# The Practicalities of Patenting

presented to GBSA 24<sup>th</sup> April 2015

### Michael Prendergast

B.E.,M.B.A., L.L.B Accredited Mediator Barrister at Law

# **Protecting Innovation**



"After fire and the wheel, it was only logical to invent the patent attorney."

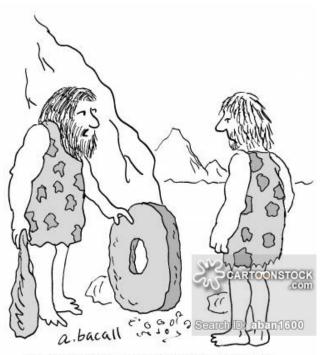
#### **Patents**

# Trademarks Registering Designs



"Yeah, Org invented the wheel, but I invented the patent."

# Why Protect?



"Inventing it was easy. The hard part will be to monetize it."

Monetize

which will involve

Engineering
Legal
& Business
Skill Sets

### **Inventors**

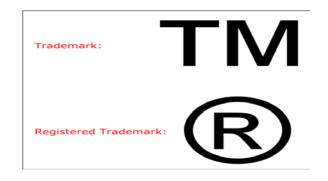
- Best Mousetrap Ever Designed
- Global Domination
- Enthusiasm and Impatience
- Overlooking the Obvious
- Paranoia.....Legal Advice

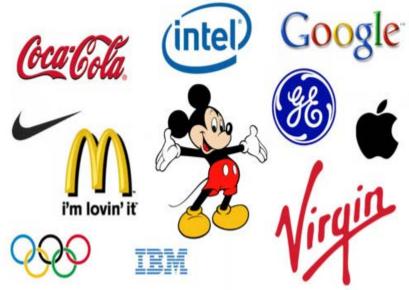
#### • NDA

### Trademark

The Trade Marks Act, 1996 defines a trade mark as "any sign capable of being represented graphically which is capable of distinguishing the goods or services of one undertaking from those of other undertakings"

Under Section 8(1) trademarks must have distinctive character, may not indicate the type of good or service, do not use customary words, phrases or State emblems and cannot be against Public Morality or deceptive





Apply to Patents Office, Kilkenny

European Trademark Registration in 28

Application Fee €70 Registration Fee €177

Countries Via OHIM

Ten Year Renewal Fee €250

Fee €900 for 5 years

Trademark published in Patents Office Journal

Importance of Trademarks

McCambridges v Brennans Supreme Court [2012]

Mc Donalds v Supermacs (2015)

McDonalds v McCurry (2009)

McDonalds v McBrat (2006)

McKebab, McSalad, Big Mac, Big Xtra, McCkicken, McNuggett, McMuffin McWorld, Mac Tonight, MacCoffee, MacAttack

January 2015 US Federal Court overturned USPTO's refusal to register "Newbridge Home"...







# Design Registration

#### Design

'The appearance of the whole or a part of a product resulting from the features of, in particular, the lines, contours, colours, shape, texture and/or materials of the product itself and/or its ornamentation'.

#### Benefits of design registration

Protect the appearance of your products against copying and infringement

Build an asset

Create a portfolio of designs and other IP rights

Define your rights

Prevent counterfeiting and fraud

Office of Harmonisation of the Internal Market ,OHIM

Council Regulation (EC)No. 6/2002 on Community Design

Unregistered Design 3 year protection and cannot be extended

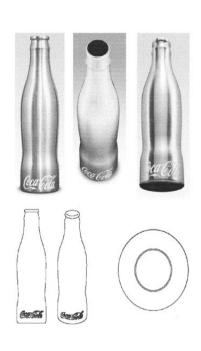
Registered Design 5 year protection extendable to 25 years

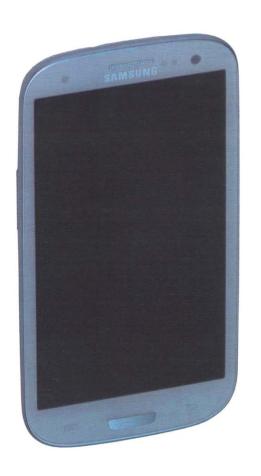
Fee €350 for 5 years

The design must be new and possess individual character



## Coca Cola and Samsung Registered Designs





# Patents and Why Patent?

Commercial Potential..... monopoly on the innovation, deterrent to competitors

Royalties via licensing to third parties

Added Value.... patents add value to a company and are company assets

Competitive Advantage...first to market, can delay competitor's entry.

Usually last for 20 years

Apple v Samsung resulting in \$120million pay out to Apple. Seven patents at issue . Wright Brothers v Glenn Curtis Kelloggs vs National Biscuits Howe v Singer

# **European Patents**

European Patent Convention (EPC2000) Art 52(1)

- (1) European patents shall be granted for any inventions which are susceptible of industrial application, which are new and which involve an inventive step.
- (2) The following in particular shall not be regarded as inventions within the meaning of paragraph 1:
- (a) discoveries, scientific theories and mathematical methods;
- (b) aesthetic creations;
- (c) schemes, rules and methods for performing mental acts, playing games or doing business, and programs for computers;
- (d) presentations of information.
- (3) The provisions of paragraph 2 shall exclude patentability of the subject-matter or activities referred to in that provision only to the extent to which a European patent application or European patent relates to such subject-matter or activities as such.
- (4) Methods for treatment of the human or animal body by surgery or therapy and diagnostic methods practised on the human or animal body shall not be regarded as inventions which are susceptible of industrial application within the meaning of paragraph 1. This provision shall not apply to products, in particular substances or compositions, for use in any of these methods.

# Inventive Step European Patent

#### **Inventive Step**

Art 56 European Patent Convention

An invention shall be considered as involving an inventive step if, having regard to the state of the art, it is not obvious to a person skilled in the art.

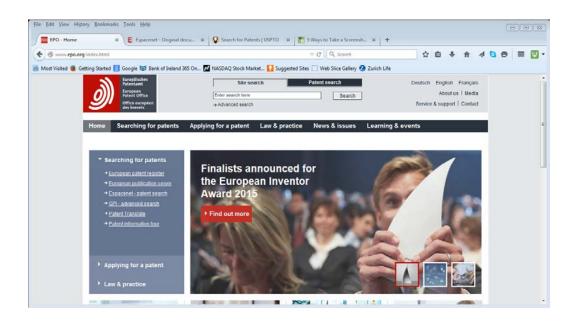
#### Art 33(3) PCT

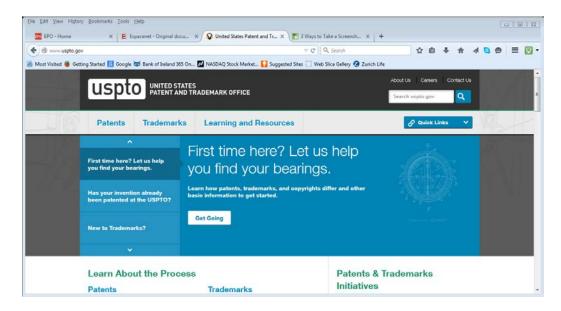
For the purposes of the international preliminary examination, a claimed invention shall be considered to involve an inventive step if, having regard to the prior art as defined in the Regulations, it is not, at the prescribed relevant date, obvious to a person skilled in the art.

### **US Patent**

US Patent 35 USC 103

A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made

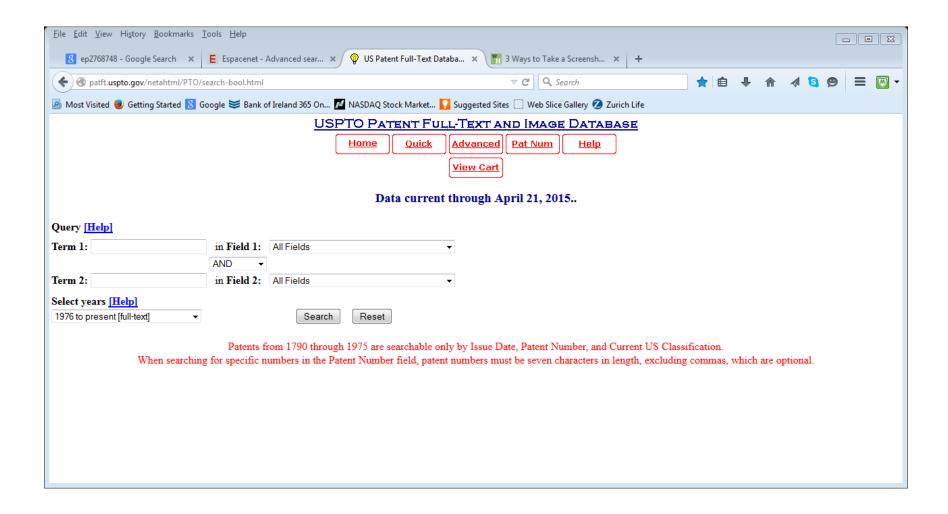




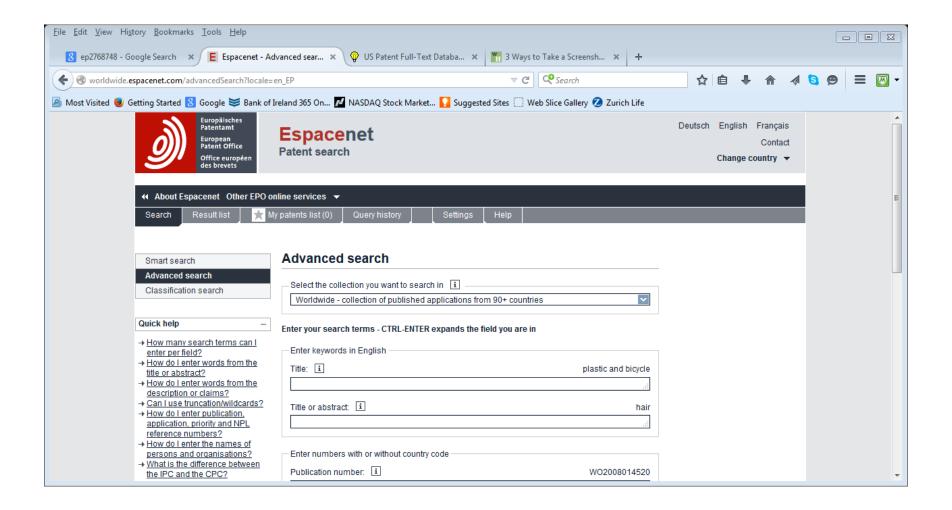
# European Patent Office (EPO)

US Patent Office (USPTO)

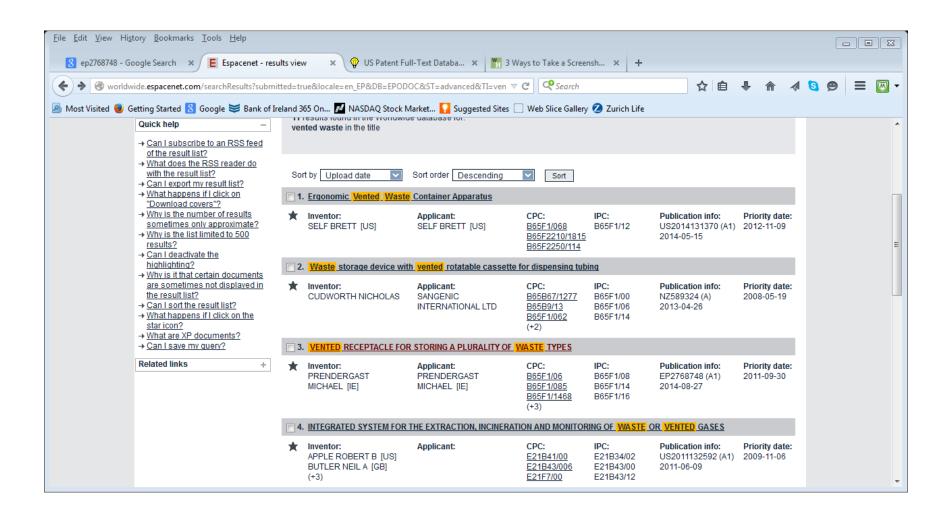
### **US Search Interface**



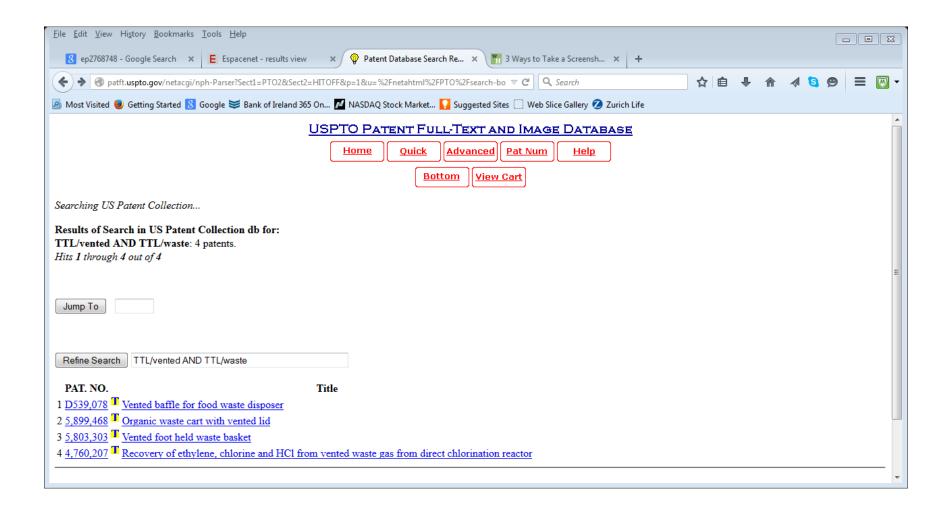
# **Espacenet Search Interface**



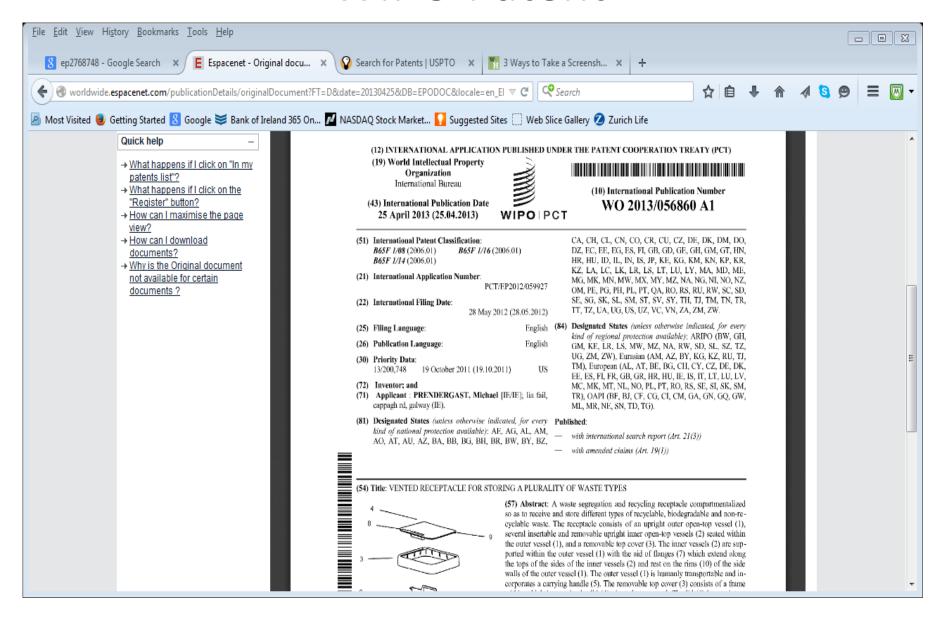
# European Patent Search



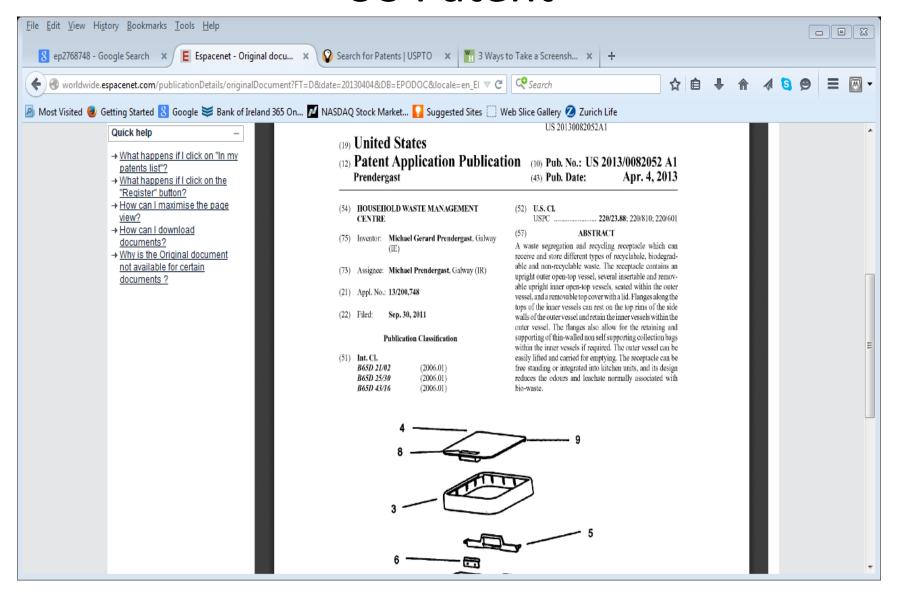
### **US Patent Search**



### **WIPO Patent**



### **US Patent**



# **Patent Drafting**



"The patent agent needs to understand the differences between three legal constructs related to patents: inventions, embodiments and claims. An "invention" is a mental construct inside the mind of the inventor and has no physical substance. An "embodiment" of an invention is a physical form of the invention in the real world. The "claims" must protect at least an "embodiment" of the invention – but the best patent claims will protect the "invention" itself so that no physical embodiments of the invention can be made, used or sold by anyone without infringing the claims"

# **Typical Patent Specification**



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11)

EP 0 943 737 A1

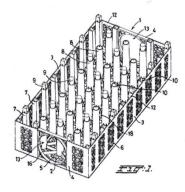
(12)

#### **EUROPEAN PATENT APPLICATION**

- (43) Date of publication: 22.09.1999 Bulletin 1999/38
- (51) Int Cl.6: E02B 11/00
- (21) Application number: 99200704.7
- (22) Date of filing: 09.03.1999
- (84) Designated Contracting States:
  AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU
  MC NL PT SE
  Designated Extension States:
  AL LT LV MK RO SI
- (30) Priority: 18.03.1998 NL 1008627
- (71) Applicant: WAVIN B.V. 8011 CW Zwolle (NL)

- (72) Inventor: Besten, Marcus Wilhelmus Johannes 7721 ZP Dalfsen (NL)
- (74) Representative: lemenschot, Johannes Andreas, ir. et al van Exter Polak & Charlouls B.V., P.O. Box 3241 2280 GE Rijswijk (NL)
- (54) Irrigation and drainage box
- (57) An irrigation and/or drainage box 1 comprises a base 2 which is provided with perforations and side awalls 3,4 which are provided with perforations and are substantially perpendicular to the base 2 and integrally connected thereto. The box 1 is open on the side which lies opposite the base 2. The box 1 furthermore comprises columns 7, 8 which oxtend substantially vertically from the base 2 towards the open side. On the open side, the box 1 is designed in such a manner that two identical boxes can be placed with open sides to wards on a another and can be connected to one another

without the need for further accessories. For this purpose, at least some of the columns 7, 8 are provided, on the open side of the box 1, with first connection parts in the form of projections 9, and other columns are provided, on the open side of the box 1, with second connection parts in the form of cavrilies 10, in which case, when two boxes are placed with the open sides towards one another, first connection parts 9 of one box are able to interact with second connection parts 10 of the other box in order to form a connection between the two boxes.



Printed by Jouve, 75001 PARIS (FR)

#### EP 0 943 737 A1

which lies opposite the base, and furthermore comprising columns which extend substantially vertically from the base towards the open side, characterized in that the box is designed, on the open side, in such a manner that two identical boxes can be placed with the open sides towards one another and can be connected to one another without the need for further accessories.

- 2. Irrigation and/or drainage box according to claim 1, 10 characterized in that at least some of the columns are provided, on the open side of the box, with first connection parts, and other columns are provided, on the open side of the box, with second connection parts, in which case, when two boxes are placed 15 with the open sides towards one another, first connection parts of one box are able to interact with second connection parts of the other box in order to form a connection between the two boxes.
- 3. Irrigation and/or drainage box according to claim 1 or 2, characterized in that the first connection parts are formed by projections which lie at the free end of the columns in question and form an extension of these columns, and the second connection parts are formed by cavities which are formed in the free end section of the columns in question, in which case, when two boxes are placed with the open sides towards one another, projections on columns of one box fit into cavities in columns of the other 30
- Irrigation and/or drainage box according to claim 2 or 3, characterized in that the connection between a first and a second connection part is a click-fit or clamp-fit connection.
- Irrigation and/or drainage box according to one of claims 1-4, characterized in that the box is provided with columns which adjoin and are integral with the side walls and are of planar design at least on the side which adjoins the side walls.
- Irrigation and/or drainage box according to claim 5, characterized in that the planar side of a column which is integral with a side wall lies in the same plane as the outer side of the side wall in question.
- Irrigation and/or drainage box according to one of claims 1-6, characterized in that the base and the side walls of the box are of substantially planar design on the outer side of the box.
- Irrigation and/or drainage box according to one of claims 1-7, characterized in that columns which do not adjoin the side walls are substantially round in cross section.
   \*\*S\*\*

  \*\*Table 1.1\*\*

  \*\*S\*\*

  \*\*Table 1.1\*\*

  \*\*Table

- Irrigation and/or drainage box according to one of claims 1-8, characterized in that at least one of the side walls is provided with an opening in which a pipe part can be placed.
- Irrigation and/or drainage box according to claim 9, characterized in that the opening is provided with a grate.
- 11. Irrigation and/or drainage box according to claim 10, characterized in that the grate is removable.
  - Irrigation and/or drainage box according to one of claims 9-11, characterized in that two side walls which lie opposite one another are provided with an opening.
  - Irrigation and/or drainage box according to one of claims 1-12, characterized in that the ratio between the length and the width of the box is 2:1.
  - 14. Irrigation and/or drainage box according to claim 13, characterized in that the columns are provided with connection parts and positioned in such a manner that two boxes can be placed against one another with their longitudinal axes parallel to one another so that they completely overlap, but also with their longitudinal axes perpendicular to one another.
  - 15. Irrigation and/or drainage unit comprising two boxes according to one or more of claims 1-14 which have been placed with the open sides towards one another and have been connected to one another.
  - Irrigation and/or drainage system comprising a plurality of boxes according to one or more of claims

# **Priority Date**

Date of First Filing of a Patent Application

Clock starts ticking

Must have been no prior public disclosure....Golden Rule

### Where to File

Patent Cooperation Treaty (PCT) allows the Applicant to file a patent in 140 countries for up to 30 months post priority date, once the PCT application has been filed within 12 months of priority date.

File in patent office of country of interest File in a Regional Patent Office File using the PCT through regional offices EPO, USPTO etc.

### **Examination & Searches**

Once patent is lodged with a Patent Office, fees will be requested for various stages in the process to include

Irish Patent Office €400 including search

**PCT** 

Transmittal fee, search fee, International Filing Fee..... Circa €3k

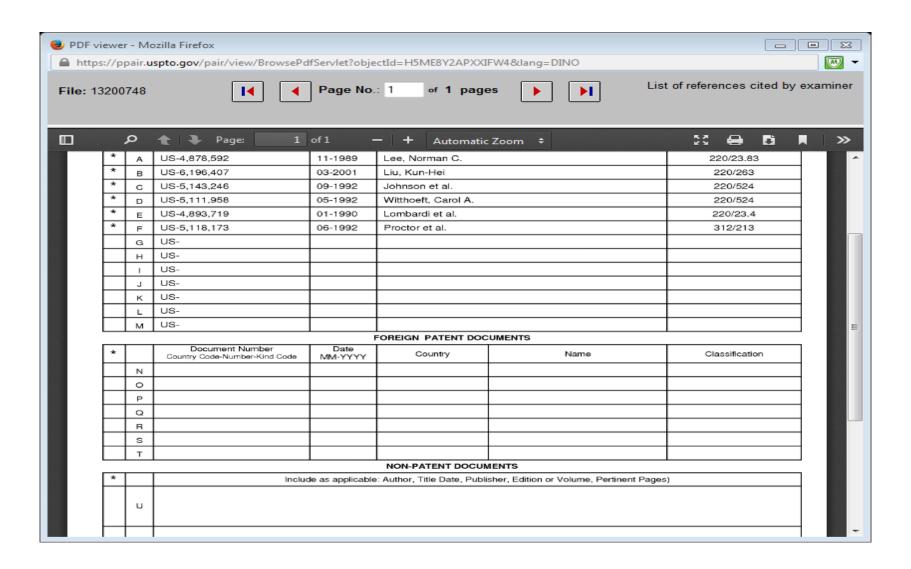
Additional EPO fees if designated office

Designation fee, examination fee, claims fee, renewal fee.....Circa €2k

**USPTO** 

Application fees, search fees.....Circa \$1.5k

### **USPTO Search results**



# **USPTO OFFICE ACTION**

	Application No. 13/200,748	Applicant(s PRENDER GERARD	s) GAST, MICHAEL
ffice Action Summary	Examiner JEFFREY ALLEN	Art Unit 3781	AIA (First Inventor to File) Status No
The MAILING DATE of this communication apper riod for Reply A SHORTENED STATUTORY PERIOD FOR REPLY IIS COMMUNICATION.	IS SET TO EXPIRE 3 N	ONTHS FROM TH	
Extensions of time may be available under the provisions of 3 CFR 1.13 after SIX (6) MONTHS from the mailing date of this communication. If NO period for reply is specified above, the maximum statutory period with Failure to reply within the set or extended period for reply will, by statute, Any reply received by the Office later than three months after the mailing earned patter them adjustment. See 37 CFR 1.74(b).	Il apply and will expire SIX (6) MOI	NTHS from the mailing date BANDONED (35 U.S.C. § 1	
atus			
<ol> <li>Responsive to communication(s) filed on 7/25/2</li> <li>A declaration(s)/affidavit(s) under 37 CFR 1.1:</li> </ol>			
2a) ☐ This action is FINAL. 2b) ☐ This	action is non-final.		
3) An election was made by the applicant in respon			ring the interview on
the restriction requirement and election	have been incorporated	into this action.	
4) Since this application is in condition for allowan	ce except for formal ma	ters, prosecution as	
closed in accordance with the practice under E	x parte Quayle, 1935 C.	D. 11, 453 O.G. 213	3.
sposition of Claims*			
5)⊠ Claim(s) 16 is/are pending in the application.			
5a) Of the above claim(s) is/are withdray	n from consideration.		
6) Claim(s) is/are allowed.			
7) Claim(s) 16 is/are rejected.			
8) Claim(s) is/are objected to.			
9) Claim(s) are subject to restriction and/or	election requirement.		
f any claims have been determined allowable, you may be el			ghway program at a
articipating intellectual property office for the corresponding a	oplication. For more information	ation, please see	
tp://www.uspto.gov/patents/init_events/pph/index.jsp or send	an inquiry to PPHfeedback	@uspto.gov.	
pplication Papers			
10) The specification is objected to by the Examine	r.		
11) The drawing(s) filed on is/are: a) acc	epted or b) objected to	by the Examiner.	
Applicant may not request that any objection to the	drawing(s) be held in abey	ance. See 37 CFR 1.	85(a).
Replacement drawing sheet(s) including the correct	ion is required if the drawin	g(s) is objected to. Se	ee 37 CFR 1.121(d).
riority under 35 U.S.C. § 119			
12) Acknowledgment is made of a claim for foreign	priority under 35 U.S.C.	§ 119(a)-(d) or (f).	
Certified copies:			
a) All b) Some** c) None of the:  1. Certified copies of the priority documen	te have been received		
Certified copies of the priority document     Certified copies of the priority document		Application No.	
Copies of the certified copies of the price	rity documents have be	en received in this I	National Stage
application from the International Burea			,
See the attached detailed Office action for a list of the certifi			
Obe and attached detailed office attached			
ttachment(s)			
) ☐ Notice of References Cited (PTO-892)	3) Interview	v Summary (PTO-413)	
) Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/	SB/08b) Paper N	lo(s)/Mail Date	

# **PCT ISA Search Results**

From the INTERNAT	IONAL SEARCHING AUTHORITY	PCT	
To: PRENDERGAST, I Lia Fail Cappagh Rd Galway IRLANDE	tichael	NOTIFICATION OF TRAN THE INTERNATIONAL SEARC THE WRITTEN OPINION OF THI SEARCHING AUTHORITY, OR T	CH REPORT AND E INTERNATIONAL
		(PCT Rule 4	14.1)
		Date of mailing (day/month/year)	
			er 2012 (29-10-2012)
Applicant's or agent's fi mybin	e reference	FOR FURTHER ACTION See par	ragraphs 1 and 4 belo
International application	No.	International filing date (day/month/year)	
Applicant		(day/month/year) 28 May 20	012 (28-05-2012)
Filing of ame The applicant When?	been established and are transmitted here indments and statement under Article 19: is entitled, if he so wishes, to amend the cla		16);
Filing of ame The applicant When? The Where? Difference of	been established and are transmitted here andments and statement under Article 19 is entitled, if he so wishes, to amend the cla be time limit for filing such amendments is no errational Search Report. errectly to the International Bureau of WIPC, yellowers of WIPC, Switzerland, Fascimile No.: etailed instructions, see PCT Applicant's	with.  ms of the International Application (see Flule 4 ymally two months from the date of transmittal 44 chemin des Colombettes (41-22) 338 82.70 30/doe, International Phase, paragraphs 9.004	16): I of tire
Authority have Filing of ame The applicant When? II Where? D 11 Formore of 2.	been established and are transmitted here demanded and statement under Article 19 is entitled, if he so wishes, to amend the cla les time lint of listing such amendments is no remaind Search Report receipt to the International Bureau of WIPO, I'll Geneva 20, Switzeland, Fasomile No. establed instructions, see POT Applicantar is hereby notified that no international seam to the time of the seam of the control of the total of the seam of the seam of the time of the seam of the time of time of	with.  ms of the International Application (see Rule 4  pressure of the International Application (see Rule 4  pressure of the date of transmittal  44 chemin des Colombettes  (41-22) 338 82.70	16); I of the 9.011. ration under led herewith.
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1		RNATIONAL SEA		ORI		application No 1012/059927
	Patent document cited in search report	Publication date		Patent family member(s)		Publication date
	WO 2004087537	A1 14-10-200	4 EP NL NL WO	161584 102310 102310 20040875	09 A1 09 C2 37 A1	18-01-2006 08-10-2004 01-11-2004 14-10-2004
	US 5899468		9 CA CA US	22533 26658 58994	17 A1 44 A1	10-05-2000 10-05-2000 04-05-1999
	EP 1602600			200524969	93 A1 89 A1 90 A1 39 A1 93 A 46 A1	15-12-2005 15-12-2005 07-12-2005 02-12-2011 24-01-2008 04-10-2007 15-12-2005
	DE 8806132	U1 15-09-198				
	US 2010193534	A1 05-08-201	0 CA US	26948 20101935	29 A1 34 A1	02-08-2010 05-08-2010
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### PCT OPINION

WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY (SEPARATE SHEET)

International application No.

PCT/EP2012/059927

#### Re Item V

1

Reasoned statement with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1 Reference is made to the following documents:

D1: WO-A-2004 087 537

D2: US-A-5 899 468

- 2 D1 is regarded as being the prior art closest to the subject-matter of claim 1, and discloses a receptacle for the segregation and storing of a plurality of waste types, comprising an outer open top vessel having side walls and a bottom wall, and inner smaller open top vessels, each having side walls, a bottom wall and flanges for the supporting of the vessels themselves within the outer vessel, at least one of the inner open top vessel being vented.
- 3 The subject-matter of claim 1 therefore differs from this known receptacle in that the outer top vessel is vented, that all inner smaller open top vessels are vented, that the flanges are as well for the retention of bags with flexible walls within the inner vessels, by a removable top cover compatible with the top rim of the outer vessel having a vented lid hinged within the top cover, and by a carrying mechanism allowing for the manual transportation of the receptacle, and is therefore new (Article 33(2) PCT).
- 4 The problem to be solved by the present invention may be regarded as how to improve such a known receptacle.
- The solution to this problem proposed in claim 1 of the present application is considered as involving an inventive step (Article 33(3) PCT) as this solution to the problem is not found nor suggested by the prior art as cited in the .
- 6 The same reasoning applies, mutatis mutandis, to the subject-matter of the corresponding independent claim 8, which is however not a properly defined method claim, see points 17 and 18.

Form PCT/ISA/237 (Separate Sheet) (Sheet 1) (EPO-April 2005)

2 months from date of issue of ISA opinion to file amended claims

18 months from priority date
Patent published by International
Bureau

Entry into Regional/National phase 30 months from priority date

#### SUBSTANTIVE EXAMINATION:

The European Patent Office issues a substantive examination report. A typical reply period is 4 months from date of issue although extensions are available.

#### **GRANT PROCEDURE:**

The European Patent Office issues a communication setting out the text in which it intends to grant the patent (the Rule 71(3) EPC communication). Translations of the granted claims only into two other languages (usually French and German) need to be filed so that the granted specification has claims in all 3 European languages.

#### NATIONAL VALIDATION:

After grant, the European patent must be "validated" in each national member state in which protection is to continue. Typically validation consists of filing a translation into the national language of that state and paying official fees to the national patent office. Having now left the European Patent Convention procedure, the European patent is now a bundle of individual national patents, and renewal fees are payable on each national patent separately.

#### **OPPOSITION:**

The patent is open to opposition for a period of 9 months from the date of grant.

# **Unitary Patent**

Agreement reached in January 2013 on the Introduction of a single European Patent Court . To date it has been ratified by 6 of the 28 EU countries.

http://www.tomkins.com/uploads/what-we-do/european\_patents\_\_the\_grant\_procedure.pdf