

# BOLD BULLETIN

WINTER 2017, ISSUE 4

HAVE A BOLD IDEA?  
LET'S TAKE IT TO THE NEXT LEVEL



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## SHARING THE LOVE BETWEEN WORK AND FAMILY

2017 is underway, days are noticeably longer, goals are reset, fresh starts abound and even a little love in the air as Valentine's Day approaches! I love it. And thus, the theme: **Love**. What an abundance of love I been blessed with. As if my wife, Mai and my two princesses: Stella and Emma weren't enough, I've got a big beautiful sprawling family, on both sides, that have always flowed with their love and care with plenty to go around. So, for me, family is a huge part what how I give, receive, and share love.

And all of that makes it hard for me, especially on Monday mornings as I remember I have

to go earn that buck, so we can enjoy the things that make life enjoyable. Up until recently, this was a common heartbreak as I felt I was going away from the things I loved, and worked. That was the case, until I made the decision to **make work personal** and fall in love with work too! In essence, I allowed myself the pleasure to truly LOVE my work and not feel guilty. I allowed myself to open up, take on managing my own law firm and pour my heart and soul into it.

The quality of service, the brand, and our employees is a honest representation of me. This realization of loving the work is becoming clearer each day. I find that there is no need to keep work

and family separated. Why fight it? It just seems so natural to let the two meld together.

While I know I have a long way to go to improve all aspects of my work-life synergy, I do know this: I love working at Bold IP and am proud of the quality of service we provide. We see clients as family, and we want all clients to be cared for in the most efficient manner possible. Every client gets the "family discount". I strive to provide the highest value possible by eliminating all of the wasted steps, processes and systems and get to the heart of the legal analysis.

With Love,  
J.D. Houvener, Founder, Bold IP

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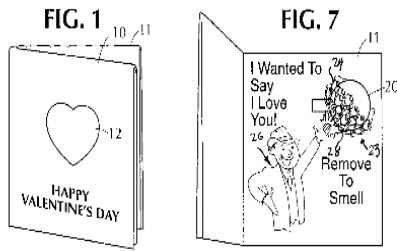
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## LOVE IS IN THE AIR, & IT SMELLS!

U.S. Patent

Feb. 15, 2000

6,024,386



Want to send the smell of roses with your card? Now you can! US 6024386 discloses a card with a bag containing beads impregnated with scent. Send your lover that special scent with your love!

## VALENTINE'S DAY IDEAS

### • Drive-In Movies!

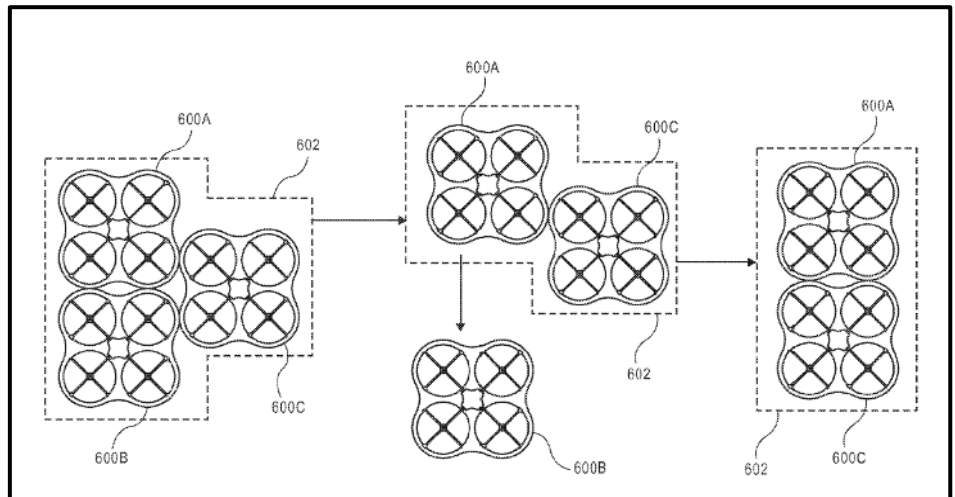
Washington's drive-in theaters are located in Shelton, Bremerton, and Oak Harbor. The Blue Fox Drive-In Theater in Oak Harbor is open year round!

### • Wine Tasting!

There are many hundreds of local wineries in Washington. As the 2<sup>nd</sup> largest premium wine producer in the U.S., easily plan out your tour and make a day of it in our great wine country!

### • Deception Pass Tour!

Learn all about Deception Pass, WA, and enjoy the amazing scenery and possible whale sightings during a lovely day tour aboard the "Island Whaler", a seated open-deck boat.



## AMAZON'S DRONE TECH TAKES A "BIG" STEP

Article By: Dan Truong, Legal Assistant & Researcher

Despite the already progressive nature of Amazon's online storefront, you would think that there couldn't be much more to add to make a consumer's experience more efficient.

Amazon is consistently pushing out new patents. Less than a month into 2017, and the United States Patent and Trademark Office (USPTO) have published ten new patent publications assigned to Amazon. With one of Amazon's latest patents, the company sets its sights to the sky...again.

Back in October, the online retail conglomerate was granted a patent for an unmanned aerial vehicle (UAV) small enough to fit in a person's pocket. Just as Amazon is playing with the idea of small, personal drones, Amazon was just granted a patent for a "super drone" back on December 29, 2016.

Filed back in February of 2015, Amazon's new patent outlines

an embodiment of a "collective unmanned aerial vehicle" designed to accommodate a larger number of tasks as compared to a single drone. The collective UAV configuration is a method of combining any number of drones together to better accommodate package sizes, package quantities, travel longer distances, and more.

The publication mentions that the collective drone may be used to aerially transport a payload of any size and weight. The patent also mentions the possibility to be better detected by other aircraft and air traffic controllers due to the size of the collected drones. With this technology, it seems like Amazon is preparing to deliver more than just household goods, toys, and groceries.

It won't be long before a person will be able to have his/her brand new car delivered to the driveway with Amazon Prime's free two-day shipping. Bold IP is looking forward to that day.

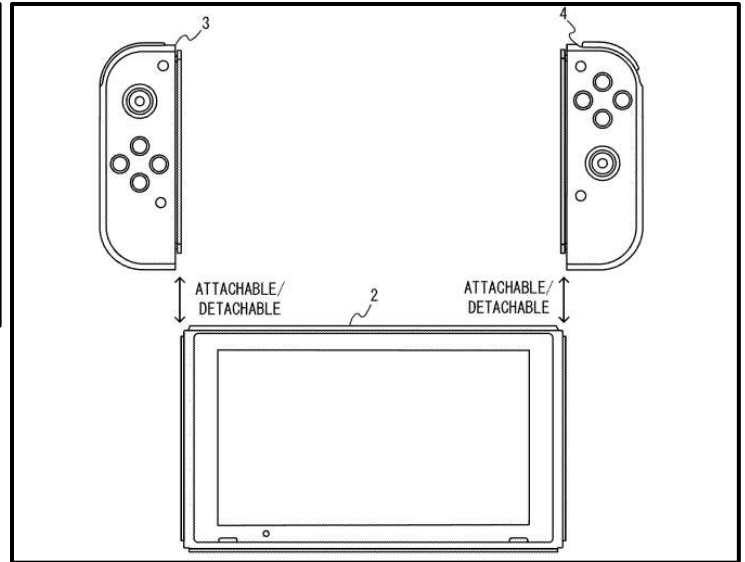


## **PATENT WHAT YOU MIGHT MAKE: LESSONS FROM THE SWITCH**

Article By: Daniel Cole, Patent Attorney

Nintendo is a conservative company. Their long history of underestimating day one sales and limiting production of new systems, have led some to claim they are attempting to create artificial scarcity. The same conservativeness can be seen in their patenting strategy. Usually, you want to patent early and broadly. This, especially in the first to file world we now live in, makes sure you patent first while ensuring your patent covers what you bring to market. Nintendo, however, is in a highly competitive industry where everyone is constantly trying to determine everyone else's plans. So they take a different tack. US patent application 20160361640 is a publication regarding Nintendo's newest home entertainment system. Claim 1 for US patent application 20160361640 A1 reads in part:

"A game controller supporting device for supporting a first game controller and a second game controller wherein: the first game controller includes a first rail member configured for allowing the first game controller to be attached to the supporting device; the second game controller includes a second rail member configured for allowing a second game controller to be attached to the supporting device [...]"



In total, the first claim is 746 words. The drawings make it even clearer The Switch is being described. In full, the patent uses 63 figures and 82 typed pages to explain The Switch in excruciating detail. As patents are published 18 months after filing, detail is usually kept to a minimum. But Nintendo's patent wasn't published until Dec 15 2016, only a month before Nintendo's stream that introduced The Switch to the world. Through careful planning, Nintendo ensured they patented what they made, and no one could find out about it early.

Even Nintendo though patented more than they sold. No plans for switch VR have been announced, but 20160361640 includes description of an HMD accessory that allows the tablet portion of the switch to be worn on the face much like the Samsung VR.

Here at Bold IP, we don't just patent your product we make sure your patent strategy lines up with your business needs. Patent quickly and broad, late and specific, or some combination of the two; Bold's attorneys can help you do so, as well as help you decide which strategy is right for your industry.

**NINTENDO IS NOT THE ONLY ONE INNOVATING!**

**A trademark client of Bold IP, Retro Fighters™ will have a new controller for the Nintendo Switch. Coming Soon!**

**Have a new idea for a patent or trademark? Come work with Bold IP and take the industry by storm!**

**RETRO  
FIGHTERS**



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## BOLD EMPLOYEE SPOTLIGHT: JOHN AHN



John (Hyungsoo) Ahn is a Registered USPTO Patent Attorney who loves ingenuity. He hopes to advance innovation by helping creative entrepreneurs and businesses thrive in their respective fields. John received his B.S. in Biology from the University of California, Riverside and his Juris Doctor from Pepperdine University School of Law. In his spare time, John enjoys running with his dog, writing music, playing soccer with friends, keeping up to date with personal tech devices, and going to karaoke bars.

## BOLD PATENT SPOTLIGHT: SYSTEM FOR CONTROLLING KEY ACCESS USING AN INTERNET-CONNECTED KEY BOX DEVICE

Recently granted, U.S. Patent 9526010, filed by Bold IP is for a lockable key holding device. The novel aspect of this device is the fact that the lock box features a SIM card, like that of a phone, with a unique number, and may be used to lock and unlock the key holder wirelessly via mobile application. This feature allows for agents or tenants to access a home's key without the hassle of trying to coordinate with the owner.

