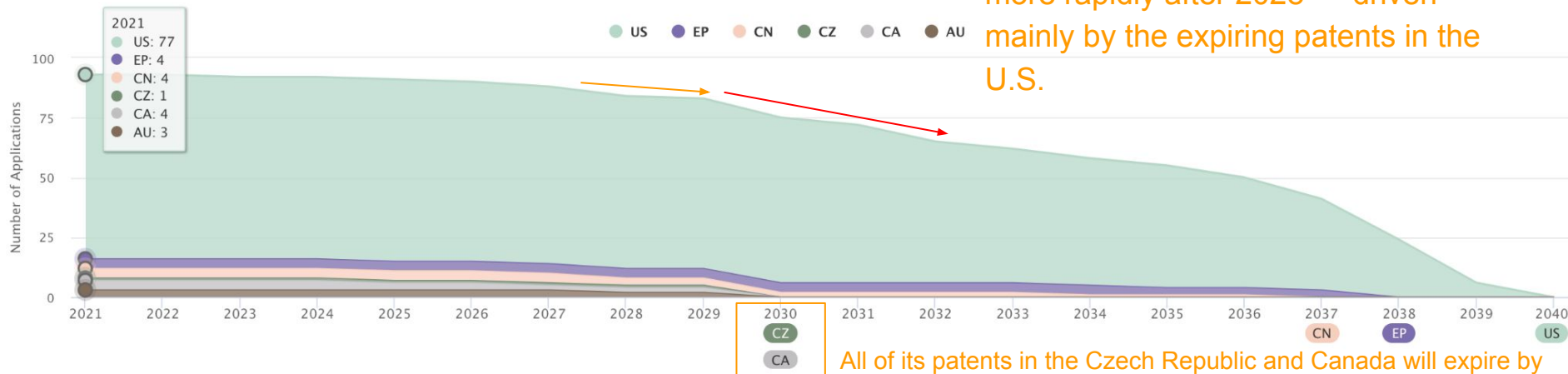
#	Patent No.	Title	Legal Status
1	US20190325134A1	NEURAL NETWORK DETECTION OF MALICIOUS ACTIVI...	Exam.
2	US20210120022A1	NETWORK SECURITY BLACKLIST DERIVED FROM HON...	Exam.
3	US20190394220A1	AUTOMATIC CHARACTERIZATION OF MALICIOUS DAT...	Exam.
4	CN112703720A	用于设备控制应用的默认过滤器设置系统和方法	Exam.
5	US20210136037A1	ENDPOINT SECURITY DOMAIN NAME SERVER AGENT	Exam.
6	US20200288306A1	LOCATION-BASED ADAPTIVE DEVICE SECURITY SYSTE...	Exam.

Check the list of patent applications from each year with one click.

Coverage and Status - Remaining Life

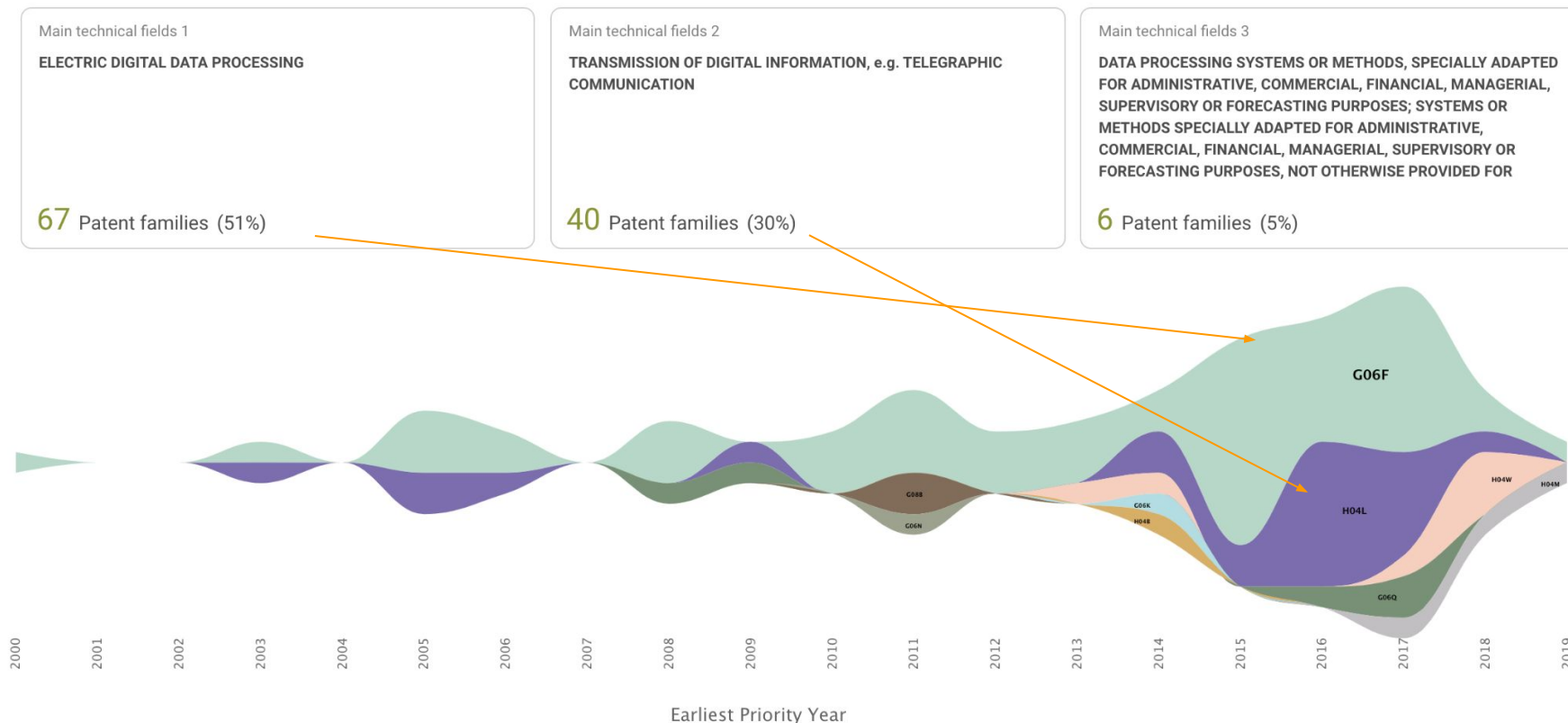
As of 2021, Avast has 77 active patents in the U.S., four in Europe, China, and Canada, and three patents in Australia.

The company's active patents shrink more rapidly after 2028 — driven mainly by the expiring patents in the U.S.



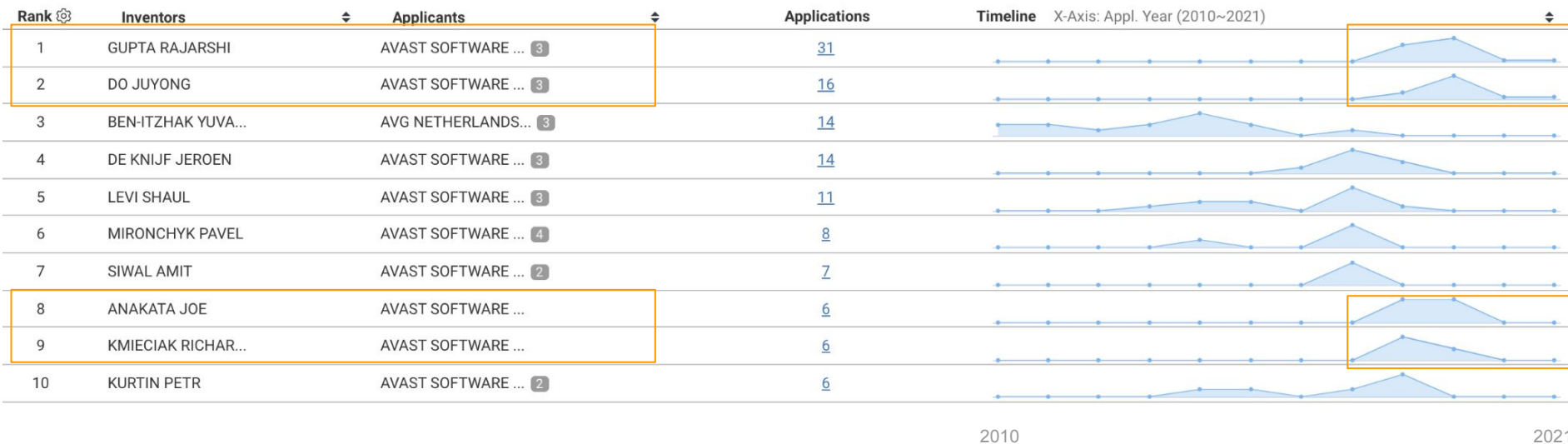
Technologies

In terms of the International Patent Classification (IPC,) the company has 51% of its patent families relating to electronic digital data processing (IPC G06F) and 30% of its patents relating to transmission of digital information (IPC H04L.)



Top Inventors

Amongst the top ten inventors, the top two and those in the 8th and 9th positions were more productive in recent years. NortonLifeLock should keep them with the company after the merger.



Patent Transaction History

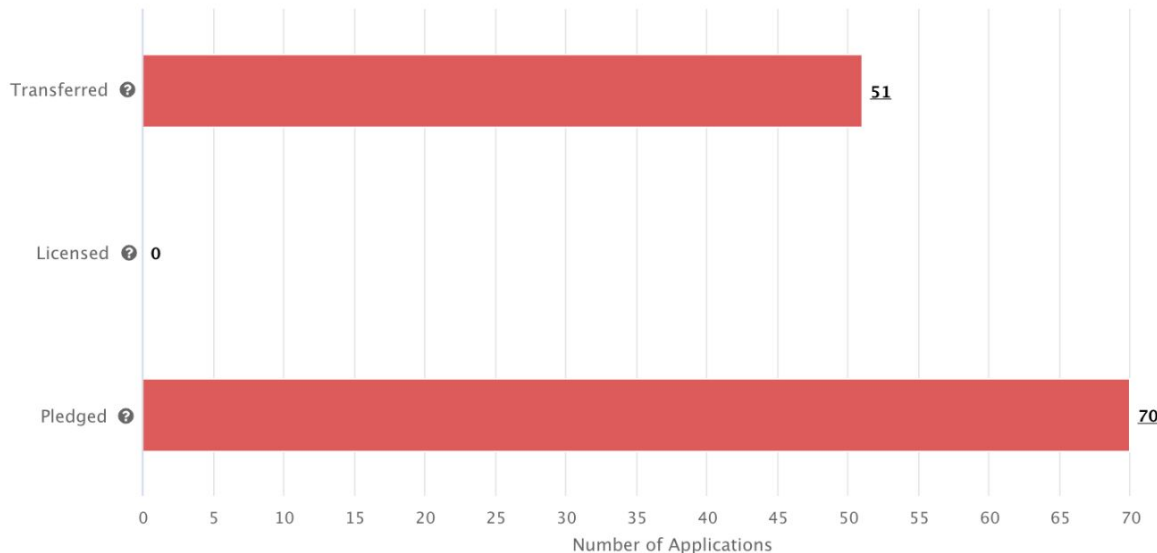
According to the patent records in the U.S. and China, around 52.38% of its patents have been transferred.

Among the 168 applications, 51 have been transferred, and 70 have been pledged to secure loans.

Transacted Patents



52.381 % COMPOSITION



Patent Litigation History

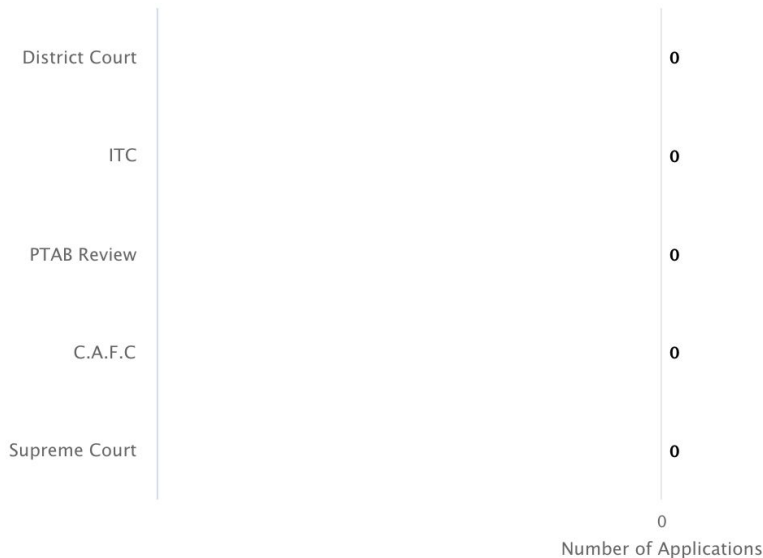
According to the patent data from the USPTO, none of Avast's patents have been litigated.

Litigated Patents



0 Applications

0% COMPOSITION



Quality and Value* Evaluation

Why Quality and Value?

Quality and Value are the two cornerstones of patent evaluation. By reflecting on a patent's true quality and value, we can evaluate patents with an objective viewpoint instead of relying on subjective guesswork—eventually giving a fair price to patents.

Quality and Value* Definition



Quality

Predicts the tendency for invalidation.

Describes whether a patent is eligible, novel, non-obvious, and described with clarity.



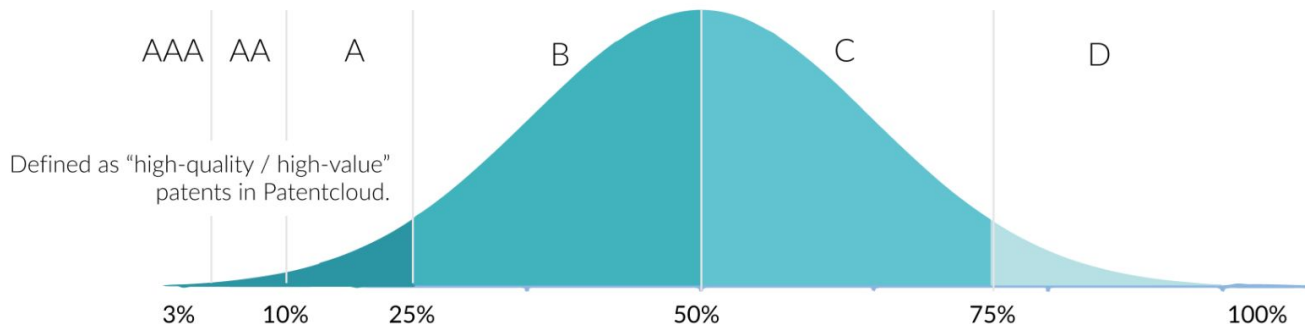
Value

Predicts the tendency for monetization.

Describes whether a patent has commercial viability—either realized from enforcement, transaction, or other commercial practices.

According to our proprietary models, each patent is ranked as per the quality and value dimensions and is categorized into one of the following six grades: AAA, AA, A, B, C, and D.

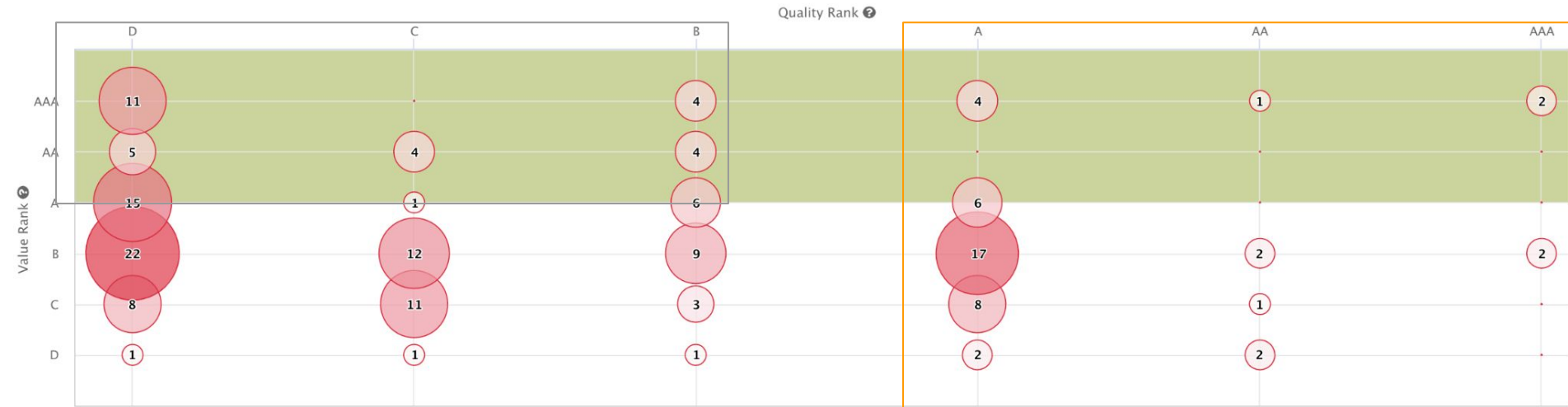
A patent with a quality score in the 97th percentile is graded as AAA.



Quality and Value Rankings - Quality and Value

High-value, low-quality patents: They have good monetization potential, but the risk of invalidation is high.

According to InQuartik's Quality and Value Rankings, Avast has a decent proportion of high-quality patents, even though most of them do not stand a good chance of being monetized.



Peer Comparison - Quality Rankings

For Avast patents under the classification “electronic digital data transmission,” the proportion of high-quality patents is 25.31%, higher than IBM (13.13%,) which owns the largest number of patents in this category.



Peer Comparison - Value Rankings

The proportion of Avast's high-value patents in the same field is 44.30%, much higher than that of IBM (13.82%), suggesting a larger proportion of Avast's patents have a higher chance of monetization.



Quality and Value Highlights - Eligibility and Novelty Issues

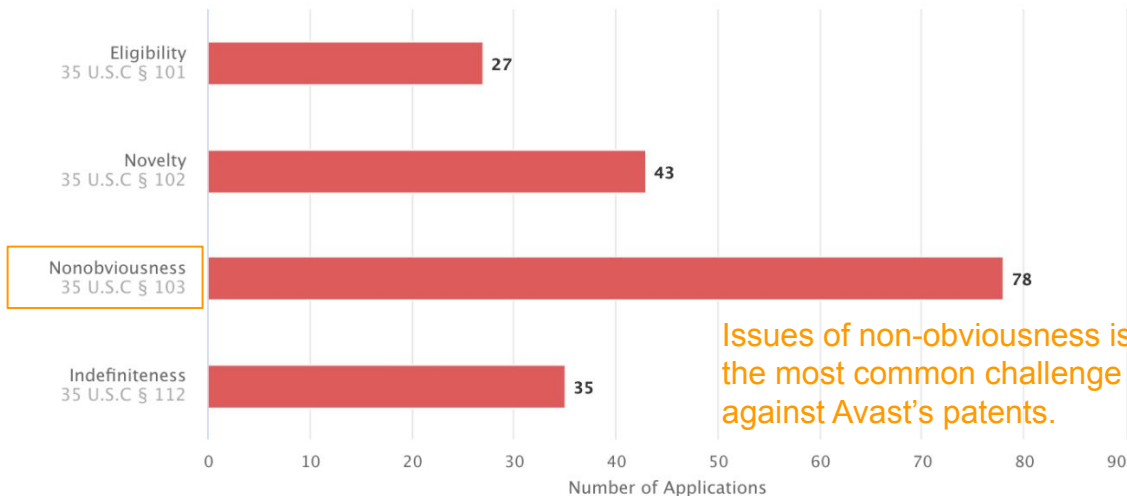
Around 67.44% of its patents in the U.S. have been challenged in the prosecution or PTAB history — an indicator of patent quality issues for patent family members.

Eligibility and Novelty Issues



87 Applications

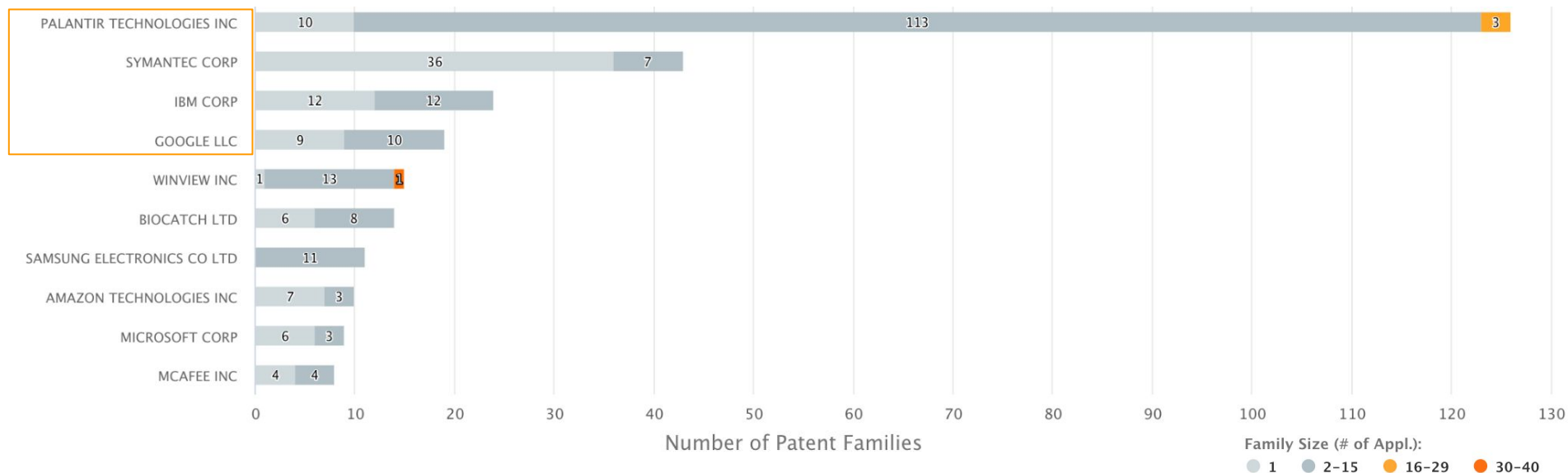
67.442 % COMPOSITION



Issues of non-obviousness is the most common challenge against Avast's patents.

Quality and Value Highlights - Potential Targets of the Portfolio

According to the patent citations, the potential targets for Avast include big data analytics company Palantir Technologies, cybersecurity firm Symantec, IBM, and Google.



Patents Against the Potential Targets

The companies that cite this portfolio the most are potential targets for monetization.

Family in Portfolio (ID) ⚙️

Ranked by:

Family ID

Potential Targets

Ranked by: Potential Targets ⚙️



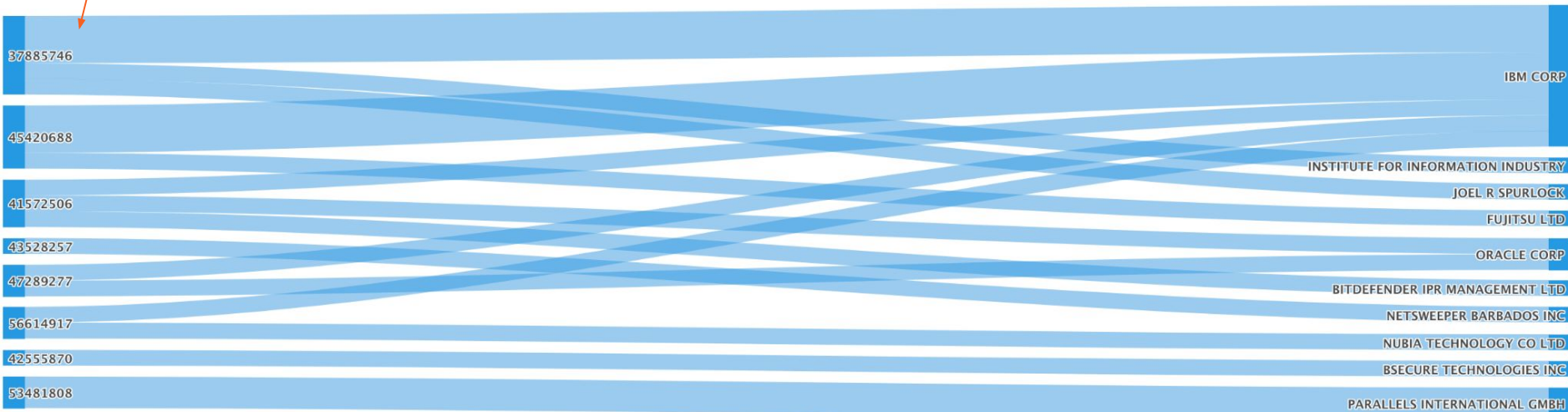
Patents Against the Potential Targets

The ten most heavily cited families — these patent families are ideal starting points for further investigation.

Ranked by:
Family in Portfolio (ID) ⚙️

Ranked by: **Family ID** Potential Targets


Potential Targets ⚙️



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5 Charts Selected [Clear](#)

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Coverage and Status

- ☒ Global Coverage
- ☒ Remaining Life
- ☐ Pending Patents

Technologies

- ☒ Technical Fields
- ☒ Technology Timeline

Owner/Inventor/Applicant

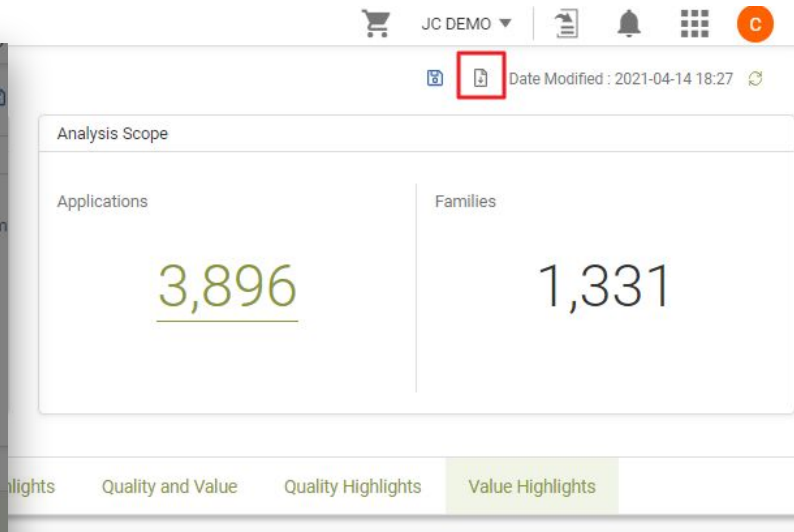
- ☒ Co-Ownerships and Co-Applicants

Assignees and Inventors

- ☐ Assignees
- ☐ Inventors

Confirm

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Matrix Analysis

Analyze like an expert!

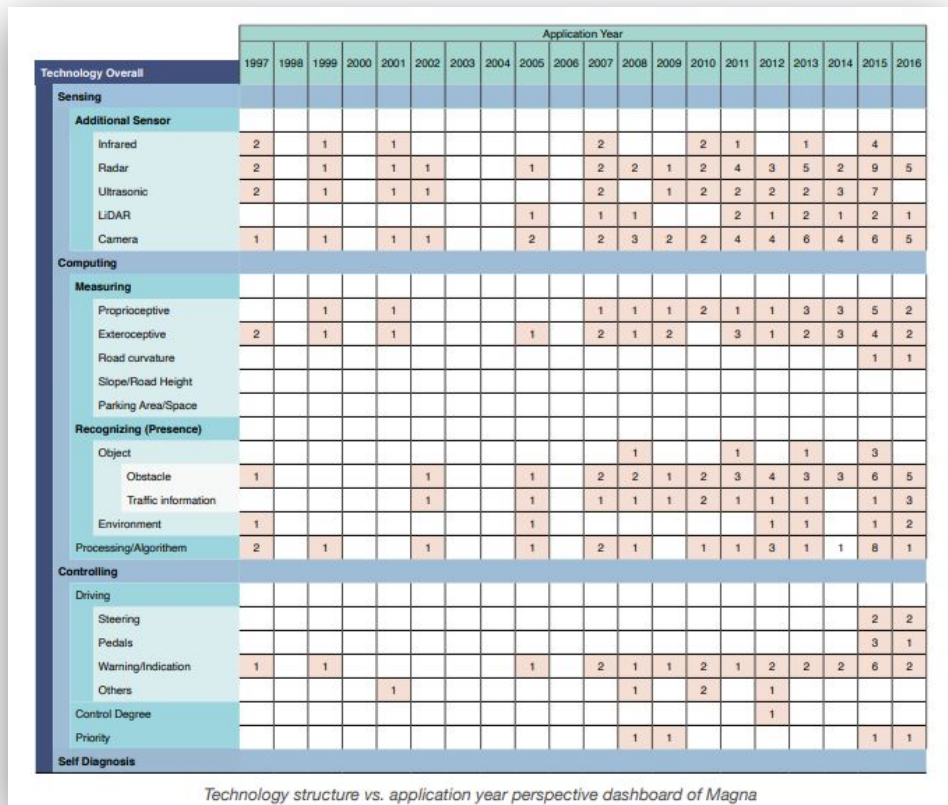
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Source: Patent Vault



Technology structure vs. application year perspective dashboard of Magna



Visualize patent assets with just one click

- Instantly access and examine patent portfolio attributes to aid in decision-making.
- Discover the patents with the greatest monetization potential — and the most likely targets.
- Identify the strengths and weaknesses of a patent portfolio.
- Maximize investment opportunities and value.