

# NO!

### They Can't Just Say "Thanks"

#### PROTECTING YOUR CREATIVITY

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Patents, Trademarks, and Copyrights
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LSantangelo@Idea-asset.com

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# NO! You Better Not Just Say "Thanks"

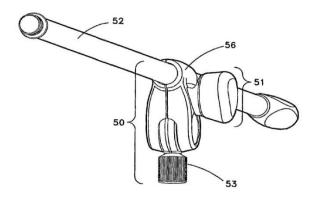


TARGET PISTOL USED ONCE



# The Intellectual Property Club(s)

# **Patents**



**Trademarks** 



Copyrights



**Trade Secrets** 





# THE WALL STREET JOURNAL.

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\* WESTERN EDITION

FRIDAY, MARCH 11, 1991

DELINER, CULLARA

Advanced Micro Devices didn't infringe on Intel patents, a federal jury decided in the retrial of a copyright battle between the chip makers. The ruling could accelerate price cuts on chips and personal computers.

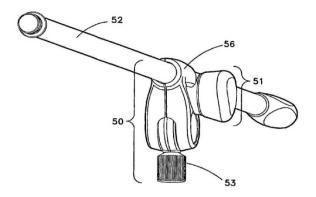
NexGen Microproducts plans to unveil Monday what amounts to the first clone of Intel's Pentium chip.

(Articles on Pages A3 and B5)



# Get in the © Club

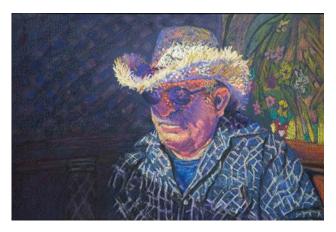
# **Patents**



**Trademarks** 



Copyrights



**Trade Secrets** 





#### music



text



art, film, sculptures



computer programs





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"Knowingly and willfully faisifying material facts on this form may result in criminal liability. 18 U.S.C. §1001.

U.S. Government Printing Office: 2000-461-113/



# **COPYRIGHT REQUIREMENTS**

- ORIGINAL

**NOT COPIED** 

- LONG TIME LIMIT

AUTHOR'S LIFE + 70 YEARS

- AUTOMATIC RIGHT

CAN (and should) REGISTER BUT AUTOMATIC

- NOTICE SYMBOL

Copr. or ©



# #1 - The "Casper Milktoast" Approach a/k/a The Required Notice (after 3-1-89)

Nothing is required!



# #2 - The "Felix Unger" Approach a/k/a The minimum Santangelo recommends

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# #3 - The "Clint Eastwood" Approach a/k/a The "Go Ahead, Make My Day" Approach

#### FBI WARNING!

This material is protected under the copyright laws of the United States and is licensed for individual use only. Any copying, reproduction, or other use of any portion without the written permission of the author is strictly prohibited. Federal law provides for both civil and criminal penalties for copyright infringement. Criminal copyright infringement is investigated by the FBI and may be punishable by a penalty of up to five years in prison and/or a \$250,000 fine.

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# **REAL WORLD**

#### Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Marybeth Teles

Register of Copyrights, United States of America

Registration Number VA 1-745-359

Effective date of registration:

September 2, 2010

Title -

Title of Work: STAN T. rex

Completion/Publication

Year of Completion: 1995

Date of 1st Publication: December 31, 1996

Nation of 1st Publication: United States

Author

Author: Black Hills Institute of Geological Research, Inc.

Author Created: sculpture/3-D artwork

Work made for hire: Yes

Citizen of: United States

Domiciled in: United States

Copyright claimant -

Copyright Claimant: Black Hills Geological Institute, Inc.

217 Main Street, PO Box 643, Hill City, SD, 57745-0643, United States

Limitation of copyright claim

Material excluded from this claim: naturally occuring, unfinished fossil portions

New material included in claim: sculpture/3-D artwork

**Rights and Permissions** 

Organization Name: Black Hills Institute of Geological Research,

Name: Inc. Peter L Larson

Email: peterl@bhigr.com

Address: 217 Main Street

P.O. Box 643

Hill City, SD 57745-0643 United States

Certification



Telephone: 605-574-4289

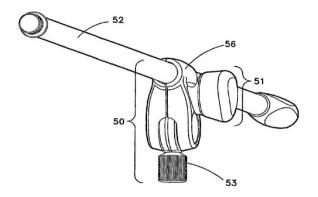


# **REAL WORLD**



# Get in the ™ Club

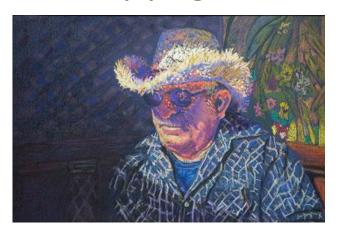
# **Patents**



**Trademarks** 



Copyrights



**Trade Secrets** 



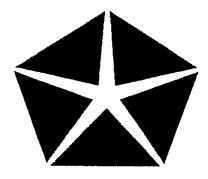


# TRADEMARKS

names

**GOOGLE** 

symbols



slogans

Just Do It

shapes & colors





# TRADEMARK ASPECTS

#### -NON-DESCRIPTIVE IDENTIFIER

NOT GENERIC; SUGGESTIVE OK

SPECIFIC GOODS ONLY

-TIMING

FIRST COME, FIRST SERVE CAN LAST FOREVER

-AUTOMATIC RIGHT

CAN REGISTER (or swiss cheese) **BUT AUTOMATIC** 

-NOTICE SYMBOL



or

# **REAL WORLD**

Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

United States Patent and Trademark Office

Reg. No. 2,750,299

Registered Aug. 12, 2003

#### TRADEMARK PRINCIPAL REGISTER

#### **PROFILE**

CACHE LA POUDRE FEEDS LLC (COLORADO LIMITED LIABILITY COMPANY) 1724 NORTH OVERLAND TRAIL FORT COLLINS, CO 80521

FOR: LIVESTOCK FEEDS, IN CLASS 31 (U.S. CLS. 1 AND 46).

FIRST USE 1-30-1992; IN COMMERCE 1-30-1992.

SER. NO. 78-117,698, FILED 3-26-2002.

MARK T. MULLEN, EXAMINING ATTORNEY



# **REAL WORLD**



# YOU BE THE JURY

PROFILE ®

VS.

Land O'Lakes



### **REAL WORLD**

Tuesday, July 17, 2007

from losses; looking

CHS gets big boost from its ag biz; splits

up Agriliance venture

Land O' Lakes

losses shrink in Q3

to grow

#### Land O' Lakes fined \$15.2M

19.

Minneapolis / St. Paul Business Journal - by Carissa Wyant Staff Writer

Print Email Reprints RSS Feeds Add to Del licio lus Digg This A federal court jury in Colorado has ruled that Land O'Lakes, Inc. Related News knowingly infringed upon the trademark for an animal feed Land O'Lakes developed by a Colorado feed manufacturer. shrinks losses State's new 'sister': A press release said that Arden Hills-based Land O' Lakes, an Haryana agricultural co-op, was ordered to pay Fort Collins, Colo. -based Norwood Young Cache La Poudre Feeds a total of \$15.2 million in damages. The America rebounds

Officials at Land O'Lakes said that the matter was still in litigation, and the company was "disappointed with the results". Land O'Lakes added that substantially all of the damage award is advisory, and the judge will make the final decision in 45 days.

verdict was issued Tuesday, July 10 in Denver. The trial began June

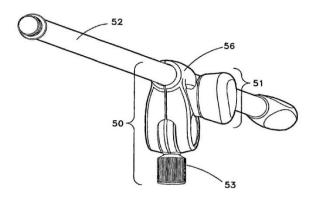
In its statement, Cache La Poudre said it developed the Profile brand "show feed" for grand champion animals in 1991, then learned that Land O'Lakes began rebranding its own show feed lines under the Profile name in 2002. The lawsuit stems from 2004, and was conducted in Denver federal court before Judge Wiley Daniel.

A jury found that Land O'Lakes had acted "willingly and with bad faith" in infringing upon the Cache La Poudre trademark, and also ruled that Land O'Lakes had engaged in deceptive trade practices and unfair competition.

SANTANGELO LAW OFFICES, P.C.

# Get in the secret Club

# **Patents**



**Trademarks** 



Copyrights



**Trade Secrets** 





#### TRADE SECRETS

#### software source code

If 2 Goto 7 A=A+1 Y,Z, 100 GOSUB 43 RETURN Q

processes

STEPS TO MAKE LYE ingredients



#### business lists

Anheuser Busch Hewlett-Packard McDonald's Corp NCAR Univ of Wyoming Steamboat Corp Jack 493-2467
Dave 244-95
COAN 307-561-5724
Bill 641-1108



# I'd tell you, but then I'd have to kill you.



#### CONTRACTS

#### confidentiality agreements



noncompete agreements

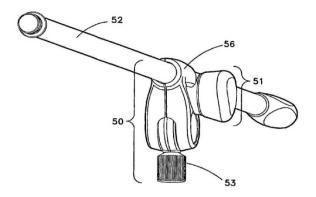
licenses

acknowledgements



# Get in the pat. pend. Club

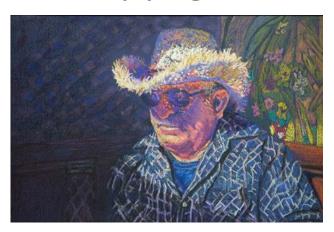
# **Patents**



**Trademarks** 



Copyrights



**Trade Secrets** 





#### UTILITY & DESIGN PATENTS

processes

animals

STEPS TO MAKE LYE

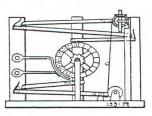


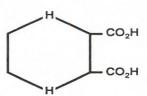
methods

MENTAL **HARMONIZATION PROCESS** 

plants & chemicals



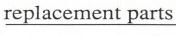




clothing

industrial designs















US005255452A

#### United States Patent [19]

Jackson et al.

[11] Patent Number:

5,255,452

[45] Date of Patent:

Oct. 26, 1993

[54]		AND MEANS FOR CREATING				
[75]	Inventors:	Michael J. Jackson, Los Angeles; Michael L. Bush; Dennis Tompkins, both of Hollywood, Calif.				
[73]	Assignee:	Triumph International, Inc., Los Angeles, Calif.				
[21]	Appl. No.:	905,479				
[22]	Filed:	Jun. 29, 1992				
[51] [52]						
[58]		arch				
[56]		References Cited				
U.S. PATENT DOCUMENTS						
		913 Dennis				

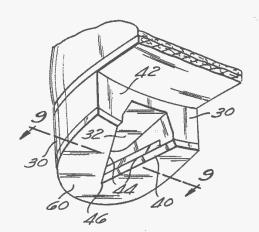
3,889,399		Emrich	
		Garcia	
4,538,480	9/1985	Trindle	36/131
4,645,466	2/1987	Ellis	36/132
4,762,019	8/1988	Beyl	36/131
4,882,858	11/1989	Signori	
5,042,173	8/1991	Blizzard et al.	36/113

Primary Examiner—Steven N. Meyers
Assistant Examiner—M. Denise Patterson
Attorney, Agent, or Firm—Drucker & Sommers

#### [57] ABSTRACT

A system for allowing a shoe wearer to lean forwardly beyond his center of gravity by virtue of wearing a specially designed pair of shoes which will engage with a hitch member movably projectable through a stage surface. The shoes have a specially designed heel slot which can be detachably engaged with the hitch member by simply sliding the shoe wearer's foot forward, thereby engaging with the hitch member.

13 Claims, 4 Drawing Sheets





# PATENT REQUIREMENTS

- NEW

NOVEL, NOT OBVIOUS\*

- TIME LIMITS

MUST APPLY BEFORE
OTHERS (new law)
LASTS 20\* YEARS

- GOVERNMENTAL ALLOWANCE

MUST APPLY; NOT AUTOMATIC

- NOTICE SYMBOL

Pat. Pend. or US Pat. 5685076\*





#### United States Patent [19]

Eason et al.

[11] Patent Number: Des. 435,365

[45] Date of Patent: \*\* Dec. 26, 2000

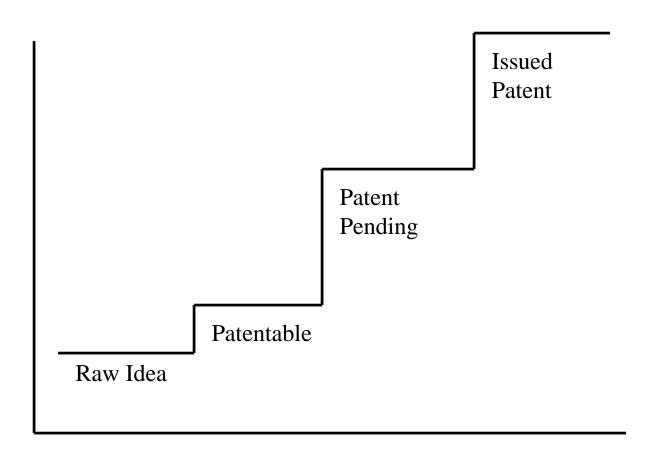
[54]	INSTRU	MENT	STAND			Kester et al 248/166 X	
[75]	Inventors:	Doug	ald H. Eason, Fort Collins; glas A Kempel, Wellington; Robin laton, Fort Collins, all of Colo.	4,744,536 4,785,708 4,807,837 4,890,531 4,923,156	11/1988 2/1989 1/1990	Bancalari . Vaughan . Gawlik et al Tischer . Linneusson .	
[73]	Assignee:	Ultimate Support Systems, Inc., Fort Collins, Colo.			10/1991 5/1993	Hillinger 248/170	
[**]	Term:	14 Years		5,454,473	10/1995	Pirchio et al Hennessey .	
[21]	Appl. No.: 29/110,378			5,505,413 5,664,756 5,713,547			
[22]	Filed:	Sep.	3, 1999	5,744,735			
[51]	LOC (7)	Cl	06-06	5,934,628		Bosnakovic 248/177.1	
[52]			D6/466; D17/99; D16/244		OTHE	R PUBLICATIONS	
[58]				Hamilton Stands, Inc., Monroe, OH, www.hamiltonstand- s.com KB31, KB37 and KB38 guitar stands. Quik Lok, TAM s.r.1., Italy, www.quiklok.com Quik Lok GS-412 guitar stand.			
[56]		Re	eferences Cited			ts, Islip, NY, www. guitarvings.com	
	11	S PAT	TENT DOCUMENTS	Monteleone G		nd. H & Co. KG, Wertheim/Main, Ger-	
			Anthony .			5, 175/1, 176/1, 17660 guitar stands.	
D.	236,227	8/1975	Kester	Primary Exan	uiner—Ca	athron B. Matta	
			Graves . Schoenig et al D6/400	[57]		CLAIM	
D.	368,426 414,962 10	8/1887 0/1999	Ruttmann et al Welsh D17/99 X	The ornament and described		for an instrument stand, as shown	
			Widmer . Romao .		n	ESCRIPTION	
	684,912	9/1928	Dunklau .				
			Lufkin .			ective view of the instrument stand	
	727,708 1	2/1955 9/19 <b>7</b> 0		showing our r			
			Hyde .			tional view of the instrument stand;	
			Uroshevich .			n view of the instrument stand;	
			Matchett .	FIG. 4 is a top			
			Mann .		ght side	elevational view of the instrument	
4,	.010,922	3/1977	Heller et al	stand;			
	061,302 1					onal view thereof; and,	
	352,480 10			FIG. 7 is a ri	ght side	perspective view of the instrument	
			Johnson et al	stand.			
			Gilbert .				
			Uhrig . Leinfelder .		1 Clain	a, 7 Drawing Sheets	
						-	







# PERCEIVED VALUE





#### (19) World Intellectual Property Organization International Bureau





(43) International Publication Date 28 February 2002 (28.02.2002)

PCT

#### (10) International Publication Number WO 02/17469 A1

- (51) International Patent Classification7: H02M 7/5387
- (21) International Application Number: PCT/US01/25749
- (22) International Filing Date: 17 August 2001 (17.08.2001)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:

09/641,584 18 August 2000 (18.08.2000) US

(63) Related by continuation (CON) or continuation-in-part (CIP) to earlier application:

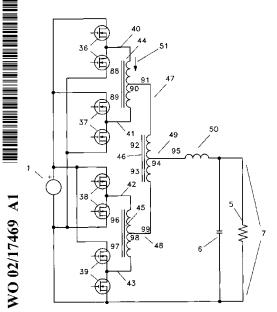
US 09/641,584 (CIP) Filed on 18 August 2000 (18.08.2000)

(71) Applicant (for all designated States except US): AD-VANCED ENERGY INDUSTRIES, INC. [US/US]; 1625 Sharp Point Drive, Fort Collins, CO 80525 (US).

- (72) Inventors; and
- (75) Inventors/Applicants (for US only): PORTER, Robert, M. [US/US]; c/o Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, CO 80525 (US). GUROV, Gennady, G. [RU/US]; c/o Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, CO 80525 (US). LEDENEY, Anatoli, B. [RU/US]; c/o Advanced Energy Industries, Inc., 1625 Sharp Point Drive, Fort Collins, CO 80525 (US).
- (74) Agent: SANTANGELO, Luke: Santangelo Law Offices, P.C., 125 South Howes, Third Floor, Fort Collins, CO 80521 (US).
- (81) Designated States inationalJ: AE, AG, AL, AM, AT, AT (utility model), AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, CZ, (utility model), BE, DE (utility model), DK, DK (utility model), DM, DZ, EC, EE, EE (utility model), ES, FI, FI (utility model), GB, GD, GE, GH, GM, IIR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ.

[Continued on next page]

#### (54) Title: MULTIPLE POWER CONVERTER SYSTEM USING COMBINING TRANSFORMERS



(57) Abstract: Methods and circuitry for combining the outputs of multiphase power conveners which greatly improves the transient response of the power conversion system are presented in a variety of embodiments. Transformers (e.g., 59, 60, 61, 62) may be used to accomplish the combining function, and with properly phased and connected windings it is possible to achieve a great reduction in output ripple current and a simultaneous reduction in transistor tipple current, which give the designer freedom to reduce the value of the system output inductor (e.g., 68), improving transient response.



# INTELLECTUAL PROPERTY BENEFITS & PITFALLS

#### **Benefits**:

- Protect your business
- Enhance value

#### Pitfalls:

- Requires awareness
- Infringement (even if unintentional)



## PRACTICE TIPS

#### Patents:

- ✓ Be creative
- ✓ Do a search (idea-asset.com "references")
- ✓ File first!

#### **Trademarks:**

- ✓ Be creative
- ✓ Do a search (idea-asset.com "references")
- ✓ Use <sup>TM</sup> symbol

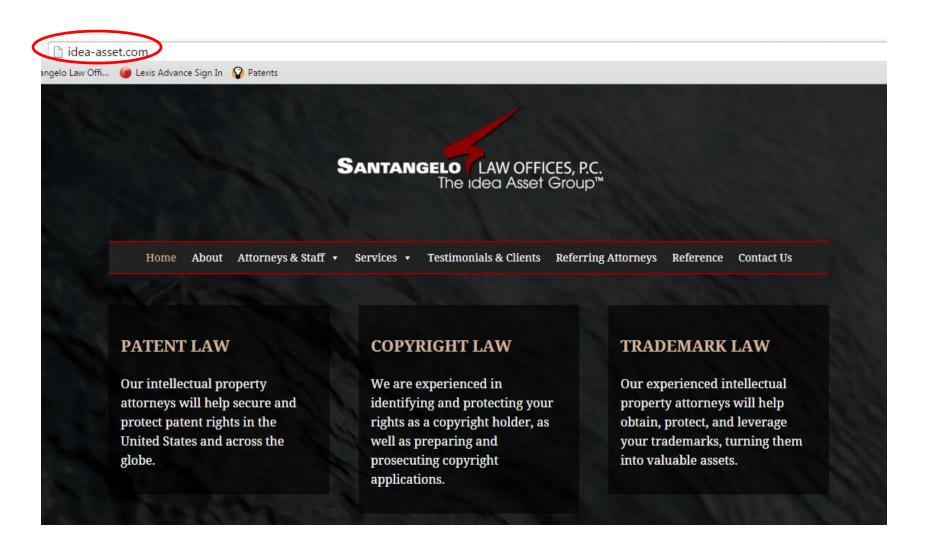
#### **Copyrights:**

- ✓ Be creative
- ✓ Don't copy
- ✓ Use © symbol

#### **Trade Secrets:**

- ✓ Use an NDA
- ✓ Use "confidential" label





#### INTELLECTUAL PROPERTY REFERENCE SITES

Below are links that provide information on the patent, copyright, and trademark submission and protection process for the U.S. and select foreign countries.

#### U.S. PATENTS

U.S. Patent Office Search

Google Patent Search

Free Patents Online

PriorSMart Worldwide Patent Search

#### U.S. TRADEMARKS

U.S. Trademark Office

Colorado Secretary of State name search

Who Is domain search

#### U.S. COPYRIGHTS

Copyright Registration

#### FOREIGN PATENTS

**World Intellectual Property Organization** 

World Intellectual Property Organization – Patent

Search

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European Patent Office - Patent Search

**British Patent Office** 

Canadian Patent Office

Australian Patent Office

Japanese Patent Office

Chinese Patent Office

Korean Patent Office

**Indian Patent Office** 

#### FOREIGN TRADEMARKS

**European Community Trademark Search** 







**Trademarks** 

**IP Policy** 

**Learning and Resources** 



1. Getting Started

2. Application Process

3. Maintaining Your Patent

# Getting Started with Patents

Applying for a patent successfuly requires a strong understanding of the application process. This is the first step to a successful application.

#### Helpful Resources:

- General Information Concerning Patents
- Patent Process Overview
- > Using Legal Services
- International Patent Cooperation
- Patent and Trademark Resource Centers (PTRCs)
- > Patent Statistics

#### Patent Tools & Links



#### Search for Patents

Find existing patents, published patent applications and other published patent documentation



EFS-Web

#### File Online

File a patent application online with EFS-Web



PAIR

#### Check the Filing Status of Your Patent Application

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**Patents** 



**IP Policy** 

**Learning and Resources** 



**Getting Started** 

**Application Process** 

Maintaining a Trademark

# Getting Started with Trademarks

Before you apply for a trademark, you should familiarize yourself with the basics. Determine if you need a trademark or another form of Intellectual Property protection.

#### Helpful Resources:

- Trademark Basics
- Using Private Legal Services
- Non-USPTO Solicitations
- > Trademark FAQs
- > Trademark Process
- Madrid Protocol

#### Trademark Tools & Links



#### Search Trademark Database

Search database for trademark registrations and applications by mark, owner, or serial/registration number



TEAS

#### Filing Online

File forms for the trademark application, maintenance and other trademark processes with Trademark



SDR

#### Check Status & View Documents

Check the status of an application and view and download application

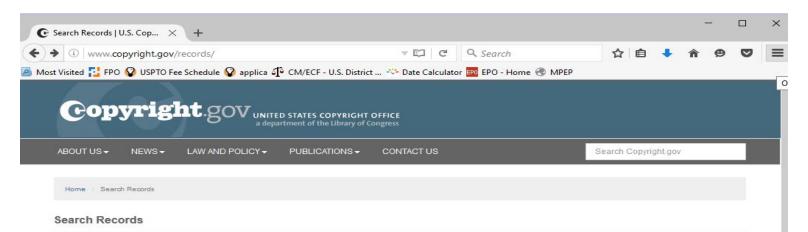
**ESTTA** 

TTABVUE

# Trademark Trial and Appeal Board (TTAB)

Trademark Trial and Appeal Board News and Notices ... Stakeholder





#### Copyright Search Records



Pre-1978 Records

Copyright registrations and renewals covering the period 1870 through 1977 are accessible through a physical card catalog housed in the Copyright Office and also through a virtual set of volumes titled the "Catalog of Copyright Entries" (CCEs), which cover 1891 to 1977.



Post-1978 Records

The Copyright Office is an office of public record for copyright registrations and related documentation. Copyright registrations for all works dating from January 1, 1978, to the present, as well as renewals and recorded documents, are accessible through the Copyright Office online records catalog.



Digitization Project

The Copyright Office is an office of public record for copyright registrations and related documentation. Prior to 1978, copyright records were created in analog form, and housed in the Copyright Office. Once the \*Digitization and Public Access Project is complete, it will provide web-access to all pre-1978 U.S. Copyright Office records.

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### How to use Public PAIR on the USPTO website

Santangelo Law Offices



How to Use Public PAIR on the USPTO website

14 views





# NO!

### They Can't Just Say "Thanks"

#### PROTECTING YOUR CREATIVITY

Luke Santangelo
Santangelo Law Offices, P.C.

Patents, Trademarks, and Copyrights
Fort Collins, CO
970-224-3100
LSantangelo@Idea-asset.com

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