

Patents & Trademarks 101

Georgia Tech

November 3, 2010

Ron Reardon

Patents & More, Inc.

- Marketing Self-Assessment
- Complimentary 1-Hour Consultation
- Conduct a Prior Art Search
- Give a Patentability Opinion
- Craft & File a Patent Application
- Prosecute Patent Application
- Patent Allowance & Issuance
- Recommend Additional Resources

Resources on Your Journey

- Patent Office
<http://www.uspto.gov/inventors/index.jsp>
- United Inventors Association
www.uiausa.org
- Inventors Digest www.inventorsdigest.com
- The Launch Hour
<http://thelaunchhour.businessradiox.com/>
- Independent Inventor's Handbook
- Gadget Nation

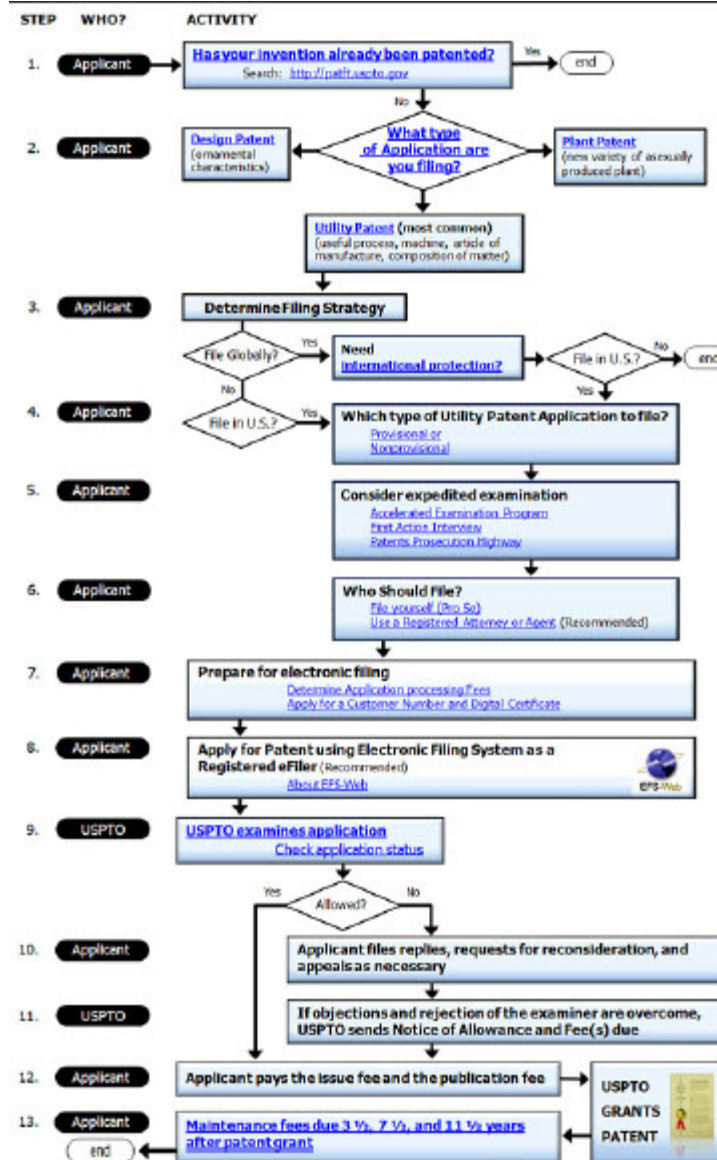
Patent Office

Independent Inventors

The patent and trademark process can be complicated for independent inventors, so the frequently asked questions below will provide useful information regarding the process and USPTO's role.

- [Inventors Eye - Newsletter](#)
- [Programs and Policies for Independent Inventors and Small Businesses](#)
- [Pilot Program to Accelerate the Patent Process for small entity inventors](#)
- [The USPTO and Current Events for the Inventor](#)
- [Do I need a patent, trademark, and/or a copyright?](#)
- [What is the role of the USPTO?](#)
- [What free assistance is available from USPTO?](#)
- [How do I finance and/or market my invention?](#)
- [Do I need to hire a lawyer or agent?](#)
- [Does the USPTO market, promote, or license inventions?](#)

PATENT PROCESS



United Inventors Association



Become a member of the largest
Inventor organization in the WORLD!

Join the UIA!

Help us build Inventor Education programs... Become a Premium Member

The UIA is dedicated to serving the inventor industry by establishing educational programs that help inventors be successful. Educating inventors helps not only the industry but our local communities as well.

Inventors are the backbone of innovative progress in America - and the UIA is the industry leadership established to help them succeed.

This is just some of what you get in the Inventor Resource Room



Videos



Documents



Inventor Clubs



Radio Interviews



Funding Options



Inventor Friendly
Manufacturers

The Launch Hour



Launch with Hosts Ron Reardon and Bill McHenry! A weekly radio show for innovators, product developers & entrepreneurs!

Show Categories

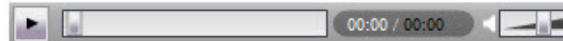
Select Category

Pages

- [About](#)
- [Contact](#)

Search

Mike Drummond: The World of Innovation



Podcast: [Download](#)

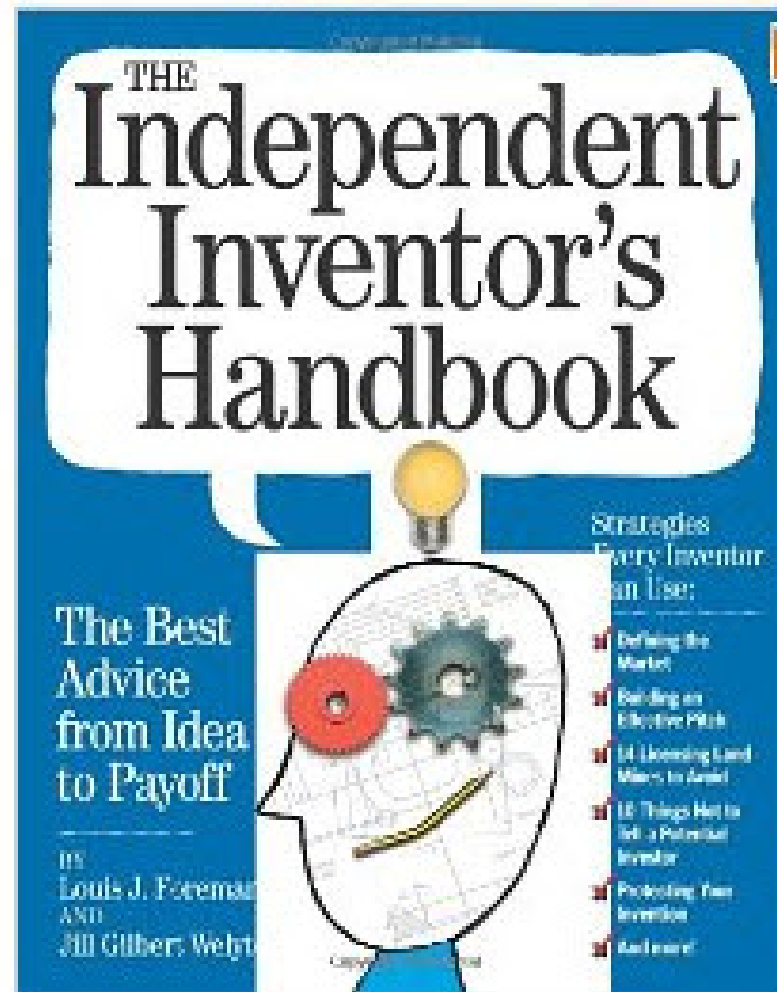


Want to Make Great Connections? Business radio works! Host a show

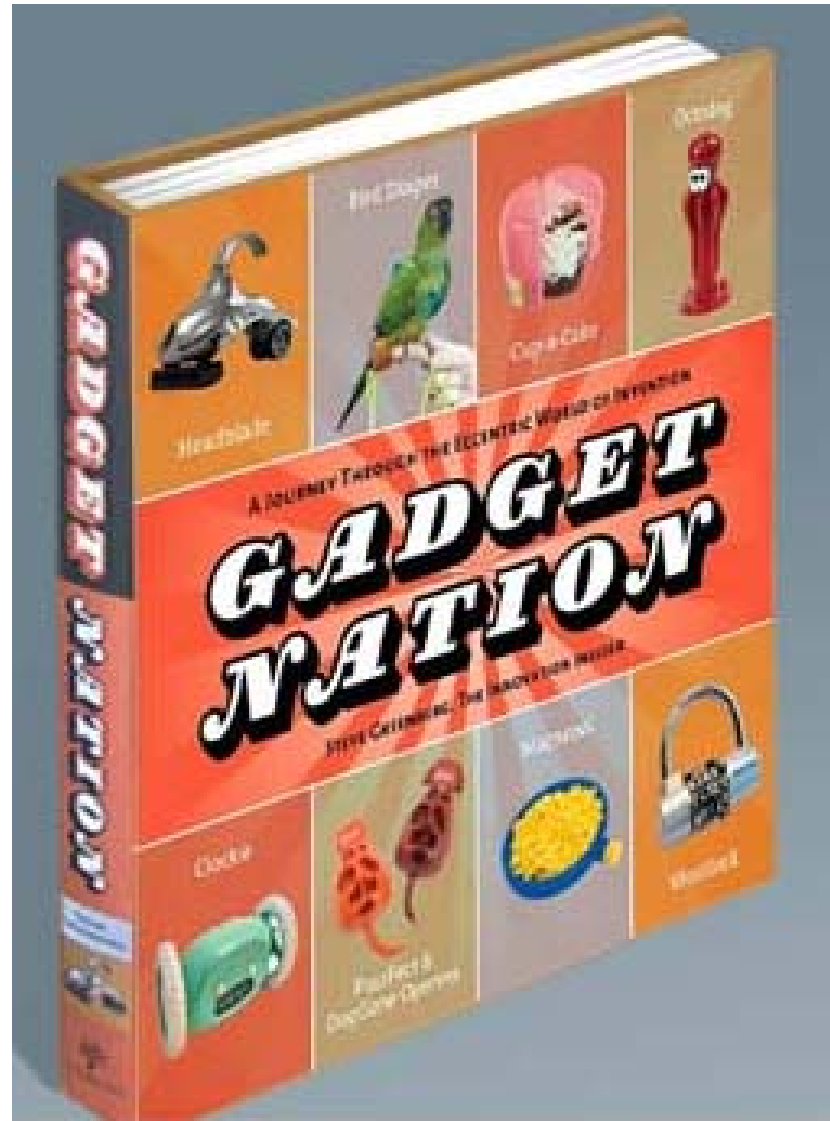


Independent Inventor's Handbook

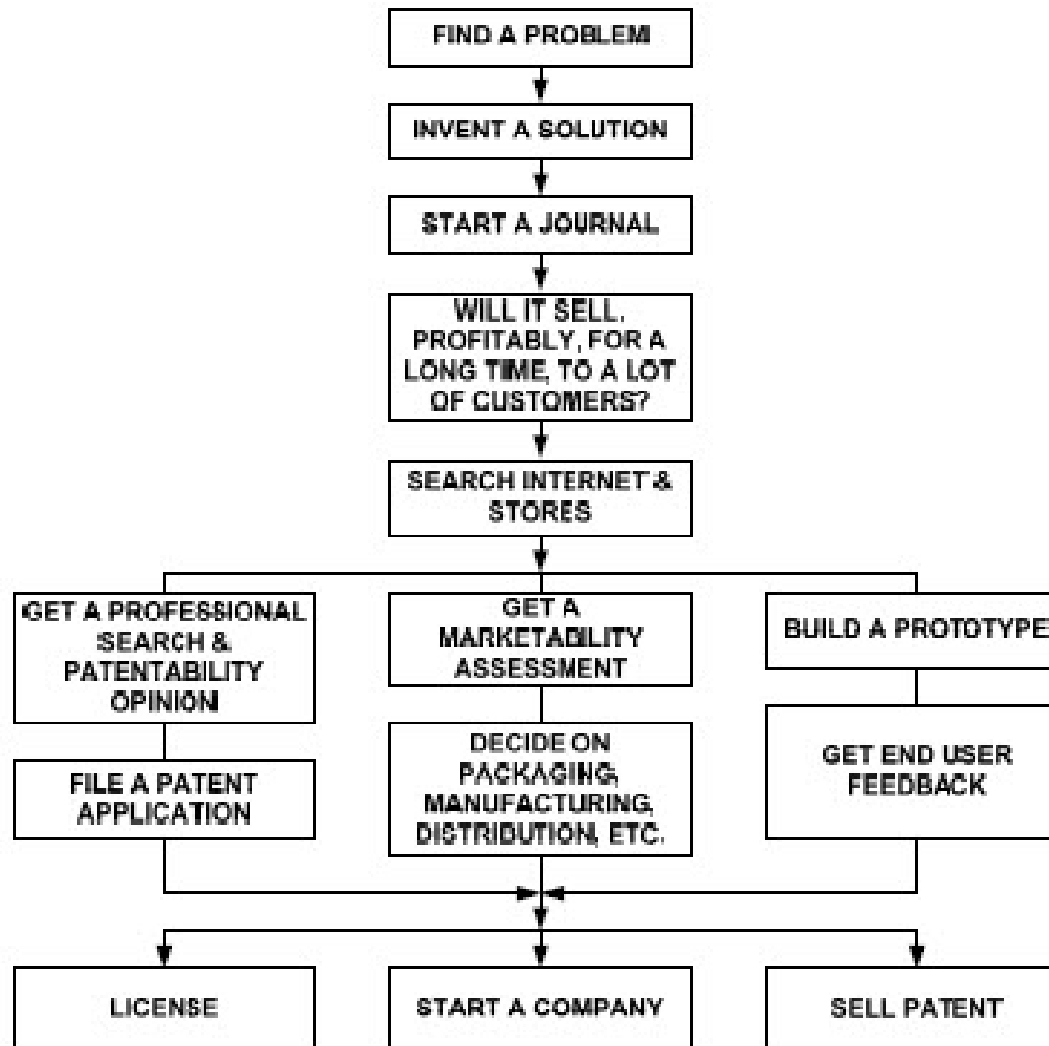
Click to **LOOK INSIDE!**



LEARN FROM OTHERS



The Journey



Invention Assessment

INVENTION ASSESSMENT

Significantly Better WINNERS = Products which have a “WOW” factor. If your product will cause the buyer to say: “incredible” score high, i.e., DVD players versus VCR players.

1 2 3 4 5 6 7 8 9 10

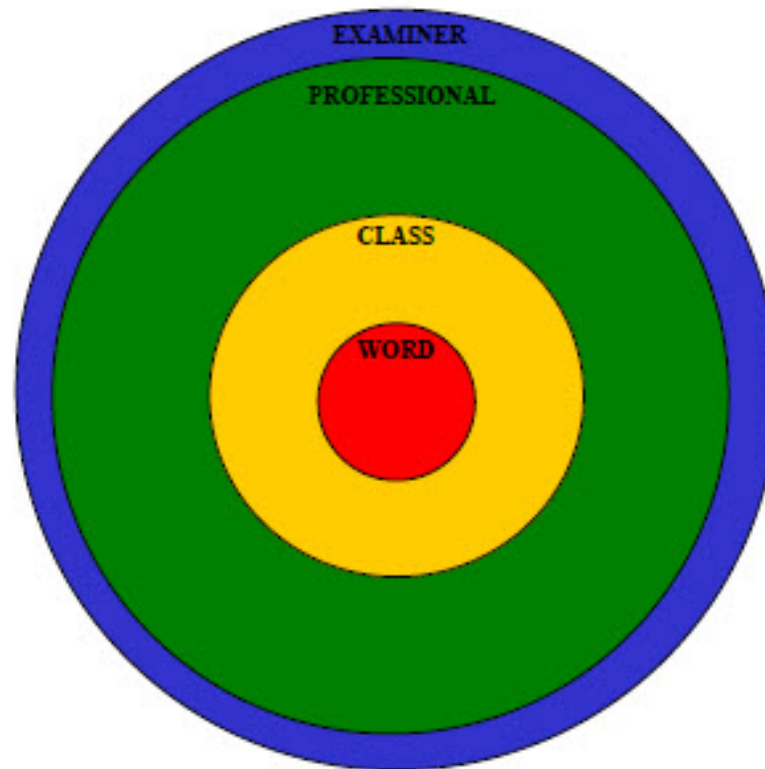
Stage of Development WINNERS = Products which are packaged and ready to be put on the shelf. Is your product ready to go? Score ten. If it needs a little more work, score midrange. If it needs a lot more work, score low. Be honest.

1 2 3 4 5 6 7 8 9 10

Levels of Searches

CAN YOU GET A PATENT?

FIRST STEP: PRIOR ART SEARCH



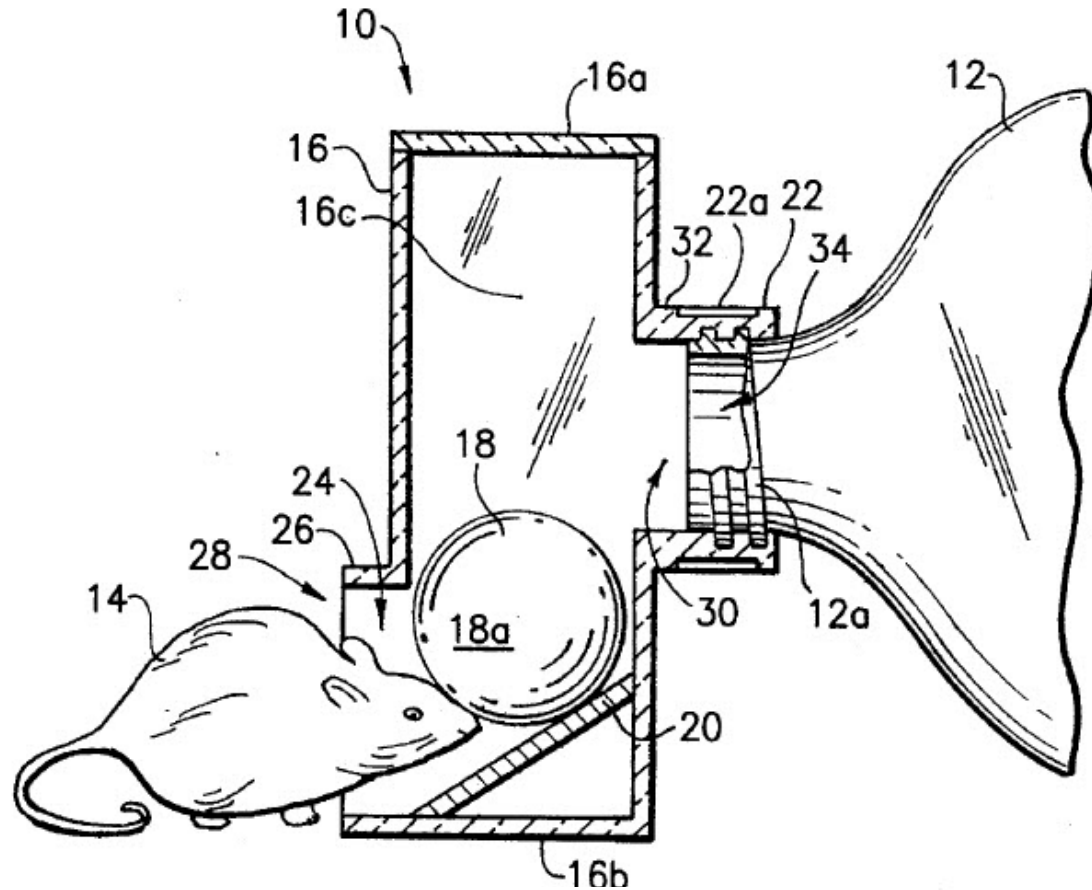
U.S. PATENTS & PUBLISHED PATENT APPLICATIONS

FOREIGN PATENTS

OTHER PUBLICATIONS

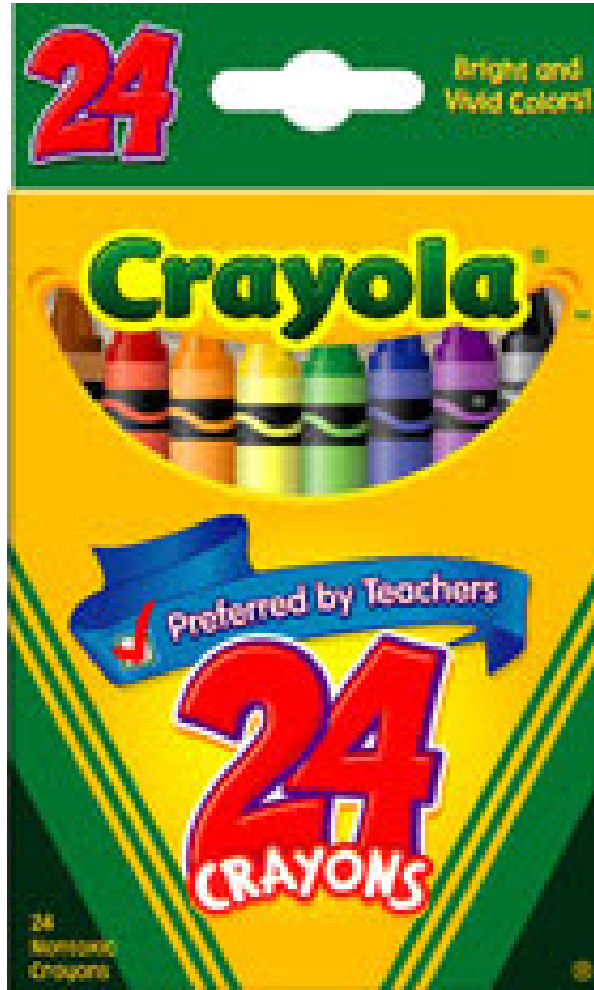
- PATENTABLE, NOT MARKETABLE
- MARKETABLE, NOT PATENTABLE
- PATENTABLE & MARKETABLE

PATENTABLE, NOT MARKETABLE



5,564,221

MARKETABLE, NOT PATENTABLE



PATENTABLE & MARKETABLE



2,717,437

IMPROVING THE ODDS

Elements of Success



**Good
Idea**



**Right
Team**



**Thorough
Plan**



**Appropriate
Funding**

QUESTIONS?



FOR MORE INFORMATION

- Ron Reardon
- rreardon@patentsandmore.com
- 770-241-4907