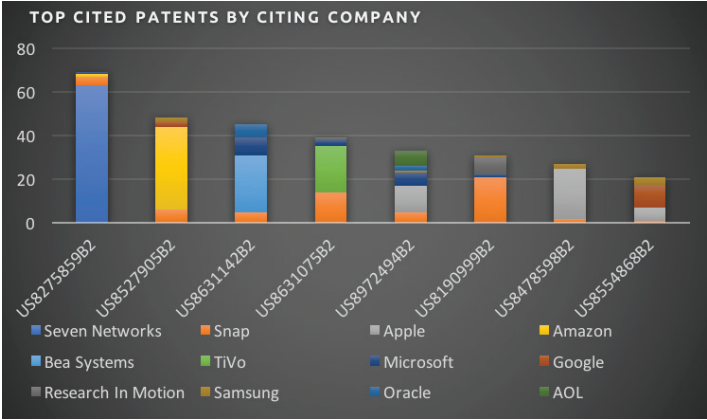


COMPANY OVERVIEW

Snap is an American technology and social media company. They are a publicly held company with a valuation of \$15.9 billion.

The company develops and maintains the image messaging and multimedia mobile app Snapchat, as well as developing and manufacturing the wearable camera called Spectacles. These smartglasses connect to the user’s Snapchat account to record videos in a circular video format, that is adjustable in any orientation. They also own Bitmoji and Zenly.



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ANALYSIS:

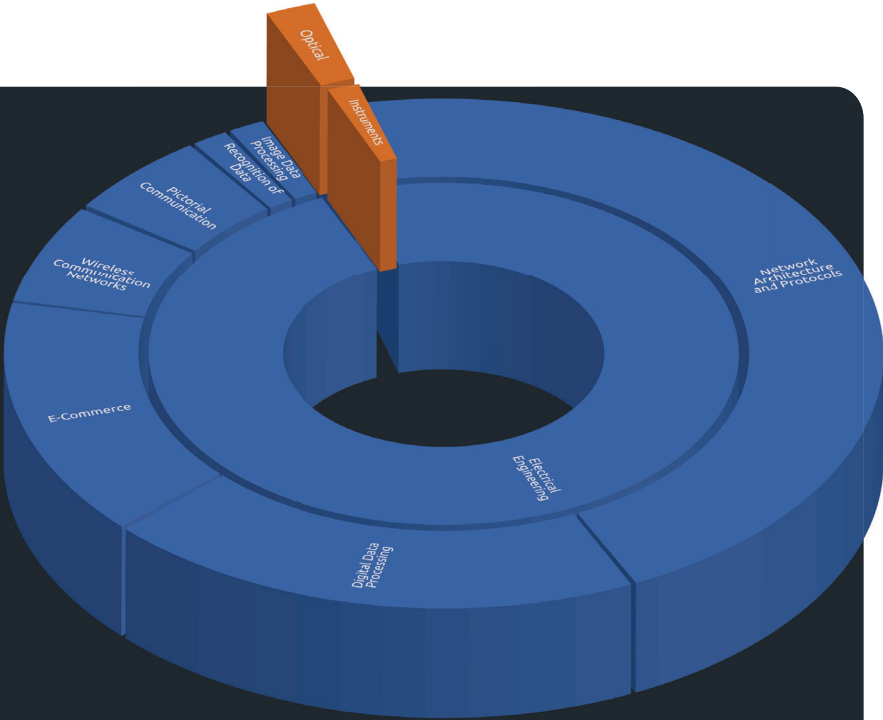
Snap is primarily focused in Electrical Engineering, however in 2016 they began publishing documents in the Instruments sector related to their Spectacles product.

Network Architecture and Protocols had been the main area of interest within Electrical Engineering until 2016 when the number of documents in that field declined by 75% from the 2015 level. Publications related to E-commerce are also declining while documents related to Digital Data Processing and Pictorial Communication are both increasing.

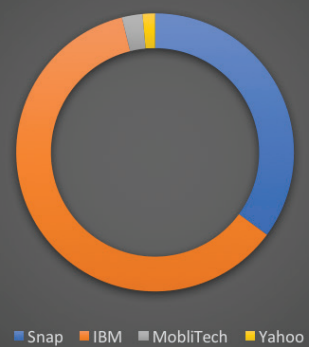
Over 60% of Snap’s portfolio is built on documents from IBM while only 35% has grown organically.

Three of the top five inventors are still with the company including Evan Spiegel, the co-founder and CEO. The other top inventors never actually worked for Snap. They are with IBM and are included because Snap acquired the majority of their portfolio from IBM.

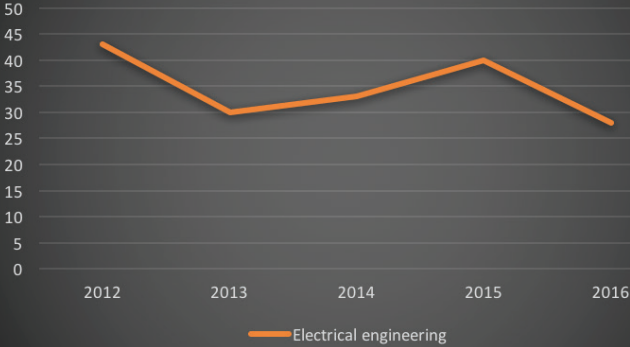
Snap’s top patents have been cited by many of the tech industries largest companies including Amazon, Apple, Microsoft, Oracle and Google. However, all of their top-cited patents were acquired from IBM.



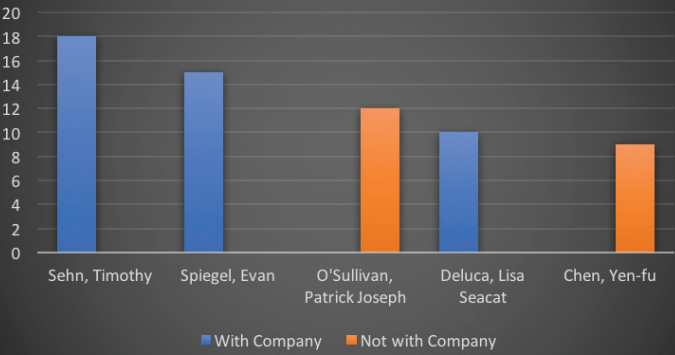
PORTFOLIO DEVELOPMENT



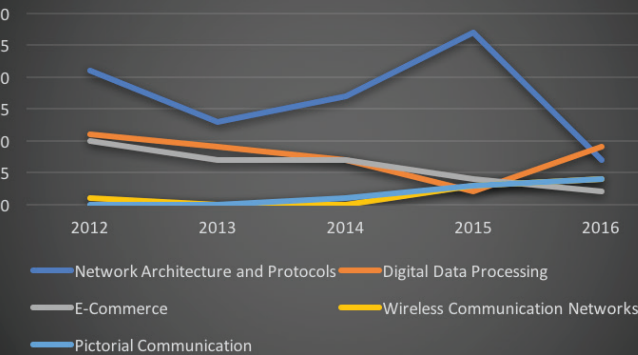
PATENT FAMILIES BY SECTOR



TOP INVENTORS BY AFFILIATION



PATENT FAMILIES BY FIELD



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