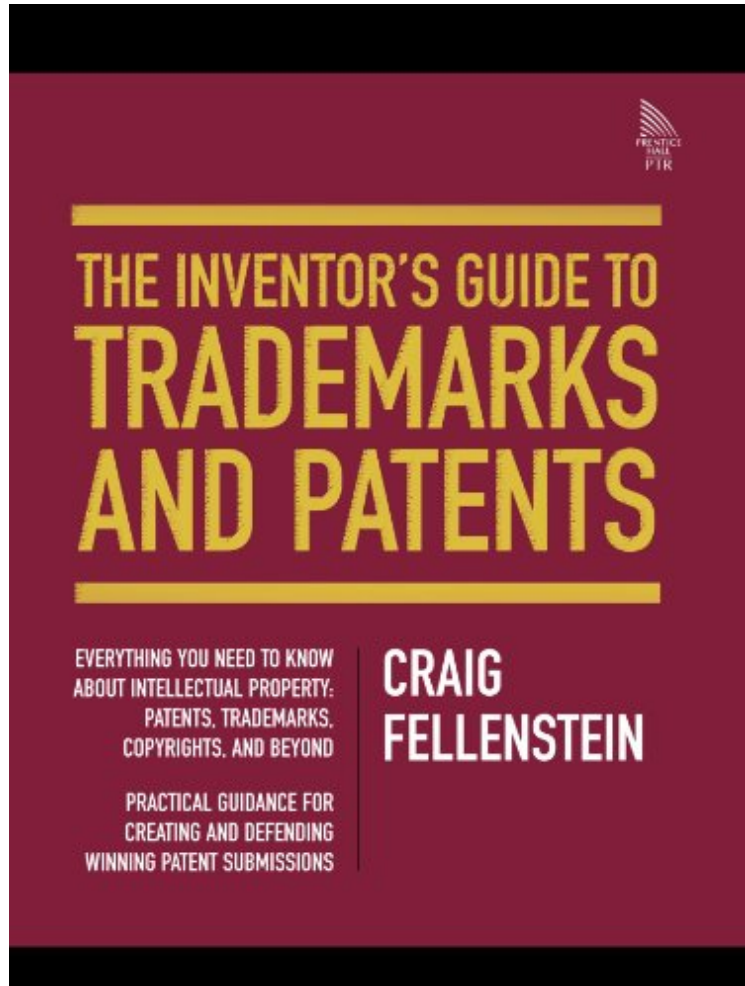


(Read download) The Inventor's Guide to Trademarks and Patents

## The Inventor's Guide to Trademarks and Patents

*Craig Fellenstein, Jaclyn Vassallo, Rachel Ralston*  
DOC | \*audiobook | ebooks | Download PDF | ePub



 Download

 Read Online

#6509378 in Books Prentice Hall 2005-01-02 Original language: English PDF # 1 9.20 x .60 x 7.001, .99 #File Name: 013259756X256 pages ISBN13: 9780132597562 Condition: New Notes: BRAND NEW FROM PUBLISHER! 100% Satisfaction Guarantee. Tracking provided on most orders. Buy with Confidence! Millions of books sold! | File size: 19.Mb

**Craig Fellenstein, Jaclyn Vassallo, Rachel Ralston : The Inventor's Guide to Trademarks and Patents** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Inventor's Guide to Trademarks and Patents:

2 of 2 people found the following review helpful. A Powerful GUIDE Book for Teaching All Ages How to Invent By Adrian Bauman I work with many Inventors in my daily job, and I have to say this book is one of a kind. The book discusses some of the most unique qualities of the minds of inventors, and some of the very extraordinary skills they are able to demonstrate. I have always wondered how these types of people think, but this book actually teaches me that anyone can think like this. It shows the reader how simple it is to create inventions, and then how to submit them

once you have discovered them. What really struck me, as I was reading this, is that it caused me to discover an invention of my own, and then told me how to file it. It was almost as if the authors were guiding my thoughts as I read the chapters. I think this book is a great book and even has some techniques I will refer to over-and-over. As my own experiment, I even worked with my children on some of these techniques as we explored a new world of inventions in their own minds. I highly rate this book and suggest it to anyone curious about their own abilities to become an inventor. A GREAT book to read! 0 of 0 people found the following review helpful. This book is an EXCELLENT book for people who are creative or want to be creative. By LimeFairy I am a student in college, and very interested in inventing. All my life I have been thinking up inventions and trying to figure out if I could do anything with them. This book taught me I can, and furthermore, I should. I bought this book last week, after reading the reviews, and can honestly say it is a great book! I read it in a few days, and it was easy and really great reading. It caused me to discover new ways of problem solving and creativity that I know will help me in many areas of my education, career growth--and most importantly--it caused me to discover new ideas as I was reading it that I had never considered. These ideas were NOT even a part of the book. The Authors did a excellent job at writing in easy to understand, yet very educational ways. I am happy to own this book, and encourage the Authors to keep going. I think everyone who considers themselves creative should buy this book, simply because of the innovation methods it teaches and the simple ways it teaches the reader how to think in new ways about solving problems! 2 of 2 people found the following review helpful. Excellent book for information about Patents, Copyrights, etc. By Robert A. Balfel bought this book less than a week ago and it was so informative about the entire process of searching, obtaining, and even coming up with new ideas that I simply could not put it down. I highly recommend this book not only as a future reference to patent seekers but to anyone interested in the process or learning where to find what with respect to patents, copyrights, trademarks and much more. I have submitted a few patent applications and the knowledge in this book would have been extremely helpful in each of those submissions. The information gathered in the Appendix alone makes the book worth the money. But seriously, the book is a must have for anyone wanting to submit patents or understand intellectual property.

Whether you're an individual inventor or an innovator inside a small to medium business or large enterprise, you need a deep, business-focused understanding of intellectual property: patents, trademarks, service marks, copyrights, trade secrets, and the entire invention process. In this book, Craig Fellenstein teaches his own critical techniques that have helped him to have over 65 patent applications filed. Drawing on his expertise in mentoring invention and patent teams, Fellenstein introduces best practices for managing the entire process of creating and protecting intellectual property. This is the complete guide to intellectual property: thinking concepts for discovering it, creating it, protecting it, and profiting from it.

From the Back Cover This is the complete guide to intellectual property: thinking concepts for discovering it, creating it, protecting it, and profiting from it. Whether you're an individual inventor or an innovator inside a small to medium business or large enterprise, you need a deep, business-focused understanding of intellectual property: patents, trademarks, service marks, copyrights, trade secrets, and the entire invention process. In this book, Craig Fellenstein teaches his own critical techniques that have helped him to have over 65 patent applications filed. Drawing on his expertise in mentoring invention and patent teams, Fellenstein introduces best practices for managing the entire process of creating and protecting intellectual property. Coverage includes How inventors think: a complete case study teaching how to conceptualize ideas for new patentable inventions causing discovery of new patent ideas Validating your invention's uniqueness: critical skills, practical search tools, and the principles of "prior art" Refining and strengthening your inventions Preparing patents that professional evaluators will view favorably Multiple submissions: discovering and filing for follow-on patents that flow from your original ideas Getting a strong patent that will be more likely to withstand any potential challenges after issuance Establishing effective incentives for the creation of new intellectual property Harvesting and commercializing inventions: practical lessons for inventors Using "invention teams" to systematize and accelerate the innovation process Different ways to protect your intellectual property: patents, trademarks, service marks, trade secrets, and copyrights Copyright Pearson Education. All rights reserved. About the Author Craig Fellenstein is an IBM Global Services Chief Architect. Since 2000, he has had more than 65 patent applications filed in the U.S. Patent and Trademark Office, and 13 invention publications in Journals for IBM. Fellenstein now serves as IBM Global Services Integrated Technology Services Chief Architect and Senior Executive Consultant in the IBM Center of Excellence for On Demand Business, and formerly as the Senior IT Architect in the IBM CIO's Office working with leading IBM customers worldwide. Copyright Pearson Education. All rights reserved. Excerpt. Reprinted by permission. All rights reserved. Preface The Inventors Guide to Trademarks and Patents is a unique book that will provide the reader with insights to creating trademarks and inventions. As the book opens, it guides you through some very interesting inventions of the past. The book explains in simple, yet detailed terms what defines intellectual property. The book, unlike no other on the markets, then begins to unveil an invention that the reader may discover and wish to pursue. In fact, this book attempts to give away one or more inventions. The

book then explains in simple terms how to file your new inventions. The co-authors have delivered an unprecedented book that explains how and what to consider related to intellectual property development and protection practices. The reason this book is so unique is that it not only explains how to create trademarks and inventions, but it suggests and gives away one or more inventions. The book then closes with instructions on exactly how to file these inventions and discussions of authoritative sources of reference.

**What Is the Importance of this Book?** The co-authors have developed this book as a document of interest and advanced learning for a global reading audience. No book in the global market today teaches the reader how to create an invention, leads their thinking into a new invention, and then explains to them as new inventors exactly how to file it. Furthermore, if the idea is not an invention, then it is no doubt some other form of intellectual property, which is also explained in this book. Proper Legal Advice is Important - All legal advice must be tailored to the specific circumstances of each individual case. It is very important to understand that none of the information provided in this book should ever be utilized as a substitute for advice of competent legal counsel. This book presents simple exercises in both print and thought that are intended to expand thinking around intellectual property. Aspects of intellectual property are explained in easy to understand terms, yet in-depth enough to provide a full basis of understanding. Patents, trademarks, service marks, trade secrets, and copyrights are all simply explained, and most important, how to identify them and properly use them for protection purposes. The information provided in this book is helpful to readers familiarizing themselves with intellectual property issues that may affect them. What is a trademark, versus a service mark? Or how do I file a copyright? That said, as all legal advice must be tailored to the specific circumstances of each individual case, it is very important to understand that nothing provided herein should be used as a substitute for advice of competent legal counsel. In addition, it is important to understand that intellectual property law varies considerably from jurisdiction to jurisdiction (and even between states in the U.S.). Therefore, some information described in these pages may not be applicable to your jurisdiction. You also should be aware that we (the co-authors) could not promise that everything in this book is complete or up to date, due to the dynamic nature of the content. All of these matters are important to understand as you read this book.

**What You Can Expect from this Book** We want to set the stage for what you will find interesting while reading this book. Expect to find a thought-provoking experience throughout the middle chapters of the book. Do not expect that you need to be a Ph.D. or be a college graduate to understand and practice the principals discussed in this book: That would be a mistake. The *Inventor's Guide to Trademarks and Patents* is written in easy-to-understand language and allows for readers of all ages to be able to learn from the information provided. In this book, readers will be introduced to basic invention principles and several important discussions surrounding intellectual property. Readers will find these discussions very interesting, with a passive-progressive evolution of cognitive thinking. Expect to learn specific expertise and skills development in the areas of creating patents and trademarks. One most interesting concept will teach the readers how to create their own invention "spawning" teams. This is a very effective approach to problem-solving. These discussions will be delivered in a concise, hard-hitting, and to-the-point fashion. Using this delivery approach, we believe this will help the readers to more clearly understand the basic principles of patents, trademarks, trade secrets, and copyrights; plus, their respective implementation, utilization, and filing models. Readers of this book should expect to explore

**The basic concepts of inventing:** Explaining how the inventor thinks. This book walks you into an example of inventing and discovering other inventions that may relate to the solution thinking prescribed in the book.

**How the patent evaluator thinks:** The inventor and evaluator protocol is described. Workshop examples are established for practicing this interchange. The end result is strengthening the invention and developing critical skills.

**The influence of intellectual property:** Exploring the cultural aspects of intellectual property, incentives to create these types of assets, aspects of harvesting intellectual property, and commercialization of these kinds of assets.

**The new world commerce and intellectual property:** Special treatment is provided to other countries and their respective involvement in the fields of intellectual property. The most prominent positioning of intellectual property as assets with an associated value: Approaches to asset commercialization, incentives, and building invention teams, all contribute to developing large numbers of patents and other types of intellectual property. Managing innovation to a common end-point is the focus in the teaming discussions of this book.

**How this Book Is Organized** The *Inventor's Guide to Trademarks and Patents* contains nine chapters, which are organized into very interesting discussions across several different dimensions of intellectual property management. Chapter 1, "Patents, Copyrights, and Trademarks, A Look Back," provides a very interesting history of innovative inventions, copyrights, and trademarks. In addition, this chapter discusses early inventions, showing examples of how inventors thought during these periods. The chapter closes with informative discussions. Chapter 2, "Formulating the Idea," provides a unique approach to thinking about a new idea. This chapter accounts for the fact that a problem will have a novel solution. Essentially, this chapter guides the reader through cognitive processes involved in formulating new ideas, based upon problems trying to be solved. This chapter introduces a patent uniqueness and novelty test, which is paramount in any patent. Discussions related to management of innovation are discussed in the closing pages of this chapter. Chapter 3, "Search Strategies, Techniques, and Search Tools to Validate the Uniqueness of any Invention," provides simple exercises that will develop critical skills related to searching and researching various topics on the Internet. Discussions of "prior art" are introduced and how to determine if anyone has ever thought about a new idea you might have in mind. Chapter 4,

"Invention Teams," provides fabulous insights on how to establish and engage productive invention teams out of small numbers of individuals. This is a great chapter for understanding key aspects of teaming, as it reaches back to the days of Thomas Edison and his invention teams. This chapter explores the dynamics of certain members on these types of teams, the roles and responsibilities of members, and important elements of invention mentoring. Chapter 5, "Invention Evaluation Teams," provides a robust view of critical skills involved in evaluating the strengths of invention ideas and other intellectual property assets. The underlying premise in this chapter surrounds the ability to understand values in solution ideas and other forms of intellectual property. Chapter 6, "Defining a Patent: The Problem, Solution, and Novelty," introduces the readers to the act of creating a patent. This chapter explores what's involved in defining appropriate problems with solutions that are novel for inventions, while also addressing key aspects of other types of intellectual property. Critical skills for harvesting these types of assets are explored. Chapter 7, "Defining Multiple Ideas: Problems, Solutions, and Novelty," builds on the previous chapter and addresses key aspects of filing multiple ideas as bulk submissions. Chapter 8, "Intellectual Property," provides insights to definitive discussions on the various types of intellectual property. Chapter 9, "Property Protection: Copyrights, Trademarks, Trade Secrets, Patents, and publishing Intellectual Property," provides an in-depth view on how to file various types of intellectual property. This chapter also identifies authoritative sources to assist in the formalization process of intellectual property. Appendix 1, "Case Study for Further Research" contains listing of the example patents used in the prior arts study in this book. This clearly shows how claims are written in patents, and much more. Appendix 2, "Trade Secrets" explains additional details surrounding the topic of trade secrets. Appendix 3, "Inventor Resources" provides an extremely valuable list of resources that any inventor can utilize while engaged in the invention process.