

Intellectual Property

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Intellectual Property

Patents

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Patents

A patent is a private right to industrial property which has a product as an object

That object has to represent a technological innovation or a new process to obtain products

In the US, the object can be both hardware and software. In Europe software patents are not allowed

The assignment of a patent provides the exclusivity of exploration to the patent assignee during a period of time (20 years after assignment)

Patents

Background

Brief description of the invention

Drawings

Detailed description of the invention

Abstract

Drawings for publication



How It Works

US13/387,135

Electrochromic device with dual function:
display + touch sensor

US2012/0182592

Paper electrochromic display



WO2013/095170*

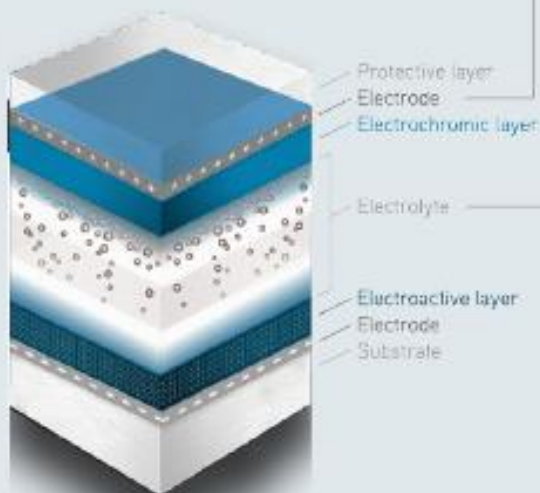
High-performance solid-state electrolyte

PT103852; PT105152; PT105280; PT104634

Novel electrochromic materials: multiple colors;
new chemistry and materials for smart windows

PT106301*

Process to deposit transparent and
conductive layers on paper



Based on a printed multi-layer architecture, ynvisible displays can be combined with inks and electronics into integrated systems, to provide total solutions for global brands.

Intellectual property is protected - 6 patents granted,
2 pending* + proprietary trade secrets.

Provisional patents

Fields of Invention

Background

Brief Summary of the Invention

Brief Description of the Drawings

Detailed Description of the Invention

Claims

Abstract

Example “A Internet of Everything Implementation”

Valid only for a year

ADDING AND "TAGGING" INTELLIGENCE IN OBJECTS



- **Augmented reality**

By image recognition:
"it is a bottle"

By reading the bar code:
the cost is 50c

By using a QR CODE:
extended descriptions, images,
videos

- **Sensorization**

RFID: may provide detailed product information including the possibility of positioning

Additional sensors: may provide quality related information such as Ph and temperature

- **Robotics**

Sensors/actuators/processors
— A bottle may have a robotic exo-skeleton



Utility models

Similar to patents but for inventions with a lower innovation level

They are restricted to certain locations

The inventor pays the fee to submit the model, but only pays the exam fee later at the time of his/her convenience

Inventions on biological matter or chemical substances and processes may be filed as utility models

Industrial designs and models

Protections for works with aesthetic value

Industrial models refer to the three-dimensionals hape of the object; industrial designs reflect bi-dimensional visualizations



Trademarks



A trademark is a distinctive sign that is placed in a company's products or services to differentiate them from those offered by other companies

It can include a graphical representation, words, numbers, and sounds. It may include also distinctive claims

A registered trademark is required to create a brand

The brand is an essential component of marketing

With a trademark registration, the owner gains exclusive rights to its use in the associated products or services, and the right to sue third parties that use it without his/her consent





Copyrights



Copyrights are applied to intellectual creations of literary, scientific and artistic nature. These creations may include books, Web sites, computer software, pictures, digital video, paintings, and music

To be protected the work has to be original

The ideas, processes, systems, operational methods, principles or discoveries are not protected by copyrights

<https://www.spautores.pt/perguntas-frequentes/servico-juridicos>

UCLA LIBRARY

Getting Permission

Step 2: Identify the Copyright Holder

The U.S. Copyright Office maintains a registry of copyrights that can help locate the owner:

www.copyright.gov

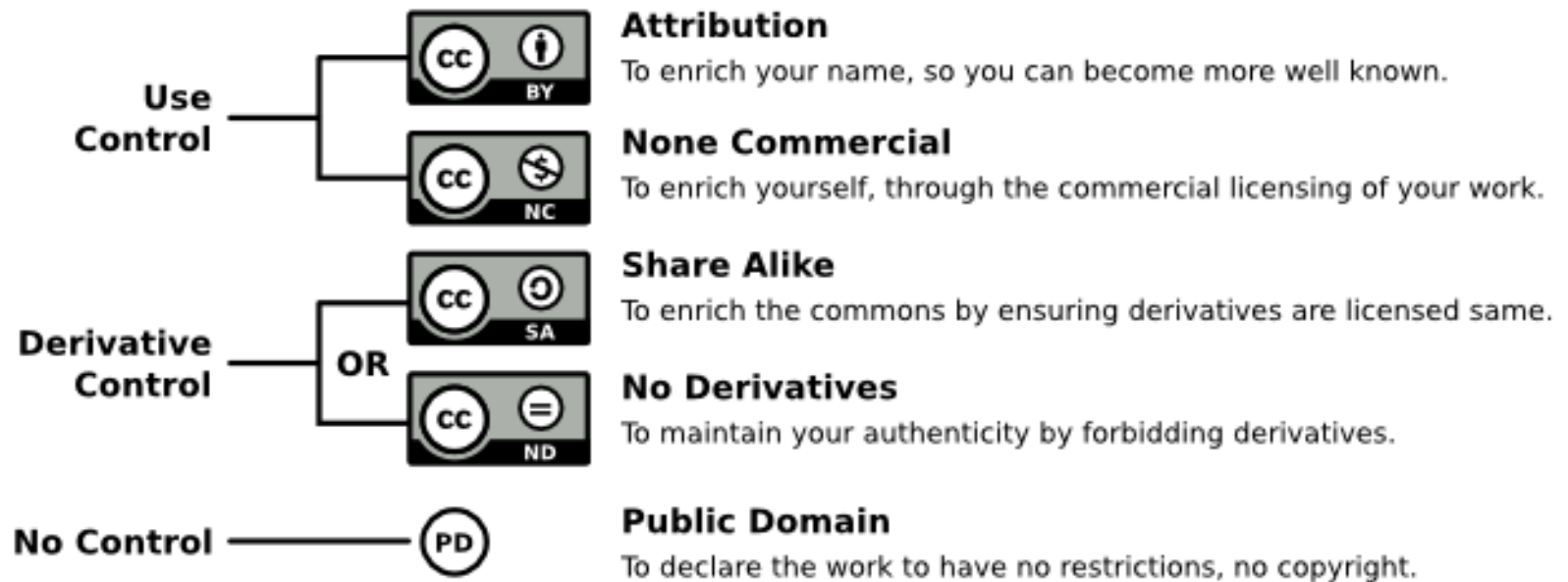
*Note: Copyright need not be registered to be valid.
If the copyright owner cannot be found,
this does not mean you can copy without permission!*

Creative Commons



DoctorMO's Selfish Guide to Creative Commons

aka, What Has Creative Commons Ever Done for Me.



See: <http://creativecommons.org/about/licenses/>

Patent Rights and Open Source

https://www.fenwick.com/FenwickDocuments/Patent_Rights.pdf

<https://opensource.org/licenses>

<https://www.adafruit.com/patents>

(including video on appeal to change patent system)

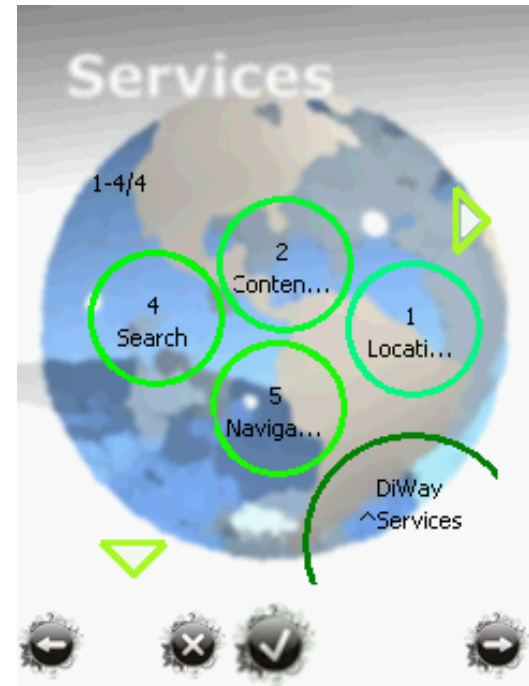
Intellectual Property Management

Activity	Description
Setting up IP Policies and Procedures	<ul style="list-style-type: none"> - Setup process for proper innovation capture within company - Provide guidelines on recommended internal IP review process, including invention disclosure intake instructions and to whom this needs to be reviewed by and how - Institute policies to safeguard new ideas internally (so they don't walk out the door)
Patentability searches	<ul style="list-style-type: none"> - Receive invention disclosure from YDreams' IP point of contact - Conduct focused patent searches with the patent search engines that Adapt has access to (Innography) - Develop patentability search report and provide go/no-go recommendation - Interface with outside patent prosecution counsel
Patent landscapes	<ul style="list-style-type: none"> - Receive request for landscape (e.g. passive RFID tags for asset tracking) - Develop patent landscaping report that fits client's needs regarding look, content and format - Conduct searches to identify key IP, key players, and trends
Periodic IP check-up	<ul style="list-style-type: none"> - Monitor forward citations to YDreams portfolio - Conduct quarterly (or as needed) searches to understand changing landscape and potential competitors / partner activities - Monitor industry patent reassignments (e.g. patent acquisitions) - Monitor patent litigation activity in industry
IP acquisition / in-licensing / cross-licensing	<ul style="list-style-type: none"> - Based on patent searches, patent landscapes, and IP check-ups, identify key assets that are core to YDreams' current operations or future product roadmap plans - Reach out to prospective seller/licensor on YDreams' behalf, offer, negotiate, and close deals
Portfolio assessment	<ul style="list-style-type: none"> - Assess current IP positioning including gaps, opportunities, strengths, in relation to YDreams' current and future product roadmap - Recommend courses of action (filing, abandoning certain patents, monetizing, conducting evidence of use searches)
Patent valuation	<ul style="list-style-type: none"> - Conduct IP portfolio valuations (can be used to raise funds, make better informed management decisions, etc.) or for pre-litigation support (if infringement believed to exist)
Patent monetization	<ul style="list-style-type: none"> - Develop marketing materials and target list (potential buyers / licensees) for patent monetization efforts - Market patents (and technology if applicable) to target list - Negotiate and close sales and licensing deals on behalf of YDreams

Monetized patents

<https://patents.justia.com/patent/8549044>

Indoor location



Monetized patents

<https://patents.justia.com/patent/8160980>

Information system based on time, space and relevance

<http://videos.sapo.pt/opPeOdI6DZEWm3A32FjL>



Monetized patents

<https://patents.google.com/patent/US8405680B1/en>

Insertion and control of virtual elements in real scenes

<https://www.youtube.com/watch?v=XlYxEbznsfU>



Patent infringement law suit

<https://ipspotlight.files.wordpress.com/2014/11/timeplay-inc-v-audience-entertainment-llc.pdf>



<https://www.youtube.com/watch?v=Vjt4wR2hJKo>

US Patents

<https://www.legalzoom.com/articles/how-to-file-a-patent>

<https://www.uspto.gov/patents-getting-started/patent-basics/types-patent-applications/provisional-application-patent>

<https://www.uspto.gov/patents-getting-started/general-information-concerning-patents>

<http://www.ipwatchdog.com/2015/04/04/the-cost-of-obtaining-a-patent-in-the-us/id=56485/>

Portugal, European and International Patents

<https://justica.gov.pt/Registos/Propriedade-Industrial/Patente/Como-registar-uma-patente>

<https://www.epo.org/applying/basics.html>

Interview with Brian Bochicco

Adapt IP Ventures



<https://www.youtube.com/watch?v=ueA27ptfsJo>

Additional reading

Robert Rines, Create or Perish: The Case for Inventions and Patents, Acropolis, 1964

https://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-931-development-of-inventions-and-creative-ideas-spring-2008/readings/create_or_perish.pdf