

Careers in IP Law and IP Law concentration

ME 29500
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Hamid Piroozi
Clinical Assistant Professor of Engineering
hpiroozi@iu.edu

Today's Lecture

1) Forms of Intellectual Property

- Trademarks
- Copyrights
- Tradeseecret
- Patent

2) Careers in IP Law

3) IP Concentration

Why IP

- ★ Why do companies want intellectual property (IP)?

- ★ This is the idea age

- ▲ Companies worth is measured by how much IP they have and not by how many factories
- ▲ Not unusual for a single compound wrapped with a large number of patents to be sold for a 1B dollars
- ▲ If ideas are not protectable, then many times companies are not interested in pursuing those ideas even if it means being first to market
- ▲ What do the sharks first ask in the popular show Shark Tank?

Impact of one patent

Eli Lilly and Company (LLY) 80.57 +2.02 (2.57 %) As of 1:00PM EDT. New York Stock Exchange Consolidated Issue Real Time Price. Market open.



Sale of Firestone to Bridgestone

Firestone was founded Aug 3, 1900 (118 years ago)

31 years ago, Bridgestone did the unexpected on March 18, 1988 it made a then-Japanese record **\$2.6 billion** offer, ... for all of Firestone, **both tire and non-tire businesses, including 1,500 automotive service centers and 27 plants.**

<http://www.rubbernews.com/article/20130916/NEWS/130919964/bridgestone-took-on-world-with-firestone-acquisition>

Latest Patent



US010398069B2

(12) **United States Patent**
Goto et al.

(10) **Patent No.:** **US 10,398,069 B2**
(45) **Date of Patent:** **Aug. 27, 2019**

(54) **METHOD FOR MANUFACTURING
ELECTRONIC COMPONENT**

(71) Applicant: **MURATA MANUFACTURING CO.,
LTD., Kyoto-fu (JP)**

(72) Inventors: **Selji Goto, Nagaokakyo (JP); Takahiro
Hirao, Nagaokakyo (JP)**

(73) Assignee: **Murata Manufacturing Co., Ltd.,
Kyoto-fu (JP)**

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 550 days.

(21) Appl. No.: **15/081,256**

(22) Filed: **Mar. 25, 2016**

(65) **Prior Publication Data**

US 2016/0212895 A1 Jul. 21, 2016

Related U.S. Application Data

(63) Continuation of application No. PCT/JP2014/074811,
filed on Sep. 19, 2014.

(30) **Foreign Application Priority Data**

Sep. 26, 2013 (JP) 2013-199863

(51) **Int. Cl.**
H05K 13/00 (2006.01)
H01G 4/30 (2006.01)

(Continued)

(52) **U.S. Cl.**
CPC **H05K 13/00** (2013.01); **H01G 4/12**
(2013.01); **H01G 4/30** (2013.01); **H01G 13/00**
(2013.01);

(Continued)

(58) **Field of Classification Search**
CPC **H05K 13/0023; H05K 13/0015; H05K**
13/0092; H01G 4/30; H01G 13/00; H01G
4/12; H03H 3/02; H03H 3/08

See application file for complete search history.

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361/767

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JP 08306597 A * 11/1996

OTHER PUBLICATIONS

Machine translation JP 08306597 A to Yoshida is attached.*

(Continued)

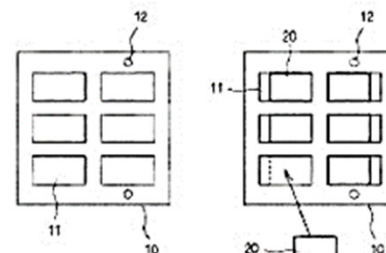
Primary Examiner — Minh N Trinh

(74) *Attorney, Agent, or Firm* — Studebaker & Brackett
PC

(57) **ABSTRACT**

A method for manufacturing an electronic component, and a device for manufacturing the electronic component, which can easily achieve alignment by inserting multilayer chips into cavities formed in a pallet, and form external electrodes with a high degree of dimensional accuracy. A plurality of multilayer chips each composed of a laminated body with a plurality of ceramic layers and a plurality of internal electrode layers is inserted into each of a plurality of cavities formed in a pallet, and the plurality of multilayer chips is aligned by moving each of the plurality of multilayer chips to one of inner wall surfaces forming the cavity. A conductive ink is applied onto ends of the plurality of aligned multilayer chips, including the upper surface of the pallet, and the conductive ink applied is dried to form external electrodes on the plurality of multilayer chips.

5 Claims, 9 Drawing Sheets



Why IP

★ What does protection mean

- ✦ The government in a quid pro quo (you give the government something valuable and the government in return gives you something that is also valuable) gives to innovators who come up with intellectual property some sort of exclusivity (means only you the innovator have full control over the IP – you can sell it, lease it, treat it as personal property, and no one else can)
- ✦ It is deeply rooted in the constitution
 - ✦ Article I section 8: The Congress shall have power to ... **promote the progress of science and useful arts**, by securing for **limited times** to **authors and inventors** the **exclusive right** to their respective writings and discoveries
 - ✦ First innovation act in 1474 in Venice – Amazingly similar to today's laws

Why IP

- ★ Takeaways from the constitutional section
 - ✦ Purpose: to promote the progress of science and useful arts
 - ✦ Duration: by securing for limited times
 - ✦ To whom: authors and inventors
 - ✦ What right: the exclusive right to their respective writings and discoveries

United States Patent

1,070,424-5MFA

5,425,499

Sorenson

Patent Number

Date of Patent

[1] CUP HOLDER

[5] Invention by Jay Sorenson, 3618 N.E. Alberta Ct., Portland, Oreg. 97211

[10] Appl. No. 390,462

[12] Filed Nov. 8, 1993

[13] Int. Cl.⁶ B60D 3/32

U.S. Cl. 230/706 220/940

[14] Field of Search 294/27.1, 31.1, 31.5, 294/74.5, 122/220/730.5, 735, 738, 740, 42.2, 736, 739, 800, 220/91.3, 1.3, 1.8, 95.90

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5,295,302	4/1994	Reiner	220/91.3 X

[11] Patent Number

Date of Patent

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[17] ABSTRACT

A cup holder is disclosed in the form of a sheet of sheet material, with a web formed in one of the ends, and a corresponding slot is formed in the other end such that the ends interlock. Thus the cup holder is assembled by rolling the sheet and interlocking the ends. The sheet can be an elongate blank of pressed material, preferably formed from paper pulp, and is preferably formed with multiple ridges and grooves. In one embodiment, the sheet has a top and bottom that are arcuate and concave, and matching walls that are arcuate in each end of the sheet, with the walls being perpendicular to the top of the sheet.

Claims, 1 Drawing Sheet

FILED FIRST CLASS MAIL PERMIT NO. 1000 NEW YORK, NY 10108
U.S. PATENT & TRADEMARK OFFICE

(11) United States Patent **Burns**

(19) Patent No.: US 8,052,003 B2
(41) Date of Patent: Nov. 8, 2011

(52) CLASSIFICATION 2006.01 220707.16
(51) FIELD OF INVENTION 220707.16

(73) Inventor: Thomas Burns, Ithaca, NY (US)

(74) Attorney: Strilings, Inc., Ithaca, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(d) by 032 days.

(21) Appl. No. 12,084,195

(22) PCT Filed: Oct. 31, 2008

(63) PCT No. PCT/US2008/046249

1.371 (c)(1)

(23) Filed: Apr. 25, 2008

(73) PCT Pub. No. WO2009/075649

(73) PCT Pub. Date: May 18, 2007

(51) Prior Publication Data

US 2009/013227 A1 Jan. 15, 2009

Related U.S. Application Data

(60) Provisional application No. 09/732,826, filed on Nov. 1, 2005.

(51) Int. Cl.

B6D 16/18 (2006.01)

B6D 16/16 (2006.01)

B6D 16/14 (2006.01)

A6C 7/27 (2006.01)

B6D 16/00 (2006.01)

(52) U.S. Cl. 2206/04.3; 2207/04.1; 2207/15.1

2207/100; 2207/101; 2207/102; 2207/103; 2207/104; 2207/105; 2207/106; 2207/107; 2207/13; 2207/13.1; 2207/16; 2207/16.1; 2207/16.2; 2207/16.3; 2207/16.4; 2207/16.5; 2207/16.6; 2207/16.7; 2207/16.8; 2207/16.9; 2207/17; 2207/17.1; 2207/17.2; 2207/17.3; 2207/17.4; 2207/17.5; 2207/17.6; 2207/17.7; 2207/17.8; 2207/17.9; 2207/18; 2207/18.1; 2207/18.2; 2207/18.3; 2207/18.4; 2207/18.5; 2207/18.6; 2207/18.7; 2207/18.8; 2207/18.9; 2207/19; 2207/19.1; 2207/19.2; 2207/19.3; 2207/19.4; 2207/19.5; 2207/19.6; 2207/19.7; 2207/19.8; 2207/19.9; 2207/20; 2207/20.1; 2207/20.2; 2207/20.3; 2207/20.4; 2207/20.5; 2207/20.6; 2207/20.7; 2207/20.8; 2207/20.9; 2207/21; 2207/21.1; 2207/21.2; 2207/21.3; 2207/21.4; 2207/21.5; 2207/21.6; 2207/21.7; 2207/21.8; 2207/21.9; 2207/22; 2207/22.1; 2207/22.2; 2207/22.3; 2207/22.4; 2207/22.5; 2207/22.6; 2207/22.7; 2207/22.8; 2207/22.9; 2207/23; 2207/23.1; 2207/23.2; 2207/23.3; 2207/23.4; 2207/23.5; 2207/23.6; 2207/23.7; 2207/23.8; 2207/23.9; 2207/24; 2207/24.1; 2207/24.2; 2207/24.3; 2207/24.4; 2207/24.5; 2207/24.6; 2207/24.7; 2207/24.8; 2207/24.9; 2207/25; 2207/25.1; 2207/25.2; 2207/25.3; 2207/25.4; 2207/25.5; 2207/25.6; 2207/25.7; 2207/25.8; 2207/25.9; 2207/26; 2207/26.1; 2207/26.2; 2207/26.3; 2207/26.4; 2207/26.5; 2207/26.6; 2207/26.7; 2207/26.8; 2207/26.9; 2207/27; 2207/27.1; 2207/27.2; 2207/27.3; 2207/27.4; 2207/27.5; 2207/27.6; 2207/27.7; 2207/27.8; 2207/27.9; 2207/28; 2207/28.1; 2207/28.2; 2207/28.3; 2207/28.4; 2207/28.5; 2207/28.6; 2207/28.7; 2207/28.8; 2207/28.9; 2207/29; 2207/29.1; 2207/29.2; 2207/29.3; 2207/29.4; 2207/29.5; 2207/29.6; 2207/29.7; 2207/29.8; 2207/29.9; 2207/30; 2207/30.1; 2207/30.2; 2207/30.3; 2207/30.4; 2207/30.5; 2207/30.6; 2207/30.7; 2207/30.8; 2207/30.9; 2207/31; 2207/31.1; 2207/31.2; 2207/31.3; 2207/31.4; 2207/31.5; 2207/31.6; 2207/31.7; 2207/31.8; 2207/31.9; 2207/32; 2207/32.1; 2207/32.2; 2207/32.3; 2207/32.4; 2207/32.5; 2207/32.6; 2207/32.7; 2207/32.8; 2207/32.9; 2207/33; 2207/33.1; 2207/33.2; 2207/33.3; 2207/33.4; 2207/33.5; 2207/33.6; 2207/33.7; 2207/33.8; 2207/33.9; 2207/34; 2207/34.1; 2207/34.2; 2207/34.3; 2207/34.4; 2207/34.5; 2207/34.6; 2207/34.7; 2207/34.8; 2207/34.9; 2207/35; 2207/35.1; 2207/35.2; 2207/35.3; 2207/35.4; 2207/35.5; 2207/35.6; 2207/35.7; 2207/35.8; 2207/35.9; 2207/36; 2207/36.1; 2207/36.2; 2207/36.3; 2207/36.4; 2207/36.5; 2207/36.6; 2207/36.7; 2207/36.8; 2207/36.9; 2207/37; 2207/37.1; 2207/37.2; 2207/37.3; 2207/37.4; 2207/37.5; 2207/37.6; 2207/37.7; 2207/37.8; 2207/37.9; 2207/38; 2207/38.1; 2207/38.2; 2207/38.3; 2207/38.4; 220



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Match	Document	Document Title	Score
1	US20170079469	BEVERAGE DISPENSING SYSTEMS AND METHODS Various beverage preparation systems and methods are disclosed. The beverage preparation system can include a dispensing unit configured to receive a beverage, such as a shot of espresso, from a...	1000
2	8371211	Machine for brewing a beverage such as coffee and related method A machine for brewing a beverage such as coffee includes a chamber and a piston disposed in the chamber. The piston is operable to move to a first position to allow the chamber to receive a liquid.	1000
3	8114459	Methods of making beverages with enhanced flavors and aromas The present embodiments generally relate to beverages with enhanced flavors and aromas and method of making same. Some embodiments of the present application are directed to soluble coffee and...	1000
4	8635748	Beverages with enhanced flavors and aromas The present embodiments generally relate to beverages with enhanced flavors and aromas and method of making same. Some embodiments of the present disclosure are directed to soluble coffee and...	1000
5	8794127	Machine for brewing a beverage such as coffee and related method An embodiment of a machine for brewing a beverage such as coffee includes a chamber and a piston assembly disposed in the chamber. The chamber is operable to receive a liquid such as water and...	1000
6	7673555	Machine for brewing a beverage such as coffee and related method An embodiment of a machine for brewing a beverage such as coffee includes a chamber and	1000

[illegible]

Trademark



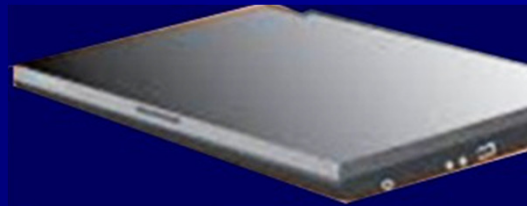
★ Forms of IP:

- ★ Trademarks: a mark recognized by the government (the United States Patent and Trademark Office (USPTO)) to help the public avoid likelihood of confusion as to the source of goods or services
- ★ Title 15 of US Code

Why IP

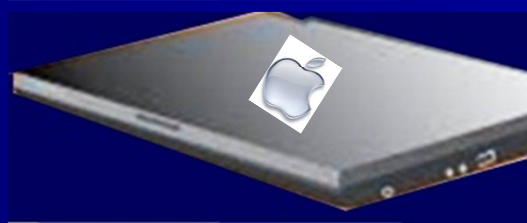
- ★ Forms of IP:

- ✦ Ordinary Laptop



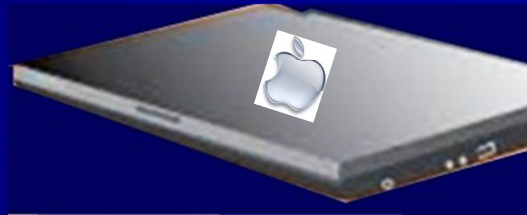
- ✦ Laptop with logo

- ▲ Will you pay more?



- ✦ How about now?

- ▲ Confusing



Why IP

★ Forms of IP:

✦ Trademark:

✦ Two companies can have the same mark on different products

- ✦ Colt: Revolvers, Pistols, Shotguns, and Rifles. FIRST USE: 18890000. FIRST USE IN COMMERCE: 1889

- ✦ Colt: MALT LAGER. FIRST USE IN COMMERCE: 1963

- ✦ But if confusion:

- Victor's Little Secret



- Following the remand of the case to district court, Congress in 2006 passed the Trademark Dilution Revision Act, which essentially overturned the Supreme Court's Moseley decision. The district court applied the new law and granted summary judgment in favor of Victoria's Secret and issued an injunction against the use of the name Victor's Little Secret. This decision was appealed up to the Supreme Court again, but was not granted certiorari. After an injunction in 2000, the name of the store was changed to Cathy's Little Secret and maintained that name

Why IP

★ Forms of IP:

✦ Copyrights: protects expression not the idea

- ✦ Protects a work that is fixed in a tangible medium of expression
- ✦ Title 17 of US Code
- ✦ Made for computer programs, manuals, books, paintings, etc.
- ✦ Not a violation if arrived at independently

Why IP

★ Forms of IP:

✦ Tradeseecrets

✧ Coca Cola formula

- Any secret that provides a company an advantage
 - Illegal to obtain it by fraudulent means – Assistant in Pepsi and Coca Cola company
 - But okay if reverse engineered

Why IP

- ★ Forms of IP:

- ✦ Two areas where you can lose your freedom, misappropriating tradesecret under the Espionage Act

- ✦ What is the other one?

Why IP

★ Forms of IP:

- ✦ Patents: protects the implementation of the idea and not the expression of an idea

- ✦ Advantage of patents over copyright and Tradeseecret:

- Even if arrived at independently
 - Total exclusivity
 - Very powerful

Why IP

★ Forms of IP:

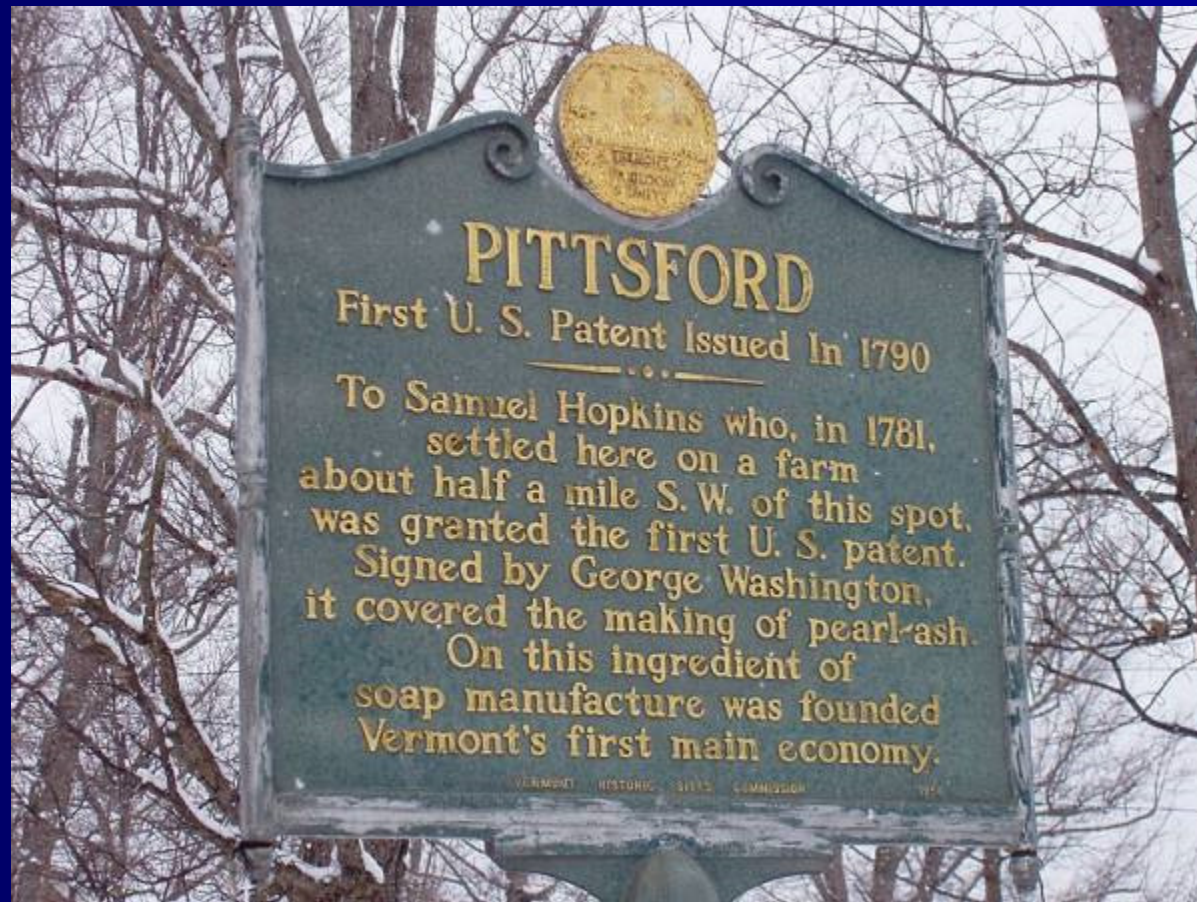
✦ Patents:

✦ Types:

- Utility (90% of the patents out there)
- Design (Samsung vs. Apple)
- Plant

Why IP

★ Pat. No. 1



Why IP

★ Pat. No. 1



The United States.

To all to whom these Presents shall come. Greeting.

Whereas Samuel Hopkins of the City of Philadelphia and State of Pennsylvania hath discovered an Improvement, not known or used before such Discovery, in the making of Pot ash and Pearl ash by a new Apparatus and Process, that is to say, in the making of Pearl ash 1st by burning the raw Ashes in a Furnace, 2^d by dissolving and boiling them when so burnt in Water, 3^d by drawing off and settling the ley, and 4th by boiling the ley into Salts which then are the true Pearl ash; and also in the making of Pot ash by fluxing the Pearl ash so made as aforesaid; which Operation of burning the raw Ashes in a Furnace, preparatory to their Dissolution and boiling in Water, is new, leaves little Residuum; and produces a much greater Quantity of Salt: These are therefore in pursuance of the Act, entitled "An Act to promote the Progress of useful Arts", to grant to the said Samuel Hopkins, his Heirs, Administrators and Assigns, for the Term of fourteen Years, the sole and exclusive Right and Liberty of using, and vending to others the said Discovery, of burning the raw Ashes previous to their being dissolved and boiled in Water, according to the true Intent and Meaning of the Act aforesaid. In Testimony whereof I have caused these Letters to be made patent, and the Seal of the United States to be hereunto affixed. Given under my Hand at the City of New York this thirty first Day of July in the Year of our Lord one thousand seven hundred & Ninety.

G. Washington

City of New York July 31st 1790. -

I do hereby certify that the foregoing Letters patent were delivered to me in pursuance of the Act, intitled "An Act to promote the Progress of useful Arts"; that I have examined the same, and find them conformable to the said Act.

Edm: Randolph Attorney General for the United States.

X0000001
July 31, 1790

Why IP

★ Forms of IP:

✦ Patents:

- ✦ Idea must be novel (new – objective/subjective test) and non-obvious (subjective)

Patentable Subject Matter



Novelty



Non-Obviousness



Why IP

★ Forms of IP:

✦ Patents:

- ✦ It is an equalizer
 - Intermittent Wiper
- ✦ Offers a negative right and not an affirmative right
- ✦ Idea must be novel (new – objective/subjective test) and non-obvious (subjective)

Why IP

★ Diversity

- ✦ Only 7-8% of patents have women as primary inventors.
- ✦ Minorities make up a mere 8 percent of U.S.-born innovators.
- ✦ African Americans, despite comprising 13 percent of the national population, represent just 0.5% of U.S.-born innovators.
 - ✦ These statistics represent an underrepresentation of women and minorities, particularly African American, something to which the program discussed in the next pages is dedicated to address

Careers in IP

- ★ IP Attorney
 - ✦ Requires going to law school
 - ✦ Can litigate, provide opinions, counsel, file with governmental agencies, etc.
- ★ Patent Agent
 - ✦ Everything that a patent attorney can do without providing an opinion or litigate – registered with the USPTO
- ★ Patent Engineer
 - ✦ Assist legal counsel with writing patent applications, litigation, liaison with legal group and management
- ★ Patent Examiner
 - ✦ Starting salary = 60K +
 - ✦ Work from home after 2 years

IP Concentration

- ★ Learn some about IP areas (copyright, trademark, tradesecret, valuation, litigation) and a lot about patents
- ★ Learn how to design so that:
 - 1) you save time
 - 2) Come up with innovative designs – so company gets patents and protects
 - 3) Avoid infringing others patents – so company does not infringe

IP Concentration

- ★ Draft patent applications in the program and file them with the patent office so you can have patent applications or hopefully patents to your name before you graduate
 - ✦ Three-course sequence
 - ✦ First course last semester ~ 15 students resulting in 5 patent applications
 - ✦ Second and third courses this semester ~70 students will be resulting in 11 patent applications

Questions

- ★ Exciting new program
 - ✦ First in the nation
 - ✦ Will separate you from your peers
 - ✦ Will cause IUPUI to be recognized as the first institution to offer such a program
 - ✦ Will provide dividends throughout your career
 - ✦ Certificate appearing on your transcript