

INTELLECTUAL PROPERTY

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AMBA
ACCREDITED



EQUIS
ACCREDITED



FIBAA



AACSB
Business
Education
Alliance
Member



unicon



FT
Financial Times
RANKED 2019

Patents

Provisional patents

Utility models

Industrial designs

Trademarks

Copyrights

Creative Commons



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)

Background

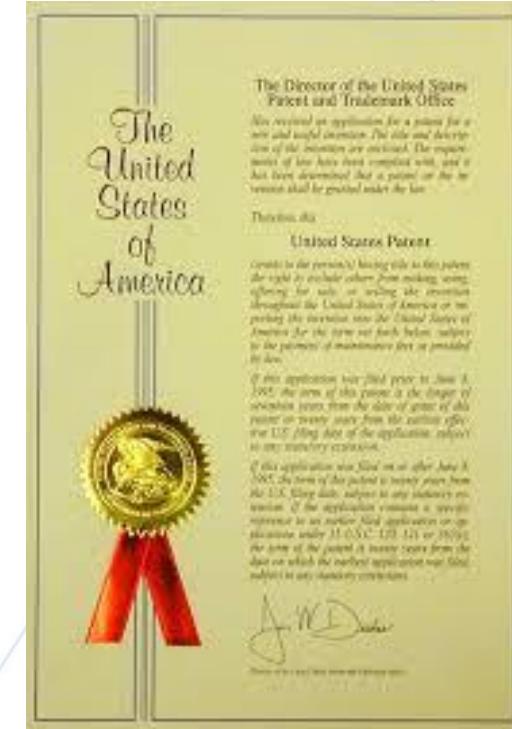
Brief description of the invention

Drawings

Detailed description of the invention

Abstract

Drawings for publication



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



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-dimensional shape 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



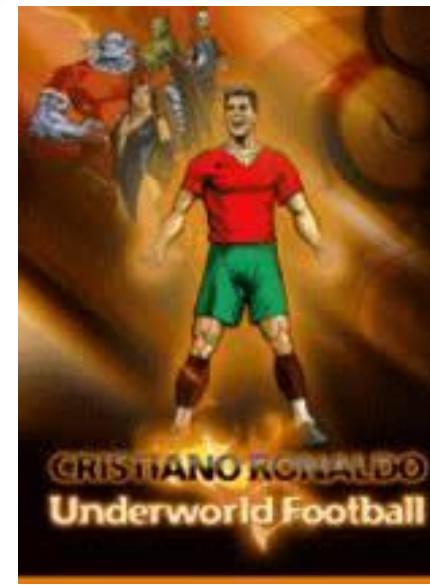
It can include a graphical representation, words, numbers, and sounds.
It may include also distinctive claims

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!*

DoctorMO's Selfish Guide to Creative Commons

aka, What Has Creative Commons Ever Done for Me.

Use
Control



Attribution

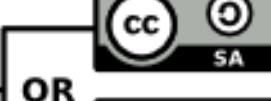
To enrich your name, so you can become more well known.



None Commercial

To enrich yourself, through the commercial licensing of your work.

Derivative
Control



Share Alike

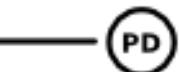
To enrich the commons by ensuring derivatives are licensed same.



No Derivatives

To maintain your authenticity by forbidding derivatives.

No Control



Public Domain

To declare the work to have no restrictions, no copyright.

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

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

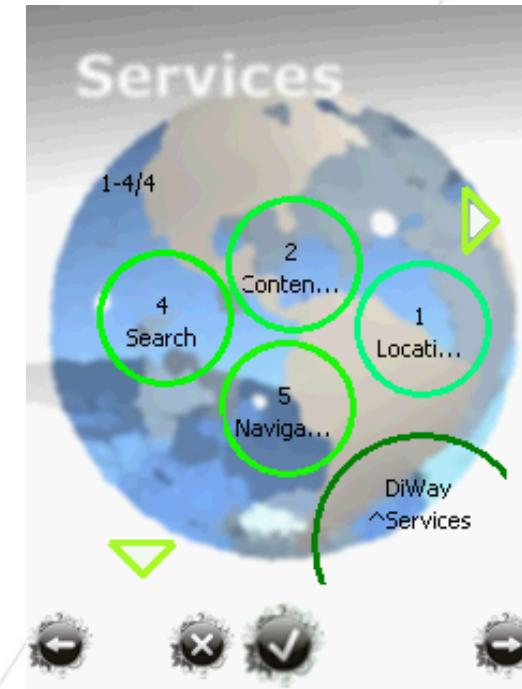
Activity	Description
Setting up IP Policies and Procedures	<ul style="list-style-type: none"> - Setup process for proper innovation capture within company - Provide guidelines on recommended internal IP review process, including invention disclosure intake instructions and to whom this needs to be reviewed 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 reassessments (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

Indoor location

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



Monetized patents

Information system based on time, space and relevance

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

<http://videos.sapo.pt/opPeOdl6DZEWM3A32FjL>



Insertion and control of virtual elements in real scenes

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

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



Patent infringement law suit



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

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

- <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/>

- <https://justica.gov.pt/Registros/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

Make change happen

