Innovation & IP Protection Strategy
Patent Applications & Types
Patent Publications & Numbers
Tools, Resources & Charts
Insights, Impacts & Analysis

Flash Card-style Primer

for

Startups, Entrepreneurs, Dreamers, and Curious Minds

Praveen Palanisamy

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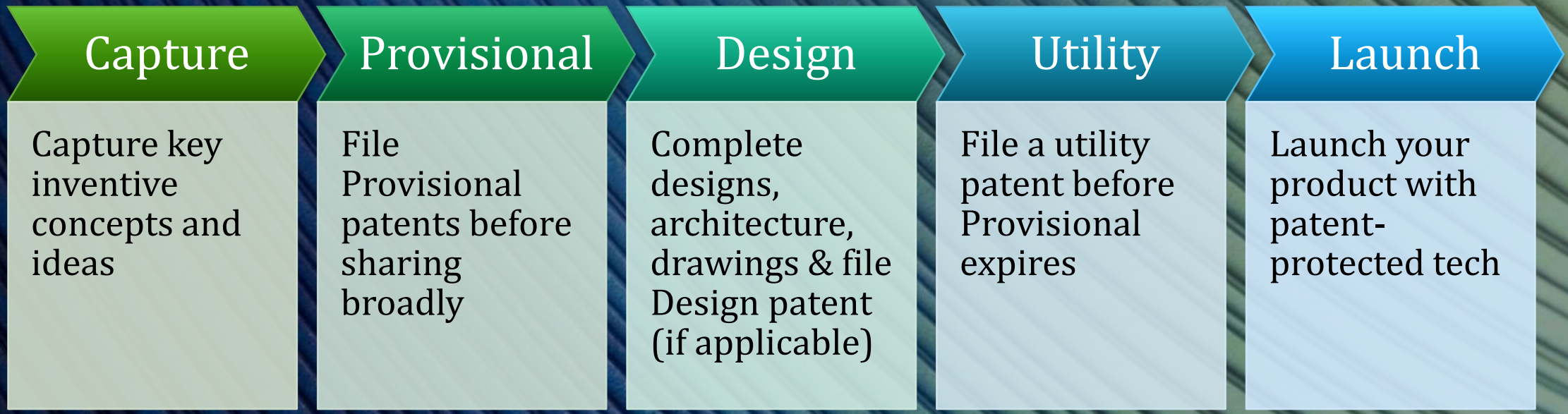
Innovation & IP protection strategy primer for startups



- Startups need to develop the right strategy and execute on the innovative inventions to build the business. Patents alone won't protect/grow the business.
- Avoid fears of ideas getting stolen by competitors with more resources. Focus on execution and IP protection.

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Types of Patents

Utility Patent: Covers how an invention functions or how an invention is made

Design Patent: Covers the ornamental, non-functional features of an invention

Plant Patent: Covers newly discovered, asexually reproduced plants

Utility Patent

Protects new and useful inventions or improvements

Machines, manufactures, compositions of matter, or processes

Lasts for 20 years from the patent application's filing dateicon]

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Design Patent

Protects the appearance of an object

Not its functional or structural features

Lasts for 14 years if filed before May 13, 2015, or 15 years if filed on or after May 13, 2015

Plant Patent

Protects a new and distinct plant that is asexually reproduced

Cuttings, grafting, or budding

Lasts for 20 years from the date of filing the application

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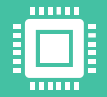
Types of Patent Applications

Non-provisional (standard) patent is a complete application that may or may not result in the grant of a patent and must consist of a written document, a drawing, and a filing fee.

Provisional patent is a temporary application that is filed when the invention is not finalized and gives priority rights and time to advance the invention.



Continuation patent is a patent application that adds claims to an already-filed application, known as the parent application, and uses the same specification and priority date.

Divisional patent is an application filed for an invention that is distinct from the original invention disclosed in the parent application.

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Non-Provisional Patent Application

Standard application filed with the USPTO to obtain a patent for an invention.

Includes a written description of the invention, drawings (if necessary), and claims.

Provisional Patent Application

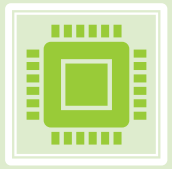
Temporary application filed with the USPTO,

Allows the applicant to secure an early filing date for their invention.

Generally, less expensive and less formal than a non-provisional application.

Continuation Patent Application

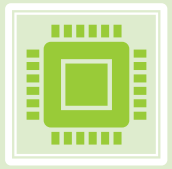
Adds claims to an already-filed application, known as the parent application.



Allows an applicant to pursue additional claims based on the same invention disclosed in an earlier non-provisional application.

Divisional Patent Application

Filed when an applicant’s original non-provisional application contains more than one distinct invention.

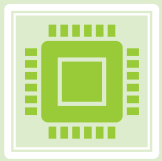


Allows the applicant to pursue separate patents for each invention.

Patent Application, Publication, Grant Numbers

The **Patent Application Number** is the number that is assigned to the patent application when it is filed.

The **Patent Publication Number** is the number that is assigned to the patent application when it is published.



The **Patent (Grant) Number** is the number that is assigned to the patent after it is granted.

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US10845815B2
United States

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Inventor: Praveen Palanisamy, Upali P. Mudalige

Current Assignee : GM Global Technology Operations LLC

Worldwide applications **Patent Family**

2018 • US 2019 • DE CN

Application US16/048,144 events

2018-07-27 • Application filed by GM Global Technology Operations LLC

2018-07-27 • Priority to US16/048,144 **Application #**

2020-01-30 • Publication of US20200033868A1

Country **Number** **Kind Code**

2020-11-24 • Application granted

2020-11-24 • Publication of US10845815B2

Status • Active

2039-03-02 • Adjusted expiration

Show all events

Info: Patent citations (13), Non-patent citations (4), Cited by (52), Legal events, Similar documents, Priority and Related Applications

Tools, Resources & Charts

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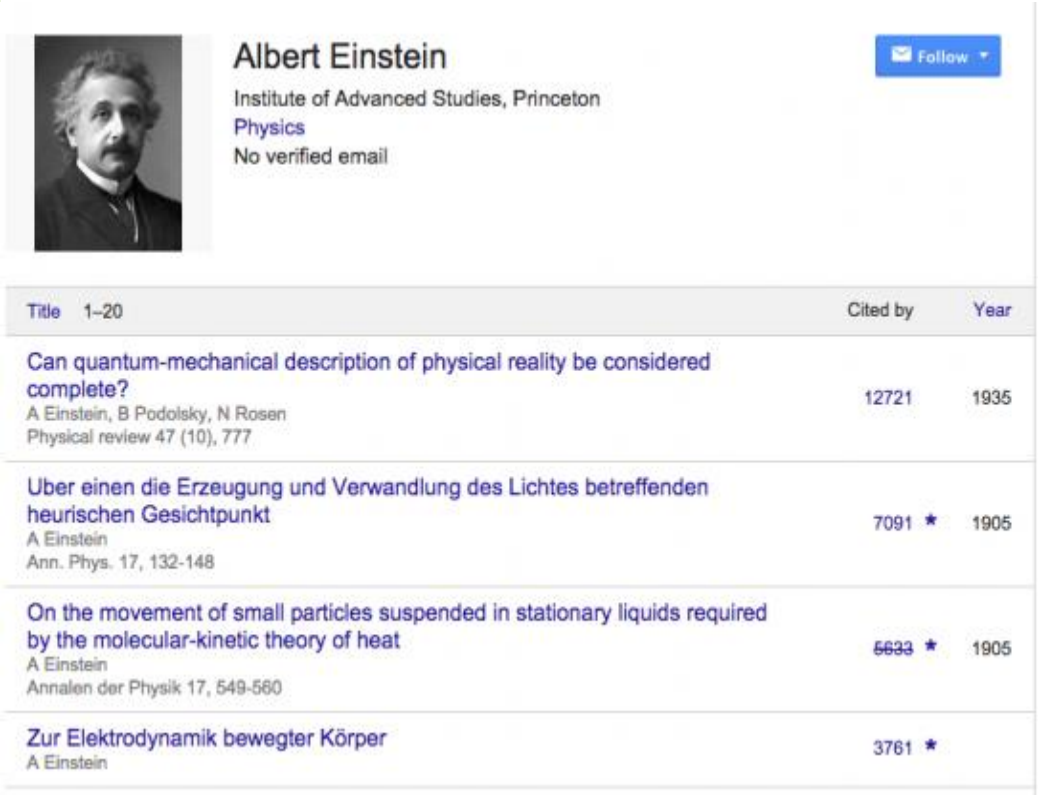
Google Scholar

Widely used for scholarly profiles, citation counts and publication indexing

Profile pages automatically include *some* patent documents and (an *incomplete)* patent citation count.

Downside: the patent information in Google Scholar Profile is incomplete.



Albert Einstein

Institute of Advanced Studies, Princeton

Physics

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Title 1–20	Cited by	Year
Can quantum-mechanical description of physical reality be considered complete? A Einstein, B Podolsky, N Rosen Physical review 47 (10), 777	12721	1935
Uber einen die Erzeugung und Verwandlung des Lichtes betreffenden heurischen Gesichtpunkt A Einstein Ann. Phys. 17, 132-148	7091 *	1905
On the movement of small particles suspended in stationary liquids required by the molecular-kinetic theory of heat A Einstein Annalen der Physik 17, 549-560	5633 *	1905
Zur Elektrodynamik bewegter Körper A Einstein	3761 *	

Google Scholar

Citation indices	All	Since 2009
Citations	86302	28107
h-index	103	62
i10-index	362	197

2006 2007 2008 2009 2010 2011 2012 2013 2014

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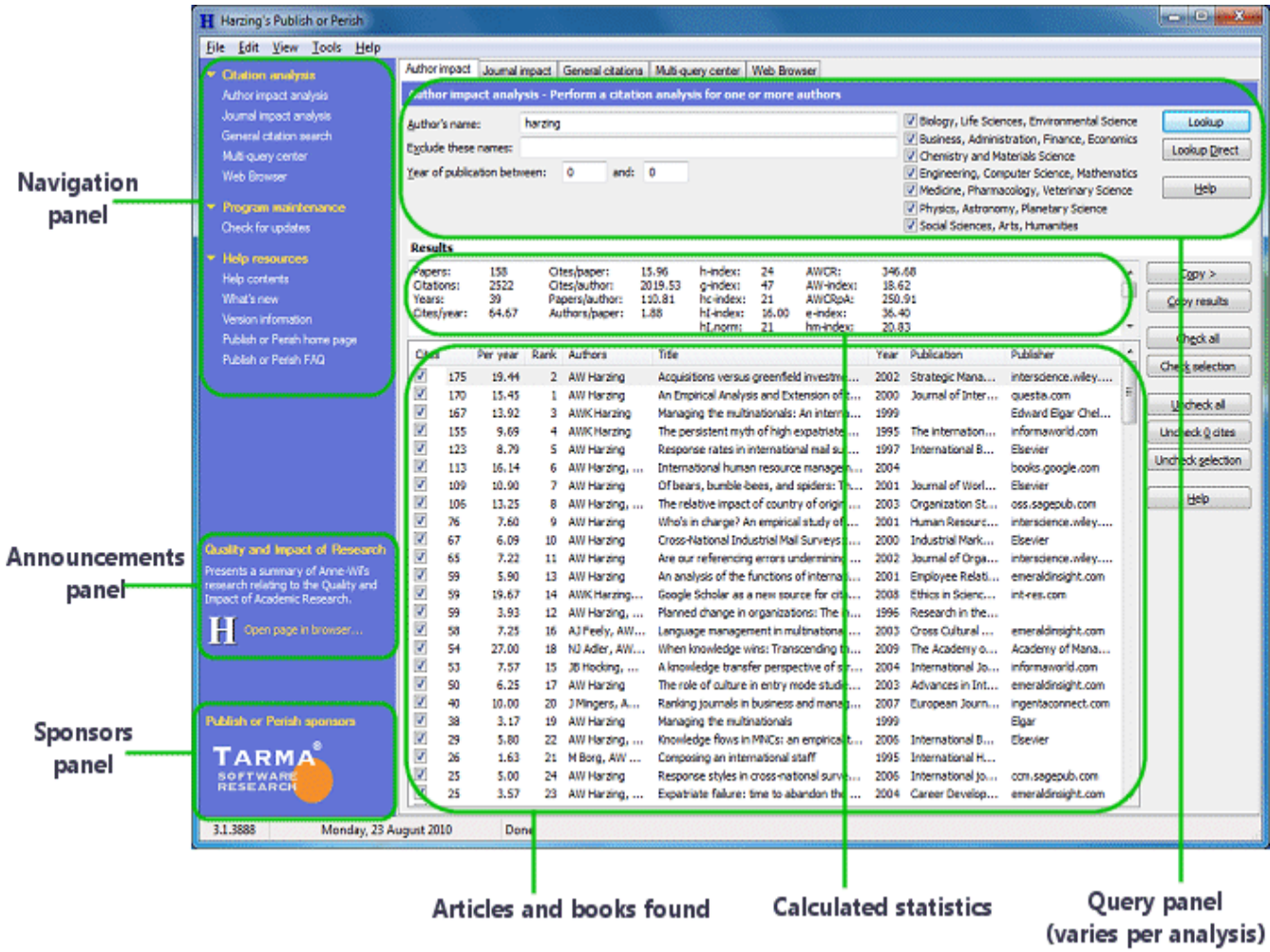
Publish or Perish

Harzing's Publish or Perish is a great tool to get several citation metrics for scholarly publications.

Free, cross-platform (Linux, MacOS, Windows) software.

Generates various metrics and allows export to multiple formats (CSV, Excel, HTML, etc.)



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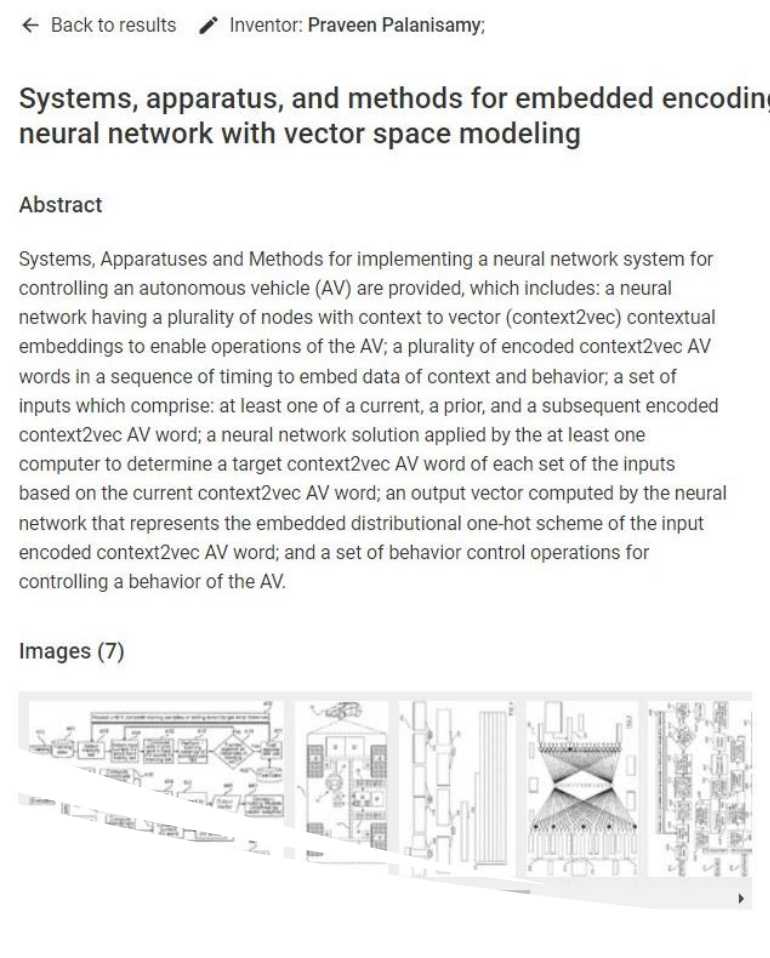

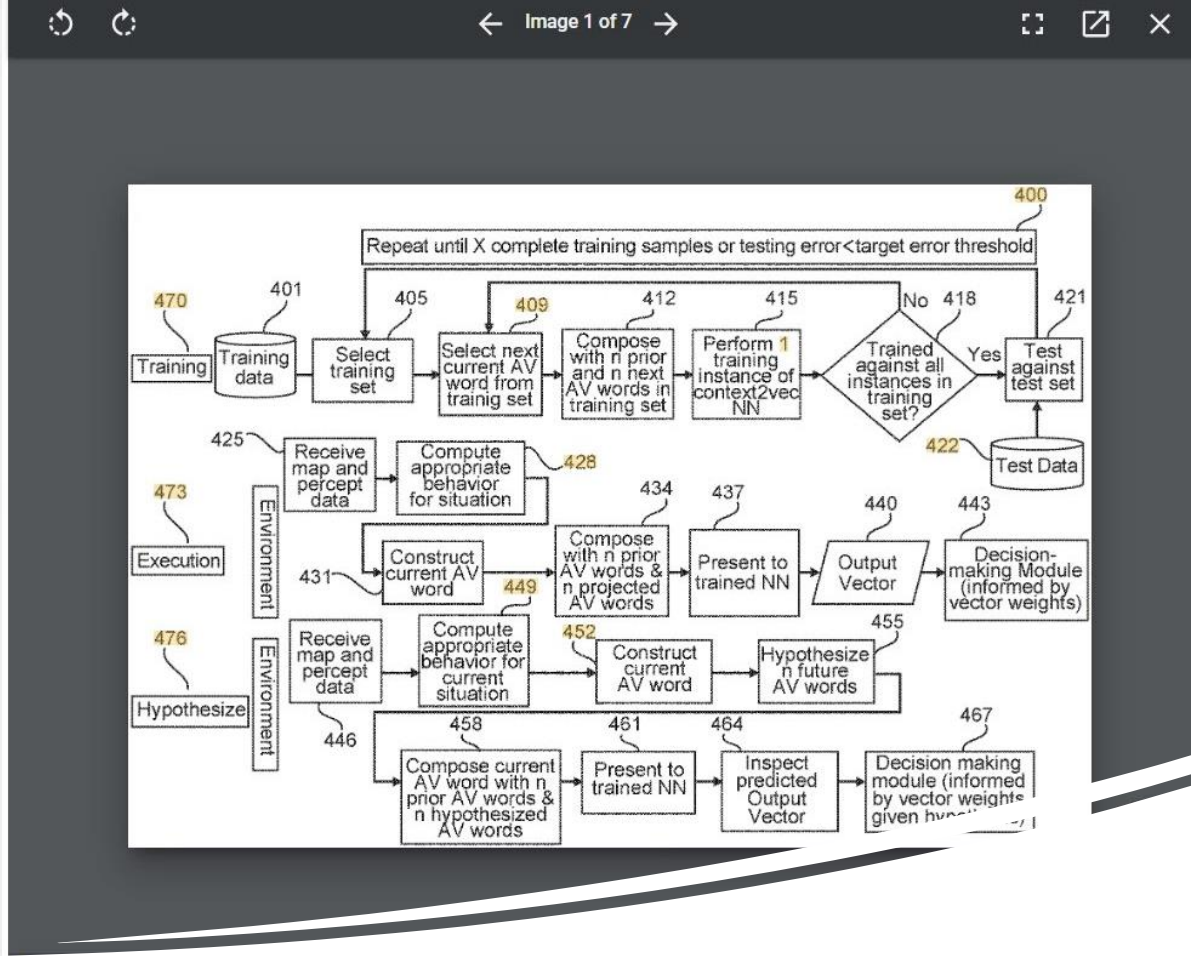

Google Patents

- Google patents is a great resource especially if you know the patent/publication numbers to lookup.
- The URL format is straightforward for example: https://patents.google.com/patent/**US10678252B2** where the last part is the patent or publication number.

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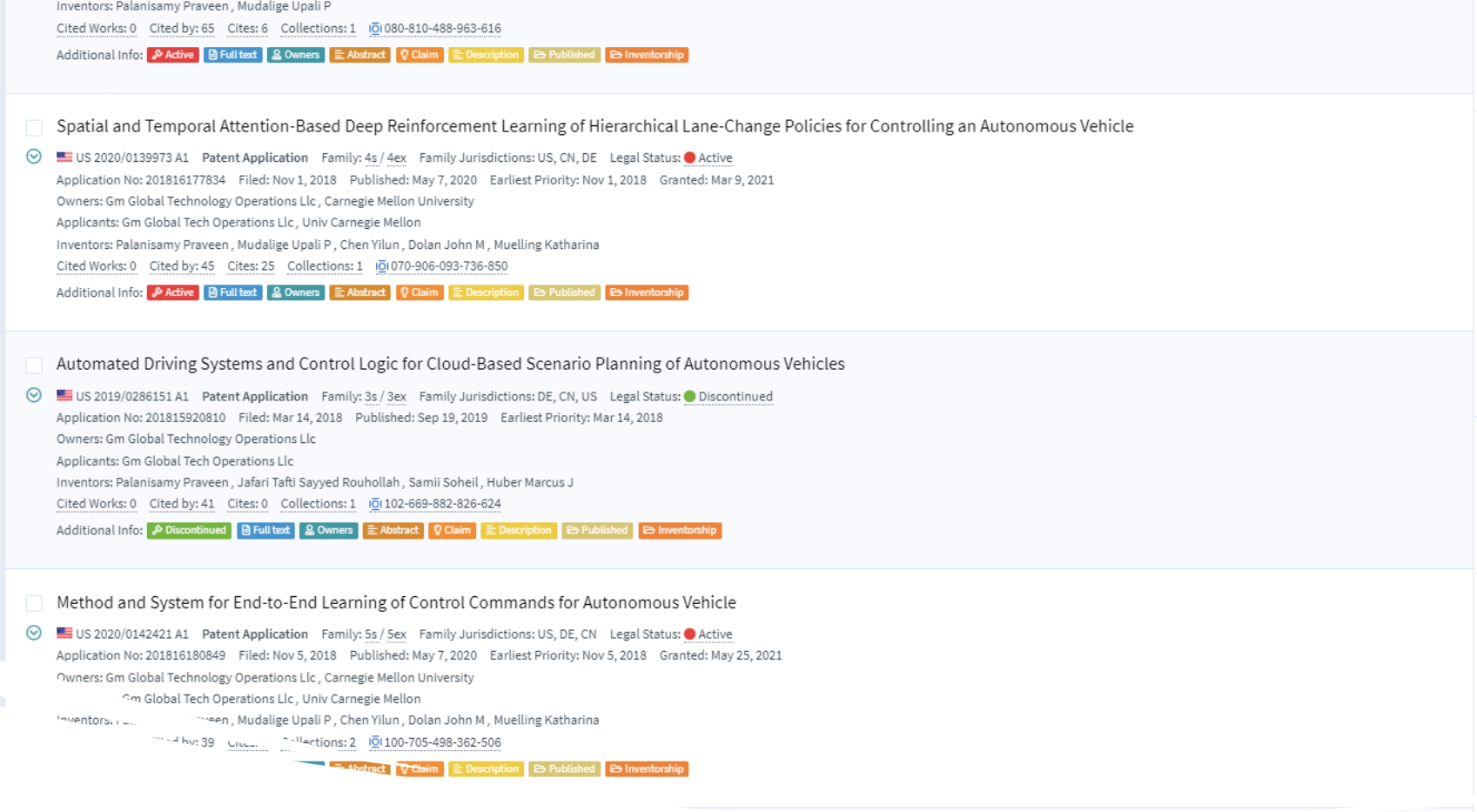

Lens.org

- Lens.org has extensive list of scholarly publications, patents, metrics, analysis and insights.
- Has an extensive query, search and filter capability & allows exports!
- Search the database using queries, share queries, customize the dashboard and more.

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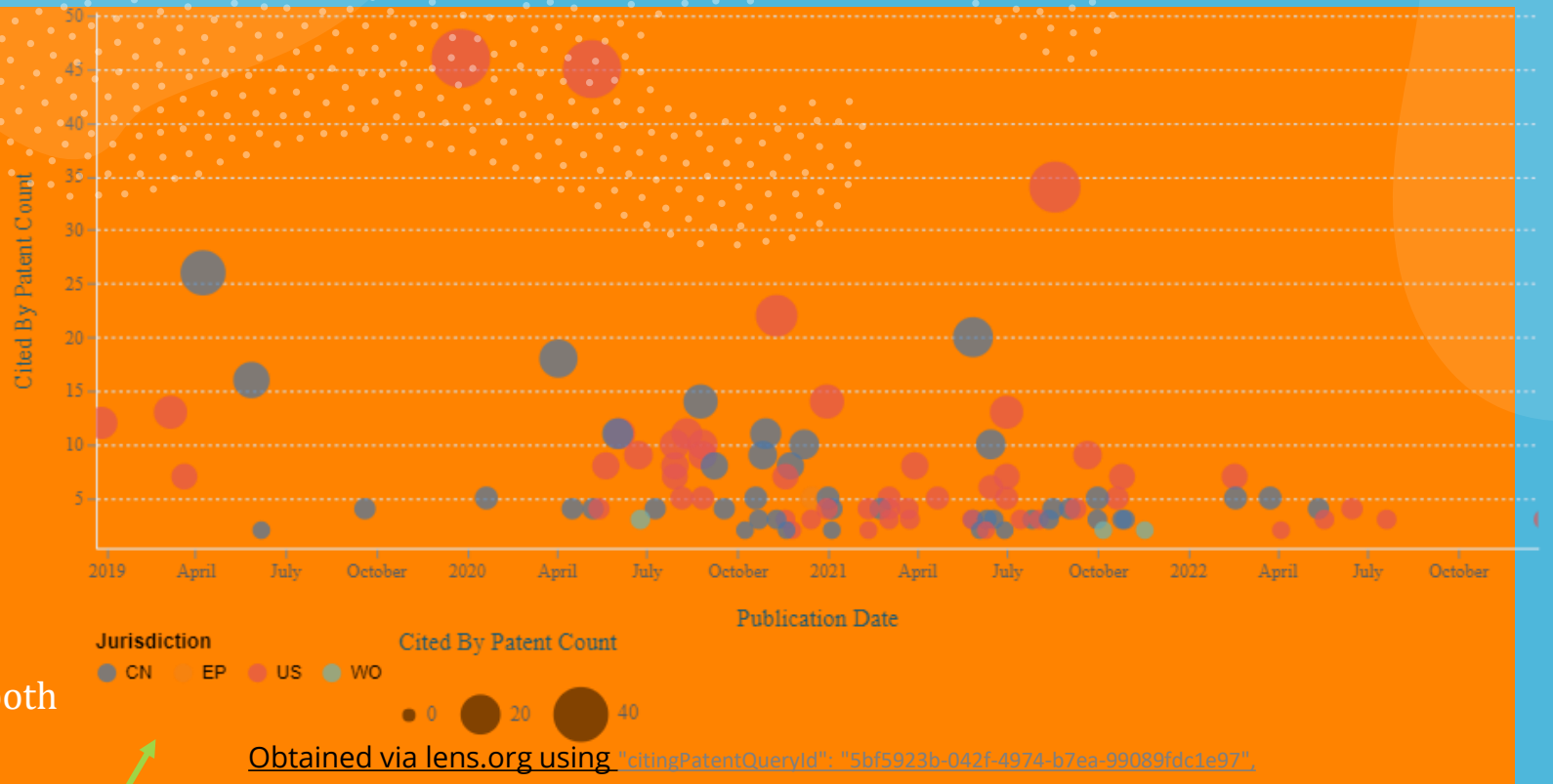
Finding Insights and Potential Licensees

- Patent infringements & lawsuits are both negative and depletes resources.
- Licensing strategies can add a revenue stream in the form of royalties.
- Citations to your patents are good indicators for potential licensees.
- You can query and visualize the citations using lens.org. For example, here's an interactive Viz of my top cited patents



Obtained via lens.org using "citingPatentQueryId": "5bf5923b-042f-4974-b7ea-99089fdc1e97",

You may also find surprising insights like I did!
Google Deepmind's "Multi-agent reinforcement learning with matchmaking policies" patent which was granted on 2023-04-11 cites 3 patents in total and one of them is my patent application US20200033868A1 which was granted in 2020-11-24.
The fact that the invention by David Silver (led AlphaGo, AlphaZero, etc.), Oriol Vinyals (led AlphaStar, AlphaCode) and Max Jaderberg cites my work, motivates me as my work is indeed impactful.

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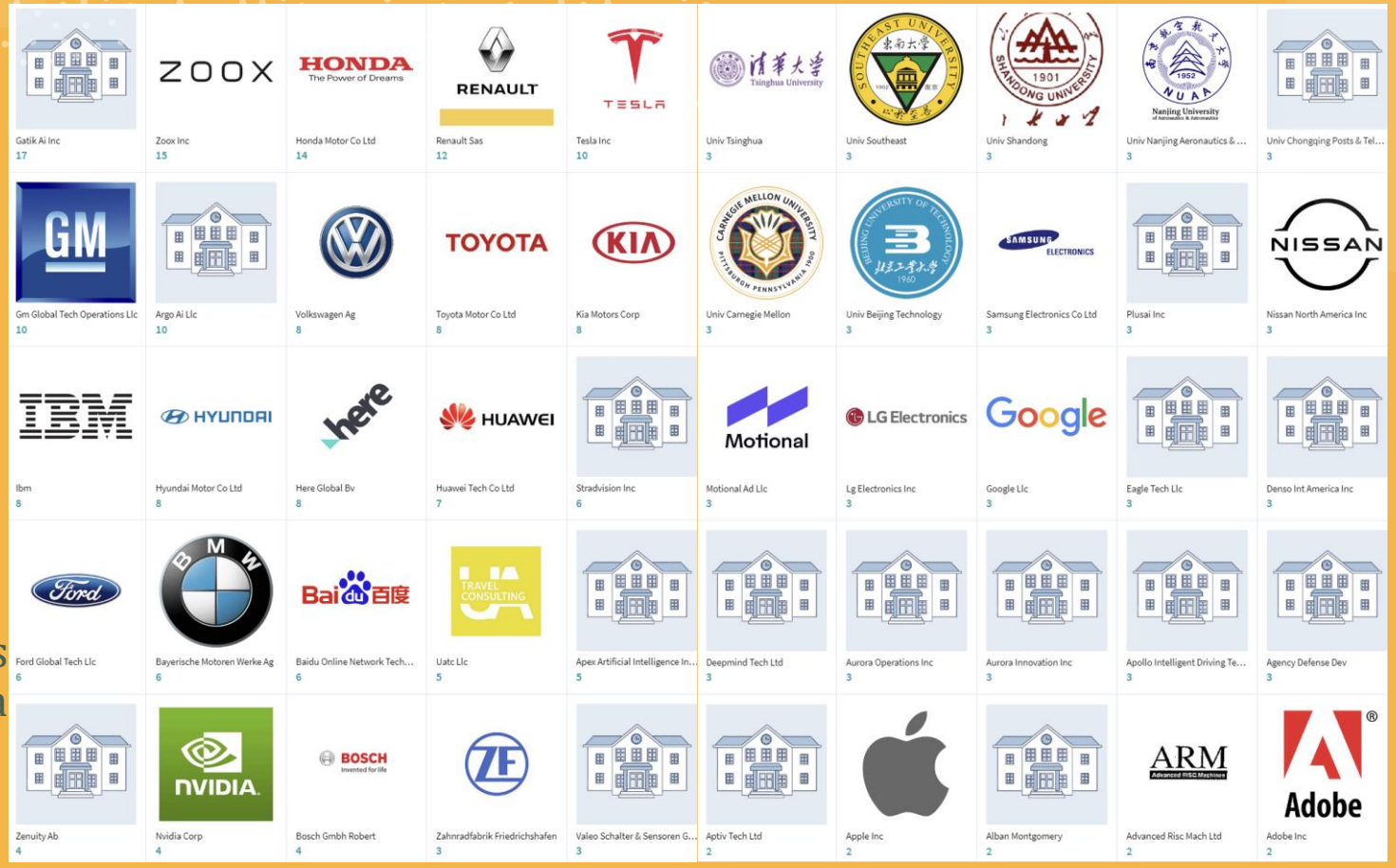
Finding Citations by Organizations, Coopetitors and Competitors

- The number of patents citing a list of patents by an inventor/startup, grouped by the citing organizations can be obtained via lens.org using a query.
- For example, here's a list of the top 50 organizations that cite my patents ➔



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