

The Fundamentals of Intellectual Property for the Entrepreneur



Sue A. Purvis

Innovation and Outreach Coordinator

Greater New York Region

U.S. Patent and Trademark Office

Department of Commerce



Objectives

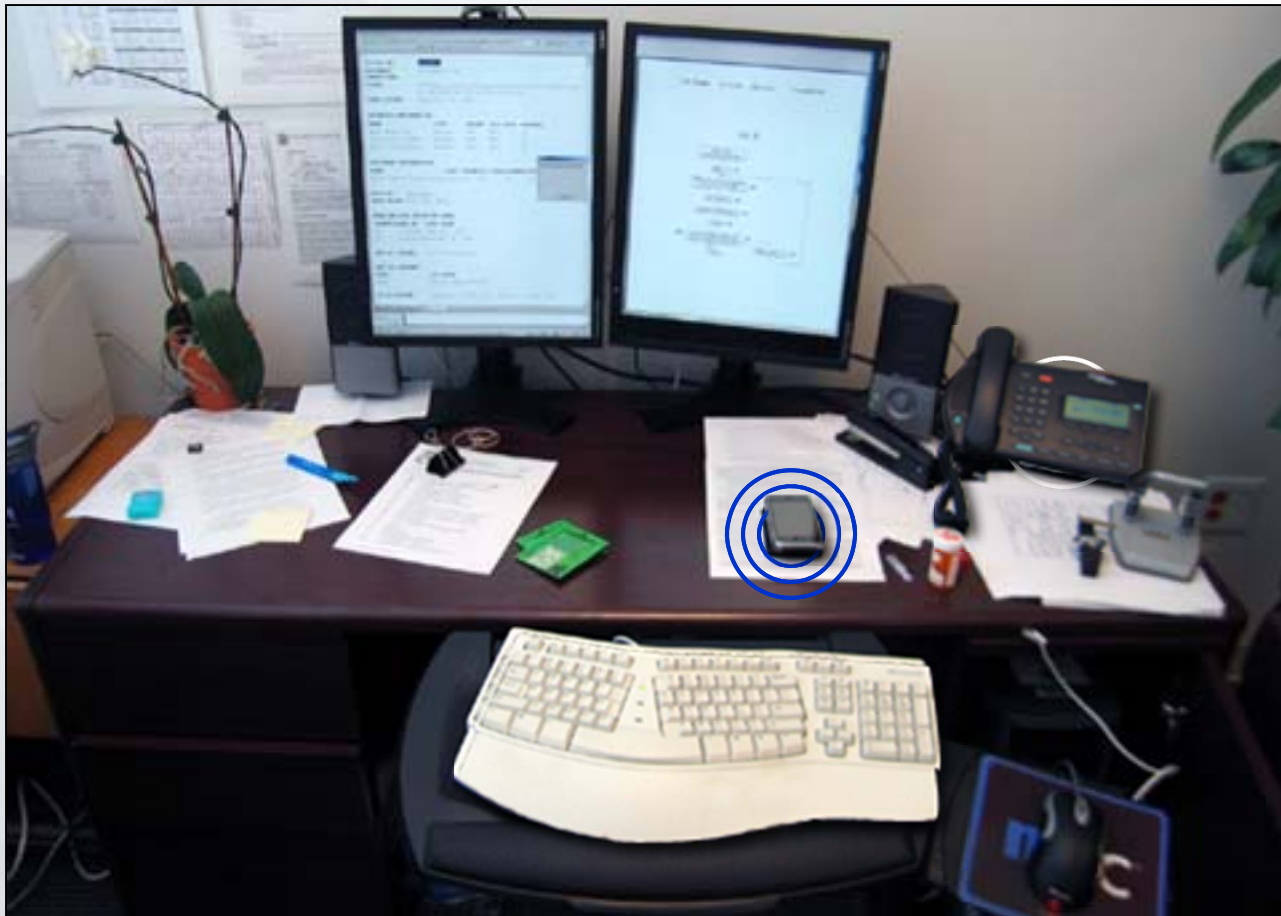
This module presents the fundamentals of intellectual property, including the following topics:

- (1) Definition of Intellectual Property (IP)
- (2) Importance & far-reaching effects of IP
- (3) Rights reserved to the rightful IP owner
- (4) Increasing importance of University's role in IP



Patented Products

Can you identify a patented product on this desk?





Patented Products



Inventor: Timothy Miller

Invention: Ergonomically condensed QWERTY keyboard

Patent number: 5,660,488

Application filed: 9/23/94

Patent granted: 8/26/97



Inventor: Steven Jobs

Invention: Touch screen device, method and graphical user interface for determining commands by applying heuristics

Patent number: 7,479,949

Application filed: 4/11/08

Patent granted: 1/20/09



Inventor: Alexander Graham Bell

Invention: Improvement in telegraphy

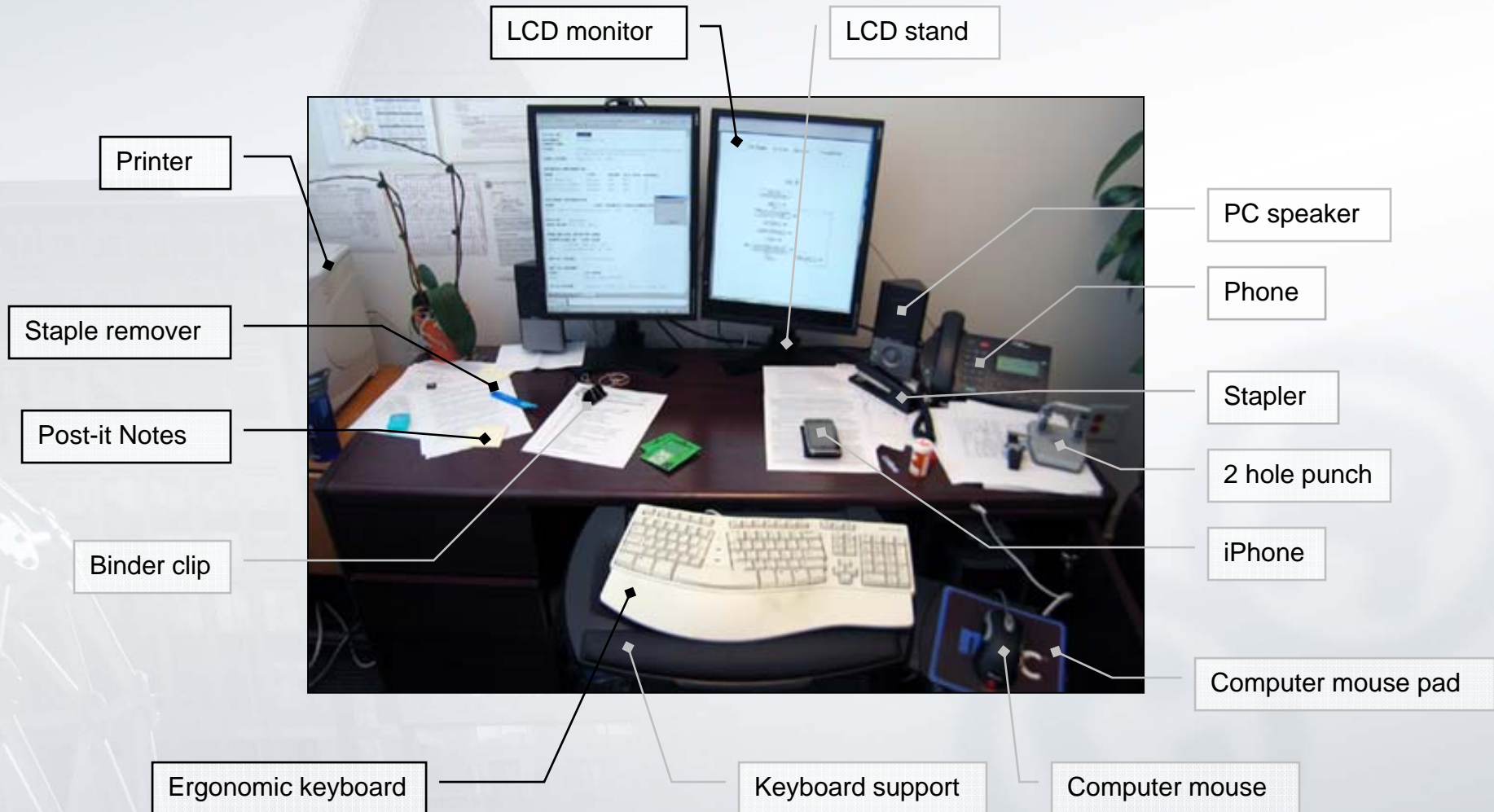
Patent number: 174,465

Application filed: 2/14/1876

Patent granted: 3/7/1876



Patents Identified





Case Study: Apple Inc.

Facts about Apple and iTunes store:

More than 13 million songs, priced at 69¢, 99¢, or \$1.29 each

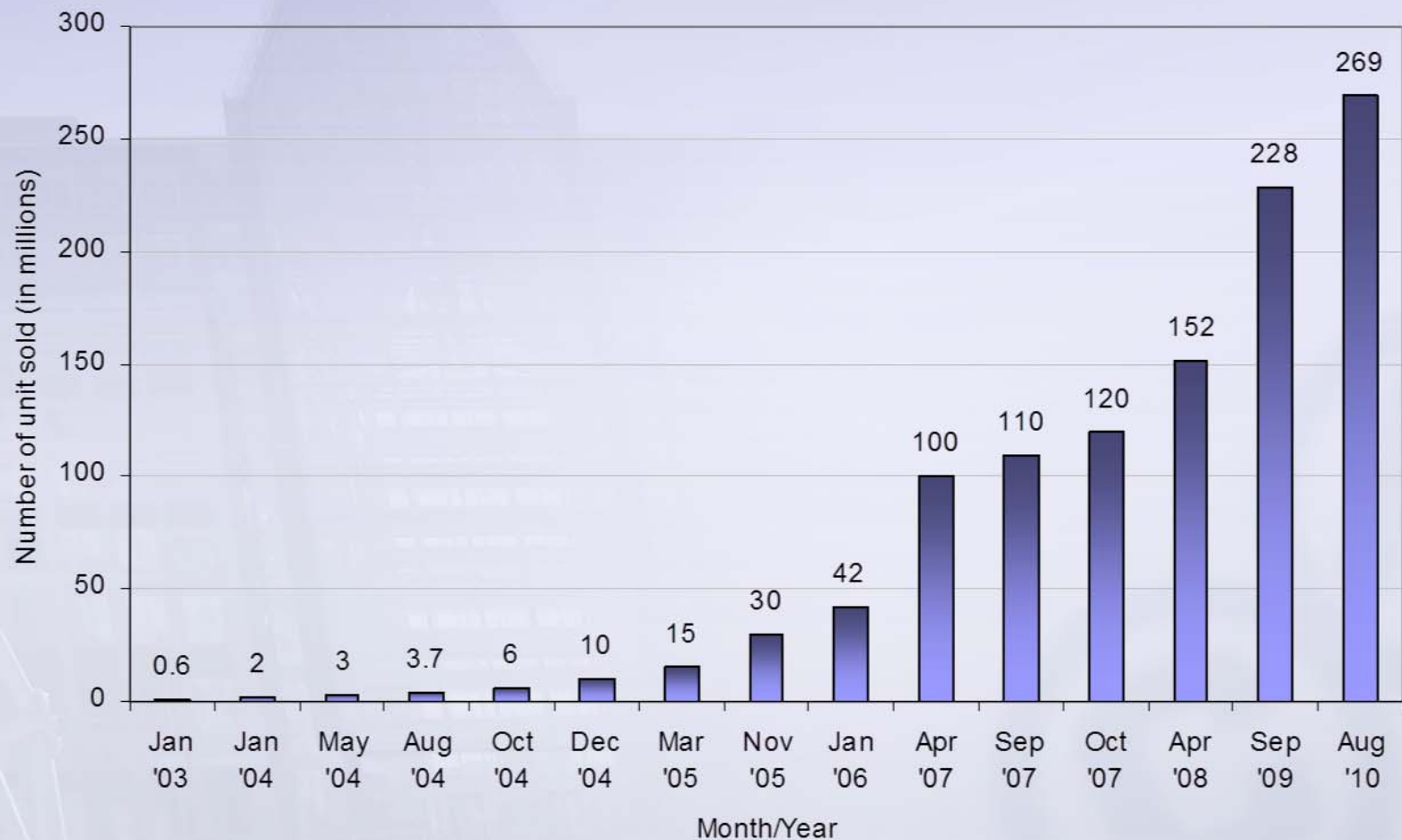
Movies, ringtones, podcasts, and apps available

Consider these numbers with the number of iPods sold



Case Study: Apple Inc.

Total Number of iPod units sold





Types of Property

Real property



Personal property



Intellectual property





Case Study: Apple Inc.

**So, where's the connection between
the number of iPods sold & Intellectual Property?**



What is Intellectual Property

4 types of intellectual property:

- (1) Copyright
- (2) Trademark
- (3) Trade Secrets
- (4) Patent



Copyright

Definition: A form of protection provided to the authors of “original works of authorship”

Protects: Literary, dramatic, musical, artistic, and certain other intellectual works

Duration: In general, author’s life + 70 years

For more information on copyright, visit the U.S. Copyright Office website at <http://www.copyright.gov>





Trademark

Definition: Any word, name, symbol, or device, or any combination, used, or intended to be used, in commerce to identify and distinguish the goods or services

Protects: All of the above & logo, banner, sound, smell, etc.

Duration: 10-year terms with 10-year renewal terms





Trade Secrets

Definition: Any information that provides economic value that is not in the public domain and that has been reasonably kept secret

Protects: Formulas, patterns, compilations, programs, devices, methods, techniques or processes

Duration: As long as they remain secret





Patent

Definition: A grant of property rights by the U.S. Government through the USPTO

Patentability: “Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent” (35 U.S.C. 101)

Duration: [Utility/Plant] 20 years from date of filing;
[Design] 14 years from patent grant



What is a Patent

Purpose: To promote the progress of science and useful arts... (U.S. Constitution Article I, §8, Clause 8)

System: A quid pro quo;
Disclosure of the invention to the government in specific terms, in exchange for exclusive rights to the inventor



Filing for a Patent – Why bother?

Patents have the attributes of **personal property** and may be:

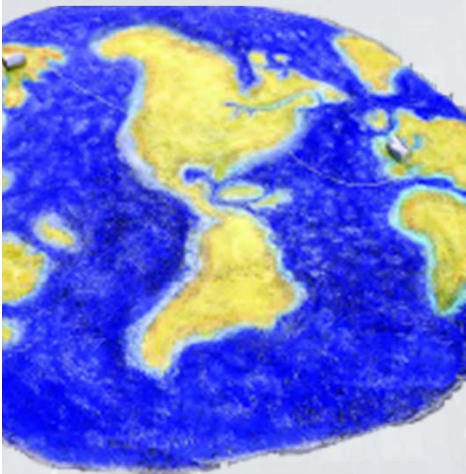
- Sold to others;
- Mortgaged;
- Assigned;
- Given away;
- Bequeathed in a will and inherited; or
- Licensed and taxed



Rights included in a Patent

A U.S. patent *grants* a right to **exclude** others from:

- Making;
- Using;
- Offering for sale;
- Selling the invention throughout the U.S.; or
- Importing the invention into the U.S.





Who Enforces Patent Infringements

Infringement: Violation of any of the patent rights

Enforcement: Up to patent owner, not USPTO.

The USPTO-granted rights valid only in U.S.

PCT: Enables a U.S. applicant to file an international utility patent application in a standardized format at USPTO.

A filing system; and it does not grant a patent

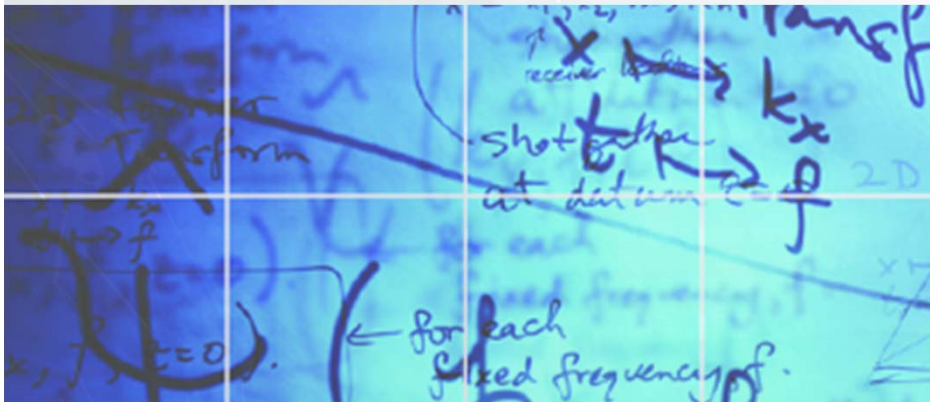


Patentable & Non-patentable subject matters

Patentable subject matters:

“... any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof...

Software and business methods also patentable



Non-patentable subject matters:

A mere idea or concept;
pure mathematical formulas;
phenomena of nature



Types of Patents

Utility:

New and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof

→ How an invention works

U.S. Patent Jan. 20, 2009 Sheet 8 of 293 US 7,479,949 B2

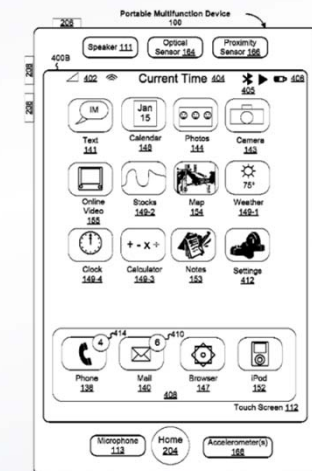


Figure 4B

Design:

New, original & ornamental design

→ How an invention looks

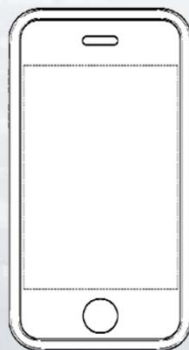
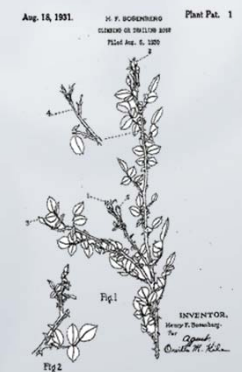


FIG. 35

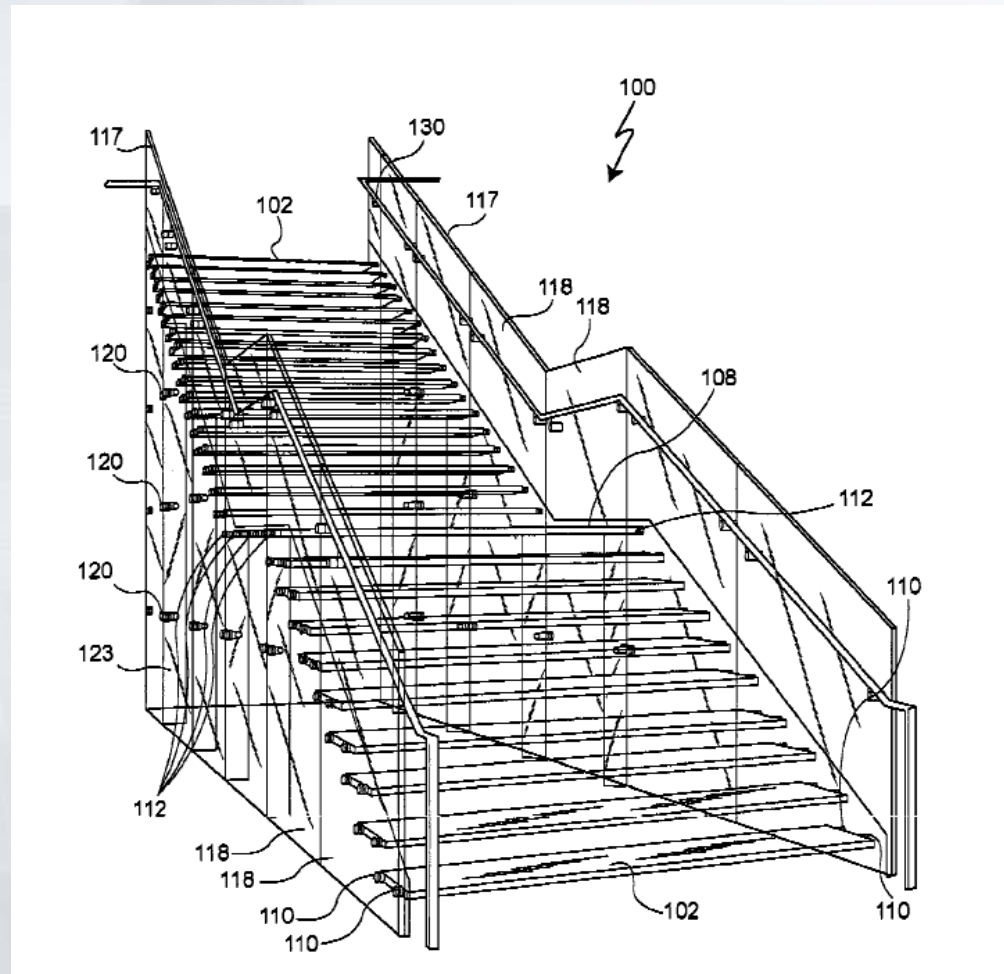
Plant:

Asexually-produced distinct and new variety of plant



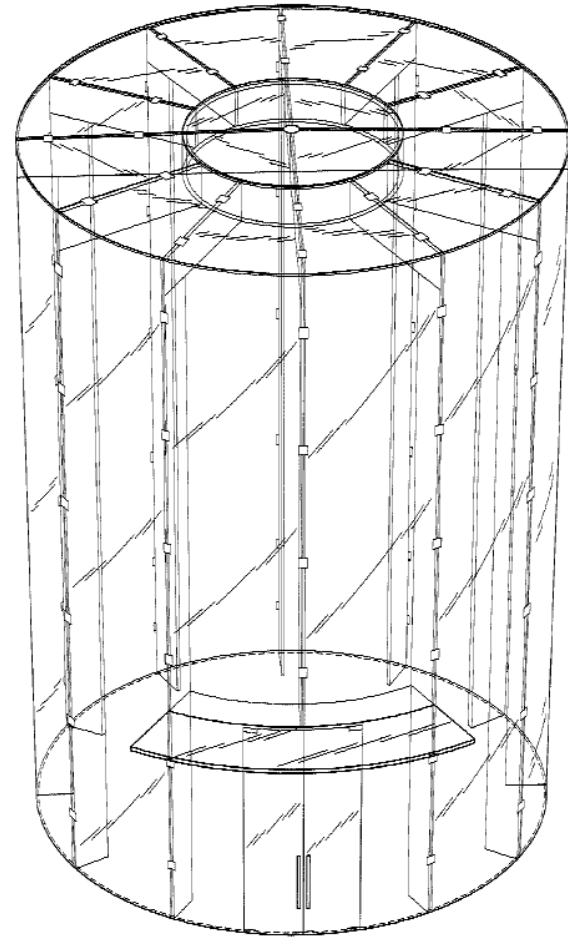
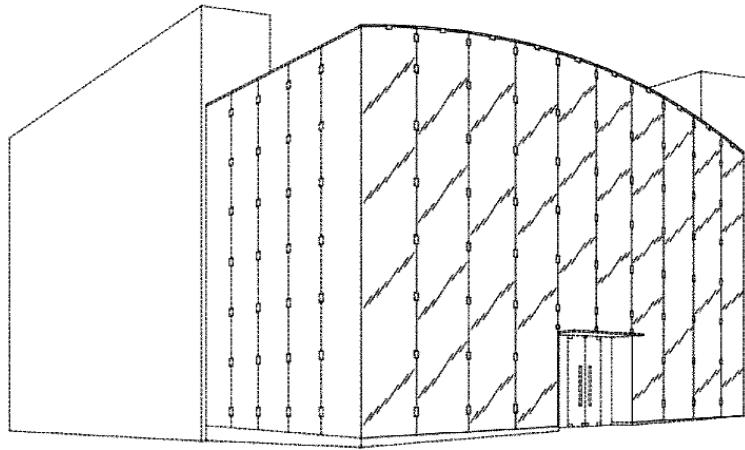


Utility Patent





Examples of Design Patents





Types of Applications

Provisional:

- One year period
- Filed for filing date priority
- No claims required
- Not examined, so no patent
- Not allowed for design

Non-Provisional:

- 20-year patent protection from filing date
- Examined for patentability
- Claims required



Filing a Patent Application in U.S. and in other countries

U.S.:

The real person or persons who first made the invention (i.e. the first to invent), or his/her assignee, is entitled to a patent

Other countries around the world:

The first to file a complete application is entitled to a patent, provided the invention was not copied from another





Patents and Universities

University research has been vital to:

- Fostering innovation;
- Ensuring economic opportunity; and
- Creating American jobs

Transfer of new technologies from university labs to marketplace is critical



Patents and Universities

**University
research**

**Royalty generation
from university
innovation**

- Fostering innovation
- Ensuring economic opportunity
- Creating American jobs

**Capturing IP for
IP protection**

**Diffusion of innovation &
Transfer of technology from
university labs to marketplace**



Ideas for Your Ideas



Collegiate Inventors Competition

<http://www.invent.org/collegiate/>



National Collegiate Inventors
and Innovators Alliance

<http://nciia.org/competitions>



LEMELSON-MIT PROGRAM

The Lemelson-MIT Awards for
Invention and Innovation

<http://web.mit.edu/invent/a-main.html>



Questions

Sue A. Purvis

sue.purvis@uspto.gov

USPTO Website:

www.uspto.gov