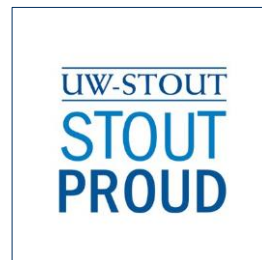


WiSys[®]

inspiring **Wisconsin** innovation

WHO DOES WISYS SERVE?

- Faculty, Staff, Students & Alumni for the 11 Regional Comprehensive UW Institutions



WHAT **WiSys**[®] DOES



Fund Research

We connect researchers to grants, supporting every stage of their research.



Protect and Market Ideas

We provide intellectual property assistance when research or ideas lead to a commercial opportunity.



Inspire Students

We better the educational experience with events and opportunities to grow research and innovation skills.



Build Culture

We think big about fostering a culture of innovation on university campuses.

Today's Panelist:



Mike Cenci
Intellectual Property &
Contracts Associate



Tony Hanson
Regional and Licensing
Associate



Adhira Sunkara
Manager of Innovative
Ventures

Idea Stage

What is IP?

- Legal right to a monopoly granted by a government entity in exchange for public disclosure, R&D investment, encouragement of creative endeavors and more.

Types of Intellectual Property:

- Patents

- Inventions
 - Composition
 - Method

- Examples:

- Iphone
- GPS

- Trademarks

- Names and Logos
- Consumer Protection

- Examples:

- UPS
- My Choice



- Copyrights

- Authorship
- Code

- Examples:



Design Patent, Plant Patent, Plant Variety Protection, Trade Dress, Trade Secret

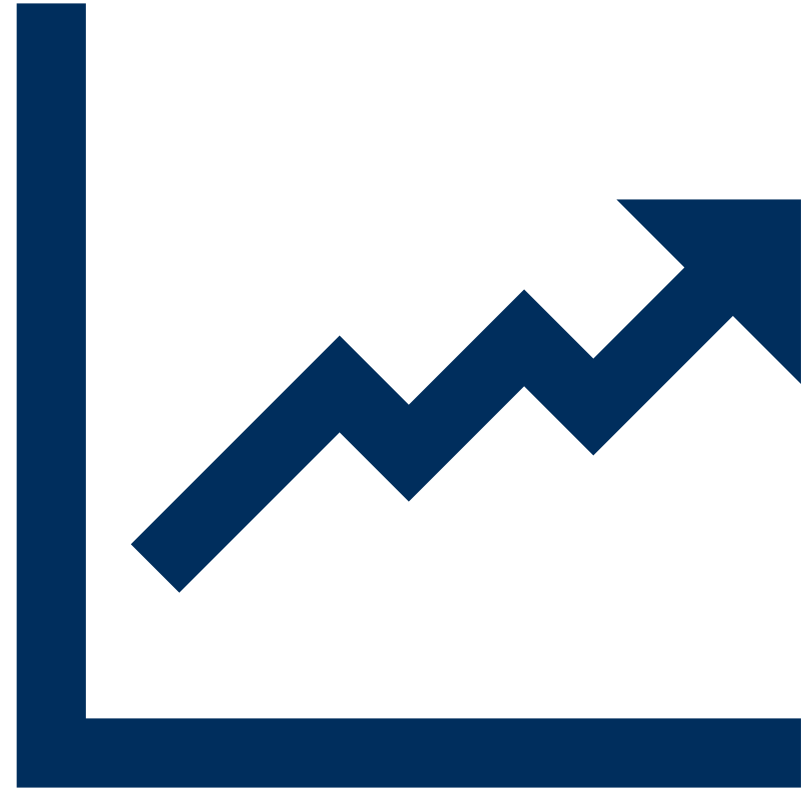


Prior Art Search

- Identify Keywords
- Broad Searching
 - Google
- Patent Searching
 - USPTO
 - Google Patents
 - Foreign Patent Offices
- Journal Searching
 - Google Scholar

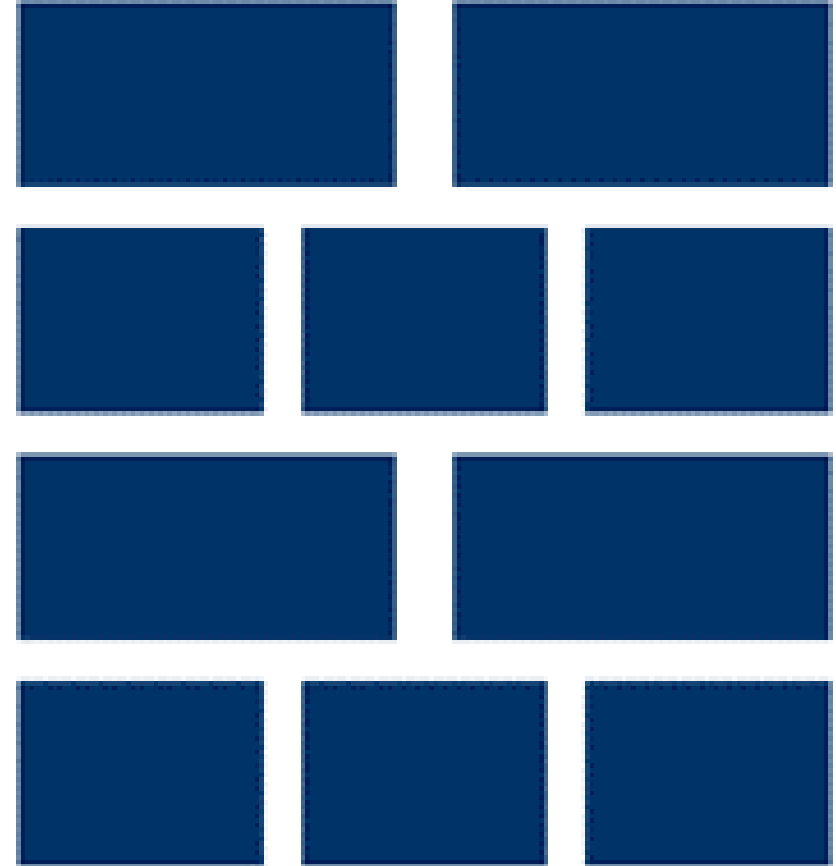
Market Potential

- Potential Application(s)
- Key Selling Points
- Market Trends
- Market Size
- Key Companies/Partners
- Path to Market



Market Resources

- Market Reports
 - Full Reports (University Libraries, SBDC)
 - Report Summaries (Various Search Platforms)
- Government Reports
- Company Websites
 - White Papers
 - Development Needs
- News Articles



Evaluate your idea – Ask questions

Customer discovery

- i. What is the problem?
- ii. Who has it?
- iii. Why is it worth solving?

Problem – solution fit

Does it solve the problem?

Product – market fit

Will anyone pay for it?



Idea Development Stage

Stage of Development



- **Proof of Concept**
 - ↳ **Functional Prototype**
 - ↳ **Commercial Product**
- **Resources**
 - **Universities**
 - Faculty, Senior Design, Capstone Projects
 - App Factory, App Brewery
 - **SBDC**
 - Connect to Local Industry
 - **Grants**
 - Federal, Non-Federal, Industry

IP Details

■ Patents:

Provisional Patent:

- 1 Year
- Placeholder
- No set format
- \$500 - \$10,000

Utility Patent:

- 2-6 Years
- Published
- **Prosecution**
- \$8,000 - \$25,000

Issued Patent:

- 14-17 years (20 total)
- Enforcement
- 3 Maintenance Fees

Patent Prosecution:

- United States Patent & Trademark Office
 - Examiner
 - Rejections based on Prior Art
 - Novelty
 - Non-Obviousness
 - Utility and Formality
 - Allowance

Foreign Patents:

- Prosecute with each country desired
- Expensive
- Follow the Markets
- Enforceability

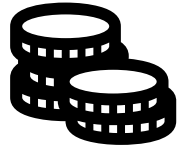
■ Trademarks:

- TM, SM, ®
- Last forever if fees paid
- Prosecution with USPTO
- \$1,000 - \$3,000
- Invalidation through ubiquitous use

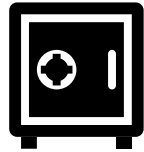
■ Copyrights:

- © WiSys, 2020
- Last 70 years after the death of the author
- US Copyright Office, Library of Congress
- No Prosecution, filing is 2-9 months
- \$100 - \$500

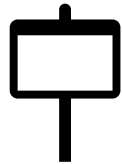
Protect your idea



Generate value for your startup



Protect your solution



Create your brand

“Do what you can, with what you have, where you are.”
— **Theodore Roosevelt**

Commercialization Stage

Building your portfolio of IP



Patent

- Tamper-resistant cap

Design Patent

- Shape of bottle

Copyright

- Advertisements

Trade Secret

- Recipe/ingredients

Trademark

- Coca-Cola name and logo

Trade Dress

- Packaging and labels



Agreements

- Confidential Disclosure Agreement (CDA)
- Employee and Work-for-Hire Agreement
- Supplier, Distributor, or Manufacturer Agreement
- License Agreement
- Hire an Attorney!

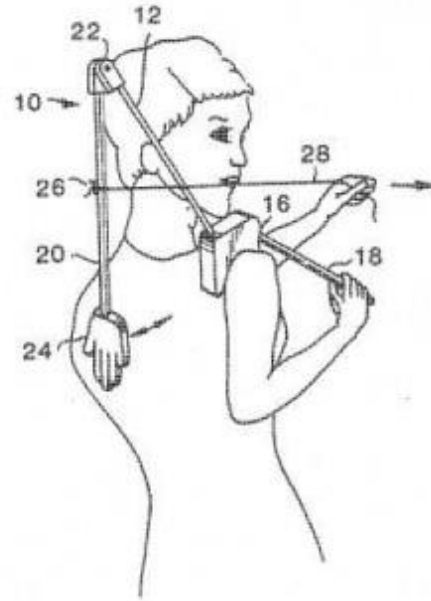


Take your idea to market



**In closing,
remember...**

Patents are Fun



Patents are Fun

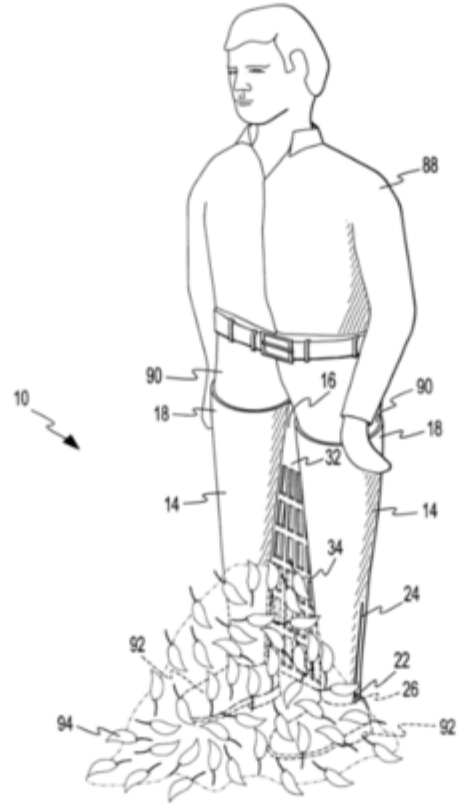
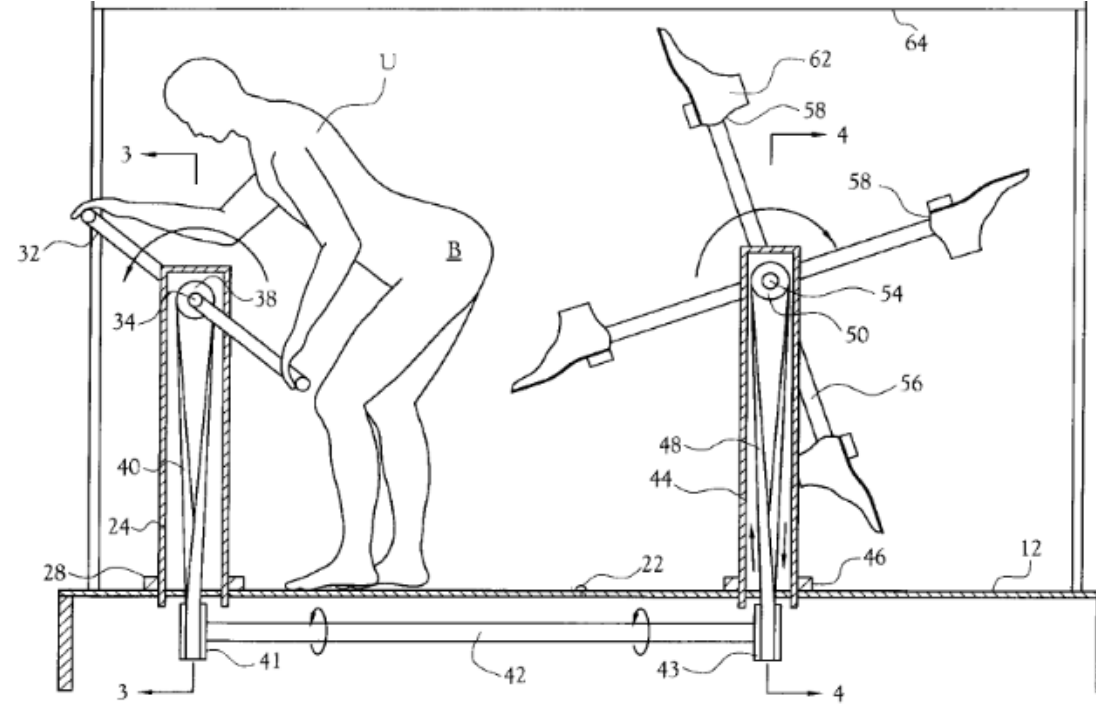
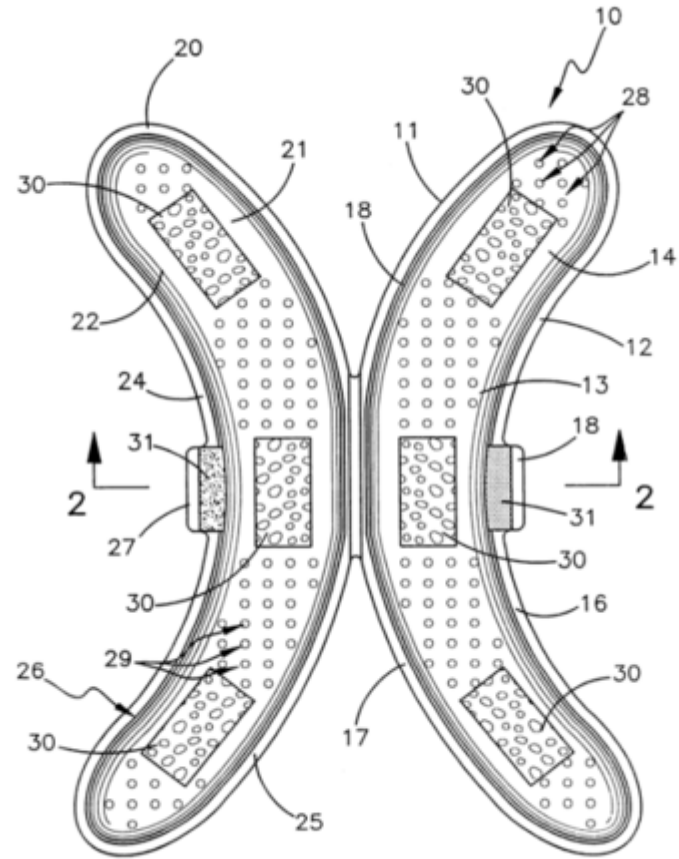


FIG. 7

Patents are Fun



Patents are Fun



Eureka isn't a moment. It's a process.®

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