

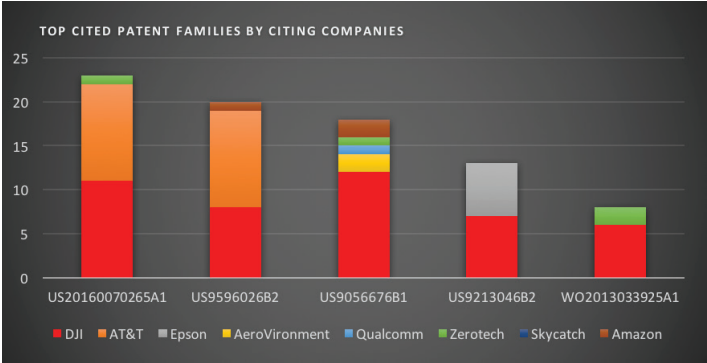


COMPANY OVERVIEW

DJI (Da-Jiang Innovations) manufactures unmanned aerial vehicles (UAV), or drones, and is the world’s leader in civilian drone and aerial imaging technology accounting for 85% of the global consumer drone market.

It is a privately held company with a valuation of \$10 billion.

In 2017, DJI won the Emmy for Technology and Engineering annual award for its camera drone technology which provides directors and cinematographers an affordable platform for low attitude aerial imaging.



ANALYSIS:

Patenting by DJI has been increasing steadily since 2014 and it is primarily focused on the Mechanical Engineering, Electrical Engineering and Instruments areas.

Control systems, and Audio-visual technology, such as cameras for their drones have increased steadily since 2014. The field of transportation, which covers drone innovations has increased at the highest rate of all.

All of the top inventors are presently with the company, which speaks well for their ability to continue creating innovative products.

The portfolio is overwhelmingly organic in nature and only a very small number of patent families were acquired through acquisition.

DJI cites themselves heavily in their subsequent patent filings, but there has also been a significant amount of interest in their portfolio from AT&T, Epson, and Amazon.

