

WEEK 4 - IP AND CREATIVITY

Dr. Ken Yau

GE 2304

I have an Inventive Idea

- NOW WHAT IF...

- I SHOW MY IDEA TO MY FRIENDS AND THEY LOVED IT.
- I PUT MY IDEA ON MY WEBSITE (OR YOUTUBE) FOR THE WORLD TO SEE.
- Why or Why not?

Should I protect my idea with NDA?



"If exposed, the secret will lose all its power!"



Ownership of IP right

Discussion:
IP rights for creation works from staff

Hints:

- The work is created under the course of employment
- The work is resulted from carrying out the duties as employee

The 628 Patents with Inventors/Co-inventors in the Name of “Steve Jobs”

Patents with steve AND jobs in Inventors

Enter a keyword, applicant, inventor, code or number

Narrow results by filtering...

- ☐ show only one per family
- ☐ patents without empty title or abstract
- ☐ only applications that are granted
- ☐ only with images
- ☐ Publication date: Last 20 years, 10 years, 5 years

01-01-1900

View 628 patents Clear

5 10 25 50 100 250 500

AKANA JODY • ANDRE BARTLEY K • APPLE INC • BATAILLOU JEREMY • CHAUDHRI IMRAN • CHRISTIE GREG

COSTER DANIEL J • DE IULIIS DANIELLE • FORSTALL SCOTT • HANKEY EVANS • HOWARTH RICHARD P

IVE JONATHAN P • JOBS STEVE • JOBS STEVEN P • KERR DUNCAN ROBERT • LEMAY STEPHEN O

NISHIBORI SHIN • ROBBIN JEFFREY L • ROHRBACH MATTHEW DEAN • RUSSELL-CLARKE PETER

SATZGER DOUGLAS B • SEID CALVIN Q • STRINGER CHRISTOPHER J • WHANG EUGENE ANTONY

Applicant

607 patents with Applicants/Co-Appliants in the name of “APPLE INC”

96 patents with Applicants/Co-Appliants in the name of “JOBS STEVE”

IP Commercialization Strategy ... simple or not?

You need different types of strategy in different **processes**

Copyright

Trade Secret

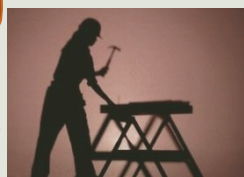
IP Searches

Trademark
Registration

Design
Registration



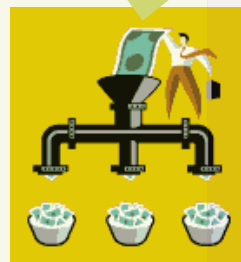
Idea



Prototyping &
Testing



Patent
Application



Commercialization



Litigation
Licensing



Product Idea
Generation &
IP Protection

Project
Selection & IP
Evaluation

Product & IP Portfolio
Development

Commercialization & IP
Trading

DETERMINATION OF APPROPRIATE IP PROTECTION

- Patents
- Trademark
- Copyright
- Trade Secret

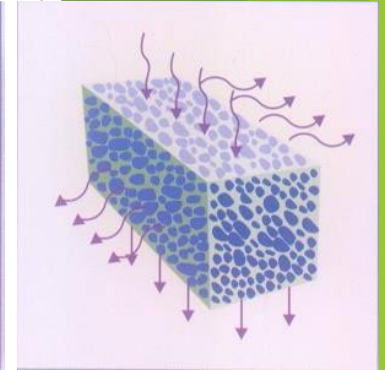
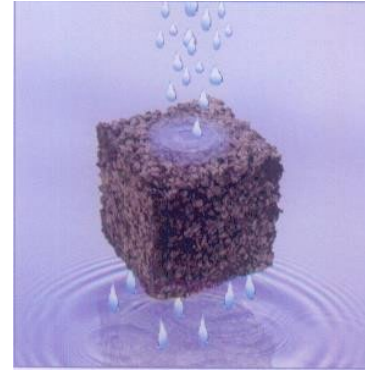
What items have patents ?



Wine Bottle opener



Chinese character input method and device



Construction materials made of rubber

ta all “Wine Bottle Opener”

ta – Title or abstract; all – has the same effect as AND

[Photo](#)



Espacenet
Patent search

ta all "wine bottle opener"

My Espacenet

Help

Classification search

Results



Advanced search



Filters



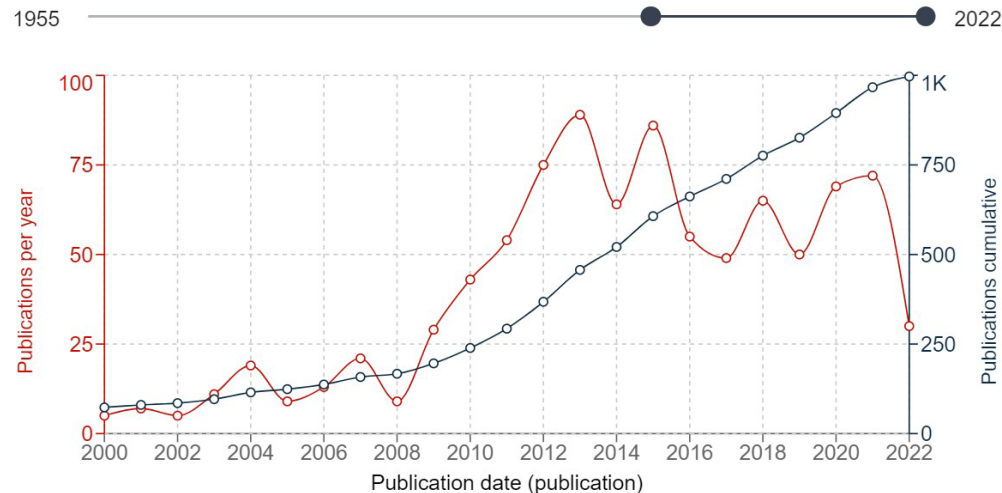
Popup tips

Home > Results

Publication date (publication)

From 2000-01-01

To 2022-12-31



Apply

+ query

921 results found

List view

List content

Sort by

Text only

▼ All

▼ Relevance

☐ (0 patents selected) Select the first 20 results

☐ 1. Base plate with bottle opener, wine pouring device and wine ...

CN201085419Y • 2008-07-16 • JUNBIAO LU [CN]

Earliest priority: 2007-08-31 • Earliest publication: 2008-07-16

The utility model discloses a pedestal which is provided with a bottle opener, a wine pouter and a wine-bottle stopper, comprising a pedestal, a bottle opener, a wine pouter and a wine-bottle stopper; the pedestal is provided with three flutes

☐ 2. Modified wine bottle opener

US2006266161A1 • 2006-11-30 • No applicant available

Earliest priority: 2005-05-31 • Earliest publication: 2006-11-30

...The invention involves a specially designed cork-screw wine bottle opener. The wine bottle opener is uniquely designed to allow wine consumers to convey various messages commemorating the occasion during the ritual of opening the

☐ 3. Cork-type wine bottle opener

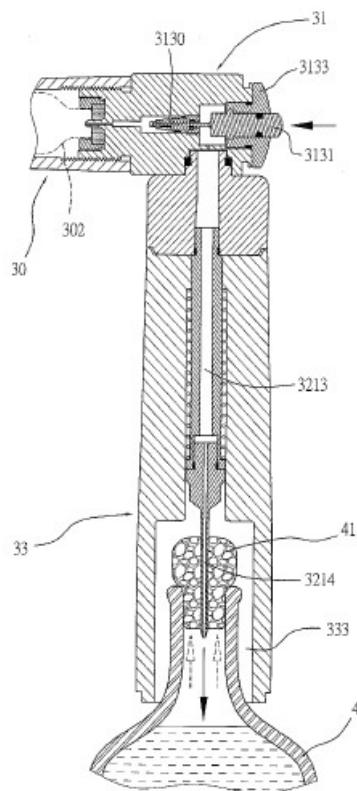
CN103382014A • 2013-11-06 • NANJING BIRCHEN IND DESIGN...

Earliest priority: 2012-05-04 • Earliest publication: 2013-11-06

...The invention discloses a cork-type wine bottle opener. According to the

(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2015/0307339 A1**
(43) **Pub. Date: Oct. 29, 2015**(54) **PNEUMATICALLY OPERATED OPENER DEVICE**(52) **U.S. CL.**
CPC **B67B 7/08 (2013.01)**(71) **Applicants:** Wei-Tung Kao, Tainan City (TW);
Chih-Lin Hsieh, Tainan City (TW)(72) **Inventors:** Wei-Tung Kao, Tainan City (TW);
Chih-Lin Hsieh, Tainan City (TW)(21) **Appl. No.: 14/243,932**(22) **Filed: Apr. 25, 2014****Publication Classification**(51) **Int. Cl.**
B67B 7/08 (2006.01)**ABSTRACT**

A pneumatically operated opener device includes a holding unit, an air valve unit, an air injection unit, and a mounting member. The holding unit includes a hollow grip and a high pressure nitrogen bottle. The air valve unit includes a valve seat and a compressed nozzle module. The air injection unit includes a hollow air duct, a hollow push rod, and an air injecting needle. The mounting member has a through hole and a hollow slot, and the hollow push rod of the air injection unit is extended through the through hole of the mounting member. Thus, the cork is pushed upward by the thrust force of nitrogen from the high pressure nitrogen bottle and is detached from the wine bottle smoothly so that the cork will not be broken and will not produce chips during the opening process.



1. A pneumatically operated opener device comprising: a holding unit, an air valve unit, an air injection unit, and a mounting member; wherein:
the holding unit includes a hollow grip and a high pressure nitrogen bottle mounted in the hollow grip;
the air valve unit includes a valve seat and a compressed nozzle module mounted on the valve seat;
the air injection unit includes a hollow air duct, a hollow push rod mounted on a lower end of the hollow air duct, and an air injecting needle mounted on a lower end of the hollow push rod;
the mounting member is a cylindrical sleeve;
the mounting member has an interior provided with a through hole;
the hollow push rod of the air injection unit is extended through the through hole of the mounting member and connected with the hollow air duct; and
the mounting member has a lower end provided with a hollow slot.

2. The pneumatically operated opener device of claim 1, wherein the high pressure nitrogen bottle is located outside of the hollow grip.

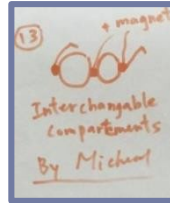
3. The pneumatically operated opener device of claim 1, wherein the mounting member is a triangular cylindrical sleeve, a quadrangular cylindrical sleeve or a polygonal sleeve.

4. The pneumatically operated opener device of claim 1, further comprising a gas injection tube connected with the valve seat of the air valve unit.

Understanding the Patent Process

• File a Patent Application in a Country

- (Earliest) Filing Date
- Application Number
- Patent Priority



Patent Office:

The Patent Office receives your submissions

- Priority Date (the priority right exists during the 12 months period)
- Filings for more Patent Applications in different Countries

• Patent Publication

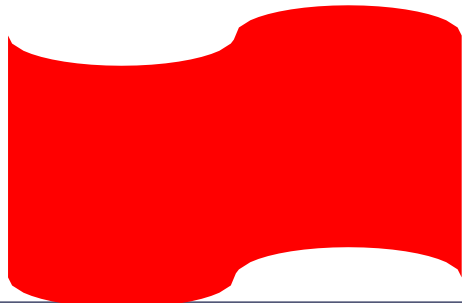
- Publication Date
- Publication Number

Announcement:

The Patent Office publishes your submissions after 18 months from the (Earliest) Filing Date

• Search and Examination Report

- (Category X, Y, A) Cited References (Prior Arts)
- Grant a Patent / Rejection



What items have trademarks ?



How many times the brand appears?

The image shows a screenshot of the Anova Precision Cooker product page. The page features a large orange banner with a black immersion circulator. The brand name "ANOVA" is circled in red in the top left corner. The product name "ANOVA Precision® Cooker" is circled in red in the center. The price "HK\$1599" is circled in red at the bottom left. The text "Over 100 million cooks with Anova" is circled in red at the bottom right. There are four hand icons pointing to the circled brand mentions. A blue jagged line is drawn over the "ANOVA Precision® Cooker" text.

ANOVA

RECIPES COMMUNITY SUPPORT SHOP

THE NEW
ANOVA
Precision® Cooker
Faster. Stronger. Smaller.
Learn More HK\$1599

Over 100 million cooks with Anova
And, yeah, people dig us.

“Dolby Atmos” [Basic Index]

“???” [Owner Name]

Photo



United States Patent and Trademark Office

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[Trademarks](#) > [Trademark Electronic Search System \(TESS\)](#)

TESS was last updated on Thu Feb 7 03:47:02 EST 2019

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [PREV LIST](#) | [NEXT LIST](#) | [IMAGE LIST](#) | [BOTTOM](#) | [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

[Start](#) List At: OR [Jump](#) to record: **4 Records(s) found (This page: 1 ~ 4)**

Refine Search "Dolby Atmos" [BI] [Submit](#)

Current Search: S9: "Dolby Atmos" [BI] docs: 4 occ: 4

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86393858	5649442	DD DOLBY ATMOS	TSDR	LIVE
2	86268595		FEEL EVERY DIMENSION IN DOLBY ATMOS	TSDR	DEAD
3	85980797	4482692	DOLBY ATMOS	TSDR	LIVE
4	85552625	4998426	DOLBY ATMOS	TSDR	LIVE

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [PREV LIST](#) | [NEXT LIST](#) | [IMAGE LIST](#) | [Top](#) | [HELP](#)

“Dolby Atmos” [BI]

DOLBY ATMOS

“009” [IC]

Word Mark DOLBY ATMOS

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital signal processing chips; integrated circuits; magnetic, optical and digital storage media, namely, prerecorded computer discs, audio discs, video discs, high definition digital discs, optical and magneto-optical discs and downloadable audio and video recordings, embedded with a feature that digitally processes and enhances the recording and playback of audio sound, sound effects and sound tracks contained therein featuring music, sound effects, spoken word, entertainment and general information in the field of sports, travel, health, music, comedy, movies, education, games, fashion, video and computer games, television, radio, literature, politics, economy, finance, books, travel, entertainment in the field of music, comedy and variety shows, ecology, mathematics, science, language, news in the field of entertainment, current events and politics, and art. FIRST USE: 20140908. FIRST USE IN COMMERCE: 20140910

**Standard
Characters
Claimed**

**Mark
Drawing
Code** (4) STANDARD CHARACTER MARK

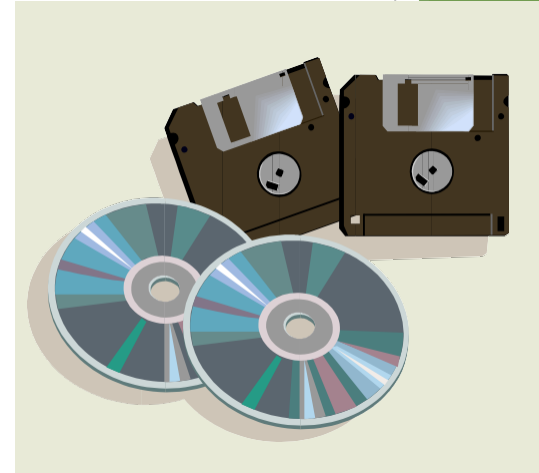
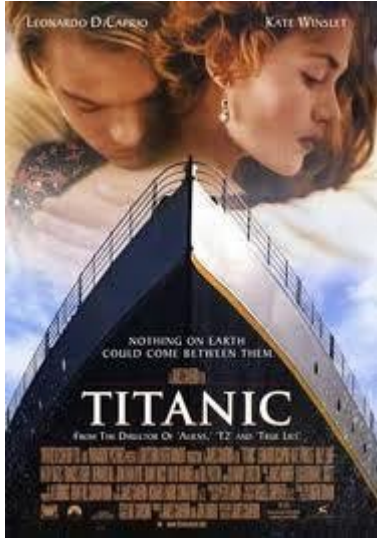
Continue on next page ...

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Serial Number	85552625
Filing Date	February 24, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 13, 2012
Registration Number	4998426
Registration Date	July 12, 2016
Owner	(REGISTRANT) <u>Dolby Laboratories Licensing Corporation</u> CORPORATION NEW YORK 1275 Market Street San Francisco CALIFORNIA 94103
Attorney of Record	Margaret C. McHugh
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

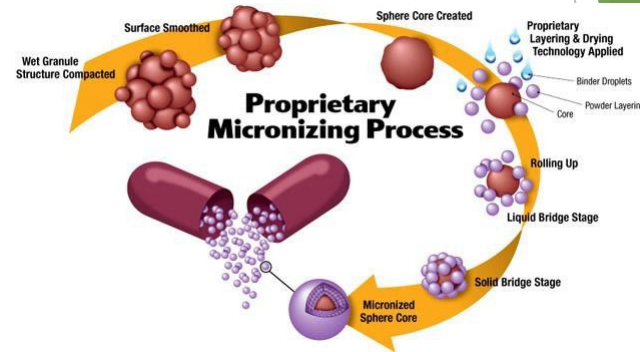
“Dolby Laboratories” [ON]

What items have copyrights ?



Where Copyright Declaration comes from? And since when?

What items have trade secrets ?



Customer List Address - Cognex Viewer - Microsoft Internet Explorer

Address: http://rogres.bmc.com/cognex/cognexviewer/cognexviewer.dll

Cognex Viewer - Customer List Address

Customer List Address

Customer ID	Search Term	Account Group	Created by Name	Created on Date	Title	Customer Name	Customer Name 2	Customer Name 3	City	Country	State	Zip	Phone	Fax	E-mail	Web
0000001000	BECKER	0001	VELDHOF	Nov 4, 1994	0001	Velthof			Belle	Germany						
0000001001	LAMPEN	0002	BALLER	Dec 1, 1994	0002	Lampen			Frankfurt							
0000001002	OMEGA	0003	OTRA	Dec 1, 1994	0003	Omega Soft			Frankfurt							
0000001003	ELKS	0004	ELKS	Dec 14, 1995	0004	ELKS AG			Mannheim	Germany						
0000001004	ELKS	0005	ELKS	Mar 23, 1999	0005	Technische Dienstleistungen			REWEIT	GREECE						
0000001005	EPD	0006	TOMES	Aug 3, 2004	0006	CPG Europa			Offenbach							
0000001007	EPD	0007	TOMES	Aug 3, 2004	0007	Fluoro AG			Frankfurt							
0000001010	BECKER	0008	VELDHOF	Nov 4, 1994	0008	Deutscher Verlag			Bielefeld	Germany						
0000001012	AM	0009	FAHRENT	Nov 21, 1994	0009	Autoschneiderei			Mannheim							

Page 1 Page up Page down Page down

Discussion :

The IP contents of a product consist of a bundle of rights being entitled by the IP owner(s). Please identify the IP contents of my smartphone?

Who owns the IP Contents of My Smartphone?

Brand/Trademark:	
Patents:	
Copyrights:	
Trade Secrets:	

Remarks: *Android system is owned by Google
Play Store is licensed from Google*

Where to Look for New Product Ideas ?

- Including but not limited to:
 - Technology Magazines
 - Product News
 - Company Websites
 - [Kickstarter](#)
 - [Alibaba](#)
 - Product Launch Press Releases
 - Product Advertisements
 - Exhibition News
 - [Product Awards](#)
 - Conferences

WHAT KIND OF “TECHNOLOGY PUSH INNOVATION” IS THERE?

Examples

Companies that Built on a Single Product

- A small company may use Kickstarter.com or other crowdfunding campaign websites to set up a startup product page for a single product to raise money.
- You can discover the name of the company and the project together with the description of the new product in the website.
- When you search for the patents of the product, use the company's name in the applicant field of the search query.

Example 1: Liftware

 LIFTWARE

STEADY

LEVEL

FAQS

CONTACT US

STORE



Liftware Steady™

Liftware Steady (previously marketed as "Liftware") is an electronic stabilizing handle and a selection of attachments that include a soup spoon, everyday spoon, fork, and spork. Liftware Steady is designed to help people with hand tremor, which may be related to Parkinson's disease or essential tremor, eat more easily.

Patent Strategy :

Spoon

±

Steady control

pa – patent applicant;
ta – Title or abstract;

Brand: liftware

pa all "verily life sciences"
AND
ta = "stabiliz*"

736 records

9 records

Example 2: Neuroon - Personal Sleep Architect

KICKSTARTER

Neuroon: Personal Sleep Architect



Neuroon is the world's first system, which allows you to modify your sleep patterns with patented light therapy.

Follow along!

Created by
Neuroon Open



1,944 backers pledged \$438,573 to help bring this project to life.

Patent Strategy :

Sleeping Mask

+

Neuro Sensors

+

Light Control

Brand: neuroon

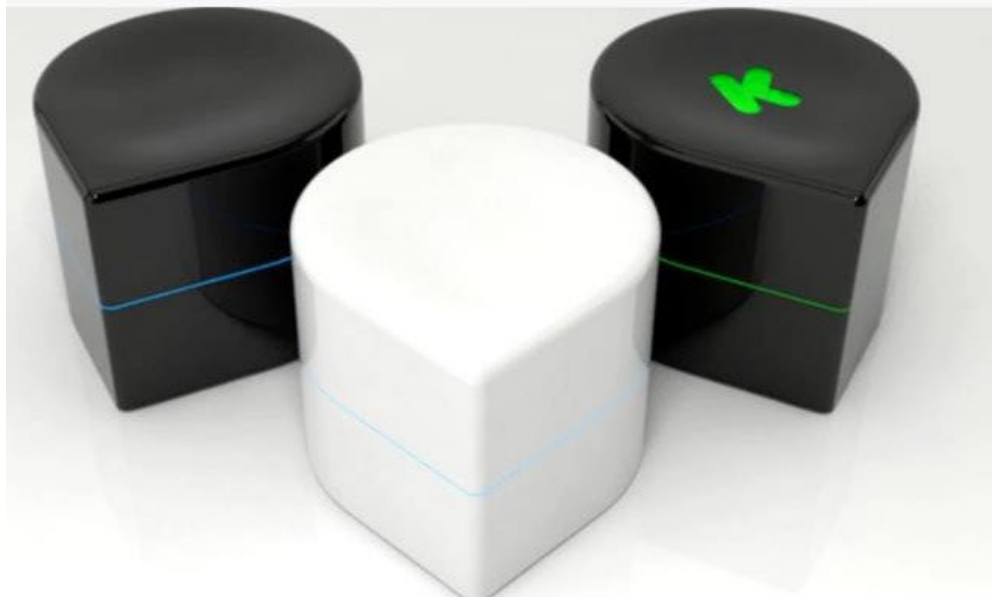
pa all "intelclinic"

2 records

Example 3: ZUTA - The Mini Mobile Robotic Printer

KICKSTARTER

The Mini Mobile Robotic Printer



Finally! Mobile printing is really here! A printer that goes where you go & prints from your phone on any size page! The future is now!

Created by
ZUtA Labs Ltd.

3,081 backers pledged \$511,662 to help bring this project to life.

Patent Strategy : Printer + Running Wheels on Printing Surface

Brand: zuta

pa all "zuta labs"

5 records

Example 4: Dlodlo - VR

dlodlo 多哆

Index

Products

Dlodlo VR

Dlodlo H2

To see and feel with comfort

Suitable for 4.7-5.7 inch Android phones



Patent Strategy :

VR + Wide Field of View (FOV)

Brand: dlodlo

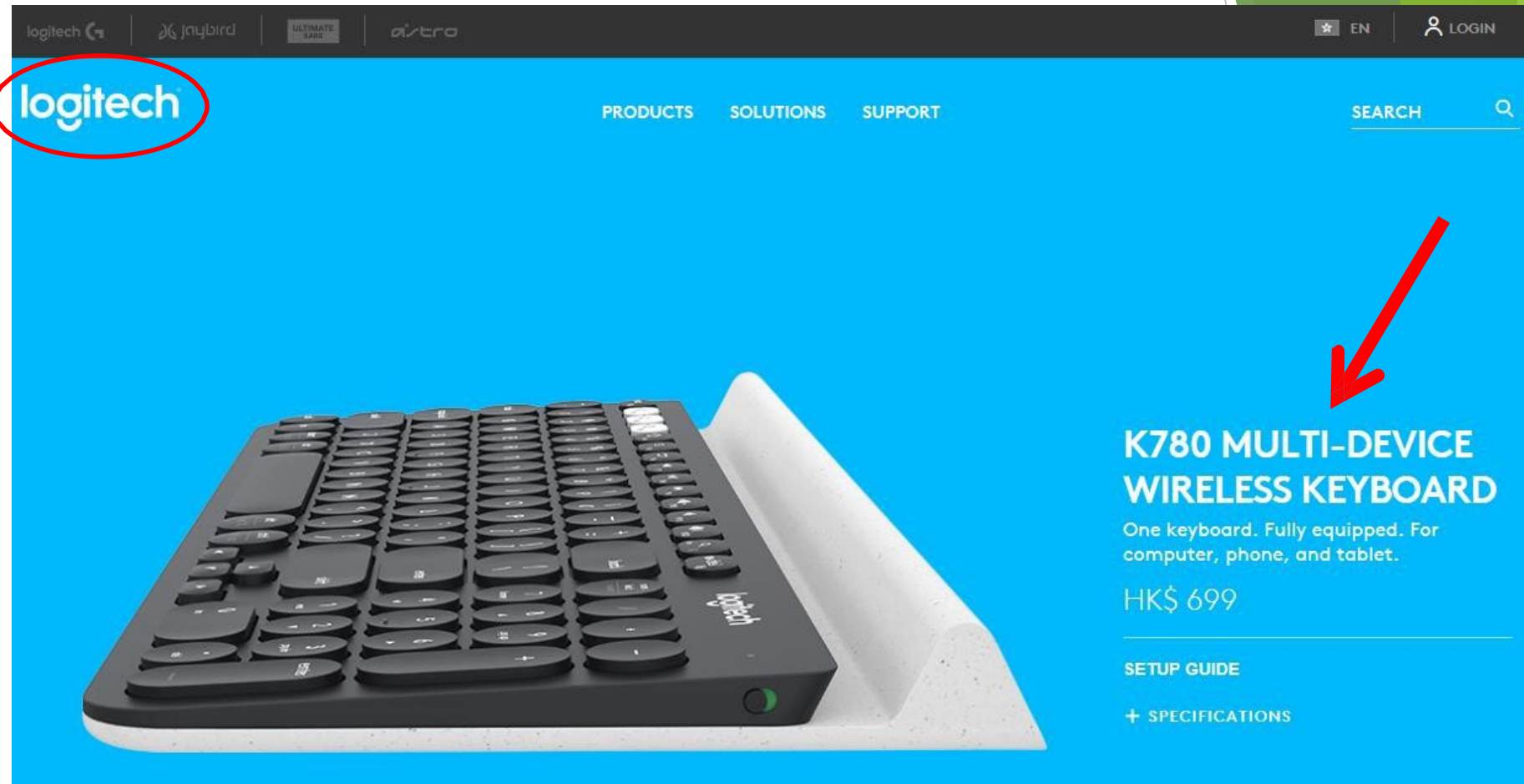
pa all "Dlodlo"

180 records

Search for Patents of a Large Corporation

- When you search for patents of a large corporation, such as “Apple” or “Google”, specific product features should be distinguished from a large pool of search results on the corporation at hand
- You can narrow down the search results to a more manageable size by using more than one limiter as follows:
 - the relevant keywords in title or abstract of the search queries
 - the relevant IPC main groups considered to be useful to set up the search queries
 - the relevant year range for the publication date of the search queries

Example 5: Multi-device Wireless Keyboard



Patent Strategy :

Keyboard Input

x

More than One Device

Brand: logitech

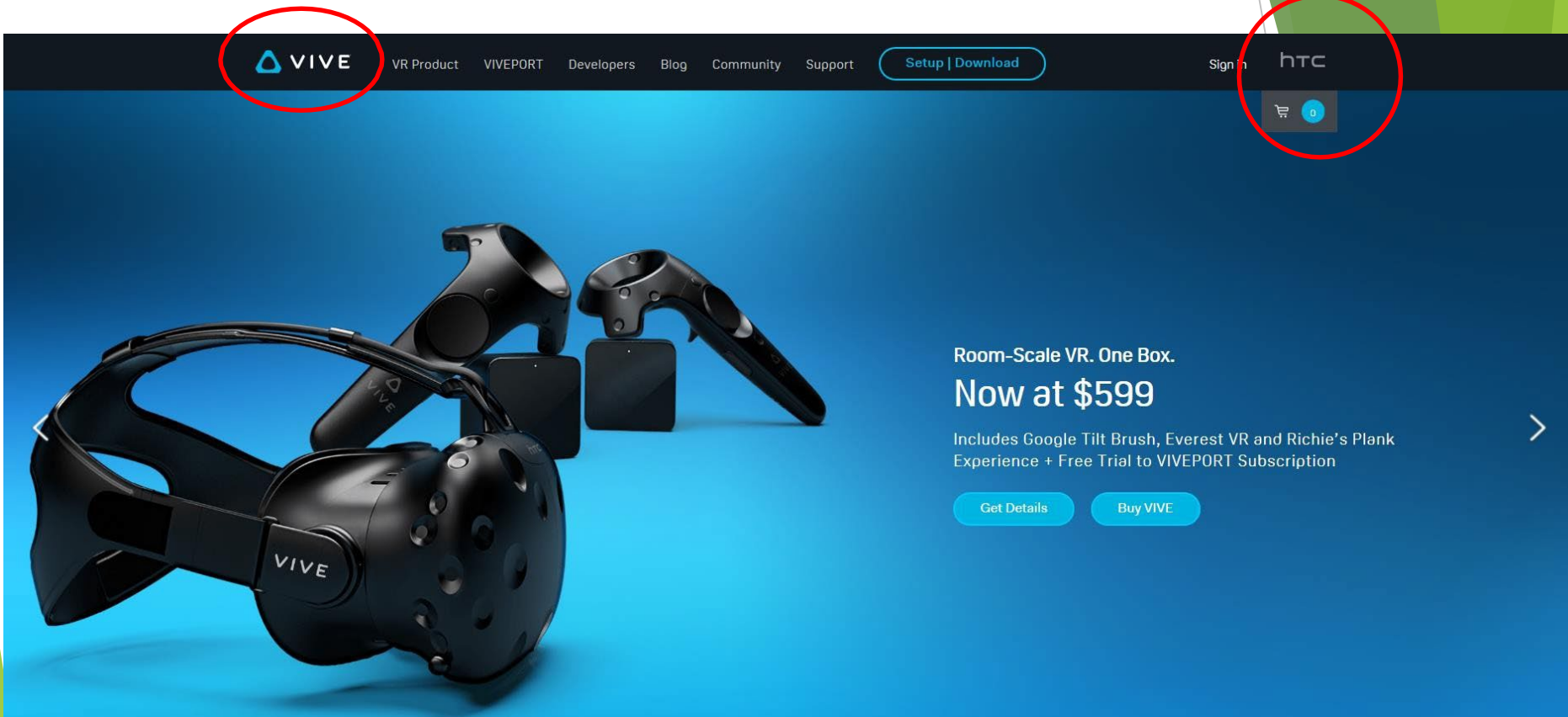
AND

pa all "Logitech"
ta any "multi device"

1,123 records

26 records

Example 6: VIVE - Virtual Reality System



Patent Strategy :

VR

+

Walk Experience

+

Hand Gesture Experience

Brand: vive

pa all "htc"

3,697 records

AND

pa all "virtual reality"

41 records

Example 7: BRAGI THE DASH

The screenshot displays two web pages for 'The Dash Pro' wireless smart in-ear headphones. The top page is the Bragi website, featuring the Bragi logo (a blue 'B' in a circle) circled in red. The main headline is 'A.I. for your ears The Dash Pro' with the subtitle 'True Wireless Intelligent Earphones'. A blue button labeled 'Explore now >' is visible. Below, the product name 'The Dash PRO' is circled in red. The bottom page is a Kickstarter campaign for 'The Dash – Wireless Smart In Ear Headphones'. It features the product name 'wireless smart Headphones' in large blue letters. Below the name is an image of the earbuds. To the right, it says 'World's First Wireless Smart In Ear Headphones. 1000 Songs. Performance Tracking. Body Sensors. Secure Fit.' and a blue button labeled 'Pre-Order now'. Below the button, the creator is listed as 'Created by BRAGI LLC.', which is circled in red. At the bottom right, it states '15,998 backers pledged \$3,390,551 to help bring this project to life.'

Patent Strategy :

Earbud

+

Sensors to Control Noise

Brand: the dash

pa all "bragi"

181 records

AND ta all "wireless ear"

23 records

Patent Rights are Held by Other Applicants ?

- Normally, patent rights are held by the original company
 - For example: Anova Applied Electronics
- When patent rights are held by other applicants related to the original company, additional search should be conducted in the name of the other applicant
 - For example: “Jeff Wu” who is one of the founders of Anova Applied Electronics
- When patent rights are reassigned due to “change of company name” or “merge and acquisition by a new company”, additional search should be conducted in the name of the new company

Example 8: Anova - Low Temperature Cooking



Patent Strategy :

Cooking Food

-

High Temperature

Brand: anova

pa all "anova applied electronics"

26 records

OR pa all "wu jeff"

74 records

Example 9: Baidu - Autonomous Driving Cloud Service



Patent Strategy :

Vehicle

-

Human Driver

Brand: baidu

pa all "baidu"

24,407 records

AND pa any "car vehicle automobile"

2,466 records

Example 10: InnoTier - Sustainable Lifest



InnoTier Product: InnoTouch (Top left), InnoShield (Bottom left), InnoCapsule (Top right), and InnoSpace (Bottom right)

TM was filed
in mid-2020

Why we get zero
search results on
patents in 2020?

Now we can find 3.

Patent Strategy :

Garment Bags

+

UV Disinfection

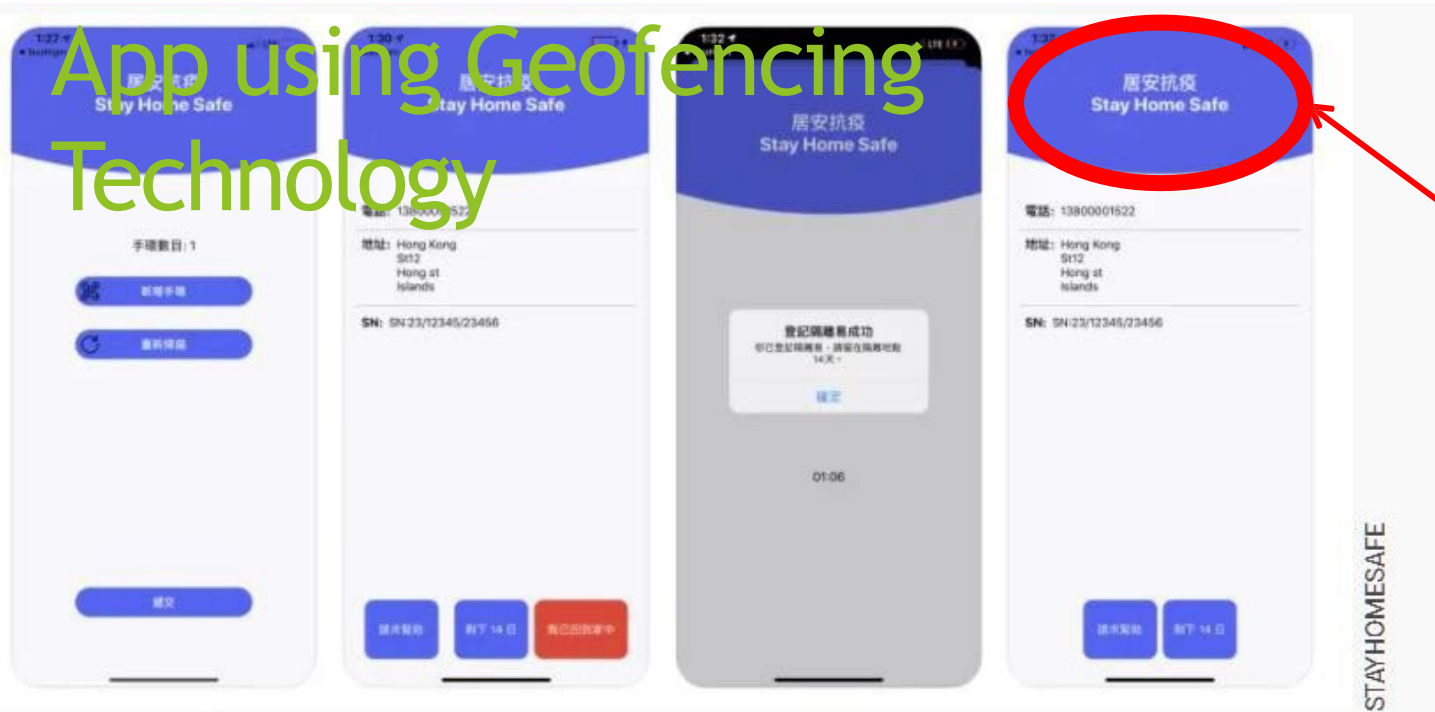
Brand: innotier

pa all "juladore"

3 records

Example 11: Stay Home Safe -

App using Geofencing Technology



Why TM was not found?

The StayHomeSafe app is available on the Apple app store and Google Play.

Patent Strategy :

App

+

WiFi Signal of Home

Why we get zero search results on patents?
Patentable or non-patentable inventions

Brand: stay home safe

pa all "compathnion"

0 records

Fruit for Thought by Devialet on Sound



<https://www.devialet.com/en-us/phantom-speaker/>

Have you ever seen a ball sculpture like this and wonder who makes this piece of art?

THANK YOU !
