

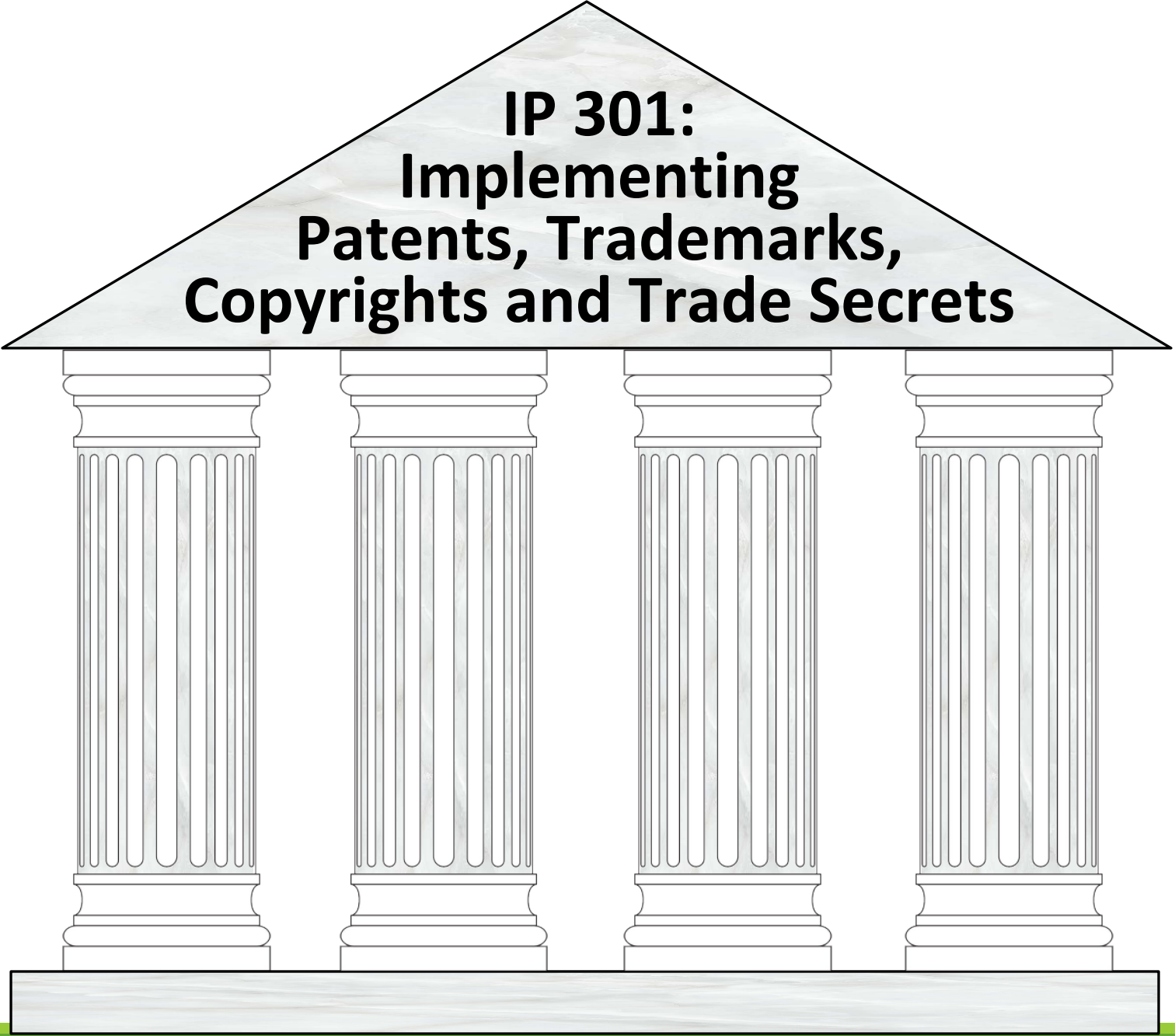
IP 301: Implementing Patents, Trademarks, Copyrights, and Trade Secrets

Welcome to the Surf Incubator and to our class!

Please help yourself to:

- coffee in the mini-kitchen right outside this room
- filtered water from the fountain down the hall, outside the restrooms
- snacks in the back

We will get started at 8am!

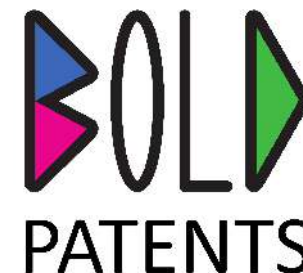


IP 301: Implementing Patents, Trademarks, Copyrights and Trade Secrets

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Patent Attorney, MBA, PE
founder of Bold IP, PLLC

James Bunts
Patent Attorney, MSEE

April 6, 2018



Intellectual Property Series: 101,201, and 301 and new IP102, 202 series May/June

February 2, 2018

March 2, 2018

April 6, 2018

May 4, 2018

June 7, 2018

IP 101:
Learning the Law of
Patents, Trademarks,
Copyrights and Trade
Secrets and how they
apply to your
business/startup

IP 201:
Creating a plan for
Patents, Trademarks,
Copyrights and Trade
Secrets into your
business/startup

IP 301:
Implementing Patents,
Trademarks, Copyrights
and Trade Secrets into
your business/startup

IP 102:
*Patents &
Trade Secrets*: The
law, protecting,
enforcing, and
monetizing

IP 202:
*Patents & Trade
Secrets*: Integrating
into your Business
Plan

Agenda: IP301: Implementing IP

8:00-8:05: Gather, Coffee, and Get Seated

8:05-8:15: Around-the-Room Introductions

8:15-8:45: Refresher on IP Law (101)

8:45-9:15: Refresher on IP Business Plan (201)

9:15-9:30: 15-Minute Networking Break

9:30-10:15: Implementing Patents and Trademarks

10:15-10:30: Implementation Workshop I

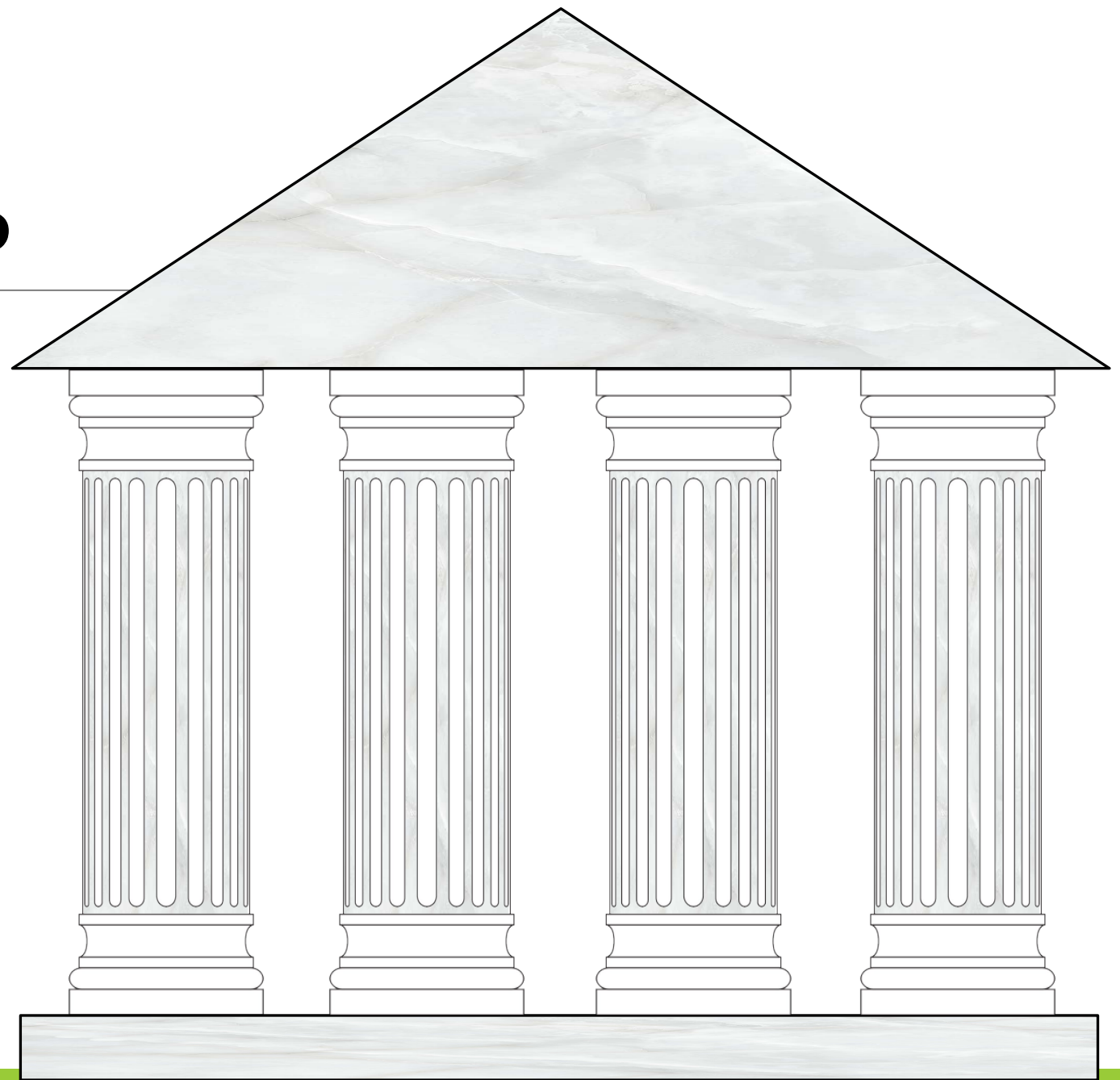
10:30-10:45: 15-Minute Networking Break

10:45-11:30: Implementing Copyrights and Trade Secrets

11:30-11:45: Business & IP Plan Workshop II

The 4 Pillars of IP

- Patents
- Trademarks
- Copyrights
- Trade Secrets



Patent Law Primer

A Patent gives an inventor the right to exclude others from making, using, selling, or importing the invention into the US (or other countries) for a period of 20 years from the date of filing.

Three requirements to get a patent

- Novelty
- Non-obviousness
- Utility (or 3D/Aesthetic Shape for Design)

Types of Patents

- Utility Patents
 - Eligibility: Device, Manufacture, Composition of Matter or Process/Method
- Design Patents
- Plant Patents

American Invents Act

- First to File vs. First to Invent
- Worldwide Prior Art
- Patent Trial and Appeal Board (PTAB)

Timing is Critical

- Best to FILE before public disclosure
 - Use NDA if you must disclose
- Statutory Bars for Selling or Publicly Disclosing
- 1-Year Grace Period for US

Enforcement

- Federal Court
- PTAB
- Settlement/License

Trademark Law Primer

A Federal Trademark registration gives a business or brand owner the right to exclude others from using a word or design mark within one or more legal classifications for as long as the mark is in use.

Three requirements to get a trademark

- Distinctiveness / Not Confusingly Similar
- Used in Commerce
- Source Identifying

Types of Trademarks

- Word Marks
- Design Marks
- Service Marks
- State Marks

Lanham Act

- First in Use Get Priority
- USPTO Search & Examination
- Trademark Trial and Appeal Board (TTAB)
- Common Law rights prior to registration

Timing is Critical

- Best to FILE even before use as an “intent-to-use” to make sure no one else files before you or shows evidence of use in commerce
- USPTO will Publish for Opposition (30 days)
- Must show *Continuous use* throughout

Enforcement

- State and Federal Court
- TTAB
- Settlement/License

Copyright Law Primer

A Copyright registration provides prima facie evidence for at least one author of a creative work with regard to content, timing, ownership, and use requirements.

Three requirements to get a copyright

- Independent Original Creation
- Fixed in Tangible Means
- Artistic Expression

Types of Copyrights

- Written
- Visual
- Sculptural
- Musical
- Performing

Copyright Act

- Constructive Notice via Publication
- Fair use Doctrine
- No requirement of novelty
- Proper notice of copyright © “Copyright, 2018”

Timing is Critical

- Who created the original work (looking at derivatives and look-alikes) it’s important who created the original first
- Filing a copyright *prior* to court case/suit will allow much easier time for plaintiff asserting infringement
- 1-Year Grace Period for US

Enforcement

- Federal Court
- Settlement/License

Trade Secret Law Primer

A Trade Secret gives its owner the right to prevent misappropriation (theft) of that information by anyone who has access or should not have access and for a certain time after employment.

Three requirements to a trade secret

- Not readily ascertainable
- Security measures taken
- Economic value

Types of Trade Secrets

- Product Manufacturing Method/Process
- Business Method/Process
- Information
- Know-How

State Trade Secret Statutes

- Notice to employees
- Constructive/Implied Access
- Employment Law Implications (Hiring/Firing)
- Non-compete Law

Timing is Critical

- Identify whether the good/service should be protected under Patent Law – 1 year window from first sale or publication
- Immediately when employee joins company – signs confidentiality documents

Enforcement

- State Court
- Federal Court (Defend Trade Secrets Act)
- Settlement/License

Business Planning: Why?

- Documents Path Forward
- Communicates Internally/Externally
- Unifies for Employees
- Forces Research
- Critical for Investors, Banks, Professional Services
- Mandatory for ALL stages of a business
 - Start-up
 - Growth
 - Maturity

The 6 Components of a Business Plan

- Company Description
- Industry Analysis
- Target Market
- Competitive Analysis
- Marketing/Sales
- Operations

Company Description & IP

- Start-up
 - Explore Patentability of Technology
 - Initial Trademark for business name
- Growth
 - File New Marks for New Brands
 - Explore Patentability of Improvements
 - File Copyrights for Monetized Art
 - Document and Organize Processes, Data, and Systems
- Maturity
 - Enforce/Monitor for Infringement of brands and lines of business as well as protected technology and art creations
 - Continue to Protect Sub-Specialty tech
 - Enforce Trade Secrets

Industry Analysis & IP

- Start-up
 - Get an idea on how quickly products/services are innovating
 - Understand how the customers perceive industry products/services (photos, stories, news, media, ads, etc.)
- Growth
 - Document what creative content customers respond to
 - Protect data gathered on customers, and specifically how you are serving clients
 - Explore R&D in areas no one else is – find gaps
- Maturity
 - Only publicize what is required – keep as many trade secrets as you can while in this stage
 - Create license agreements for those in the industry to keep industry alive
 - Pick the smart battles with Patent enforcements

Target Market & IP

- Start-up
 - Look at what your consumers are demanding, what they are buying
 - Figure out exactly what they are reading, and create content and protect there
 - Figure out what problems are being talked about by the community
- Growth
 - File copyrights for artwork and written/visual content specific customers enjoy
 - Protect data gathered on referral partners, customers, and specifically processes how products interact with clients
 - Assess Patentability for R&D Solutions for target market
- Maturity
 - Document and Protect internal data on customers
 - Create contracts with suppliers based on target customer data and allow them to innovate and take on risk of investing in risky technology

Competitive Analysis & IP

- Start-up
 - Initial technology differentiator should be evaluated as potentially patentable
 - Conduct Trademark Search and Application to lock in business and brand name/logo for desired area of business/classification
- Growth
 - Create images, video and ways to stimulate emotional reaction to steer customers away from competitors to yours (Copyright filings)
 - Assess Patentability for R&D Solutions to design around competitor patents/publications
- Maturity
 - Acquire companies that have trademarks/patents that would help take away market share from main competitor
 - Dedicated teams to explore new areas and products internally
 - Invest in research grants, institutions and outreach programs to gather talent

Marketing/Sales Plan & IP

- Start-up
 - Use logo, image, creative approach to differentiate your business from competitors
 - Determine whether your business method and approach to serving clients is potentially patentable
- Growth
 - File patents on business methods for how to do the business they do
 - File patents on products and services to exclude any competitors from making, using, selling, or importing that invention
 - Retain trade secret data and information on products, assembly, methods of processing and make sure employees are trained on security measures
- Maturity
 - Present patent portfolios on specific technologies that key competitors cannot offer
 - Drive more sales through brand loyalty

Operations Plan & IP

- Start-up
 - Contracts are important and IP ownership clauses are huge even on initial prototyping jobs
 - International contracts for development and manufacturing overseas
- Growth
 - Assure trade secrets are maintained as company and employee count rises
 - Delegation of tasks must also mean additional compliance audits
 - Incentivize innovation as workforce grows
 - Customer feedback loop is huge as products are tested to capture new R&D
- Maturity
 - License and Sell off brands and product lines that are not in alignment with growth of company
 - Double-down on what aspects of the company are core and where heart is

15 – Minute Networking Break

- What stage is your company in right now?
- Which form of IP protection, if you had to pick one, will you implement next?

Implementing Patents into your Business

- ***Start-up***
 - Explore Patentability of Core Technology
- ***Growth***
 - File Patent Applications on Expanded Technologies
- ***Maturity***
 - Enforce Portfolio of Patented Technology

Implementing Patents into your Business: Start-Up

Conducting a ***Preliminary*** Patentability Search on your own

- Google Patents:
 - <http://patents.google.com>
- USPTO Website (PatFT):
 - <http://patft.uspto.gov/netahtml/PTO/index.html>
- Free Patents Online:
 - <http://www.freepatentsonline.com/>
- WIPO Search:
 - <https://patentscope.wipo.int/search/en/search.jsf>

SEARCH TERMS 

✕

Surf Board ✕ or + *Synonym*+ *Synonym*

SEARCH FIELDS

 Date · Priority ▾

2015-01-01 — YYYY-MM-DD

 + *Inventor* + *Assignee*

Patent Office ▾ Language ▾

Status · Grant ▾ Type · Patent ▾

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Surfboard with an improved stringer

[Grant US9738356B2](#) · Benjamin R. Peter · Benjamin R. Peter

Priority 2015-10-02 · Filing 2015-10-02 · Grant 2017-08-22 · Publication 2017-08-22

A water sports board with enhanced flexibility includes an elongated core body and an elongated wooden or carbon fiber planar stringer disposed on the centerline of the core body. A plurality of elongated slots are formed in the upper edge of the stringer and extend downwardly toward the bottom ...

Surfboard fin

[Grant US9669905B1](#) · Bradley Pierce · Bradley Pierce

Priority 2015-12-07 · Filing 2015-12-07 · Grant 2017-06-06 · Publication 2017-06-06

A fin with a unique design for use with surfboards.

Surfboard

[Grant RU2626212C1](#) · Игорь Федорович Баленко · Игорь Федорович Баленко

Priority 2016-07-28 · Filing 2016-07-28 · Grant 2017-07-24 · Publication 2017-07-24

FIELD: sports. SUBSTANCE: foldable body is composed of a fore and aft section which are pivotally connected to each other in the unfolded position for surfing and in the folded transport position with bottom parts contact. The length of the fore section is 1/3 of the body length. On the aft ...

Data current through April 3, 2018..

Query [\[Help\]](#)

Term 1: 9738356 in Field 1: Patent Number

AND

Term 2: in Field 2: All Fields

Select years [\[Help\]](#)

1976 to present [full-text]

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Patents from 1790 through 1975 are searchable only by Issue Date, Patent Number, and Current US Classification.
When searching for specific numbers in the Patent Number field, utility patent numbers are entered as one to eight numbers in length, excluding com optional, as are leading zeroes).

United States Patent	9,738,356
Peter	August 22, 2017

Surfboard with an improved stringer

Abstract

A water sports board with enhanced flexibility includes an elongated core body and an elongated wooden or carbon fiber planar stringer disposed on the centerline of the core body. A plurality of elongated slots are formed in the upper edge of the stringer and extend downwardly toward the bottom edge. The slots are filled with an elastic rubber-like material. The water sports board can be a surfboard, windsurfing board, kite board, wakeboard or body boards.

Inventors:	Peter; Benjamin R. (Egg Harbor Township, NJ)		
Applicant:	Name	City	State Country Type
	Peter; Benjamin R.	Egg Harbor Township	NJ US
Family ID:	1000002784621		
Appl. No.:	14/873,312		
Filed:	October 2, 2015		

Prior Publication Data	
Document Identifier	Publication Date
US 20170096198 A1	Apr 6, 2017

Current U.S. Class:	1/1
Current CPC Class:	B63B 35/7906 (20130101)
Current International Class:	B63B 35/81 (20060101); B63B 35/79 (20060101)

References Cited [\[Referenced By\]](#)

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2013/0231014	September 2013	Knutson

Primary Examiner: Avila; Stephen
Attorney, Agent or Firm: Lehrer; Norman E.



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RESEARCH

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TOOLS & RESOURCES

ACCLAIM IP

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1	9738356	Surfboard with an improved stringer A water sports board with enhanced flexibility includes an elongated core body and an elongated wooden or carbon fiber planar stringer disposed on the centerline of the core body. A plurality of...	1000

(12) **United States Patent**
Peter

(10) **Patent No.:** **US 9,738,356 B2**
 (45) **Date of Patent:** **Aug. 22, 2017**

(54) **SURFBOARD WITH AN IMPROVED STRINGER**

(56) **References Cited**

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(71) Applicant: **Benjamin R. Peter**, Egg Harbor Township, NJ (US)

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(72) Inventor: **Benjamin R. Peter**, Egg Harbor Township, NJ (US)

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 7,344,425 B2 3/2008 Yeh
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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(21) Appl. No.: **14/873,312**

2009/0280704 A1 11/2009 Fort
 2012/0263916 A1* 10/2012 Green B32B 3/02 428/138

(22) Filed: **Oct. 2, 2015**

2013/0231014 A1* 9/2013 Knutson B63H 16/00 440/21

(65) **Prior Publication Data**
 US 2017/0096198 A1 Apr. 6, 2017

* cited by examiner

Primary Examiner — Stephen Avila
 (74) *Attorney, Agent, or Firm* — Norman E. Lehrer

(51) **Int. Cl.**
B63B 35/81 (2006.01)
B63B 35/79 (2006.01)

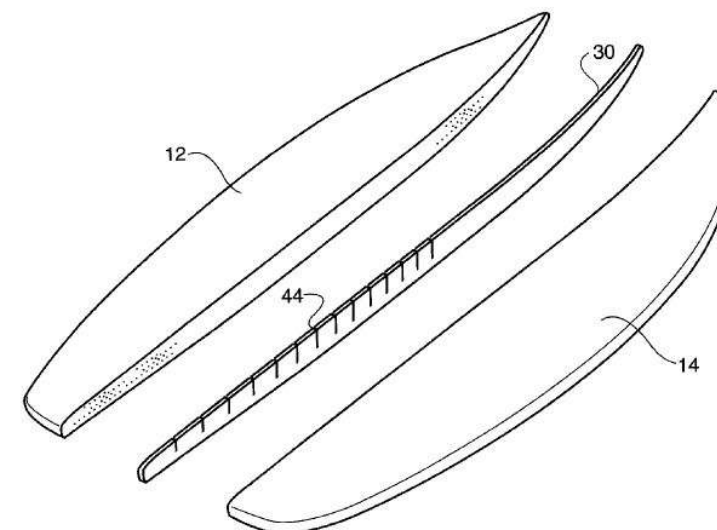
(57) **ABSTRACT**


A water sports board with enhanced flexibility includes an elongated core body and an elongated wooden or carbon fiber planar stringer disposed on the centerline of the core body. A plurality of elongated slots are formed in the upper edge of the stringer and extend downwardly toward the bottom edge. The slots are filled with an elastic rubber-like material. The water sports board can be a surfboard, wind-surfing board, kite board, wakeboard or body boards.

(52) **U.S. Cl.**
 CPC **B63B 35/7906** (2013.01)

(58) **Field of Classification Search**
 CPC B63B 35/7906
 See application file for complete search history.

13 Claims, 7 Drawing Sheets





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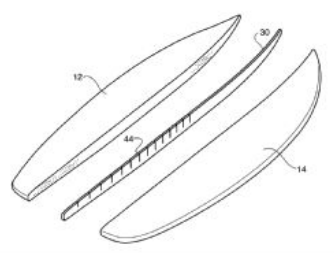
Machine translation

1. (US20170096198) Surfboard with an improved stringer

[National Biblio. Data](#) | [Description](#) | [Claims](#) | [Drawings](#) | [Documents](#)

PermaLink

Application Number: 14873312 **Application Date:** 02.10.2015
Publication Number: 20170096198 **Publication Date:** 06.04.2017
Grant Number: 09738356 **Grant Date:** 22.08.2017
Publication Kind : B2
IPC: B63B 35/81
B63B 35/79
Applicants: Benjamin R. Peter
Inventors: Benjamin R. Peter
Agents: Norman E. Lehrer
Priority Data:
Title: (EN) Surfboard with an improved stringer
Abstract: (EN)
A water sports board with enhanced flexibility includes an elongated core body and an elongated wooden or carbon fiber planar stringer disposed on the centerline of the core body. A plurality of elongated slots are formed in the upper edge of the stringer and extend downwardly toward the bottom edge. The slots are filled with an elastic rubber-like material. The water sports board can be a surfboard, windsurfing board, kite board, wakeboard or body boards.



Implementing Patents into your Business: **Growth**

Filing a Patent Application

- Using a Patent Attorney to Draft your Patent Application
- What you can do:
 - Search Results
 - Invention Disclosure
 - Inventorship/Ownership
 - Improvements

Search Results

- Document the search results (most relevant) from what you found on your own [required for IDS*]
- Include keywords/phrases used
- Provide list of databases you researched
- Preliminary Analysis of Novelty Areas

Invention Disclosure

- Write as clearly as you can how your invention works, explaining to the best of your ability how to explain how to make and use your invention
- Draft/Draw shapes, figures, and flow charts to fully explain the written description
- Come up with as many alternative embodiments as possible to your invention to provide broadest protections

Disclosure, Inventorship, and Ownership

- Document and provide evidence of the following:
 - Approximate Date of conception
 - Any/all names of individuals you shared the invention with prior to filing a provisional
 - Copies of any Nondisclosure or Confidentiality agreements signed
 - Your Employment Contract (if applicable) to assess potential for employer-owned IP

Improvements & Marketability of Invention

- Once Provisional or Non-Provisional Application has been filed (“Patent Pending”) conduct the following:
 - Gather customer feedback to document potential changes/improvements
 - Gather feedback on marketability and ways you may need to change the function/appearance to sell better
 - Document ways to bring to market more efficiently

Implementing Patents into your Business: **Mature**

Enforcing Patent Rights

- Using a Patent Attorney to Conduct Infringement and Validity Analysis for your Patents
- Using a Patent Attorney to Draft Cease & Desist Letter and/or file Suit in Federal Court or PTAB
- What you can do:
 - Document First Sales and Publications
 - Document any Notices on 3rd Party Infringers
 - Provide List of Potential Infringers

Implementing Trademarks into your Business

- ***Start-up***
 - Explore Registrability of Potential Marks
- ***Growth***
 - File Additional Applications on Brands
- ***Maturity***
 - Enforce Portfolio of Successful brands

Implementing Trademarks into your Business: **Start-Up**

- Document Initial Sale and First Commercial Use
- Hire a Trademark Attorney to conduct a Professional Search, but first – conduct a **Preliminary** Trademark Search on your own
 - USPTO Website:
 - <http://tmsearch.uspto.gov>
 - Great Research:
<https://www.uspto.gov/trademarks-application-process/search-trademark-database>
 - Google:
 - <http://www.google.com>

Trademarks > Trademark Electronic Search System (TESS)

Welcome to the **Trademark Electronic Search System (TESS)**. This search engine allows you to search the USPTO's database of registered trademarks and prior pending applications to find marks that may prevent registration due to **confusion** refusal.

WARNING: Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search; and (3) how to interpret the search results. Click **TESS TIPS** for detailed information on other important search topics.

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<div><div>▶ Word and/or Design Mark Search (Structured)</div><div>This option is used to search word and/or design marks. NOTE: You must first use the Design Search Code Manual to look up the relevant Design Codes.</div></div>
<div><div>▶ Word and/or Design Mark Search (Free Form)</div><div>This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. NOTE: You must first use the Design Search Code Manual to look up the relevant Design Codes.</div></div>

Additional Search Options
<div><div>▶ Browse Dictionary (Browse Dictionary)</div><div>This option browses all fields in the database unless you limit to a particular field. Results are returned in a dictionary-style (alphabetic) format.</div></div>
<div><div>▶ Search OG Publication Date or Registration Date (Search OG)</div><div>This option searches the Official Gazette for marks published or registered on a particular date.</div></div>

[Logout](#) Please logout when you are done to release system resources allocated for you.

Implementing Trademarks into your Business: **Start-Up**

- Looking for exact same words/phrases
- Looking for sound-alikes
- Looking for similar spellings
- Also looking for just objective possibility of confusion with
- Make sure to analyze based on specific classifications

Implementing Trademarks into your Business: **Growth**

- Think beyond your core business and look at specific products or sub-companies that could be spun off into different channels
- Think about acquisitions, and what brand-baggage companies that you are acquiring are bringing on
- Work with an attorney to assure alignment of brand portfolio, would not want any overlap between products/brands

P&G is made of Our Brands, individually Who We Are, each Sustainability customers in different ways—but all with a focus on making peoples' lives a little easier.

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SK-II

Swiffer

TAMPAX

Tide

VICKS

Brands

Top Global Brands

Our 22 iconic, billion-dollar brands. These are the flagship food and beverages that make us uniquely PepsiCo.

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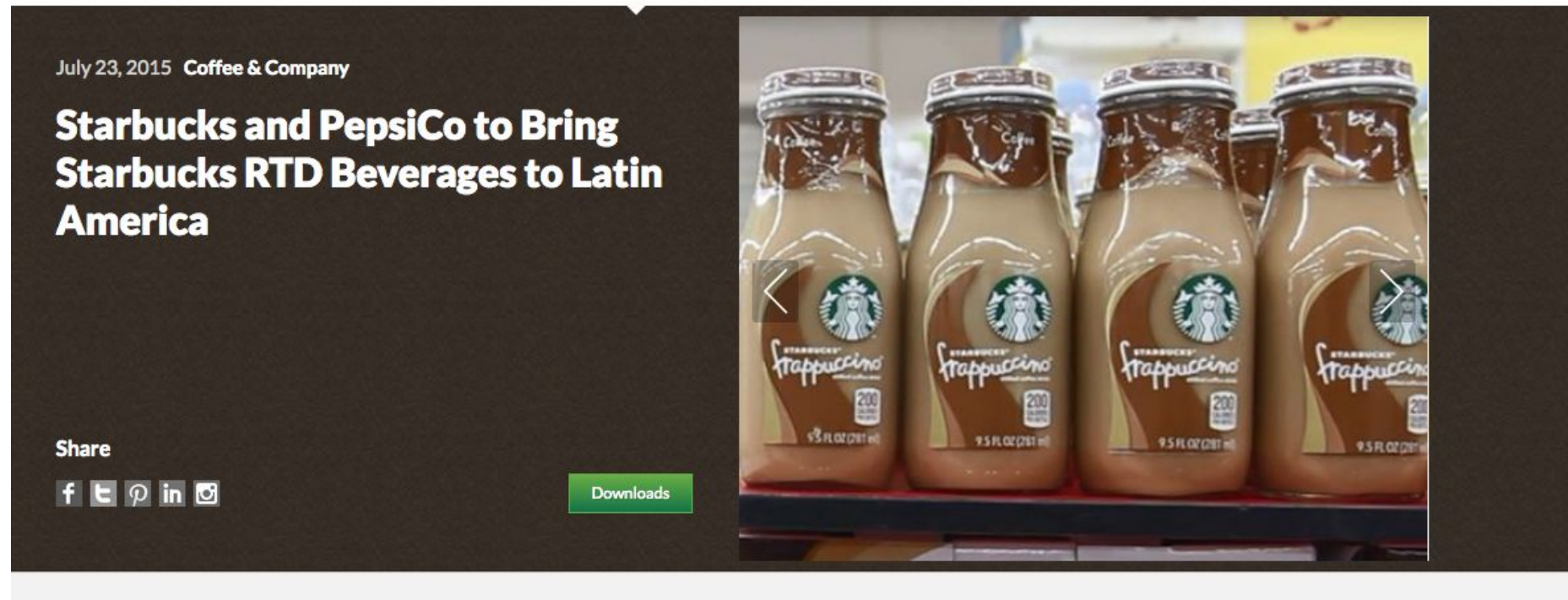

For nutrition information and more visit: [PepsiCo Beverage Facts](#) and [Frito-Lay](#)

Implementing Trademarks into your Business: **Mature**

- Look to license brands to enhance revenue streams
- Monitor the market to be vigilant to avoid genericization of your brand
- Be cognizant of any infringers and be sure to send cease and desist letters for anyone using your brand (or confusingly similar mark)
- Extend rights to trade dress protection or even famous mark status

Implementing Trademarks into your Business: **Mature**

- Look to license brands to enhance revenue streams



Implementing Trademarks into your Business: **Mature**

- Monitor the market to be vigilant to avoid genericization of your brand
 - **Escalator**: Otis Elevator Co, which bought the escalator trademark from inventor Charles Seeberger, was judged to have used it in a generic way in its *own* patents and advertising - *Haughton Elevator Co v Seeberger (Otis Elevator Co), 1950*.
 - **Thermos**: King-Seeley Thermos Co was found to have intentionally used "thermos" as a generic term to popularise the product - *King-Seeley Thermos Co v Aladdin Ind, 1963*.
 - **Yo-Yo**: Duncan Toys Co went bankrupt after a judge ruled "yo-yo" had become too ingrained in common speech to remain trademarked - *Duncan Toys Co v Royal Tops Co, 1965*.

Implementing Trademarks into your Business: Mature

- Be cognizant of any infringers and be sure to send cease and desist letters for anyone using your brand (or confusingly similar mark)

Dear [Infringer's Name]:

We have recently discovered that your business is using the mark [mark/domain] for your service or product. We believe your use infringes on our ownership of the [registered trademark/domain] mark. We learned of your use of the same or similar [mark/domain] mark on [date]. We discovered your use of the mark [explain discovery of infringement].

We believe we have the exclusive right to use this trademark for the following reasons:

1. We have registered the [registered trademark/domain] with the United States Patent and Trademark Office, Register No. [registration number] on [date]. [Optional: It is not necessary to have registered your trademark to receive trademark protection].
2. We began using the mark [registered trademark/domain] on [date]. We have established priority in the mark because our use of the mark precedes your use.
3. Since [date] we have used the trademark on [list services and products].

Because you are using the same or similar mark on the same or similar products, we believe your use of the mark has caused confusion among our consumers and is likely to continue to cause customer confusion in the future.

[Optional: Add a statement here such as "documentation of consumer confusion is included with this letter"]

While the purpose of this letter is to open a dialogue between us, please be advised that we are prepared to take all actions necessary to protect our mark. You have infringed on our mark. You must cease and desist any use of the mark.

Furthermore, you should sign the statement below certifying that you will cease using the mark. We recommend that you consult with an attorney before taking any action.

If you have any questions about this letter, please feel free to contact me.

Implementing Trademarks into your Business: **Mature**

- Extend rights to trade dress protection or even famous mark status
 - **A restaurant** was able to use trade dress to protect its decor, layout, menu, and style. This included the nature of its food preparation area (which customers could see), the way it stored food products in the dining area, and more.
 - **Bottle shapes** are often protected using trade dress. Examples include the Coca-Cola bottle with its curves and ribs as well as the Haig & Haig Scotch whiskey bottle.
 - Successful trade dress cases have been taken by companies claiming trade dress on the color and shape of ***pill capsules***. (Ciba-Geigy Corp. v. Bolar Pharmaceutical Co., 547 F.Supp. 1095 (D.N.J. 1982))

Source: <https://www.upcounsel.com/trade-dress>

15-Minute Networking Break

- Make sure to fill out the sign-in sheet
- Feel free to come up and ask questions during the break

Implementing Copyrights into your Business

- ***Start-up***

- Properly label Copyright notices on all published works

- ***Growth***

- Acquire copyright registrations on all published works

- ***Maturity***

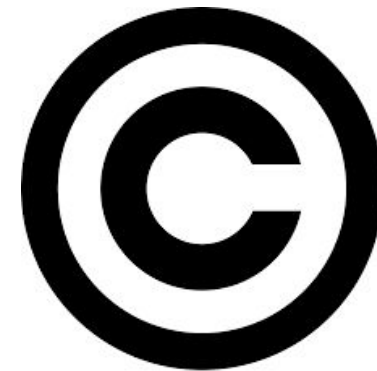
- License/Enforce/Monetize on all creative works that are registered at the Library of Congress

Implementing Copyrights into your Business: **Start-Up**

- Work with Copyright Attorney to identify a strategy for identifying, categorizing, and making plans to protect those creative works that are aligned to business goals
- You can start by putting notices on *Every* creative work that gets published (or may be published)
 - Website (blogs, articles, white papers, books, videos, audio recordings, pictures, etc.)

Implementing Copyrights into your Business: **Start-Up**

- You can start by putting notices on *Every* creative work that gets published (or may be published)



Implementing Copyrights into your Business: **Start-Up**

- Work with Attorney to file Copyright Registrations properly designating the company as the assignee
 - You can try to file electronically on your own, many people do
 - Instructions here:
<https://www.copyright.gov/eco/eco-tutorial-standard.pdf>

Implementing Copyrights into your Business: Growth

Copyright
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Form Pay Submit Work

eCO Navigation Tips

Click here to save and continue.

Type of Case: Work of the Performing Arts Date Opened: 7/21/2014 02:54:45 PM

Mail Certificate

<< Back ||| Continue >>

||| Add Me ||| Save For Later |||

This is the name and address to which the registration certificate should be mailed.
Completion of Individual and/or Organization Information, Address is mandatory.

Individual:

* First Name:
Middle Name:
* Last Name:
* Address 1:
Address 2:
* City:

Organization:

* Organization Name:
* State: -Select-
* Postal Code:
* Country: -Select-

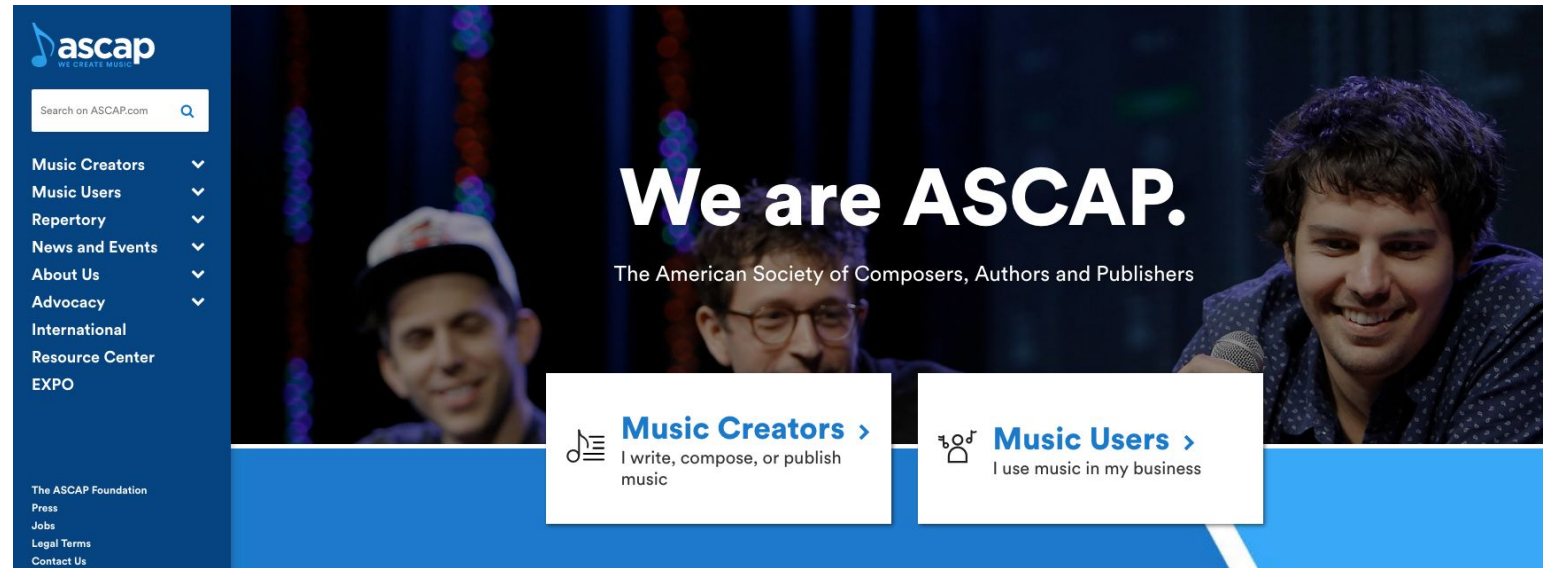
Links	Completed
Type of Work	✓
Titles	✓
Publication/Completion	✓
Authors	✓
Claimants	✓
Limitation of Claim	✓
Rights & Permissions	✓
Correspondent	✓
➤ Mail Certificate	
Special Handling	
Certification	
Review Submission	

Privacy Act Notice: Sections 408-410 of title 17 of the United States Code authorize the Copyright Office to collect the personally identifying information requested on this form in order to process the application for copyright registration. By providing this information you are agreeing to routine uses of the information that include publication to give legal notice of your copyright claim as required by 17 U.S.C. § 405. Your name will appear in the Office's online catalog. If you do not provide the information requested, registration may be refused or delayed, and you may not be entitled to certain relief, remedies, and benefits under the copyright law.

Enter required information for mailing your certificate.

Implementing Copyrights into your Business: **Mature**

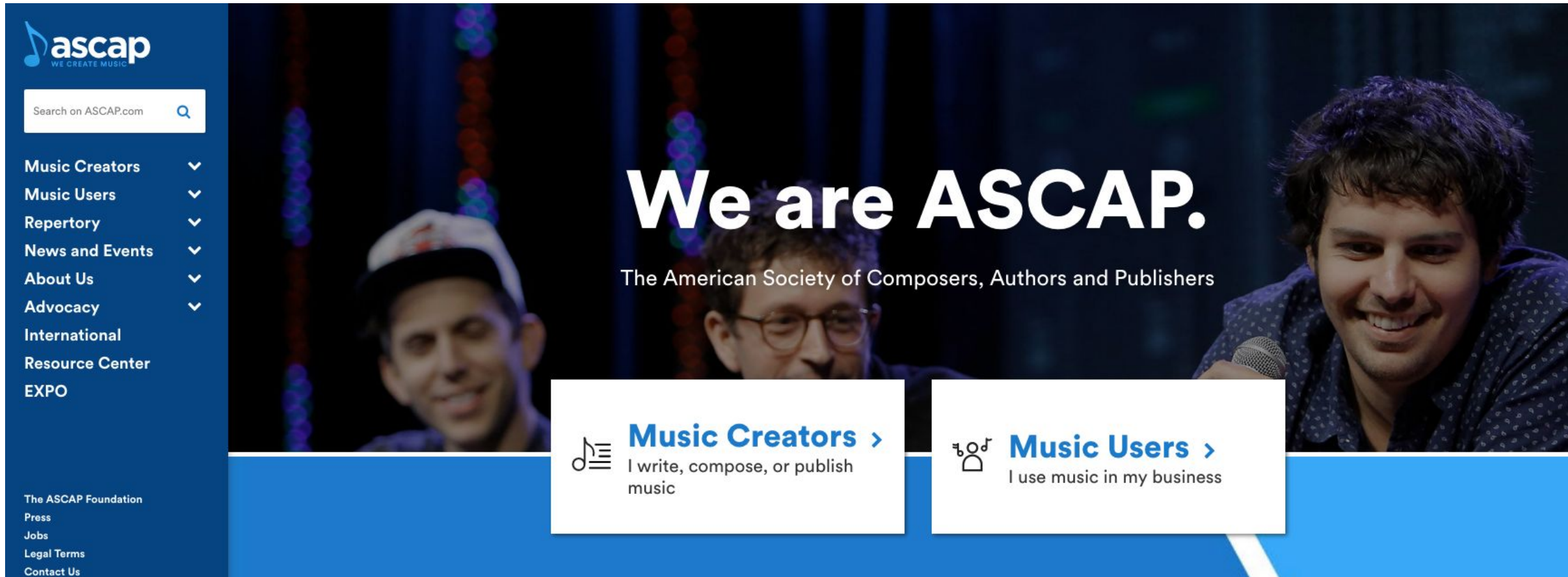
- License/Enforce/Monetize on all creative works that are registered
 - Music
 - Visual Works
 - Written Works
 - Performing



Implementing Copyrights into your Business: **Mature**

- License/Enforce/Monetize on all creative works that are registered
 - Need to enforce rights against infringers
 - Great resource:
<https://www.copyright.gov/help/faq/faq-infringement.html>
 - Monitor the market for most creative works
 - Special 3rd party groups for music
 - SEASAC
 - ASCAP

Implementing Copyrights into your Business: **Mature**



Implementing Copyrights into your Business: **Mature**

The screenshot shows the SESAC website. The top navigation bar includes links for ABOUT, WRITERS/PUBLISHERS, LICENSING, REPERTORY, NEWS, and CONTACT. On the left sidebar, there are four dark blue buttons with white text: 'SONGWRITERS+PUBLISHERS' with the subtext 'YOUR MUSIC. YOUR RIGHTS. YOUR MONEY. LET SESAC REPRESENT YOU.', 'LICENSEES' with 'LICENSING THE WORLD'S FASTEST GROWING MUSICAL REPERTORY IS EASIER THAN EVER.', 'YOUR SESAC ACCOUNT' with a dropdown menu labeled 'Choose Your Login', and 'RUMBLEFISH/HFA' with 'LEARN ABOUT OUR SUITE OF SERVICES.' Each button has a 'GO' link. The main content area features a large graphic of a stylized 'N' in light blue and dark blue. To the right of the 'N', the text reads '2017 NASHVILLE MUSIC AWARDS'. Below this, the winners are listed: 'SONGWRITER OF THE YEAR JUSTIN EBACH', 'SONG OF THE YEAR "IT DON'T HURT LIKE IT USED TO" CARY BARLOWE', and 'PUBLISHER OF THE YEAR WARNER/CHAPPELL'. At the bottom right of the main content area, there is a dark blue bar with seven small squares, the first of which is red.

SESAC

ABOUT WRITERS/PUBLISHERS LICENSING REPERTORY NEWS CONTACT

SONGWRITERS+PUBLISHERS
YOUR MUSIC. YOUR RIGHTS. YOUR MONEY.
LET SESAC REPRESENT YOU. **GO**

LICENSEES
LICENSING THE WORLD'S FASTEST GROWING
MUSICAL REPERTORY IS EASIER THAN EVER. **GO**

YOUR SESAC ACCOUNT
Choose Your Login **GO**

RUMBLEFISH/HFA
LEARN ABOUT OUR SUITE OF SERVICES. **GO**

2017 NASHVILLE MUSIC AWARDS

SONGWRITER OF THE YEAR
JUSTIN EBACH

SONG OF THE YEAR
"IT DON'T HURT LIKE IT USED TO"
CARY BARLOWE

PUBLISHER OF THE YEAR
WARNER/CHAPPELL

Implementing Trade Secrets into your Business

- ***Start-up***

- Identify what inventions/secrets if, when published or sold would be very difficult or impossible to reverse-engineer

- ***Growth***

- Develop rigorous guidelines to meet enforceability requirements

- ***Maturity***

- Maintain TS status as long as possible, be proactive with exiting employees with state-Employment laws

Implementing Trade Secrets into your Business: **Start-Up**

- Identify what inventions/secrets if, when published or sold would be very difficult or impossible to reverse-engineer
 - Look at what is core to your new product/service
 - Think about what your product or service would look like in the hands of your consumers
 - Pretend you were a consumer, would you be able to figure out how you made your product (reverse engineer)
 - If you CAN reverse engineer it – you should seek patent protection

Implementing Trade Secrets into your Business: Growth

- Work with Trade-Secret Attorney to assure your organization has met the three requirements to be able to assert trade secret misappropriation should it happen to you
 - Not readily ascertainable to the public
 - Immediately economical valuable (to competitor)
 - State of the art security measure are taken to protect secret

Implementing Trade Secrets into your Business: **Mature**

- Work with Trade-Secret Attorney and State-Licensed Employment attorney to make sure your Trade Secrets are clearly protected at each phase:
 - At initial employee onboarding
 - At exposure time to sensitive information
 - Upon Employee exit interview / severance package

Implementing Trade Secrets into your Business: Mature

Waymo and Uber reach a surprise settlement

After five days of trial, the two tech giants call it quits

By Sean O'Kane, Andrew J. Hawkins, and Sarah Jeong | Feb 9, 2018, 11:02am EST

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Illustration by Alex Castro / The Verge

After months of buildup and nearly [a full week of courtroom wrangling](#), the two sides in the *Waymo v. Uber* lawsuit have reached a settlement, and the case is being dismissed with prejudice. An attorney for Waymo announced the settlement this morning and was met with gasps of shock from reporters and members of the public who had crowded into the courtroom in San Francisco in hopes of seeing more drama. Judge Alsup granted the motion to dismiss, and with that, the case is, in his words, "ancient history." This was supposed to be day 5 of the trial, which was expected to last at least another week, likely more.

So who gets what? Waymo gets 0.34 percent of Uber's equity at the company's \$72 billion valuation, which works out to a value of around \$245 million. Waymo had [originally sought](#) a \$1 billion settlement last year before the trial got underway, but Uber rejected that deal. Both sides are responsible for paying their own legal fees. "This is all equity; zero cash," said a source familiar with the settlement. "It means Waymo is invested in Uber's future."

NOW TRENDING



Everything we know so far about the shooting at YouTube's headquarters



BMW's new subscription service starts at \$2,000 a month

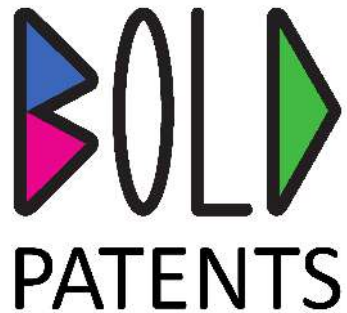


The OnePlus 6 will have a Snapdragon 845 and up to 256GB of storage



\$245M

Thank you! Questions?



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www.boldpatents.com

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let's
DISCUSS

