

# Amazon's Patent Deployment Strategies for Artificial Intelligence and Its M&A Analysis

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## Abstracts

Amazon Technologies started as an online bookshop and has been devoted to developing in-house technologies, making strategic investment in startups, and acquiring other companies to fulfill its promise of putting the customer first. These efforts have successfully turned Amazon Technologies into an e-commerce company and a cloud platform provider. In the wake of the widespread adoption of AI (Artificial Intelligence) in emerging applications, which has imposed a significant impact on the industry, the company has spared no effort to invest in AI so as to seize the market opportunity. This report provides an overview of the technology and patent deployment of Amazon pertaining to AI; analyzes Amazon's patent portfolios in the areas of neural networks, genetic algorithm, knowledge engineering, fuzzy logic, machine learning, and natural language processing; examines its recent investments and M&A activities to better understand the company's strategic deployment in AI for the future.

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