

# Smart Household Robot: Patent, Business Opportunity, and Brand Strength Analysis

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## Abstracts

Over the years, smart household robots providing various functions and uses have brought high levels of convenience and assistance into people's lives. They provide voice-activated human-machine interaction, smart home appliance control, social media connection, care for the young and elderly, and remote home surveillance services to attract many newcomers and IT giants to invest considerable resources into this arena in recent years. This report provides an in-depth analysis of the development trends of top 20 patent assignees such as Microsoft, Beijing Guangnian Infinite Technology, Samsung, and Baidu by measuring their R&D intensity. Using data mining techniques, a total of 2,637 granted patents were selected from China's SIPO (State Intellectual Property Office) and analyzed. Also included are the insights into opportunities and challenges for newcomers.

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