

# Turn Your Ideas Into Gold :

Patents: Don't lose valuable rights!

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"The IP Guy"



\$1.5 Billion



Ernie the Elf

NSPE

**IP Guy**  
Protecting Brands,  
Innovations and Technology

# 5 Major IP Value Drivers

1. Higher Selling Price
2. Protect Market Share
3. Additional Revenue Streams
4. Protect Business Reputation
5. Greater Business Value

A black and white photograph of a spider web, with the text overlaid on it. The web is a complex, intricate pattern of concentric circles and radial lines, creating a dense, textured background. The text is white and stands out against the dark, detailed web.

Patents

Copyrights

Trade Secrets

Trademarks

# Overview

1. Intellectual Property is valuable.
2. Every business has IP.
3. Patents will be our focus today.
4. A simple system to protect your IP and protect your business from surprises.

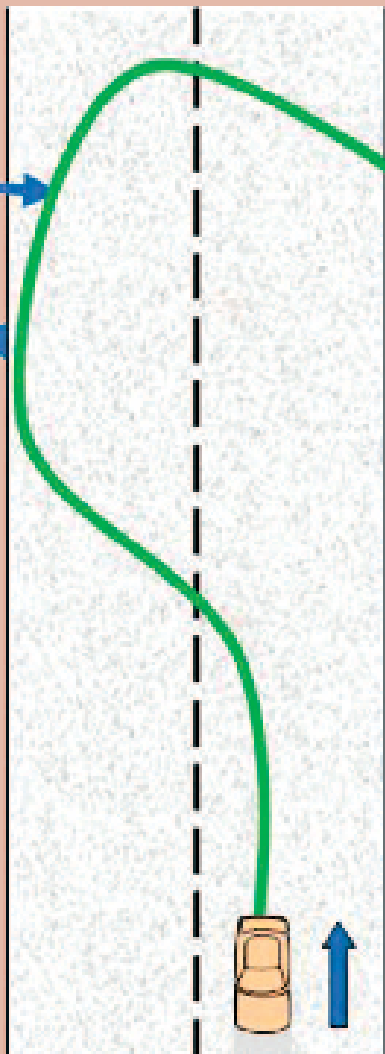


Zone Most Likely  
for Tip-Up and  
Rollover Control

Overcorrection  
~ 540°

Test Complete

Initial Rapid Steering  
Input ~ 270°





US006814173B2

(12) **United States Patent**  
**Wielenga**

(10) **Patent No.:** US 6,814,173 B2  
(45) **Date of Patent:** Nov. 9, 2004

(54) <b>SYSTEM AND METHOD FOR MINIMIZING INJURY AFTER A LOSS OF CONTROL EVENT</b>	4,308,536 A * 12/1981 Sims et al. .... 342/70 4,896,924 A * 1/1990 Kuwana et al. .... 303/176 4,934,477 A * 6/1990 Dai ..... 180/271 4,966,248 A * 10/1990 Farr ..... 180/197 5,173,859 A * 12/1992 Deering ..... 701/70 5,286,099 A * 2/1994 Fujita et al. .... 303/125 5,418,727 A * 5/1995 Ikeda et al. .... 701/96 5,575,542 A * 11/1996 Tanaka et al. .... 303/125 5,805,103 A * 9/1998 Doi et al. .... 342/70 5,927,830 A * 7/1999 Tozu et al. .... 303/155 6,017,101 A * 1/2000 Matsuda ..... 303/140 6,065,538 A * 5/2000 Wielenga ..... 180/275 6,105,705 A * 8/2000 Faye ..... 180/275 6,267,194 B1 * 7/2001 Bullinger et al. .... 180/275 6,370,461 B1 * 4/2002 Pierce et al. .... 701/45 6,523,912 B1 * 2/2003 Bond et al. .... 303/9
(75) Inventor: <b>Thomas J. Wielenga</b> , Ann Arbor, MI (US)	
(73) Assignee: <b>Dynamotive, LLC</b> , Ann Arbor, MI (US)	
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 99 days.	
(21) Appl. No.: <b>09/915,835</b>	
(22) Filed: <b>Jul. 26, 2001</b>	

(65) **Prior Publication Data** \* cited by examiner  
US 2002/0011373 A1 Jan. 31, 2002

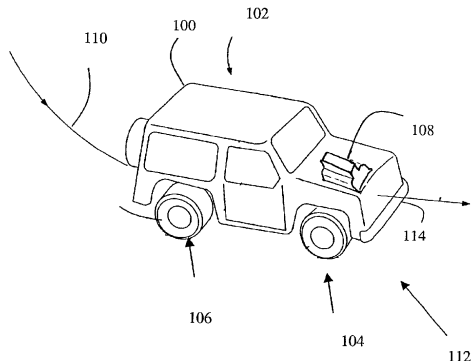
(60) **Related U.S. Application Data**  
Provisional application No. 60/221,767, filed on Jul. 31, 2000.  
(51) **Int. Cl.<sup>7</sup>** ..... **B60K 28/14**  
(52) **U.S. Cl.** ..... **180/282**  
(58) **Field of Search** ..... 180/282, 197, 180/271, 275; 303/181, 183, 194, 177; 318/585; 188/303, 191, 193

*Primary Examiner*—Faye M. Fleming  
(74) *Attorney, Agent, or Firm*—Howard & Howard

(57) **ABSTRACT**  
A system for use with a motor vehicle that minimizes injury after a loss of control event. The motor vehicle has at least one front wheel and at least one rear wheel and an engine. The system includes a control which detects a loss of control event and automatically actuates a brake system and/or a steering system and/or commands an engine controller to reduce power output of an engine.

(56) **References Cited**  
**U.S. PATENT DOCUMENTS**  
4,087,782 A \* 5/1978 Oishi et al. .... 180/271

**26 Claims, 3 Drawing Sheets**





**Question No. 6:** Answer the following question if there is at least one claim of the '373 Patent for which you answered "Yes" in Question 1.

What is the amount of damages you find VLSI has proven by a preponderance of the evidence for Intel's past infringement of the '373 Patent?

\$ 1,500,000,000

**Question No. 7:** Answer the following question if there is at least one claim of the '759 Patent for which you answered "Yes" in either Question 2 or Question 3, and "No" in Question 4.

What is the amount of damages you find VLSI has proven by a preponderance of the evidence for Intel's past infringement of the '759 Patent?

\$ 675,000,000

\$2.175 Billion

\$2.54 Billion

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# Patent Quiz

1. If you have a patent on your product, you can still be sued for patent infringement.

True

# Patent Quiz

2. A World Patent protects you in every country of the world.



False

# Patent Quiz

3. You must file a U.S. Patent application before making your invention available to the public.



False

# Patent Quiz

4. In order to obtain patent protection you have to be the first to invent the idea.



False

# Patent Quiz

5. You have to put your patent number on your product.

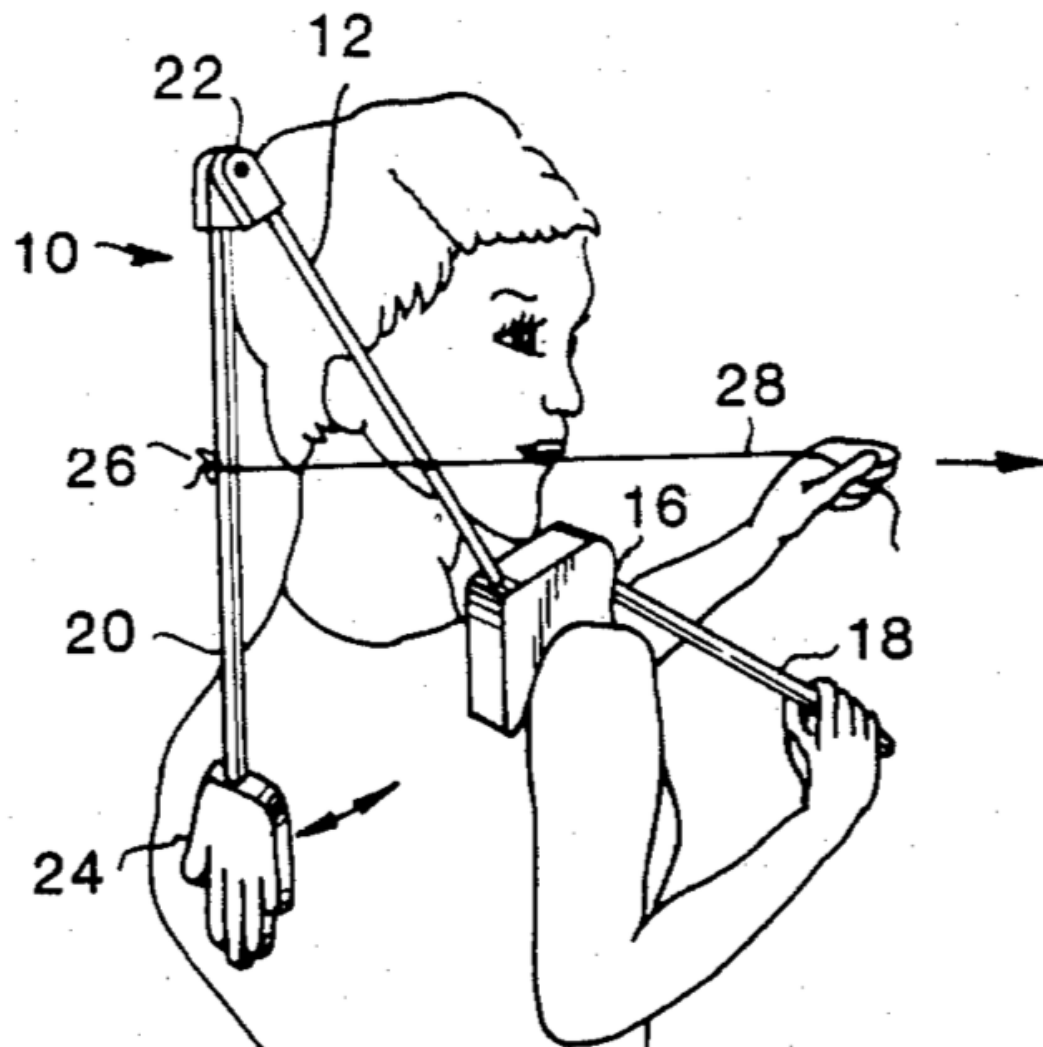


False





FIG. 1



# US PATENT 4,608,967

## PAT ON THE BACK APPARATUS

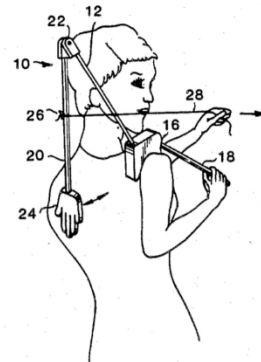
### United States Patent [19]

Piro

[11] Patent Number: 4,608,967

[45] Date of Patent: Sep. 2, 1986

- [54] PAT ON THE BACK APPARATUS 3,679,107 7/1972 Perrine ..... 224/265  
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 4,411,421 10/1983 Hershberger ..... 128/57
- [21] Appl. No.: 739,669
- [22] Filed: May 31, 1985
- [51] Int. Cl.<sup>4</sup> ..... A61H 7/00
- [52] U.S. Cl. .... 128/61; 4/559;  
 15/143 R; 15/210 R; 224/265; 269/3; 272/1 R;  
 272/76; 446/26; 128/67
- [58] Field of Search ..... 128/24.2, 24 R, 24 A,  
 128/25 B, 28, 32-40, 45, 46, 47, 50-53, 56, 57,  
 59, 61, 62, 65, 66, 67; 272/96, 8 N, 8 R, 76, 27  
 R, 27 N, 1 R; 15/28, 29, 210 R, 143 R, 144 R,  
 145; 4/559; 2/44, 45; 269/3; 224/265; 446/26,  
 28
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| 36643   | 10/1935 | Netherlands          | ..... | 224/265  |
| 21411   | 5/1900  | Switzerland          | ..... | 128/62 R |
- Primary Examiner—Clyde I. Coughenour  
 Attorney, Agent, or Firm—John J. Byrne; Bradford E. Kile; Kevin M. O'Brien
- [57] ABSTRACT
- A self-congratulatory apparatus having a simulated human hand carried on a pivoting arm suspended from shoulder supported member. The hand is manually swingable into and out of contact with the user's back to give an amusing or an important pat-on-the-back.
- 4 Claims, 2 Drawing Figures



**R**ecognize

**C**ollect

**P**rotect



# TrynEx

- Chuck and Jay Truan

NSPE<sup>®</sup>







**\$60 Million**





US006422490B1

**(12) United States Patent**  
Truan et al.**(10) Patent No.:** US 6,422,490 B1  
**(45) Date of Patent:** Jul. 23, 2002**(54) REAR MOUNTED SPREADER WITH HORIZONTAL AUGER****(75) Inventors:** Charles J. Truan, Royal Oak; James Truan, Berkeley; Joshua Scott, Royal Oak; Paul Mandrik, Harrison Township, all of MI (US)**(73) Assignee:** Trynex, Inc., Warren, MI (US)**(\*) Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.**(21) Appl. No.:** 09/520,522**(22) Filed:** Mar. 8, 2000**Related U.S. Application Data****(60)** Provisional application No. 60/181,277, filed on Feb. 9, 2000, provisional application No. 60/128,342, filed on Apr. 8, 1999, and provisional application No. 60/123,663, filed on Mar. 9, 1999.**(51) Int. Cl.<sup>7</sup>** ..... A01C 15/00**(52) U.S. Cl.** ..... 239/659; 239/67; 239/663; 239/672; 239/677; 239/683; 239/675; 239/684**(58) Field of Search** ..... 239/67, 672, 675, 239/659, 661, 663, 681, 687, 684, 676, 677, 683; 222/196; 366/108, 131, 132, 133**(56) References Cited****U.S. PATENT DOCUMENTS**2,858,011 A \* 10/1958 Wahl ..... 222/413  
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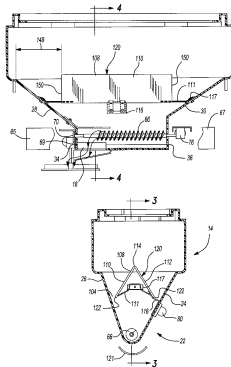
\* cited by examiner

Primary Examiner—Steven J. Ganey

(74) Attorney, Agent, or Firm—Howard &amp; Howard

**(57) ABSTRACT**

A rear mounted spreader having a horizontal auger. The spreader is ideally suited to spread bulk salt and sand, but can effectively be used to spread any spreadable material. The spreader is mounted to a vehicle and the auger is generally perpendicular to the longitudinal axis of the vehicle. The spreader includes a flow plate to facilitate proper material flow. The spreader also includes a vehicle-mounted control that can independently control the auger and spinner and can control the vibrator.

**31 Claims, 8 Drawing Sheets****United States Patent** [19]  
Truan et al.

US006422490B1

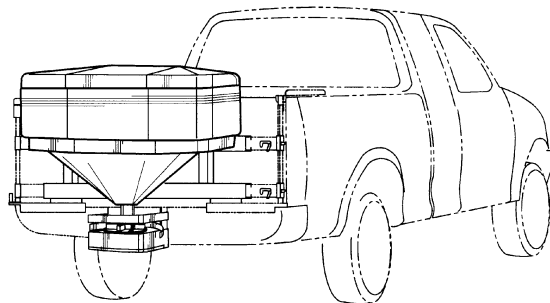
**(11) Patent Number:** Des. 425,915  
**(45) Date of Patent:** May 30, 2000**(54) VEHICLE MOUNTED SPREADER****(75) Inventors:** Charles Joseph Truan, Royal Oak; James Phillip Truan, Berkeley; Timothy William Hewitt, Pleasant Ridge, all of Mich.**(73) Assignee:** Trynex, Inc., Royal Oak, Mich.**[\*\*] Term:** 14 Years**(21) Appl. No.:** 29/088,413**(22) Filed:** May 22, 1998**(51) LOC (7) Cl.** ..... 15-03**(52) U.S. Cl.** ..... D15/13**(58) Field of Search** ..... D15/10, 13, 22-28; 239/655, 665, 672, 681, 683, 684, 687**(56) References Cited****U.S. PATENT DOCUMENTS**D. 335,293 5/1993 Pingry et al. .... D15/28  
D. 402,670 12/1998 Becker ..... D15/13  
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Sino-Way Engineering Introduces "The Better Spreader" Opti-Flow Brochure, undated. Western Products, Low Profile, Dual Swing Away Tailgate Spreader Brochure, undated. Fisher, Speed-Caster 2 Stage, Brochure, undated. Fisher, Low Profile, Dual Swing Away Tailgate Spreader, Brochure, 1997. Buyers, Low Profile Tailgate Spreader, Brochure, undated. Buyers, TGS01 Tailgate Spreader, Information Brochure, undated.

Primary Examiner—Sandra L. Morris  
Attorney, Agent, or Firm—Howard & Howard**(57) CLAIM**

We claim the ornamental design for the vehicle mounted spreader, as shown and described.

**DESCRIPTION****FIG. 1** is a perspective view of the vehicle mounted spreader mounted to a pick-up truck;  
**FIG. 2** is a perspective view of the vehicle mounted spreader;**FIG. 3** is a side view of the vehicle mounted spreader;  
**FIG. 4** is a side view of the vehicle mounted spreader viewed from the opposite side as the side shown in **FIG. 3**;**FIG. 5** is a front view of the vehicle mounted spreader;  
**FIG. 6** is a top view of the vehicle mounted spreader; and  
**FIG. 7** is a rear view of the vehicle mounted spreader.The broken line showing the truck in **FIG. 1** is for illustrative purposes only, and forms no part of the claim design.  
**FIGS. 2** through **7** are shown on an enlarged scale.**1 Claim, 3 Drawing Sheets**



March 28, 1944.

W. E. LAMMERTS

Plant Pat. 621

PEACH TREE

Filed Nov. 27, 1943



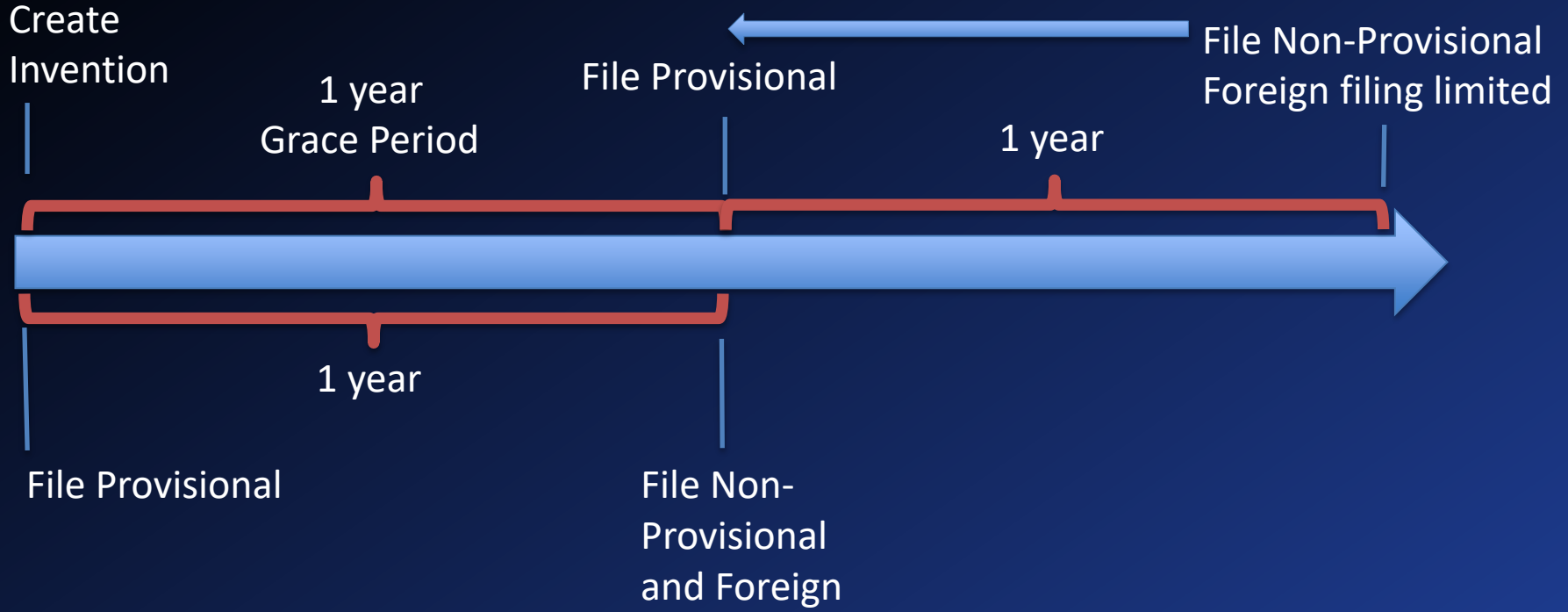
*Inventor*  
Walter E. Lammerts

*By* *Robb & Robb*  
*Attorneys*

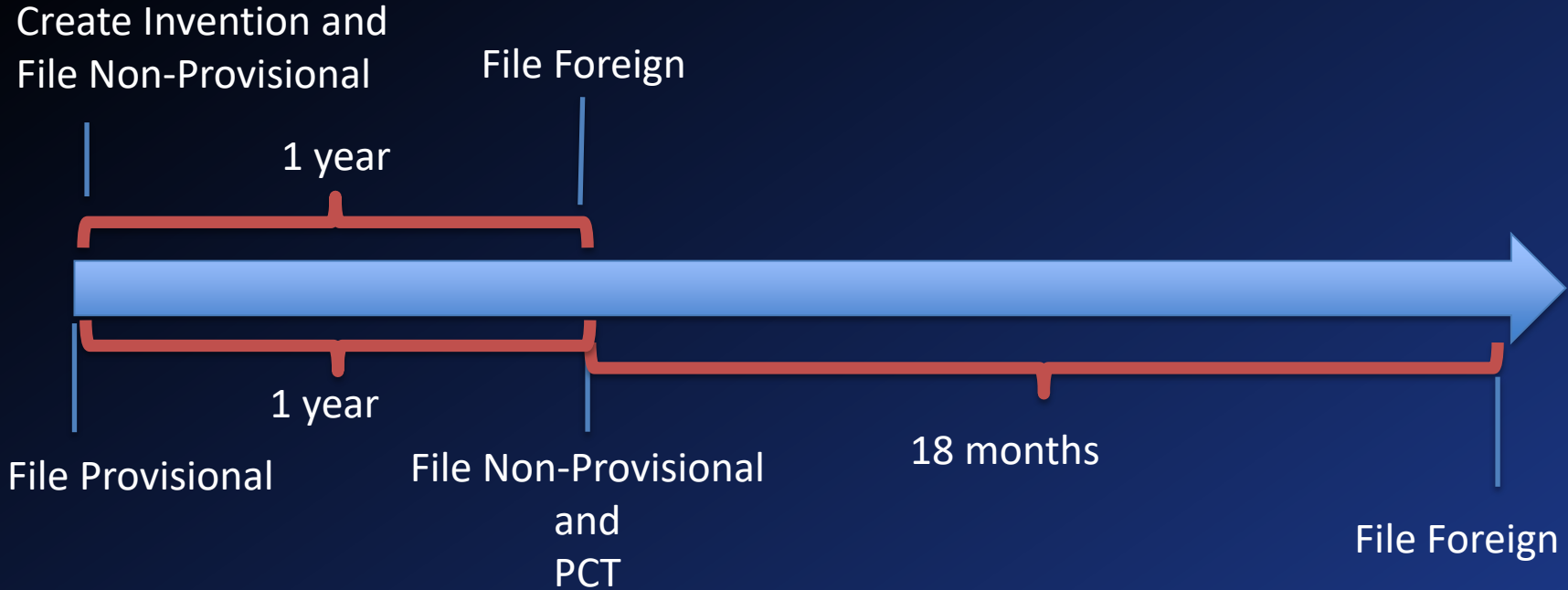
# Inventions

- Do not disclose before you file
- Get a patentability opinion
- File for protection in other countries
- Get a clearance Search on new products

# Filing Strategies



# Filing Strategies





# Parts of a Patent

1. Title
2. Abstract
3. Background
4. Description of the drawings
5. Drawings
6. Detailed Description of the invention
7. Claims

# The Hougen Drill



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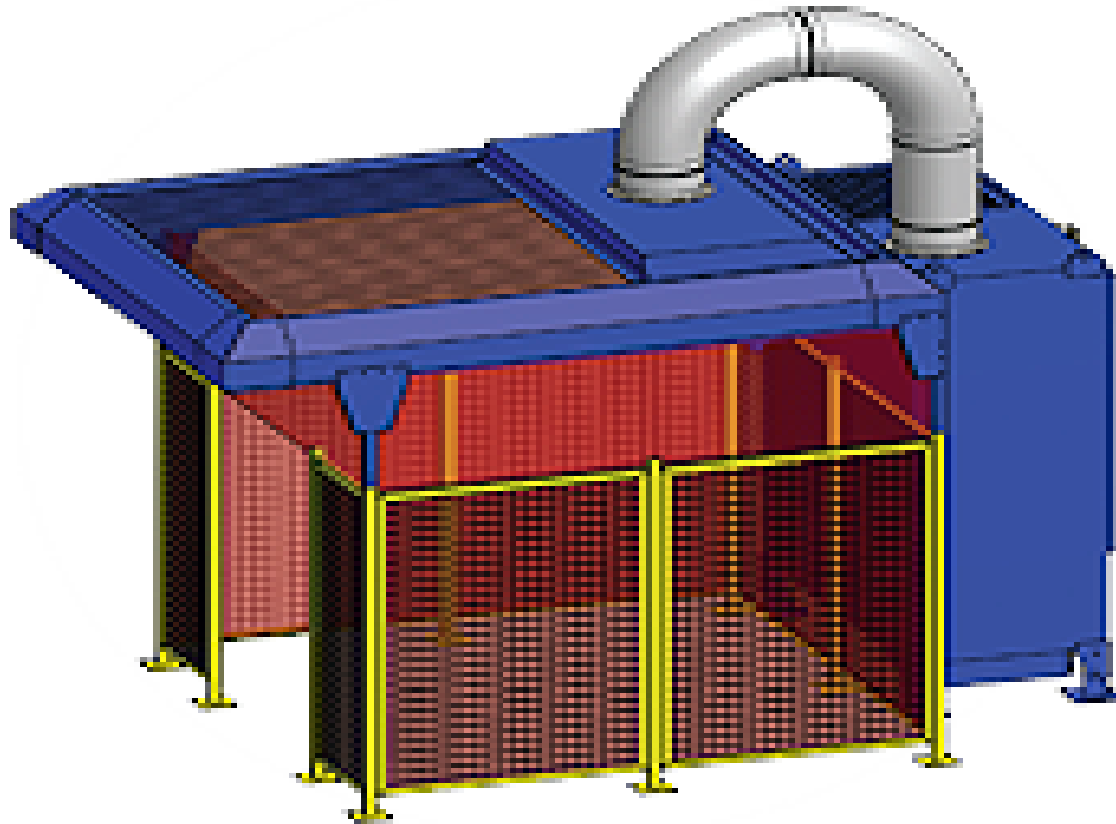


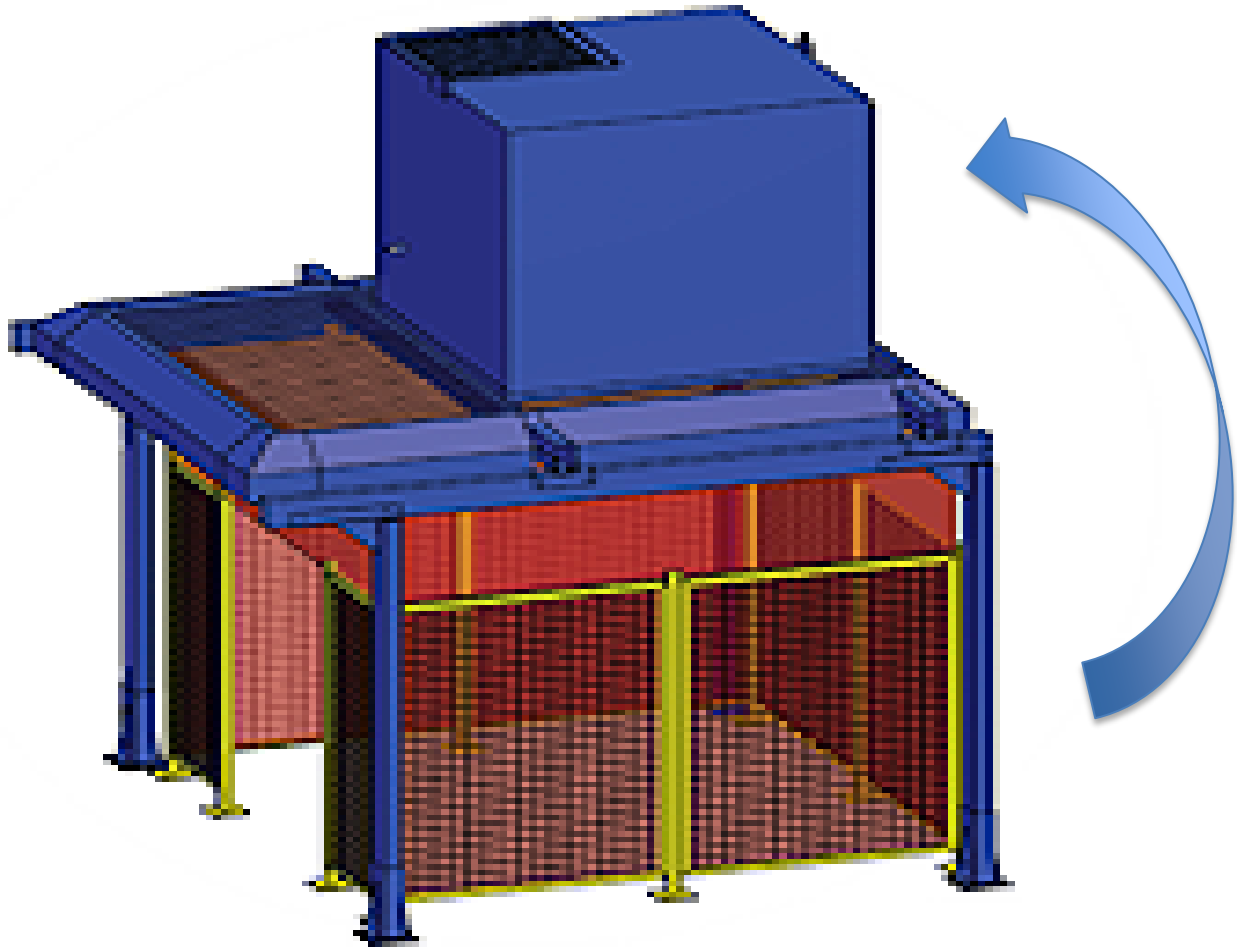
# The Process

- Application is filed.
- Examiner reviews and searches for prior art.
  - Are the claims written correctly?
  - Is it new?
  - Is it obvious?

- Examiner issues an office action explaining the refusal.
- You get to respond and argue your case. You get a non-final and a final office action.
- You can appeal if you disagree with the final office action.

# Welding Station Air Filter

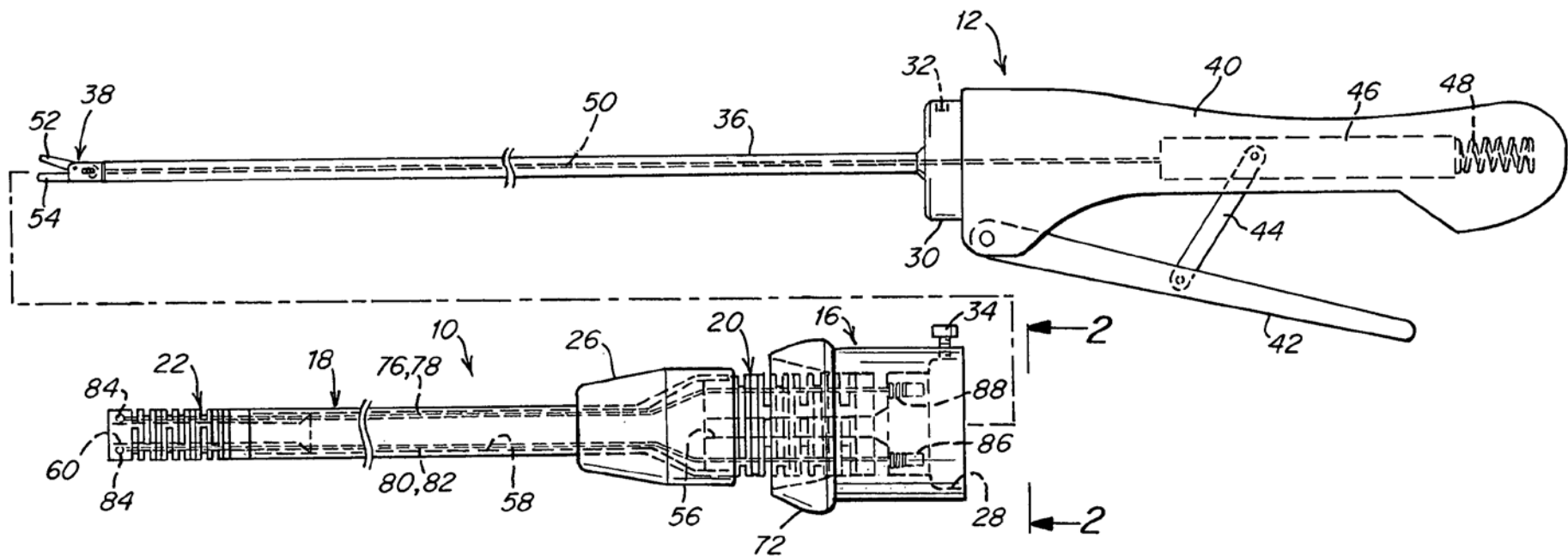




You Must  
Correctly  
Name Your  
Inventors!

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# ollect

- ✓ Train your employees to collect
  - Is it important to your business?
  - Would you rather competitors not have it?



# rotect

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# Get together with council

- Quarterly (minimum)
- Monthly for larger portfolios
- Review what you've collected
- Discuss protection options
- Review new product or service launches









# IP Review Consultation

- Collect your IP.
- Analyze your Portfolio.
- Discuss your future plans.
- Identify gaps in your IP Portfolio.
- Create your written Action Plan.







# Scrub Daddy

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# Turning Your Ideas Into Gold : Protecting and Profiting from Your Intellectual Property

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