



## MEDIA RELEASE

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### **Practice Insight Accelerates Growth with New Office in the US**

*Practice Insight opens a new office in the US to meet the increasing demand for their IP big data products in North America.*

Practice Insight, the leading provider of intellectual property big data analytics software has recently opened a new office in the US. The office has been established to increase their ability to service the current US customer base and future markets for Practice Insight's IP products Filing Analytics and Citation Eagle.

In addition to their development headquarters in Perth, Australia and business development in Munich, Germany, the US location meets the company's growth strategy and their brand objectives of providing outstanding and responsive customer service.

"Given the increasing demand for our IP products Filing Analytics and Citation Eagle in the US, we decided to accelerate our expansion plans and set up a US office in New York. This expansion will allow the team to build up the market, promote the Practice Insight brand and products, and provide the North America region with access to latest worldwide IP big data." said Mr Wolfgang Danner, General Manager, Business Development of Practice Insight. "With the worldwide landscape for IP protection changing and the evolution of big data growing, IP professionals in North America are eager to use our products so that they can utilize new and efficient ways to grow their business, strengthen their clients patent portfolio and stay a step ahead of their competitors."

North America sales and customer enquiries can contact the US office on + 1 646 808 0624.

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#### **About Practice Insight**

Since 2010, Practice Insight has been at the forefront of Intellectual Property Big Data analytics. We build software that brings big data from disparate systems together into user friendly interfaces for IP professionals to easily obtain the insight they need to make better business decisions. Practice Insight's leading edge products include Filing Analytics, the world's most powerful market and analysis IP database and Citation Eagle, the world's first fully automated patent citation monitoring software. For more information visit [practiceinsight.io](http://practiceinsight.io).