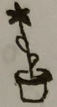


BA260H READINGS FOR 4/22/2019

LUMINAID Case Study

- make "solar pillow" - a cheap light source.
- inflatable plastic bag, charges solar and diffuses light at night
- was ideal for multiple mkt's: outdoors, disaster...
- using indiegogo. They sold many, and raised ~\$2 grand.

CH 12

- IP: ideas people have as a result of creativity / imagination.
- Issues entrepreneurs have concerning IP:
 - Not identifying all of it
 - not using IP as part of plan to success
 - Not recognizing value of IP
 - Not protecting IP
- identify, use, protect
+ recognize \$ your IP
- What to consider before seeking legal protection of IP:
 - Is it directly related to your competitive advantage
 - Is there a market for the IP?
- Forms of IP
 - Patents, TM, Trade Secret, ©
- Patents
 - exclude others from making what is patented
 - you need to make sure it is legal for you to make what you patented.
 - utility patents 94%, 20 years.
 - Business Method patent protects MODB = (method of doing business).
 - Patents need to be
 - useful - Novel - Not Obvious
 - Design Patent 5.8%. 14 years - how something looks
 - Plant Patents. for 
- Patents usually applied for by the inventor. If not, often an assignment of invention agreement, signed by employee to give invention to company

- Provisional patent application
↳ "patent pending"
 - Trademarks (TM)
 - logo, word, name, symbol used to identify a product / company
 - Types:
 - TM: "Apple" (physical)
 - Service Mark: Ebay (not-physical)
 - Collective Mark: Rotary Council
 - Certification Mark: Florida Oranges
- all 10 yrs, renewable if still active.

- Copyright
 - grants the owner authorship.
 - covers most things you can compose (code... music... books)
 - Idea/expression dichotomy is that an idea is ⊗ but the expression of that idea can be ©✓.
 - fair use applies here.
- Trade Secrets:
 - gives owner a ~~physical~~ competitive advantage in their market.
 - it is illegal to steal trade secrets

- Intellectual Property Audits
 - locate all items in all 4 types of IP protection

Vignette Ch 12 (6th Ed)

- 3Derm addresses the need that most people cannot see a dermatologist soon by taking photos (very good photos) of skin and allowing dermatologists to examine w/o appt.
- Much funding through many rounds of incubator.
- Sought IP for TM on 3Derm, and patent for product.

What Went Wrong Ch 12 (6th ed)

- Eat More Kale vs Chick-fil-a
 - "Eat More Kale" was too close to Chick-fil-a's "Eat more Chicken". This was not true, and "Eat More Kale" → TM. ☺
- Motorola v Xoom
 - Xoom same name as another company, as well as Motorola pad. settled out of court.