



## **Program**

- > Introduction
- ➤ What is Intellectual Property (IP)?
- **→** Patents
- > Trademarks
- ➤ Industrial Designs
- > IP, how to handle it in your business?







### Rutger Valkonet

Dutch and European patent attorney at AOMB Intellectual Property, High Tech Campus, Eindhoven (NL)

AOMB Intellectual Property • Eindhoven University of Technology
Eindhoven Area, Netherlands • 500+ &

Assisting clients in IP matters in its broadest sense; drafting and prosecuting patent applications; evaluating patent portfolios; performing prior art searches; assisting clients in infringement court proceedings; supporting the establishment of an IP strategy/policy within client's companies; IP education

Fields of technology: physics, optics, semiconductor technology, mechanics, measuring and control engineering, software protection

Just visit our website www.aomb.nl

Specialties: Expertise in the fields of: medical devices for cancer treatment by means of radiotherapy, artificial sports fields, weaving, bone implants, image sensor devices, processes for manufacturing semiconductor devices, industrial pump systems, packaging, gaming devices, software related inventions **See less** 



## The patent attorney

operates on the cross road of science, law and business

Is NOT authorized to grant a patent, but is

- legally authorized specialist
- scientific/legal advisor in the protection of innovation (patents, trademarks, designs, copyright, software)
- acts on behalf of the inventor/company/university
- sworn in after qualifying/client-attorney privileged/secrecy





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- > Patents
- > IP, how to handle it in your business?
  - How to search for patents



## **Intellectual Property**

A bundle of national/supranational legislation designed for the protection of innovation:

- Patents (technical functionality)
- Trademarks (branding of products/services)
- > Industrial designs (aesthetics of utility products)
- Copyright (creation of original work)
- Plant breeders right (new variety of a plant or flower)















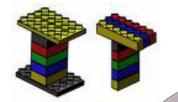




























































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## What is a patent?

 National exclusive right, which protects an invention (product, method/process) against copying (infringement) for a maximum period of 20 years

## What can you with a patent right?

- Protection your market share or position
- Selling/hiring/licensing of your product/method/process
- Cooperating with other companies (your patent can serve as a negotiation asset)



# What type of innovations can become the subject of a patent right?

- An apparatus/device
- A manufacturing method/process
- The product obtained with the method/process
- The use of the product



## What is excluded from patent protection?

- A discovery (of a new plant in the jungle)
- Scientific or mathematical theory
- Business methods (e-commerce, simple supply and demand)
- Computer programs (software = copyright)



# What are the requirements for an innovation to becomed patented?

- 1. Industrial applicable
- 2. Reproducible (no perpetual motion)
- 3. Novel (not known to the public)
- 4. Inventive (non obvious improvement)

## How does innovation work? AOMB Intellectual proper









Solution (invention)





Patent application





Granted patent!





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## IP, how to handle it in your business?

- Protection/expanding your market share or position
  - Increase of net profit
  - Attracting new investors
- Selling/hiring/licensing of your product/method/process
- Cooperating with other companies (your IP can serve as a negotiation asset)
- Blocking or banning your competitors (See you in court!)
- Identity, image building, reputation

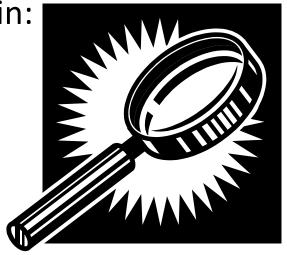


## **Novelty**

Not **publicly** known prior to the filing date of the patent application.

In other words, no known from or disclosed in:

- Other patent applications/patents
- Technical papers
- Product information
- Oral presentations
- Internet
- Products on the market
- Own publications (of the product or on website) !!





## The concept of searching for patents

How does it work?

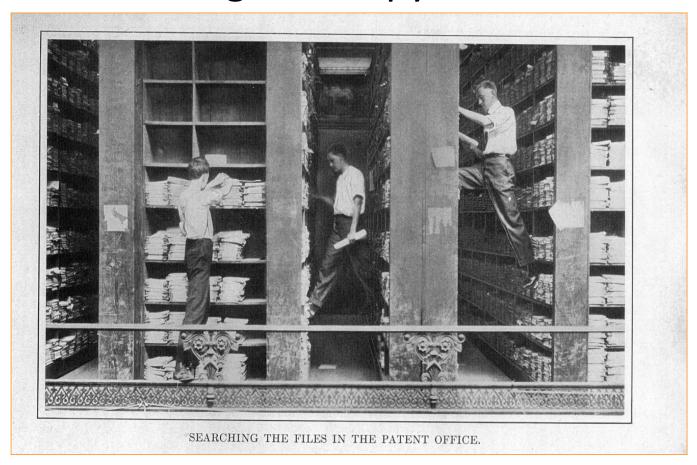
Is an idea already filed as a patent or not?

In other words:

Is my idea already known in the prior art?

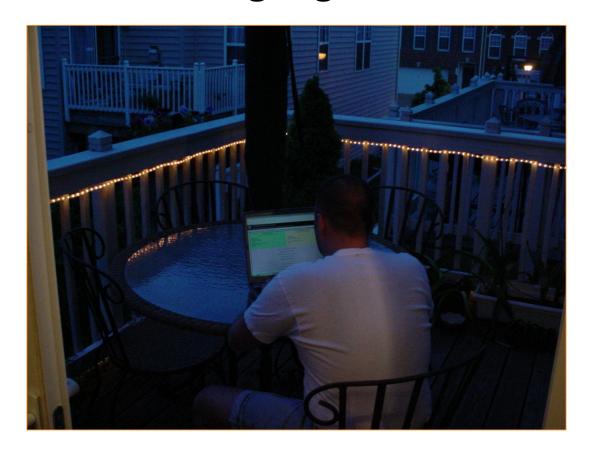
# Early 20<sup>th</sup> century novelty search for "Prior Art" using hardcopy database





# Early 21<sup>st</sup> century novelty search for "Prior Art" using digital database







## **Prior Art Literature Search**

- State of the art
- Novelty
- Freedom-to-operate
- Competition
- Bibliometric (patent number, applicant/inventor name, keywords, technical patent classification)



## **Electronic Sources of Prior Art**

- Electronically searchable literature
- Accessible via the internet
   Free of charge, or commercial, specialized
   Combined with easy-to-use search tools (boolean)
   Instant updating
   Large coverage for most important countries
- Optical Data Carriers (outdated)



## **Electronic Sources of Prior Art**

```
Espacenet

https://worldwide.espacenet.com/

EP applications + patents, PCT, US, JP, etc.

Searchable titles & abstracts, IPC/CPC-class

USPTO

https://patft.uspto.gov/netahtml/PTO/search-bool.html

US applications & patents,
full text, US-class, IPC-class

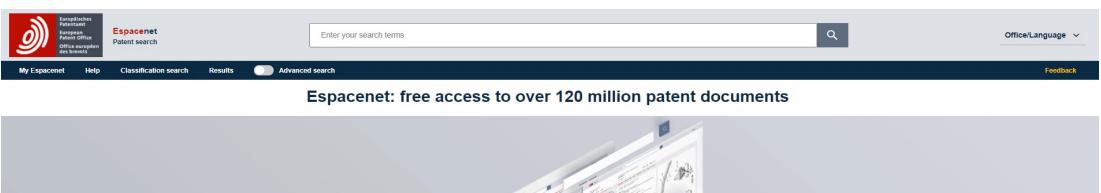
WIPO

http://www.wipo.int/pctdb/en/
International applications
Full text, IPC

GOOGLE PATENTS
https://patents.google.com/
See https://en.wikipedia.org/wiki/Google Patents for coverage
```

## https://worldwide.espacenet.com/





**Quick access** 

Discussion forum

Pocket guide



## **Searching Espacenet**

- Use quick search, advanced search, number search, classification search:
- By patent number, e.g. EP0904718 (including patent family)
- By applicant name, e.g. Microsoft
- By inventor, e.g. Michael J. Jackson (US5255452)
- By keyword, e.g. 'electrical'
- By country, year
- By technical patent classification (IPC, ECLA, CPC)

## Type in 'US5255452'





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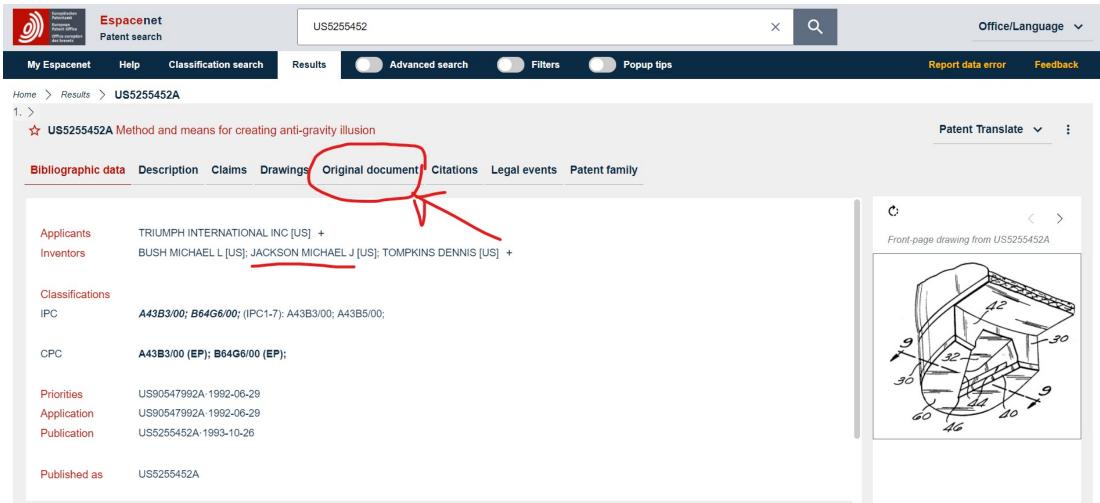
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Pocket guide

## **Smooth Criminal Patent - 1**





## **Smooth Criminal Patent - 2**



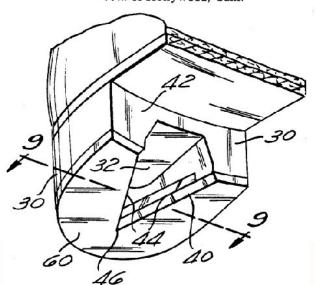


### United States Patent [19]

Jackson et al.

[54] METHOD AND MEANS FOR CREATING ANTI-GRAVITY ILLUSION

[75] Inventors: Michael J. Jackson, Los Angeles; Michael L. Bush; Dennis Tompkins, both of Hollywood, Calif.



US005255452A

	100	
[11]	Patent	Number
111	Latent	TAMITTORI

5,255,452

### Date of Patent:

Oct. 26, 1993

3,889,399	6/1975	Emrich	36/
		Garcia	
		Trindle	
		Ellis	
		Beyl	
4,882,858	11/1989	Signori	36/13
		Blizzard et al.	

Primary Examiner-Steven N. Meyers Assistant Examiner-M. Denise Patterson Attorney, Agent, or Firm-Drucker & Sommers

### [57]

### ABSTRACT

A system for allowing a shoe wearer to lean forwardly beyond his center of gravity by virtue of wearing a specially designed pair of shoes which will engage with a hitch member movably projectable through a stage surface. The shoes have a specially designed heel slot which can be detachably engaged with the hitch member by simply sliding the shoe wearer's foot forward, thereby engaging with the hitch member.

### 13 Claims, 4 Drawing Sheets

## **Smooth Criminal Patent - 3**







## Interpretation of search results

- Bibliographic data
- Description, Claims, Drawings
- Original document (WYSIWYG)
- Patent family
- Status (in force, granted, lapsed)
- Inpadoc
- Epoline



## Setting up a search yourself

- Use patent classification
- Use technical search terms
- Use bibliographic data
  - ☐ Company name
  - Inventor
  - ☐ Patent no.



## Setting up a search strategy

- 1. Identify the technical concepts best describing the idea
- 2. Determine subclasses from classification search
- 3. Choose search terms corresponding to the concepts
- 4. Search using subclass combined with search terms
- 5. Repeat 3, 4 for alternative search terms and subclass

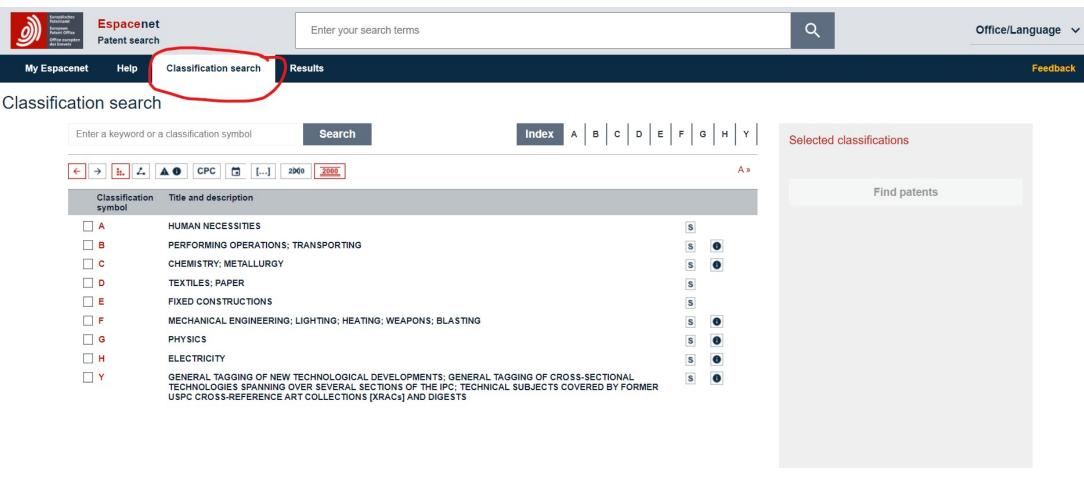


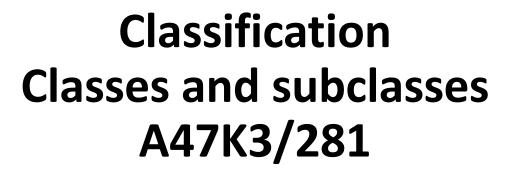


- Problem:
  - I would like to listen to the <u>radio</u> whilst taking a <u>shower</u>, but do not want to be electrocuted.
- Solution:
  - Use special <u>generator</u> in <u>water flow</u> for generating <u>electrical</u> power.
- Novelty?
  - Find patents which describe this idea (or not)



# Approach: Use patent classification







A Human necessities

A47 Furniture

A47K Sanitary equipment

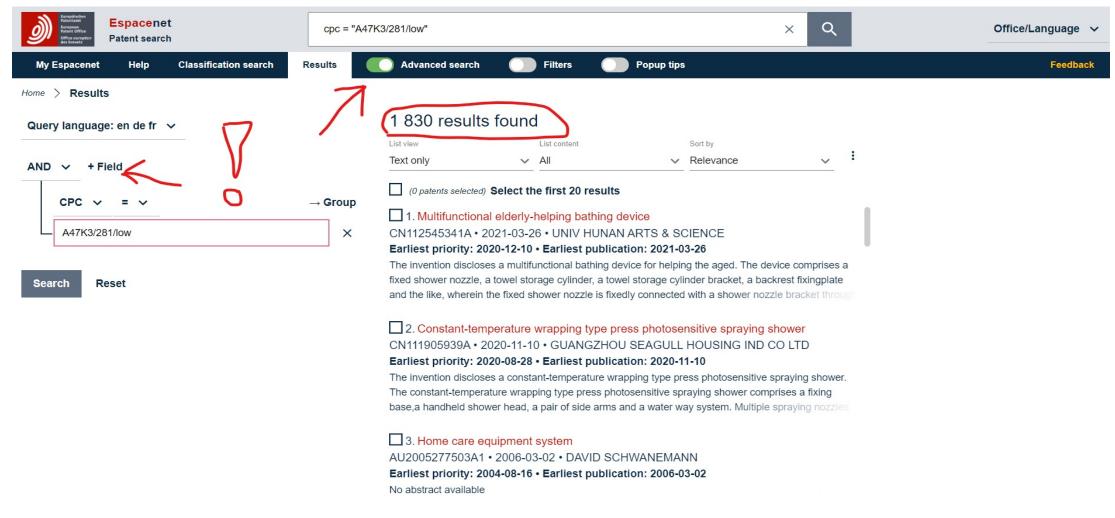
A47K3 Baths, douches, appurtenances therefor

A47K3/28 Shower

A47K3/281 Accessories for showers or bathing douches

## 1830 are too many results





## So reduce your search results



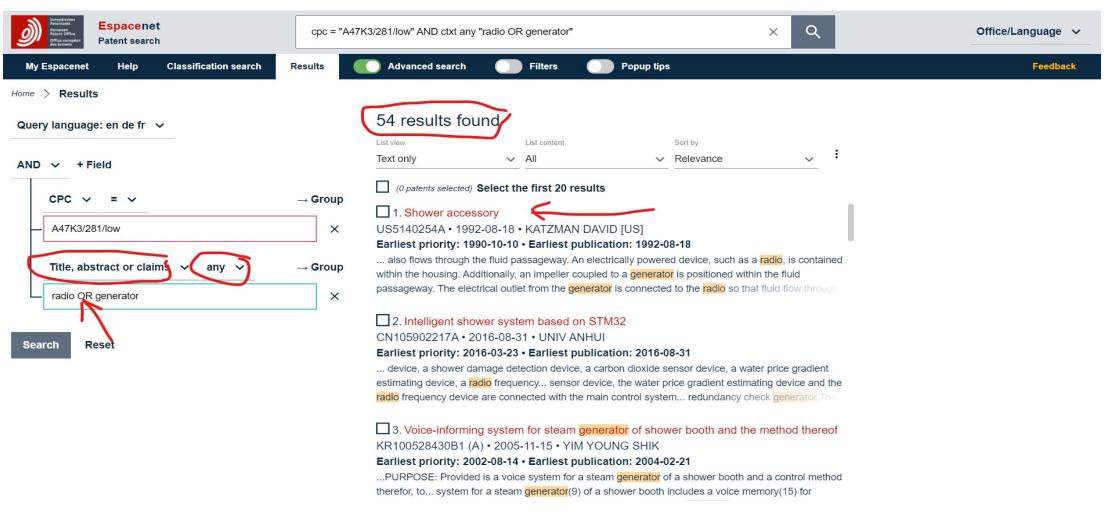
Activate the 'Advanced Search' switch
Add an additional search field using the '+ Field' option
Select 'Title, abstract or claims' from the pull down
Select 'Any' (for the additional search terms) from the pull down
Use Boolean 'Radio OR generator'

Result 54 possible results.

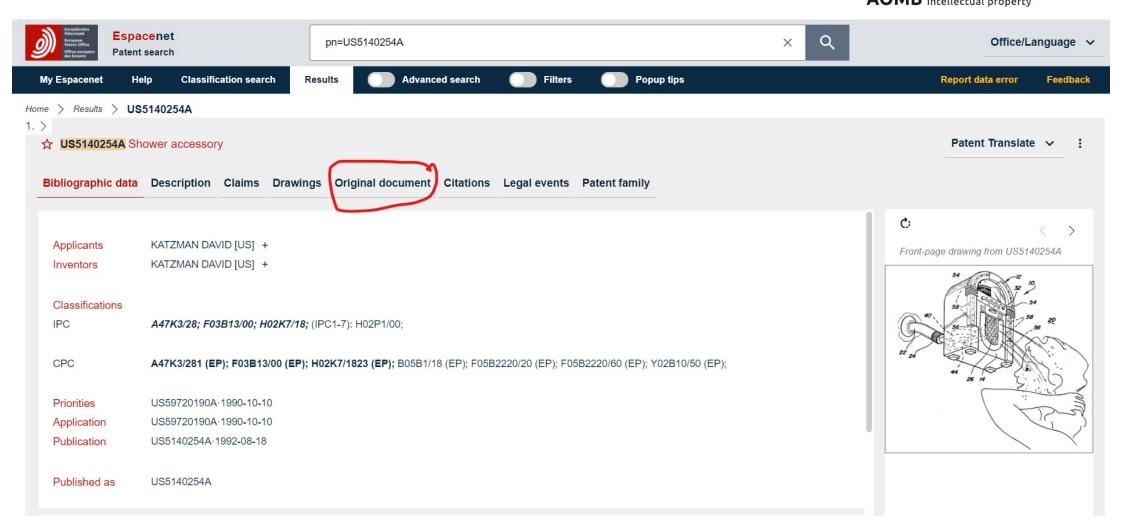
Select the first one 'US514025A' .... BINGO!

### So reduce your search results





## Select the relevant patent for details 6.



### Listen to the radio whilst showering



#### United States Patent [19]

Katzman

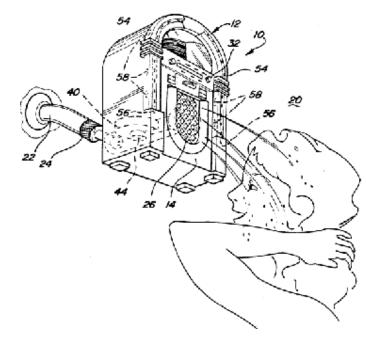
[11] Patent Number:

5,140,254

[45] Date of Patent:

Aug. 18, 1992

#### [54] SHOWER ACCESSORY



Assistant Examiner—Thomas M. Dougherty
Attorney, Agent, or Firm—Gifford, Groh, Sprinkle,
Patmore and Anderson

#### [57] ABSTRACT

An accessory is provided for a shower having a shower outlet. The accessory includes a housing having a front, a back and a fluid passageway extending between the front and the back of the housing. The housing is attached to the water outlet so that the fluid passageway registers with the outlet and so that water flow through the outlet also flows through the fluid passageway. An electrically powered device, such as a radio, is contained within the housing. Additionally, an impeller coupled to a generator is positioned within the fluid passageway. The electrical outlet from the generator is connected to the radio so that fluid flow through the fluid passageway drives the impeller and its attached generator in order to electrically power the radio.

1 Claim, 1 Drawing Sheet

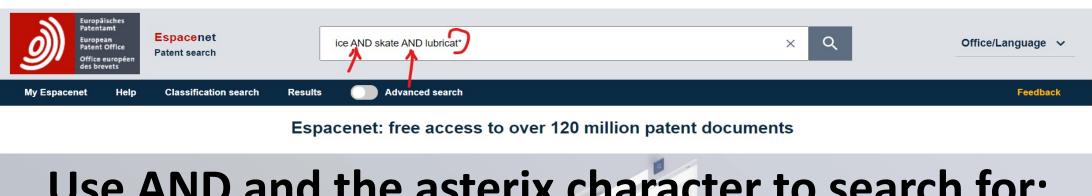




- Problem:
  - <u>lce skating</u> on a sandy frozen lake, makes the skate blade dull and the skater loses speed.
- Solution:
  - Use special special blade design that <u>contains</u> a <u>lubrication</u> for <u>supplying</u> the lubricating to the blade.
- Novelty?
  - Find patents which describe this idea (or not)

### Approach 1: Use technical search terms





Use AND and the asterix character to search for:

**lubricate lubricating lubrication lubricant** 

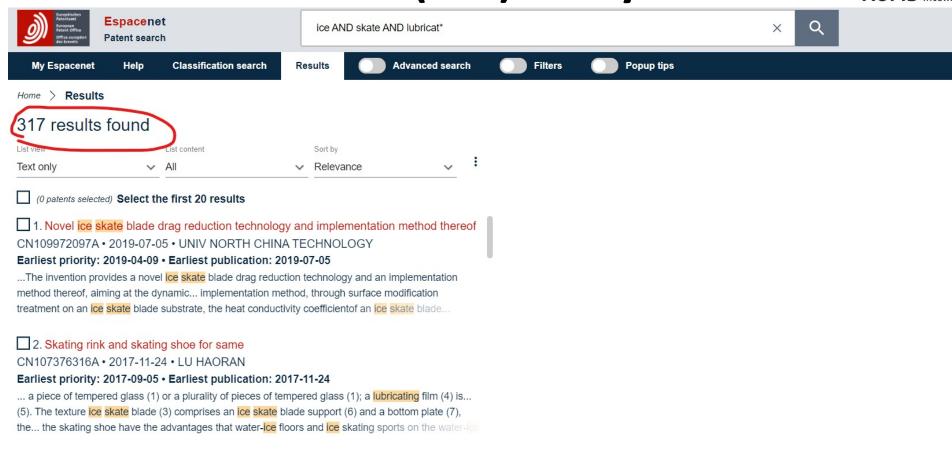






Office/Language >

Feedback



3. ICE SKATE BLADE

CA1125804A • 1982-06-15 • PFZ ENTERPRISES INC Earliest priority: 1979-06-07 • Earliest publication: 1982-02-09

## Approach 1: Add extra search term

ice AND skate AND lubricat AND supply\*



Office/Language >

Office européen des brevets Patent search					
My Espacenet	Help	Classification search	Results	Advanced search	Filters
Home > Results					
76 results fo	und				
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		DITIONING CLOTT			
		HUANG CHUNLEI [U	191		
		• Earliest publication: 2			
		oth for an ice skate, including		eed skates, as well as	/
· ·	0	te in the other, placing the l	0 , 1		ii /
		the ice skate and the clean			
8. Lubricating r	nethod for	ice skate, comprises su	upplying lubricar	nt to glide surface as	<
		• BEUKER CHRISTIA			
Earliest priority: 2	002-06-18	• Earliest publication: 2	003-12-19		
Lubricant is supplie	ed to and di	stributed over the glide surf	face as the object	is gliding over the ice.	
Independent claims	are also inc	luded for the following: Ice-s	skate or sledge wit	h at least lubricant chann	iel
(5a, 5b) extending be	etween the	glide surface and a lubricar	nt reservoir; and Lu	ubricant for <mark>supplying</mark> to	
9. Cleaning and	d Conditio	ning Cloth			
US2011155171A1	• 2011-06	6-30 • No applicant avail	able		
Earliest priority: 2	009-12-24	• Earliest publication: 2	011-06-30		
A cleaning and cor	nditioning cl	oth for an <mark>ice</mark> <mark>skate</mark> , includir	ng hockey and spe	eed skates, as well as	
other objects, include	es ice ska	te in the other, placing the l	blade of the ice sk	ate in the middle of the oi	il
impregnated fabric	and moving	the ice skate and the clean	ing and conditioni	na cloth relative to each	

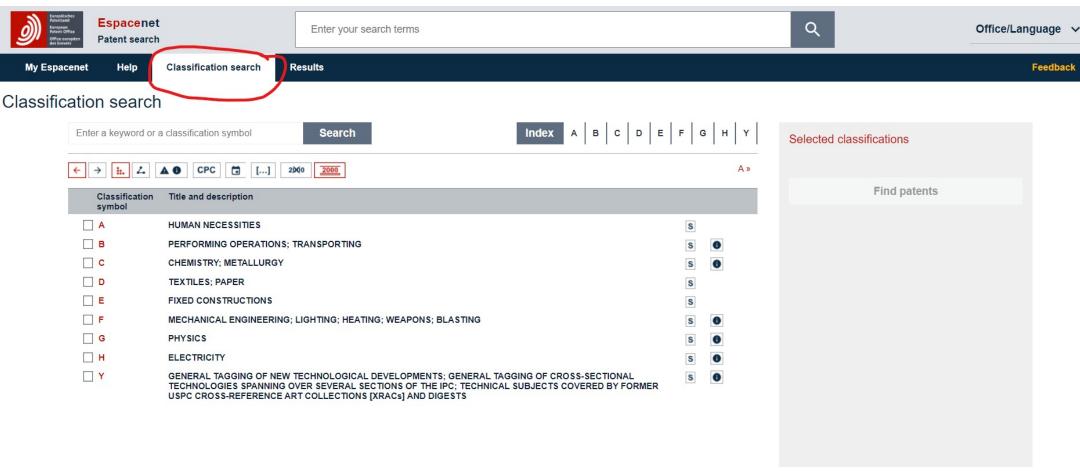
**Espacenet** 

Add an extra search term 'supply\*' to further reduce your list to 76 hits and browse them, see no. 8

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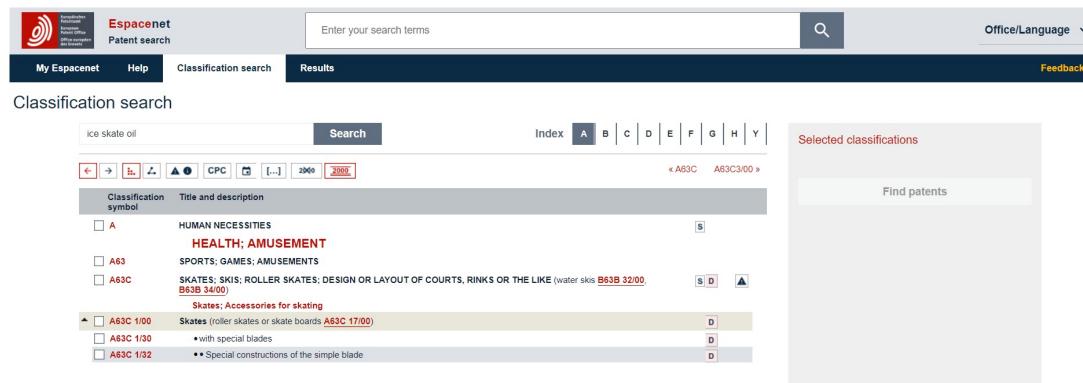


# Approach 2: Use patent classification

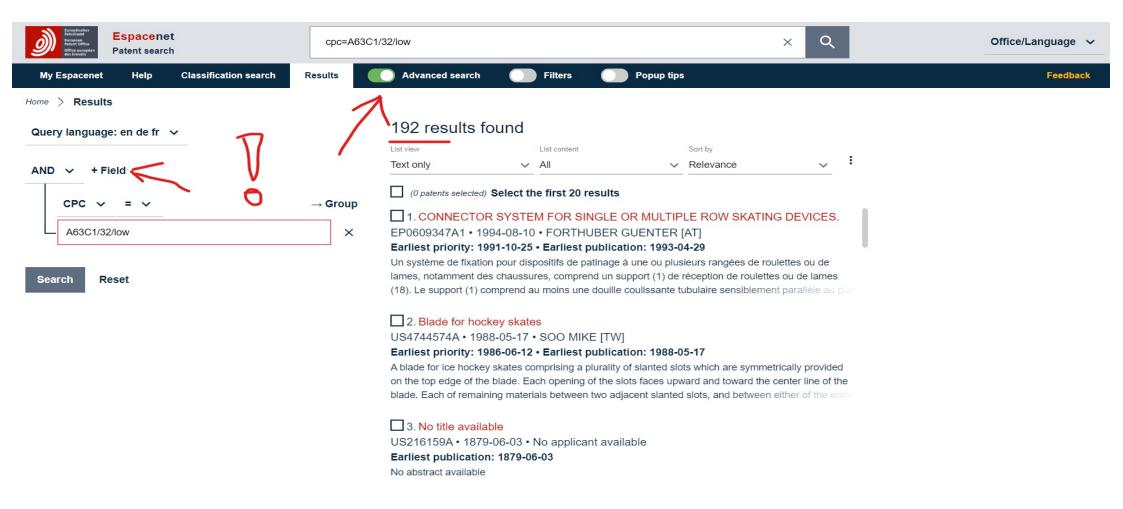




# Classification Classes and subclasses A63C1/32

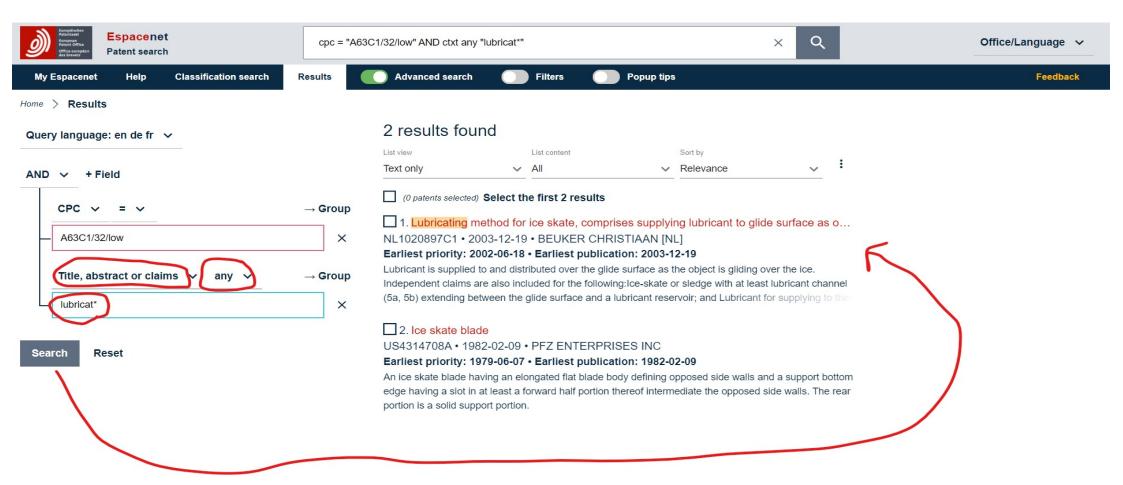


# Try to reduce your search results AOMB Intellectual property



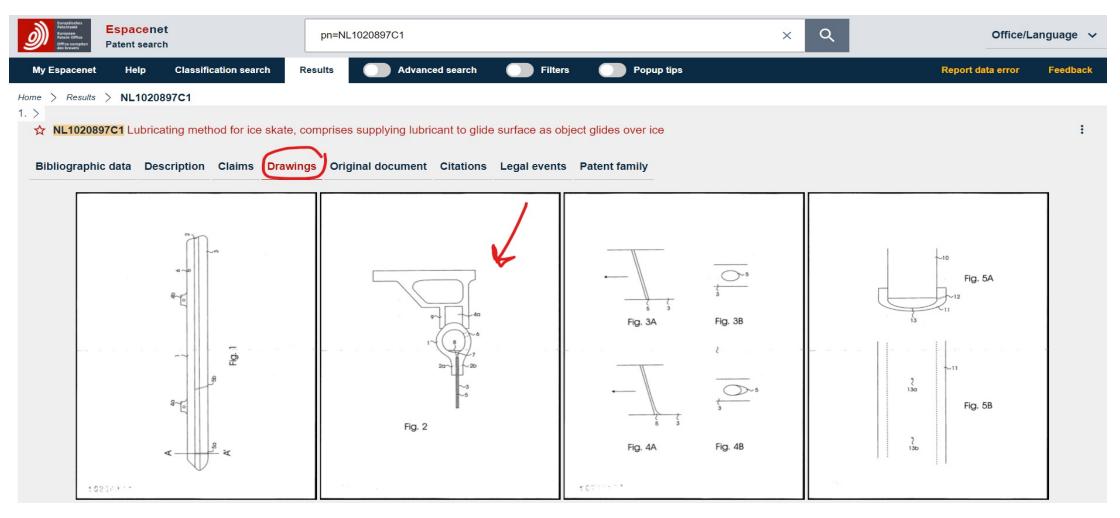


### **BINGO!**





### Hollow blade with lubrication AOMB Intellectual property





### **QUESTIONS?**

