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## **UBIC Launches AI-Based Intellectual Property Strategy Support System Co-developed with TTDC**

### **Increases the Efficiency of Patent Analysis by a Maximum Factor of 3,000 and Average Factor of 330**

NEW YORK, Oct. 29, 2015 (GLOBE NEWSWIRE) -- [UBIC](#), Inc. (Nasdaq:UBIC) (TSE:2158) ("UBIC" or "the Company"), a leading provider of international litigation support and big-data analysis services, today announced that it will start providing "PATENT EXPLORER," an AI-based intellectual property strategy support system.

The launch of PATENT EXPLORER, the development of which was announced in December 2014, represents the commercialization of the results of UBIC's co-development with Toyota Technical Development Corporation ("TTDC"). In the development project, TTDC studied a scoring method based on actual cases of patent analysis and investigation and provided feedback, while UBIC refined the analysis system through repeated adjustments of its AI technology.

The processing of patent documents using PATENT EXPLORER is implemented in three steps: learning, analysis and classification. Data concerning the specifics of relevant documents (invention proposals, documents related to patents targeted for invalidation, etc.) is fed into UBIC's AI software program as "teaching data." The AI program analyzes and assigns relevancy scores to documents selected for analysis and classifies them based on the scoring results. Consequently, the documents are displayed in the order of relevancy, making it possible to prioritize them for investigation. This significantly improves the efficiency of reviewing patent documents. PATENT EXPLORER increases the efficiency by a factor of 3,000 at maximum and 330 on average, compared with conventional methods.

PATENT EXPLORER provides more advanced analysis than what is possible through techniques used in conventional patent document investigation, such as keyword-based search, similarity search and concept search. UBIC's AI program analyzes texts using a machine learning technique called landscaping. Landscaping makes it possible to analyze a vast volume of data and make judgment based on a small volume of teaching data. As PATENT EXPLORER can make judgments based not only on teaching data concerning a document's relevancy to patent analysis but also on data concerning irrelevancy, it ensures highly accurate and comprehensive analysis.

PATENT EXPLORER can display the scoring results on a paragraph-by-paragraph basis, rather than a page-by-page basis, facilitating quick review of relevant parts. As a result, PATENT EXPLORER realizes high efficiency in various patent-related applications, including prior art search and invalidity search.

UBIC will provide PATENT EXPLORER mainly to companies' research and development divisions and intellectual property management divisions as well as academic institutions and patent offices.

- Demonstration of PATENT EXPLORER at 2015 Patent Information Fair & Conference**

UBIC will demonstrate PATENT EXPLORER at the 2015 Patent Information Fair & Conference to be held on November 4-6 at the Science Museum in Tokyo.

\*For the details of this event, please visit: <http://www.pifc.jp/eng/>.

#### **About UBIC, Inc.**

UBIC, Inc. (Nasdaq:UBIC) (TSE:2158) supports the analysis of big data based on behavior informatics by utilizing its technology, "VIRTUAL DATA SCIENTIST" or VDS. UBIC's VDS technology is driven by UBIC AI based on knowledge acquired through its litigation support services. The VDS incorporates experts' tacit knowledge, including their experiences and intuitions, and utilizes that knowledge for big data analysis. UBIC continues to expand its business operations by applying VDS to new fields such as healthcare and marketing.

UBIC was founded in 2003 as a provider of e-discovery and international litigation support services. These services include the preservation, investigation and analysis of evidence materials contained in electronic data, and computer forensic investigation. UBIC provides e-discovery and litigation support by making full use of its data analysis platform, "Lit i View®", and its Predictive Coding technology adapted to Asian languages.

For more information about UBIC, contact [usinfo@ubicna.com](mailto:usinfo@ubicna.com) or visit <http://www.ubic-global.com>.

## **Safe Harbor Statement**

This announcement contains forward-looking statements. These forward-looking statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the amount of data that UBIC expects to manage this year and the potential uses for UBIC's new service in intellectual property-related litigation, contain forward-looking statements. UBIC may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about UBIC's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: UBIC's goals and strategies; UBIC's expansion plans; the expected growth of the data center services market; expectations regarding demand for, and market acceptance of, UBIC's services; UBIC's expectations regarding keeping and strengthening its relationships with customers; UBIC's plans to invest in research and development to enhance its solution and service offerings; and general economic and business conditions in the regions where UBIC provides solutions and services. Further information regarding these and other risks is included in UBIC's reports filed with, or furnished to the Securities and Exchange Commission. UBIC does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of this press release, and UBIC undertakes no duty to update such information, except as required under applicable law.

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